

## BUSINESS ADMINISTRATION AND FINANCE

*Interim Head of the Department:* Professor A. Phillips

*Professors:* Hsing, Duggal

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### ECONOMICS (ECON)

**101. Economics of Current Issues.** Credit 3 hours. An examination of important current social issues from an economics perspective. Topics to be examined include poverty, discrimination, health care, social security, education, politics, as well as environmental and legal issues with a focus on the contribution of economics to potential solutions. Not open to students who have previously earned credit for Economics 201 or 202 or to Juniors and Seniors majoring in the College of Business.

**102. Elements of Economics.** Credit 3 hours. A course to give non business students a comprehensive introduction to economic principles and problems. Attention given to problems of inflation, depression, markets, prices, profits, wages, and government finance. Credit will not be given for both Economics 102 and 201 or 102 and 202.

**201. Principles of Economics (Macroeconomics).** Credit 3 hours. The nature of economics, economic concepts and institutions, monetary theory, national income theory, financing of business, population problems and economic stability. Credit will not be given for both Economics 201 and 102.

**202. Principles of Economics (Microeconomics).** Credit 3 hours. The theories of production, determination of price, distribution of income, problems of industrial relations, monopolies, comparative economics systems. Credit will not be given for both Economics 202 and 102.

**211. Economics of Consumption.** Credit 3 hours. A study of consumer buying practices, management of personal and family finances, spending and saving, problems of consumer protection.

**212. Agricultural Economics.** Credit 3 hours. A study of economic principles and practices as applied to agriculture; importance of agriculture in American life; economic, social, and political factors that influence rural institutions; records and accounts.

**301. Introduction to Labor Economics.** Credit 3 hours. Prerequisites: Economics 201 and 202 and Junior standing, or Economics 102 and Junior standing. The development of present-day labor organizations, their aims and methods; primary issues in union and nonunion management relationships, such as wages, hours, substandard workers, seniority, and union shop.

**305. Urban and Regional Economics.** Credit 3 hours. Prerequisites: Economics 201 and 202 and Junior standing, or Economics 102 and Junior standing. A brief description of the historical development of cities; location and spatial organization of economic activity; regional growth patterns and land use; analysis of particular problems such as transportation, housing, poverty, environment, and the urban public sector. Emphasis will be on both theory and policy.

**312. Health Care Economics.** Credit 3 hours. Prerequisites: ECON 102 or 201 or 202, and Junior standing. An analysis of the demand for and supply of health care services, health insurance, managed competition, Medicare, Medicaid, cost containment, national health care policy, the role of technology, training and practice of nurses and physicians, and comparative health care systems.

**328. Environmental & Resource Economics.** Credit 3 hours. Prerequisites: ECON 102 or 201 or 202 and Junior Standing. The study of theory and tools of environmental and resource economics, ozone depletion and global warming, acid deposition, exhaustible resources including energy, minerals, materials and waste, renewable resources including fisheries, temperate forests, tropical forests, biodiversity and habitat, and water resources, government regulations and enforcement, and other topics such as clean technology, toxics in the ecosystem, the environment and economic growth in other countries, and prospects for the future.

**333. Introduction to Money and Banking.** Credit 3 hours. Prerequisites: Economics 201 and 202 and Junior standing, or Economics 102 and Junior standing. Nature and functions of money; banking history; commercial banking; Federal Reserve System and its instruments of monetary policy; an introduction to financial markets, monetary theory and international monetary relationships.

**345. Economics of Industrial Organization and Public Policy.** Credit 3 hours. Prerequisites: Economics 201 and 202 and Junior standing, or Economics 102 and Junior standing. A survey of market structures and performance and the role of antitrust policy in the manufacturing sector of the economy. Emphasis is placed on methods and techniques used in measuring market structures and performance, and on antitrust policy with regard to the control of market structures, price fixing agreements, and other restrictions on manufacturing firms' conduct. Public regulation is considered both in theory and in practice.

**362. Public Finance.** Credit 3 hours. Prerequisites: Economics 201 and 202 and Junior standing, or Economics 102 and Junior standing. The development and growth of the public economy as part of the national economy; use of governmental expenditures and revenues; public effects of spending public funds and of government borrowing and debt payment; critique of fiscal policies and practices to achieve economic stability.

**401. Macroeconomics for Managers.** Credit 3 hours. Prerequisites: Economics 201 and 202 and Junior standing, or Economics 102 and Junior standing. The development of aggregative economic analysis and its application to national income theory, the level of employment and economic growth. Attention is given to the dynamic aspects of income and employment fluctuations and the adoption and application of economic policy.

**402. Managerial Economics.** Credit 3 hours. Prerequisites: Economics 201 and 202 and Junior standing, or Economics 102 and Junior standing. The theory of consumer behavior in determining demand. The theory of the firm including

production, costs, and supply relationships. Analysis of product and factor markets under conditions of perfect and imperfect competition.

**410. History of Economic Thought.** Credit 3 hours. Prerequisites: Economics 201 and 202 and Junior standing, or Economics 102 and Junior standing. A survey of the development of economic thought from about 1500 A. D. to the present, a critical description of the various schools of thought and the contributions of leading economic writers.

**412. Comparative Economic Systems.** Credit 3 hours. Prerequisites: Economics 201 and 202 and Junior standing, or Economics 102 and Junior standing. An analysis of the theories and practices of modern economic systems including Capitalism, Socialism, Communism, and Fascism.

**421. International Economics.** Credit 3 hours. Prerequisites: Economics 201 and 202 and Junior standing, or Economics 102 and Junior standing. Principles of foreign trade. An examination of the monetary and real aspects of trade; including foreign exchange rates, balance of payments problems, and the theories concerning the reasons for trade.

**430. Economics Study Abroad.** Credit 3 hours. Prerequisite: Junior standing. This course is designed to introduce students to the economic systems and institutions of other countries through the Business Study Abroad program. Students will experience, first-hand, the principles and practices of functioning in an international environment.

**441. Current Economic Problems.** Credit 3 hours. Prerequisites: Economics 201 and 202 and Junior standing, or Economics 102 and Junior standing. An examination of the contemporary economic problems of inflation, unemployment, energy and environmental crises, national debt, urbanization, and agriculture. Relevant economic controversies of the day will be emphasized, current public economic policies will be evaluated, and alternative courses of public action presented. Designed for Liberal Arts as well as Business students.

**450/550. Applications of the Internet in Business and Economic Analysis.** Credit 3 hours. Prerequisites: Business Technology 210 or CMPS 110, ECON 201 and ECON 202, or ECON 102 and Junior standing. Use of the Internet to study business and economic subjects and issues such as production, consumption, economic conditions and indicators, federal government policies, job market, population characteristics, international business and economic development, and other relevant subjects.

**460. Econometrics.** Credit 3 hours. Prerequisites: Economics 201 and 202, Business Technology 210 or Computer Science 110, Mathematics 241 or Management 261, and senior standing. Introduction to model-building and statistical inferences to measure and test business and economic theories as well as to solve these problems. Emphasis will be placed on linear modeling, least squares estimation, linear programming and curvi-linear optimization.

**613. Managerial Economics.** Credit 3 hours. Prerequisites: Economics 201, 202, and Graduate standing. A study of management problems from an economic point of view. Includes analyses of demand, forecasting, cost and price relationships, price decisions, risk and uncertainty, and capital investment.

**630. Economics Study Abroad.** Credit 3 hours. Prerequisite: Graduate standing. This course provides graduate students an in-depth look at the economic systems and institutions of other countries through the Business Study Abroad program. Students will experience, first-hand, the principles and practices of functioning in an international environment. Designed primarily for students in the MBA program.

**641. Seminar in Contemporary Economic Problems.** Credit 3 hours. Prerequisite: Economics 201 and 202 and Graduate standing. An analysis of the causes and consequence of current economic problems including unemployment, budget deficits, inflation, merchandise trade deficits, and other leading issues of the day. Alternative approaches to alleviate these problems will be discussed and evaluated.

**695. Special Topics in Economics.** Credit 3 hours. Prerequisite: Graduate standing. A seminar course focusing on selected issues in economics.

**697. Economic Analysis and Public Policy.** Credit 3 hours. Prerequisites: ECON 201 and ECON 202 or consent of the Department Head. This course applies economic theory such as pricing, market structures, public goods, externalities, cost and benefit analysis, optimization, utility maximization, voter preferences, and others to examine selected public policy issues such as government finance, health care, social security, welfare, income distribution, regulation and deregulation, urban problems, investment in human capital, and other related subjects.

**699. Advanced Econometrics and Math Economics.** Credit 3 hours. Prerequisites: Math 163, MGMT 261, and consent of the Department Head. A study of time series, the ADF unit root test, Johansen co integration test, vector error correction model, VAR, GARCH, optimization with constraints, and other related subjects.

## FINANCE (FIN)

**123. Personal Finance.** Credit 3 hours. A study of the management of personal financial affairs, including budgeting, banking, insurance, installment financing, rent/purchase decisions, real estate, personal taxes and lifetime financial planning. (May be used as a Business Elective, but not a Finance Elective in the Finance Degree Curriculum. Not open to juniors or seniors majoring in the College of Business).

**381. Business Finance.** Credit 3 hours. Prerequisite: Junior standing and Accounting 200. A study of organization of business firms, financial planning, funds from operation, short and intermediate loan capital, owners' equity, long-term debt, and business promotion and expansion.

**382. Problems in Business Finance.** Credit 3 hours. Prerequisite: Finance 381. This course encompasses the analysis of financial policies and problems of corporate financial management in light of different operating functions. Attention is given to cases involving financial decisions for nonfinancial corporations. The primary objective of the course is to encourage independent constructive criticism of existing theories and knowledge, and to develop a personal philosophy of financial management.

**383. Working Capital Management.** Credit 3 hours. Prerequisite: Finance 381. A study of the analysis of financial theory and problems involving working capital. Topics include the management of cash, receivables, inventories, and short-term funding.

**391. Finance Internship.** Credit 3 hours. Prerequisites: Finance 381, 2.5 adjusted grade point average and permission of Department Head. Finance Internship provides a student with finance experience in an assignment selected and approved by the University with a cooperating business firm. Students will earn three semester hours of credit for 360 hours of approved work experience. Only finance majors can receive credit for the Finance Internship course. All grades are assigned on a Pass/Fail basis.

**392. Finance Internship.** Credit 3 hours. Continuation of Finance 391. In order to obtain credit for Finance 392, the work assignment must be different from that of Finance 391.

**401. Capital and Money Markets.** Credit 3 hours. Prerequisite: Finance 381 or approval of the Department Head. This course is designed to provide the basic knowledge and tools required to analyze financial markets and their institutions. The primary objective is to provide students with adequate knowledge of the structures and practical operations of major financial markets and the underlying forces which unify them.

**410. Managerial Finance.** Prerequisites: Junior Standing, ACCT 225, ECON 202 and FIN 381. the study of tools and techniques used in the formulation and implementation of financial policies, including analysis of financial needs, acquisition of financial resources, and allocation of funds to finance a business. Financial decision making involving applied economics, accounting, and statistics. (Not open to finance majors).

**431. Principles of Real Estate.** Credit 3 hours. Prerequisite: Finance 381. The nature of real property, principles of urban land development, classification of property rights, financing of real estate, and real estate sales.

**432. Real Estate Practice.** Credit 3 hours. Prerequisite: Finance 431 or a valid Louisiana Real Estate Salesman's License. A consideration of the professional aspects of real estate brokerage, property management, finance, appraisal, property development, and problems relating to real property. Emphasis is placed on the managerial and marketing aspects of operating and managing a brokerage firm.

**447. Global Financial Management.** Credit 3 hours. Prerequisite: Finance 381. The financial problems and opportunities that confront the management of international firms. Sources and instruments of international finance, import and export financial considerations, and the interrelationship of governmental and international agencies to the financial function of business will be emphasized.

**451/551. Investment Analysis.** Credit 3 hours. Prerequisite: Finance 381. A study of the fundamental principles of business firms; major markets in the United States, and hypothetical portfolios developed using current data.

**452. Portfolio Management.** Credit 3 hours. Prerequisite: Finance 451. A study of financial investment alternatives and strategies in a portfolio context. Specific emphasis is given to financial engineering techniques applied in the design and management of investment portfolios within the framework of specific risk-return objectives.

**470. Bank Administration.** Credit 3 hours. Prerequisites: FIN 381, and either ECON 333 or FIN 401. A study of common problem situations and management techniques as they apply to the operation of an individual bank.

**481. Principles of Insurance.** Credit 3 hours. Prerequisite: Finance 381. A study of the business of life insurance, types of policies and annuity contracts, fire and allied fire contracts; automobile direct loss and liability insurance; other types of casualty insurance.

**482. Life, Accident, and Health Insurance.** Credit 3 hours. Prerequisite: Junior standing. The general principles of life, accident, and health insurance and the application to both business and personal uses.

**495. Special Topics in Finance.** Credit 3 hours. Prerequisites: Finance 381. A seminar course that covers selected current and unique topics of special interest in finance not covered in existing courses.

**650 [MGMT 653]. Health Care Financial Management.** Credit 3 hours. A course designed to introduce students to the concepts of basic managerial financial functions, such as budgeting, accrual accounting, and the responsibilities of financial management.

**653. Financial Policies I.** Credit 3 hours. Prerequisites: Finance 381 and Graduate standing. The study of tools and techniques used in the formulation and implementation of financial policies. Specific emphasis is given to the analysis of financial statements, working capital management, valuation, capital budgeting, cost of capital, capital structure and leasing.

**654. Financial Policies II.** Credit 3 hours. Prerequisites: Finance 381 and Graduate standing. The study of tools and techniques used in the formulation and implementation of financial policies involving topics not covered in FIN 653. Specific emphasis is given to the analysis of risk management, dividend policy, the investment banking process, hybrid financing, bankruptcy and reorganization, mergers and divestitures, and multinational financial management.

**657. Financial Institutions Management.** Credit 3 hours. Prerequisite: Finance 381 and Graduate standing. A case-oriented introduction to the mechanics, operation, and structure of the financial intermediary system. Emphasis is placed on developing an understanding of financial markets, monetary policy and the international financial arena.

**695. Special Topics in Finance.** Credit 3 hours. Prerequisite: Finance 381 or permission of the Department Head and Graduate standing. A seminar course focusing on selected issues in finance.

## GENERAL BUSINESS (GB)

**208. Latin American Culture and Communication for Business.** Credit 3 hours. This course is designed to provide business majors with skills necessary to communicate, navigate, and conduct business in Latin American nations.

**470. Independent Study.** Credit 3 hours. Prerequisites: Junior standing. A course designed to provide students with the opportunity to explore any general business concentration area through a special project, assigned readings, or other types of work. Department Head of the designated faculty will approve the proposal of the independent study and monitor the student's progress.

**480. General Business Internship.** Credit 3 hours. Prerequisite: Senior standing. A course designed to provide students with the opportunity to earn credit by working in related jobs. Department Head or the designated faculty will review and approve the type of work to complete the internship course. A minimum of 300 hours of approved work is required. A Pass/Fail grade will be given.

**495. Special Topics in General Business.** Credit 3 hours. Prerequisite: Junior Standing. This course is an approach to the examination of contemporary business issues. It provides students with the knowledge and skills necessary to navigate the global marketplace.

## **BUSINESS TECHNOLOGY (GBBT)**

**123. Basic Keyboarding.** Credit 3 hours. Emphasis is on the computer keyboard and word processing software in conjunction with the fundamentals of technique, rhythm, and accuracy and on formatting business documents such as letters, memos, reports, and tables. (Students who have received credit for GBBT 124 and 223 will not receive credit for this course.)

**124. Keyboarding Applications.** Credit 3 hours. Emphasis is on the acquisition of speed and accuracy in keyboarding letters, memos, reports, and other business documents. Students are expected to have a basic knowledge of keyboarding before taking this course.

**130. Basic Word Processing.** Credit 3 hours. Prerequisite: Business Technology 123 or equivalent. Emphasis is on beginning applications of appropriate word processing software using microcomputers. Students will be prepared for the Microsoft Office Specialist Certification for the MS Word Core exam. Exam requires additional fees.

**131. Word Processing and Presentation Applications.** Credit 3 hours. Prerequisite: Business Technology 130 or equivalent. Emphasis are on the mastery of presentation software as well as designing and delivering oral presentations for business environments. Course includes preparation for the Microsoft Office Specialist Certification for the MS PowerPoint Comprehensive exam. MOS exam requires additional fee.

**215. Database Applications for Business Personnel.** Credit 3 hours. A thorough study of database spreadsheet applications for business personnel. Course includes preparation for the Microsoft Office Specialist Certification for the MS Access exam. MOS exam requires additional fee.

**223. Advanced Keyboarding.** Credit 3 hours. Prerequisites: GBBT 124. Continued emphasis is on the acquisition of speed and accuracy in all phases of production keyboarding using word processing software.

**231. Word Processing: Desktop Publishing.** Credit 3 hours. Prerequisite: Business Technology 130 or 210. Emphasis is on desktop publishing and graphics using microcomputers for the production of newsletters, brochures, signs, etc.

**253. Electronic Office Procedures.** Credit 3 hours. Prerequisite: GBBT 124 or GBBT 130 or GBBT 210. Emphasis is on skills and abilities needed to perform at the operational level in the modern office. Course includes preparation for the Microsoft Office Specialist Certification for the MS Outlook exam. MOS exam requires additional fee.

**254. Simulations for Business Personnel.** Credit 3 hours. Prerequisites: Business Technology 130 or 210 and 253. Students will participate in an office simulation designed to refine electronic office procedures and human relations skills in a realistic business setting.

**351. Telecommunications in Business.** Credit 3 hours. Prerequisite: Junior standing or permission of the Department Head. Theory of electronic systems. Applications to networking capabilities of microcomputers. Issues related to telecommunications.

**410/510 [407/507 and 408/508]. Office Systems Management.** Credit 3 hours. Prerequisite: Junior standing. Emphasis is on the study of managerial and supervisory processes in the modern office and/or information processing system.

**495 [395]. Special Topics in Business Communication.** Credit 3 hours. Prerequisite: GBBT 234 or permission of the Department Head. Investigation and presentation of current and relevant business communication issues which can affect achievement in the free enterprise system.

**618. Team Building in Business Communication.** Credit 3 hours. Team development in context of business tasks, small group synergies, and communication processes. Course is applied rather than theoretical in nature and stresses techniques by which business people can motivate groups to behave as teams. Some attention to needs of not-for-profit organizations, virtual (electronic) groups, and cross-cultural diversity.

**635. International Business.** Credit 3 hours. Prerequisite: Graduate standing. Dynamics of international business, including cultural analysis, foreign entry, globalization, and role of technology in multinational communication and logistics. Case studies and audiovisuals demonstrating economic and supervisory factors in business across cultural and national boundaries.

**651. Technology in Business Communication.** Credit 3 hours. Prerequisite: MBA student or permission of the Department Head. Exploration of the capabilities of contemporary technological communication networks with emphasis on applications such as e-mail, academic research, discussion groups, marketing application, electronic presentations, and individual home-page construction.

**681. Administrative Communication Theory.** Credit 3 hours. A study of administrative communication theory and practice as it relates to various types of organizations and their goals. Emphasis is directed toward improving communication skills of administrators in business, education, government, and other organized groups in reaching their purposes and goals.

**695. Special Topics in General Business.** Credit 3 hours. Prerequisite: Graduate standing. A seminar course focusing on selected issues in general business.