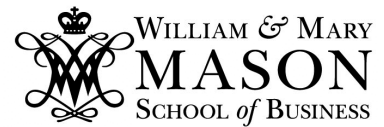


Business MAJORS - Entry Fall 2011 or later

Curriculum Guide for 2011-2012



THE UNDERGRADUATE PROGRAM

Core Curriculum – All Majors who enter the Business Program Fall 2011 or later

Prerequisite Non-Business Courses – Freshmen/Sophomore Year

ECON 101 or 151	Microeconomics	3 credits
ECON 102 or 152	Macroeconomics	3 credits
MATH 108, 111, or 131	Introductory Calculus	4 credits
BUAD 203	Principles of Accounting (Financial & Managerial)	3 credits
BUAD 231	Statistics	3 credits

(OR any of the following: MATH 106, MATH 351, ECON 307, PSYC 301, SOCL 353, KINE 394)

Study Abroad Strongly Recommended – Spring semester, Sophomore and/or Junior Year

Integrated Foundation Semester (1st Semester in Business Program – usually Fall Junior Year)

BUAD 300	Business Perspectives & Applications	1 credit
BUAD 311	Principles of Marketing	3 credits
BUAD 323	Financial Management	3 credits
BUAD 330	Computer Skills for Business	1 credit
BUAD 350	Introduction to Process Management and Consulting	3 credits

Required of all Majors: Upper Level Core Courses (Taken in conjunction with coursework for major)

BUAD 317	Organizational Behavior and Mgt – Fall/Spring (Spring Preferred)	2 credits
BUAD 343	Legal Environment of Business – Fall/Spring	2 credits
BUAD 351	Operations Technology – Spring (Fall/Spring in 2012-2013)	1.5 credits
BUAD 352	Information Technology – Spring (Fall/Spring in 2012-2013)	1.5 credits
BUAD 432	*Strategic Management (Strategy Requirement) - Fall Only	2 credits

*Fulfills core strategy requirement. Students may not apply both BUAD 432 Strategic Management and BUAD 431 Strategic Analysis & Consulting towards the 120 hour degree requirement. Students may not apply both BUAD 432 Strategic Management and BUAD 433 Strategies of Entrepreneurship towards the 120 hour degree requirement. Students may, however, apply both BUAD 431 and BUAD 433 toward the 120 hour degree requirement. Students completing an Entrepreneurship concentration are required to take BUAD 433.

Major Curricula

ACCOUNTING MAJOR: The major in Accounting requires 15 credits in addition to the core curriculum.

Accounting Required Courses (3 credits each)		Accounting Electives (3 credits each)	
301	Financial Reporting & Analysis – Fall/Spring (Jr Year)	302	Adv. Financial Reporting & Analysis – Spring (elective for students entering prior to Fall 2010)
302	Adv. Fin. Reporting & Analysis – Spring (Req. for Fall 2010 or later admits)	401	Adv. Accounting – Spring
303	Strategic Cost Management – Spring	406	Adv. Federal Taxation – Spring
404	Auditing & Internal Controls – Spring	408	Tax Compliance, Research & Planning – Fall
405	Federal Taxation – Fall		

FINANCE MAJOR: The major in Finance requires 12 credits in addition to the core curriculum. Several courses in the Economics Department may count as a Finance elective. Please consult with an advisor if interested.

Finance Required Courses (3 credits each)		Finance Electives (3 credits each. Must choose one course)	
324	Money & Debt Markets – Fall/Spring	417	International Finance – Fall/Spring
325	Equity Markets & Portfolio Management – Fall/Spring	419	Valuation – Spring
423	Corporate Financial Strategy – Fall	421	Student Managed Investment Fund (SMIF) – Fall/Spring

MARKETING MAJOR: The major in Marketing requires 12 credits in addition to the core curriculum.

Marketing Required Courses (3 credits each)		Marketing Electives (3 credits each. Must choose one course)	
446	Consumer Behavior – Spring	442	Psychology of Decision Making – Fall
448	Marketing Strategy – Fall	450	Global Marketing – Spring
452	Marketing Research – Spring	456	Advertising & Marketing Communications – Fall
		492	Special Topics: Customer Experience Management – Spring

PROCESS MANAGEMENT & CONSULTING MAJOR: The PMC major requires 12 credits in addition to the core curriculum.

PMC Required Courses (3 credits each)		PMC Electives (1.5 credits each unless otherwise noted. Must choose 3 credits)	
431	*Strategic Analysis & Consulting – Spring	459	Lean Processes (not offered 2011-12)
437	Change Management & Organizational Transformation – Fall	461	Six Sigma – Fall (first half)
466	Developing Business Intelligence – Fall (Spring in 2012-13)	465	Managing Supply Chains in a Digital Economy (not offered 2011-12)
		467	Adv. Data Management & Modeling – Fall (second half)
		469	Visual Basic for Business (1.5 or 3 credits) – Spring
		474	Negotiation (1.5 or 3 credits) – Spring
		476	Electronic Commerce (1.5 or 3 credits) – Fall
		480	Sustainability/Green Supply Chain (not offered 2011-12)
		482	Project Management – Fall (second half)
		492	Special Topics: Healthcare Infomatics (1.5 or 3 credits) – Spring
		492	Special Topics: Environmental Consulting (3 credits) – Spring

Check my.wm.edu for the most current class offerings (Revised June 21, 2011)
Find more curriculum information at mason.wm.edu/UGacademics

Concentrations

Many business students find it desirable to pursue a multidisciplinary curriculum which includes advanced study in a second business discipline. The concentration option is designed for students who wish to complete six to seven credit hours of advanced coursework in another business discipline. Students may not use the same course to count towards both a major and concentration.

ACCOUNTING

Choose two courses including 301 (3 credits each)

- 301 Financial Reporting & Analysis – Fall/Spring
- 302 Adv. Financial Reporting & Analysis – Spring
- 303 Strategic Cost Management – Spring
- 401 Adv. Accounting
- 404 Auditing & Internal Controls – Spring
- 405 Federal Taxation – Fall

ENTREPRENEURSHIP

Required (3 credits each)

- 433 *Strategies of Entrepreneurship – Spring
- 443 Entrepreneurial Ventures – Fall/Spring

Choose additional three credits from the following:

- 419 Valuation (3 credits) – Spring
- 450 Global Marketing (3 credits) – Spring
- 474 Negotiation (3 credits) – Spring
- 476 Electronic Commerce (3 credits) – Fall

FINANCE

Choose two courses including 324, 325, or both (3 credits each)

- 324 Money & Debt Markets – Fall/Spring
- 325 Equity Markets & Portfolio Management – Fall/Spring
- 417 International Finance – Fall/Spring
- 419 Valuation – Spring
- 421 Student Managed Investment Fund (SMIF) – Fall/Spring
- 423 Corporate Financial Strategy – Fall

MANAGEMENT & ORGANIZATIONAL LEADERSHIP

Choose two courses (3 credits each)

- 435 Teams: Design, Selection, & Development – Spring
- 437 Change Management & Organizational Transformation – Fall
- 438 Leadership – Fall
- 442 Psychology of Decision Making – Fall

*Fulfills core strategy requirement. Students may not apply both BUAD 432 Strategic Management and BUAD 431 Strategic Analysis & Consulting towards the 120 hour degree requirement. Students may not apply both BUAD 432 Strategic Management and BUAD 433 Strategies of Entrepreneurship towards the 120 hour degree requirement. Students may, however, apply both BUAD 431 and BUAD 433 toward the 120 hour degree requirement. Students completing an Entrepreneurship concentration are required to take BUAD 433.

Additional Electives

- 342 Commercial Law & Business Organizations (3 credits) – Spring
- 436 Business & Society (3 credits) – Spring
- 440 International Business Management (3 credits) – Fall

MARKETING

Choose two courses (3 credits each)

- 442 Psychology of Decision Making – Fall
- 446 Consumer Behavior – Spring
- 448 Marketing Strategy – Fall
- 450 Global Marketing – Spring
- 452 Marketing Research – Spring
- 456 Advertising & Marketing Communications – Fall
- 492 Special Topics: Customer Experience Management – Spring

PROCESS MANAGEMENT & CONSULTING

Required (3 credits)

- 431 *Strategic Analysis & Consulting – Spring
- Choose three additional credits** (1.5 credits each unless otherwise noted)
- 437 Change Mgt. & Organizational Transformation (3 credits) – Fall
- 459 Lean Processes (not offered 2011-12)
- 461 Six Sigma – Fall (first half)
- 465 Managing Supply Chains in a Digital Economy (not offered 2011-12)
- 466 Developing Business Intelligence (3 credits) – Fall (Spring in 2012-2013 academic year)
- 467 Advanced Data Management & Modeling – Fall (second half)
- 469 Visual Basic for Business (1.5 or 3 credits) – Spring
- 474 Negotiation (1.5 or 3 credits) – Spring
- 476 Electronic Commerce (1.5 or 3 credits) – Fall
- 480 Sustainability/Green Supply Chain (not offered 2011-12)
- 482 Project Management – Fall (second half)
- 492 Special Topics: Healthcare Infomatics (1.5 or 3 credits) – Spring
- 492 Special Topics: Environmental Consulting (3 credits) – Spring

International Emphasis

The Business Program seeks to recognize the achievement of students who have incorporated significant international experiences in their Individual Program of Study (IPS). Students fulfilling the requirements will be described as completing an IPS with an International Emphasis (ie, a Major in Marketing with an International Emphasis and a Concentration in Accounting; a Major in Finance with an International Emphasis).

International Emphasis Requirements:

- (1) Course in international business: BUAD 440 International Business Management, or the equivalent.
- (2) Elective with an international emphasis that is related to your major or concentration (ie, BUAD 417 International Finance for the Finance Major).
- (3) Language and/or culture course(s) to be approved by Business program.
- (4) Study abroad experience with a minimum of twelve semester hours earned (may be earned over one semester or over separate experiences)