

APPENDIX 21

**ABBREVIATED SYLLABI
FOUNDATION CORE
AND
BUSINESS CORE CLASSES**

Abbreviated Course Syllabus

Course Number: ACCT 2123

Course Title: Financial Accounting

List all faculty who taught this course during the self-study year:

1. Dr. Ralph Bourret

2. Dr. Kathy Goddard

List all textbooks and required supplementary readings used:

Author: Phillips, Libby & Libby

Title: Fundamentals of Financial Accounting, 3e

Publisher: Mc-Graw-Hill

Provide a brief course description (Relate course description to UG CPC topics where appropriate):

An introductory course in gathering, recording, and using financial data of a profit organization.

Prerequisites: none

List the course outline (topics/chapters) and class sessions

| Content/Chapters | Hours |
|--|-------|
| Business Decisions and Financial Accounting | 3 |
| Reporting Investing and Financing Results on the Balance Sheet | 3.5 |
| Reporting Operating Results on the Income Statement | 3.5 |
| Adjustments, Financial Statements and Financial Results | 3.5 |
| Financial Reporting and Analysis | 3.5 |
| Internal Control and Financial Reporting for Cash and Merchandise Sales | 3.5 |
| Reporting and Interpreting Inventories and Cost of Goods Sold | 3.5 |
| Reporting and Interpreting Receivables, Bad Debt Expense, and Interest Revenue | 3.5 |
| Reporting and Interpreting Long-Lived Tangible and Intangible Assets | 3.5 |
| Reporting and Interpreting Liabilities | 3.5 |
| Reporting and Interpreting Stockholders' Equity | 3.5 |
| Reporting and Interpreting the Statement of Cash Flows | 3.5 |
| Measuring and Evaluating Financial Performance | 3.5 |

Summarize the UG CPC Coverage in terms of hours:

| CPC Topic | Hours |
|--------------------------------------|-------|
| Marketing | |
| Business Finance | 5 |
| Accounting | 45 |
| Management | |
| Legal Environment | 3 |
| Economics | |
| Business Ethics | 5 |
| Global Dimensions | |
| Information Systems | |
| Quant Tech/Stats | |
| Business Policy | |
| Comprehensive/integrating experience | |
| Total | 58 |

Abbreviated Course Syllabus

Course Number: ACT 2133 Course Title: Managerial Accounting

List all faculty who taught this course during the self-study year:

1. Dana Roark

List all textbooks and required supplementary readings used:

Author: Garrison Noreen Brewer Title: Managerial Accounting 14th ed.

Publisher: McGraw-Hill Irwin

Provide a brief course description (Relate course description to UG CPC topics where appropriate):

Emphasis on the use of accounting data by managers. Prerequisites: ACCT 2123

List the course outline (topics/chapters) and class sessions

| Content | Hours |
|--|-----------|
| Managerial Accounting: An Overview | 3 |
| Managerial Accounting and Cost Concepts | 3.75 |
| Job-Order Costing | 3.25 |
| Process Costing | 3.5 |
| Cost-Volume-Profit Relationship | 3.5 |
| Variable Costing and Segment Reporting: Tools for Management | 3.5 |
| Activity-Based Costing: A Tool to Aid Decision Making | 3.5 |
| Profit Planning | 3.5 |
| Flexible Budgets and Performance Analysis | 3.5 |
| Standard Costs and Variances | 3.5 |
| Performance Measurement in Decentralized Organizations | 3.5 |
| Differential analysis: The Key to Decision Making | 3.5 |
| Capital Budgeting Decisions | 3.5 |
| TOTAL HOURS | 45 |

Summarize the UG CPC Coverage in terms of hours:

| CPC Topic | Hours |
|--------------------------------------|-------|
| Marketing | 1 |
| Business Finance | 1 |
| Accounting | 45 |
| Management | 10 |
| Legal Environment | 3 |
| Economics | 4 |
| Business Ethics | 4 |
| Global Dimensions | |
| Information Systems | |
| Quant Tech/Stats | |
| Business Policy | |
| Comprehensive/integrating experience | |
| Total | 68 |

Abbreviated Course Syllabus

Course Number: ECON 2113

Course Title: Principles of Macroeconomics

List all faculty who taught this course during the self-study year:

1. Dr. Frederick Jungman

2. Mr. Michael Scott

List all textbooks and required supplementary readings used:

Author: McConnell, Brue, and Flynn

Title: Macroeconomics, 18th ed.

Publisher: McGraw-Hill, 2009

Provide a brief course description (Relate course description to UG CPC topics where appropriate):

This course provides an overview of the entire U.S. economy and government's involvement in economic issues.

List the course outline (topics/chapters) and class sessions

| Content | Hours |
|---|-----------|
| Ch. 1: The Nature and Method of Economics | 5.0 |
| Ch 2: Introduction to Graphs & Capitalism and the Market System | 2.0 |
| Ch 3: Demand and Supply | 3.5 |
| Ch 6: The Private Sector and the Public Sector, The U.S. in the Global Economy, & Intro to Macro. | 2.25 |
| Ch 7: Measuring National Output and National Income | 5.25 |
| Ch 8: Economic Growth | 3.2 |
| Ch 9: Business Cycle, Unemployment and Inflation | 3.2 |
| Ch 10: Basic Macroeconomic Relationships | 3.1 |
| Ch 12: Aggregate Demand and Aggregate Supply | 1.5 |
| Ch 13: Fiscal Policy, Deficits, and Debt | 1.5 |
| Ch 14: Money and Banking | 3.2 |
| Ch 15: How banks and thrifts create money | 3.2 |
| Ch 16: Monetary Policy | 4.7 |
| Ch 18: Phillips Curve | 1.7 |
| Ch 19: Monetarism and the Quantity Theory of Money | 1.7 |
| TOTAL HOURS | 45 |

Summarize the UG CPC Coverage in terms of hours:

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| CPC Topic | Hours |
|--------------------------------------|-----------|
| Marketing | 1 |
| Business Finance | 3 |
| Accounting | 1 |
| Management | 1 |
| Legal Environment | |
| Economics | 45 |
| Business Ethics | |
| Global Dimensions | 7 |
| Information Systems | |
| Quant Tech/Stats | 1 |
| Business Policy | 1 |
| Comprehensive/integrating experience | |
| Total | 60 |

Abbreviated Course Syllabus

Course Number: ECON 2123 Course Title: Principles of Microeconomics

List all faculty who taught this course during the self-study year:

1. Mr. Michael Scott
2. Dr. Fred Jungman

List all textbooks and required supplementary readings used:

(1) William A. McEachern ECON Micro 2
Author: (2) McConnell, Brue & Flynn Title: Microeconomics (18th edition)
South-Western Cengage Learning
Publisher: McGraw-Hill

Provide a brief course description (Relate course description to UG CPC topics where appropriate):

This course focuses on economic theory and issues as related to the operation of individual organizations.

List the course outline (topics/chapters) and class sessions

| Content | Hours |
|--|--------------|
| The Art and Science of Economic Analysis | 3 |
| Economic Tools and Economic Systems | 3 |
| Economic Decision Makers | 3 |
| Demand, Supply, and Markets | 3 |
| Elasticity of Demand and Supply | 3 |
| Consumer Choice and Demand | 3 |
| Production and Cost in the Firm | 3 |
| Perfect Competition | 3 |
| Monopoly | 3 |
| Monopolistic Competition and Oligopoly | 3 |
| Resource Markets | 3 |
| Labor Markets and Labor Unions | 3 |
| Economic Regulation and Antitrust Policy | 3 |
| Public Goods and Public Choice | 3 |
| Externalities and the Environment | 3 |
| International Trade | 3 |
| Total Hours | 45 |

Summarize the UG CPC Coverage in terms of hours:

| CPC Topic | Hours |
|--------------------------------------|-------|
| Marketing | 3 |
| Business Finance | 3 |
| Accounting | 3 |
| Management | 1 |
| Legal Environment | 0 |
| Economics | 45 |
| Business Ethics | 0 |
| Global Dimensions | 5 |
| Information Systems | 3 |
| Quant Tech/Stats | 1 |
| Business Policy | 0 |
| Comprehensive/integrating experience | 0 |
| Total | 64 |

Abbreviated Course Syllabus

Course Number: GBUS 2903

Course Title: Legal Environment of Business

List all faculty who taught this course during the self-study year:

1. Dr. David Butler

2. Dr. Anthony Gorospe

List all textbooks and required supplementary readings used:

Author: Miller, Cross, Jentz

Title: Essentials of the Legal Environment 3rd ed

Publisher: South Western: Cengage Learning

Provide a brief course description (Relate course description to UG CPC topics where appropriate):

Survey of the areas of our legal system and laws that impact today's business environment.

List the course outline (topics/chapters) and class sessions

| Content | Hours |
|---|-----------|
| Business and its Legal Environment | 3.1 |
| Courts and Alternative Dispute Resolution | 3.1 |
| Ethics and Business Decision Making | 3.1 |
| Constitutional Authority to Regulate Business | 3.1 |
| Administrative Law | 1.0 |
| Criminal Law and Cyber Crimes | 1.0 |
| Torts and Product Liability | 3.1 |
| Intellectual Property and Internet Law | 1.6 |
| International Law in a Global Economy | 1.6 |
| Business Organizations | 1.6 |
| Contract Formation | 4.6 |
| Contract Performance, Breach and Remedies | 4.6 |
| Sales, Leases, and E-Contracts | 3.1 |
| Creditors' Rights and Bankruptcy | 3.1 |
| Employment, Immigration, and Labor Law | 1.8 |
| Employment Discrimination | 1.8 |
| Environmental Law | 1.8 |
| Investor Protection and Corporate Governance | 1.9 |
| TOTAL HOURS | 45 |

Summarize the UG CPC Coverage in terms of hours:

| CPC Topic | Hours |
|--------------------------------------|-----------|
| Marketing | 4 |
| Business Finance | 3 |
| Accounting | 0 |
| Management | 8 |
| Legal Environment | 45 |
| Economics | 0 |
| Business Ethics | 5 |
| Global Dimensions | 3 |
| Information Systems | 3 |
| Quant Tech/Stats | 0 |
| Business Policy | 0 |
| Comprehensive/integrating experience | 0 |
| Total | 71 |

Abbreviated Course Syllabus

Course Number: FIN 3163

Course Title: Business Finance

List all faculty who taught this course during the self-study year:

1. Jim Breyley Jr.

2. David Hemley

List all textbooks and required supplementary readings used:

1) Block

1) Business Finance

Author: 2) Beasley

Title: 2) CFIN

1) McGraw-Hill

Publisher: 2) Cengage

Provide a brief course description (Relate course description to UG CPC topics where appropriate):

Business finance with emphasis on corporate methods and instruments of financing, time value of money, risk and return, valuation, capital budgeting, and const of capital.

Prerequisites: ACCT 2133, ECON 2113 and 2123, MATH 1313 and 1513

List the course outline (topics/chapters) and class sessions

| Content | Hours |
|--|-------|
| The Goals and Functions of Financial management | 2.75 |
| Review of Accounting | 2.75 |
| Financial Analysis | 3.25 |
| Financial Forecasting | 3.25 |
| Operating and Financial Leverage | 4.25 |
| Working Capital and the Financing Decision | 3.25 |
| Current Asset Management | 2.25 |
| Sources of Short-Term Financing | 2.25 |
| Capital Markets | 1.25 |
| Investment Banking: Public and Private Placement | 2.25 |
| Long-Term and Lease Financing | 1.25 |
| Common and Preferred Stock Financing | 1.25 |
| Cost of Capital | 4.25 |
| The Time Value of Money | 2.25 |
| Valuation and Rates of Return | 2.25 |

| | |
|-------------------------------|-----------|
| The Capital budgeting Process | 6.25 |
| Total Hours | 45 |

Summarize the UG CPC Coverage in terms of hours:

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| CPC Topic | Hours |
|--------------------------------------|-----------|
| Marketing | 1 |
| Business Finance | 45 |
| Accounting | 10 |
| Management | 3 |
| Legal Environment | 1 |
| Economics | 6 |
| Business Ethics | 6 |
| Global Dimensions | 1 |
| Information Systems | 0 |
| Quant Tech/Stats | 3 |
| Business Policy | 0 |
| Comprehensive/integrating experience | 0 |
| Total | 76 |

Abbreviated Course Syllabus

Course Number: GBUS 3753

Course Title: Business Research

List all faculty who taught this course during the self-study year:

1. Karen Sneary

List all textbooks and required supplementary readings used:

Author: Cooper and Schindler

Title: Business Research Methods 11th ed.

Publisher: McGraw-Hill Irwin

Provide a brief course description (Relate course description to UG CPC topics where appropriate):

GBUS 3753 Business Research Applied business statistics and research techniques relevant to business decision making.

List the course outline (topics/chapters) and class sessions

| Content | Hours |
|---|--------------|
| Research in Business | 1.5 |
| Ethics in Business Research | 1.5 |
| Thinking Like a Researcher | 3 |
| The Research Process: An Overview | 1.5 |
| Clarifying the Research Question through Secondary Data and Exploration | 1.5 |
| Research Design: An Overview | 3 |
| Qualitative Research | 3 |
| Observation Studies | 1.5 |
| Experiments | 1.5 |
| Surveys | 3 |
| Measurement | 1.5 |
| Measurement Scales | 1.5 |
| Questionnaires and Instruments | 3 |
| Sampling | 3 |
| Data Preparation and Description | 1.5 |
| Exploring, Displaying, and Examining Data | 1.5 |
| Hypothesis Testing | 3 |
| Measures of Association | 3 |
| Multivariate Analysis: An Overview | 3 |
| Presenting Insights and Findings | 3 |
| Total Hours | 45 |

Summarize the UG CPC Coverage in terms of hours:

| CPC Topic | Hours |
|--------------------------------------|-------|
| Marketing | 2 |
| Business Finance | 3 |
| Accounting | 3 |
| Management | 35 |
| Legal Environment | 2 |
| Economics | 3 |
| Business Ethics | 5 |
| Global Dimensions | 5 |
| Information Systems | 4 |
| Quant Tech/Stats | 4 |
| Business Policy | 0 |
| Comprehensive/integrating experience | 0 |
| Total | 66 |

ABBREVIATED SYLLABUS

Course Number: GBUS 3953

Course Name: Business, Society & Government

Instructor: Dr. Steven Palmer

Required Text(s): John F. Steiner and George A. Steiner, Business, Government and Society: A Managerial Perspective, 12th Edition, McGraw-Hill/Irwin, ©2009, ISBN-13 9780073405056

Core Values – an ethics simulation.

Course Description: A study of the interactions of business, government and society with a focus on government regulation, business ethics and the social responsibilities of business firms. Prerequisite: Junior standing.

| <u>Topic Outline:</u> | <u>Contact Hours:</u> |
|---|------------------------------|
| Corporate Social Responsibility | 9 |
| Business Ethics | 12 |
| Business in Politics | 3 |
| Regulating Business | 3 |
| Environment | 3 |
| Globalization | 3 |
| Corporate Governance | 3 |
| Consumerism | 3 |
| Workplace | 6 |
| Total Sessions (Contact Hours must equal 45 hours) | 45 |

| <u>Summary of CPC Topics Covered in this Course:</u> | <u>Contact Hours:</u> |
|---|------------------------------|
| Marketing | 1 |
| Finance | 1 |

| | |
|---|----|
| Accounting | |
| Management | 18 |
| Human Resource Management | |
| Production/Operations Management | |
| Organizational Behavior | |
| Law | 23 |
| Economics | |
| Ethics | 32 |
| Global Business | 4 |
| Information Systems | |
| Statistics | |
| Integration/Policy | |
| Total (estimate of contact hours – may exceed 45) | 79 |

Abbreviated Course Syllabus

Course Number: MGMT 3063

Course Title: Principles of Management

List all faculty who taught this course during the self-study year:

1. Mark Pippin

2. Mrs. Liberty Holleman-Gorospe

List all textbooks and required supplementary readings used:

Author: Williams, Chuck

Title: Management 3, 3rd ed.

Publisher: South-Western/Cengage Learning 2011

Provide a brief course description (Relate course description to UG CPC topics where appropriate):

A systems approach to the study of business management with special emphasis on planning, organizing, directing, and controlling.

List the course outline (topics/chapters) and class sessions

| Content | Hours |
|----------------------------------|--------------|
| Management | 3 |
| History of Management | 3 |
| Ethics and Social Responsibility | 3 |
| Planning and Decision Making | 3 |
| Organizational Strategy | 3 |
| Innovation and Change | 3 |
| Designing Adaptive Organizations | 3 |
| Managing Teams | 3 |
| Managing Human Resource Systems | 3 |
| Motivation | 3 |
| Leadership | 3 |
| Managing communications | 3 |
| Control | 3 |
| Managing Service | 3 |
| Manufacturing Operations | 3 |
| Final | 45 |

Summarize the UG CPC Coverage in terms of hours:

| CPC Topic | Hours |
|--------------------------------------|-------|
| Marketing | 0 |
| Business Finance | 0 |
| Accounting | 0 |
| Management | 45 |
| Legal Environment | 15 |
| Economics | 0.25 |
| Business Ethics | 7.5 |
| Global Dimensions | 3.75 |
| Information Systems | 2 |
| Quant Tech/Stats | 0 |
| Business Policy | 2 |
| Comprehensive/integrating experience | 0 |
| Total | 75.5 |

ABBREVIATED SYLLABUS

Course Number: MGMT 4433

Course Name: Business Policy

Instructor: Dr. Steven Palmer

Required Text(s): John A. Pearce II and Richard B. Robinson, Strategic Management: Formulation, Implementation, and Control, 12 edition, McGraw-Hill/Irwin: Boston, 2011

Capstone and Comp-XM simulation packages

Course Description: A capstone course in which the student will have an opportunity to integrate concepts learned and philosophies developed in other business courses. Pre: Completion, with grade of "C" or higher, of all other courses in Business Core. To be taken in the final semester.

| <u>Topic Outline:</u> | <u>Contact Hours:</u> |
|---|------------------------------|
| Strategic Management | 1.5 |
| Company Mission | 1.5 |
| Corporate Social Responsibility and Business Ethics | 3 |
| The External Environment | 3 |
| The Global Environment | 3 |
| Internal Analysis | 3 |
| Long-Term Objectives and Strategies | 3 |
| Business Strategy | 3 |
| Multibusiness Strategy | 3 |
| Implementation | 3 |
| Organizational Structure | 3 |
| Leadership and Culture | 3 |
| Strategic Control | 3 |
| Innovation and Entrepreneurship | 3 |

| | |
|--|----|
| Integration Experiences | 6 |
| Total Sessions (Contact Hours must equal 45 hours) | 45 |

Summary of CPC Topics Covered in this Course:

Contact Hours:

| | |
|---|----|
| Marketing | 2 |
| Finance | 12 |
| Accounting | 2 |
| Management | 20 |
| Law | 3 |
| Economics | 2 |
| Ethics | 3 |
| Global Business | 3 |
| Information Systems | |
| Statistics | |
| Integration/Policy | 45 |
| Total (estimate of contact hours – may exceed 45) | |

Abbreviated Course Syllabus

Course Number: MRKT 3043

Course Title: Principles of Marketing

List all faculty who taught this course during the self-study year:

1. Gary Tucker

2.

List all textbooks and required supplementary readings used:

Author: Grewal/Levy

Title: M. Marketing

Publisher: McGraw-Hill

Provide a brief course description (Relate course description to UG CPC topics where appropriate):

A survey of the nature, scope, and economic importance of marketing.

List the course outline (topics/chapters) and class sessions

| Content | Hours |
|--|--------------|
| Overview of Marketing | 2 |
| Developing Marketing Strategies and a Marketing Plan | 2 |
| Marketing Ethics | 3 |
| Analyzing the Marketing Environment | 3 |
| Consumer Behavior | 3 |
| Business-to-Business Marketing | 2 |
| Global Marketing | 3 |
| Segmentation, Targeting, and Positioning | 3 |
| Marketing Research and Information Systems | 3 |
| Product, Branding, and Packaging Decisions | 1.5 |
| Developing New Products | 1.5 |
| Services the Intangible Product | 3 |
| Pricing Concepts for Establishing Value | 3 |
| Supply Chain Management | 3 |
| Retailing and Multichannel Marketing | 3 |
| Integrated Marketing Communications | 3 |
| Advertising, Public Relations, and Sales Promotions | 1.5 |
| Personal Selling and Sales Management | 1.5 |
| | 45 |

Summarize the UG CPC Coverage in terms of hours:

| CPC Topic | Hours |
|--------------------------------------|-------|
| Marketing | 45 |
| Business Finance | 0 |
| Accounting | 0 |
| Management | 9 |
| Legal Environment | 3 |
| Economics | 3 |
| Business Ethics | 3 |
| Global Dimensions | 3 |
| Information Systems | 0 |
| Quant Tech/Stats | 3 |
| Business Policy | 0 |
| Comprehensive/integrating experience | 0 |
| Total | 69 |

Abbreviated Course Syllabus

Course Number: MIS 3413 Course Title: Management Information Systems

List all faculty who taught this course during the self-study year:

1. Brandi Gann

List all textbooks and required supplementary readings used:

Author: Kroenke Title: Experiencing MIS

Publisher: Prentice Hall

Provide a brief course description (Relate course description to UG CPC topics where appropriate):

A study of information support systems available to managers. Strong emphasis is placed on the computer as a tool for MIS. Prerequisites: CMSC 1103, MGMT 3063

List the course outline (topics/chapters) and class sessions

| Content | Hours |
|---|-------|
| The Importance of MIS | 1.5 |
| Improving Your Collaboration Skills and Systems | 1.5 |
| Business Processes, Information, and Information Systems | 3 |
| Organizational Strategy, Information Systems, and Competitive Advantage | 3 |
| Hardware and Software | 1.5 |
| Preparing a Computer Budget using Excel | 1.5 |
| Database Processing & Design (Access and Excel) | 4 |
| Data Communications Global Communication | 2 |
| Remote, Nomadic, and Mobile Systems | 2 |
| Enterprise Systems Functional Processes, Applications, and Systems, User-Generated Content | 2.33 |
| Enterprise Resource Planning ERP Systems, | 2 |
| Supply Chain Mgmt | 3 |
| E-Commerce, Web 2.0, and Social Networking Processing social Capital: Facebook, Twitter, and | 2.27 |
| Database Marketing | 1.5 |
| Business Intelligence and Info. Systems for Decision Making | 3.37 |

| | |
|--|-----------|
| Reporting Systems and OLAP Geographic Info system Global Information Systems | |
| Information system Development Business Process Management Systems Development Project Mgmt. | 3.38 |
| Information Systems Mgmt | 2 |
| Outsourcing | 1.25 |
| Information Security Mgmt | 1.5 |
| Int'l IT Development and Management Int'l MIS | 2.5 |
| | 45 |

Summarize the UG CPC Coverage in terms of hours:

| CPC Topic | Hours |
|--------------------------------------|-------|
| Marketing | 2 |
| Business Finance | 2 |
| Accounting | 2 |
| Management | 10 |
| Legal Environment | 2 |
| Economics | 0 |
| Business Ethics | 5 |
| Global Dimensions | 3 |
| Information Systems | 45 |
| Quant Tech/Stats | 0 |
| Business Policy | 0 |
| Comprehensive/integrating experience | 0 |
| Total | 71 |