

Carson-Newman College
School of Business
2009-2010

Majors

Accounting
 Business Administration
 Business Administration w/Family Business emphasis*
 Computer Information Systems
 Economics
 International Business*
 Management
 Management w/ Entrepreneurship Emphasis*
 Marketing*

***Current students who wish to change to one of the new majors must complete a “Declaration of Change of Major” form. Students under previous catalogs who want to change to one of the new majors will be required to complete the new liberal arts core requirements set in the 2009-2010 catalog. Your academic advisor should be consulted.**

Minors

Accounting
 Business Administration (not available for business majors)
 Computer Information Systems
 Economics
 Family Business
 International Business (not available for business majors)

For more information on the School of Business, please contact Brandy Lester, Academic Coordinator, at (865) 471-3427 or blester@cn.edu

Interdisciplinary minors

Appalachian Studies
 Marketing

The Business Core

The business core is comprised of 37 hours and includes all of the business disciplines. The idea is that each business graduate will be familiar with accounting, business law, economics, management, marketing, and other topics. The idea of the “core” is common to all accredited business schools. The following are the 2009-2010 C-N business core requirements:

ACCT 201	Principles of Accounting I	3
ACCT 202	Principles of Accounting II	3
BAD 201	Business Communications	3
BAD 301	The Legal Environment of Business	3
CIS 215	Business Information Tools	3
CIS 302	Management Information Systems	3
ECON 220	Principles of Macroeconomics	3
FIN 201	Introduction to Financial Management	3
MATH 201	Statistical Concepts and Methods	4
MGT 201	Principles of Business Management	3
MGT 306	Organizational Behavior	3
MKT 300	Principles of Marketing	3

The Major Requirement

Every student must declare a major before he/she completes 64 hours of undergraduate coursework. Changing a major afterwards may sometimes “cost” hours that don’t fulfill the new requirements. To graduate, a student must have a minimum 2.0 GPA in his/her major.

Students may also choose a minor or concentration, but this is not required. The liberal arts core requirement, business core, and major classes total to less than the 128 hour graduation requirement—this allows each of the majors free “elective” hours that a student may use to take a language, minor, or a concentration. Every major area has opportunities for internships which enhance the student’s expertise in the chosen area.

*****For a complete list of liberal arts requirements and academic regulations, please refer to the 2009-2010 college catalog. Contact Brandy Lester, Academic Coordinator for the School of Business, for more information on major requirements. *****

ACCOUNTING

Many students choose the accounting major because it is interesting, challenging, and prepares them for good job opportunities after graduation. The accounting major requires 24 semester hours of accounting classes after the business core and allows for 21-23 “free” elective hours.

Courses required for the accounting major are:

ACCT 301	Intermediate Accounting I	3
ACCT 302	Intermediate Accounting II	3
ACCT 306	Strategic Cost Accounting	3
ACCT 309	Accounting Information Systems	3
ACCT 402	Auditing I	3
ACCT 414	Federal Taxation I	3
ACCT xxx	Accounting elective (upper division)	3
BAD 302	Law of Business Organizations and Commercial Transactions	3

Students may complete the requirements for the accounting major at Carson-Newman and graduate with 128 credit hours. The CPA exam requires candidates to complete 150 hours of coursework, so many students are competitive job applicants and are ready for a variety of career choices, whether it is to work for a business firm, work for a government or non-profit agency, join an accounting firm, or enroll in a graduate program.

BUSINESS ADMINISTRATION

The business administration major provides flexibility for a student who wants to take business courses that may not fit into traditional course sequences. After the business core, students are required to complete 18 hours (12 of which must be 300 level or higher) of other business or economics courses. This option allows 27-29 “free” elective hours which may be used for a minor or other non-business courses. **NOTE:** *A student may not count ECON 204 toward the 18 hour requirement. A maximum of 3 hours of Internship credit may be counted in the 18 hours.

BUSINESS ADMINISTRATION WITH FAMILY BUSINESS EMPHASIS

Beginning in fall 2009, students earning the business administration major may select an emphasis in family business. This major and emphasis requires 18 hours and 26-28 “free” elective hours.

Courses required for the business administration major with family business emphasis are:

BAD 302	Law of Business Organizations & Commercial Transactions	3
BAD 310	Family Business: Cases and Analysis	3
BAD 410	Entrepreneurship	3
CIS 220	Web Design & Programming	3
FIN 305	Financial Strategies	3
MKT 350	Customer Value Analysis	3

COMPUTER INFORMATION SYSTEMS

With changing technology, many firms need to hire new graduates who have knowledge of business and recent training in software, networking, and communications techniques. After completing the business core, the CIS major provides students with the basics of computer programming and systems design techniques, and trains them in state of the art methods and equipment. The School of Business is a campus leader in the utilization of computer and networks technology. The CIS major requires 24 hours of computer information systems courses and 21-23 “free” elective hours.

Courses required for the CIS major are:

CIS 107	Computer Programming I (or CSC 107)	3
CIS 206	Systems Architecture	3
CIS 220	Web Design and Programming	3
CIS 305	Systems Analysis and Design	3
CIS 350	E-Commerce	3
CIS 401	Database Design and Development	3
CIS 404	Information Systems Security	3
<i>Three hours from the following:</i>		
CIS 402	Systems Project	3
CIS 405	Systems Management Internship	1-6

ECONOMICS

Students who have interest in economics find this major appealing because it explores the full range of financial and economics topics from principles to more specialized areas such as international trade, financial institutions, managerial economics, international organizations, public policy, health care, and labor economics.

Many firms seek out economics majors for jobs in financial services, international trade or finance, or analytical work in such areas as health care pricing, union policy, taxation, or interpretation of economic trends. Many state and local government organizations and non-profit firms hire economists to collect and analyze data, review decisions, and make policy recommendations. Some students choose to teach business or economics in secondary schools.

This major requires 21 hours after the business core plus 24-26 “free” elective hours.

Courses required for the economics major are:

FIN 304	Investment Analysis	3
ECON 302	Labor Economics	3
ECON 310	International Trade and Finance	3
ECON 403	Public Finance and Public Policy	3
ECON 404	Financial Institutions and Monetary Theory	3
ECON 405	Economics of Industrial Organization and Management	3
ECON 415	Health Economics	3

INTERNATIONAL BUSINESS—NEW!*

A major in international business will provide a unique learning experience for students who want to pursue careers in international relations, international finance and banking, government, sales, marketing, or international law. Students completing this major will also get a double major in foreign language and will be required to do an internship or an international experience. This major requires 21 hours in the business functional area, plus 24 hours of foreign language requirements, including the following courses:

Business requirements (21 hours):

BAD 401	International Business	3
ECON 310	International Trade and Finance	3
PSC 315	Contemporary International Issues	3
BAD 463	International Business Experience	3
<i>Nine hours (upper division) from one of the following areas:</i>		9

Accounting

Economics

Management

Foreign language requirements (24 hours):

Fren/Span/Germ 201, 202	6
Fren/Span/Germ 301	3
Fren/Span 310 or Germ 302	3
Fren/Span/Germ 300/400-level electives	12

MANAGEMENT

Many students choose the management major because it covers a variety of topics in managing large and small businesses. This major requires 21 hours of major coursework and 24-26 “free” elective hours.

Courses required for the management major are:

ACCT 305	Managerial Cost Accounting	3
MGT 302	Production Management	3
MGT 405	Human Resource Management	3
MGT 407	Business Research Methods and Design	3
MKT 400	Marketing Management	3

Six hours from the following:

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ECON 405	Economics of Industrial Organization and Management	3
BAD 309	Ethics in the Workplace	3
MGT 465	Management Internship	3

MANAGEMENT WITH ENTREPRENEURSHIP EMPHASIS-NEW!*

Students taking the management major may also elect to take an emphasis in entrepreneurship. This major and emphasis requires 21 hours and 24-26 “free” elective hours.

Courses required for the management major with entrepreneurship emphasis are:

ACCT 305	Managerial Cost Accounting	3
MGT 302	Production Management	3
MGT 405	Human Resource Management	3
MGT 407	Business Research Methods and Design	3
BAD 410	Entrepreneurship	3
CIS 350	E-Commerce	3

Three hours from the following:

BAD 310	Family Business: Cases and Analysis	3
MKT 350	Customer Value Analysis	3

MARKETING-NEW!*

Marketing majors have numerous career opportunities in a broad range of areas. Some career paths chosen are sales, merchandising, promotions, market research, public relations, advertising, and purchasing. The marketing major requires 21 hours and 24-26 “free” elective hours.

Courses required for the marketing major are:

MKT 350	Customer Value Analysis	3
MKT 400	Marketing Management	3
MGT 407	Business Research Methods and Design	3
RTL 348	Retailing	3
RTL 442	Advertising and Sales Promotion	3

Six hours from the following:

BAD 309	Ethics in the Workplace	3
BAD 401	International Business	3
CIS 350	Principles of E-Commerce	3
MGT 405	Human Resource Management	3

In addition to the majors just described, a student can minor in several business areas: accounting, business administration, economics, family business, computer information systems, or international business. Minors (usually 18 hours) give students a level of familiarity and knowledge of the subject that often can coordinate with another business or non-business major such as mathematics or political science. Check the current version of the Carson-Newman Catalog for specific requirements for minors.

The School of Business at Carson-Newman College seeks to provide the highest quality and most up-to-date education in business areas. As the marketplace for graduates changes, and employers require new skills, our program will be revised and updated to reflect that. At the same time, we will adhere to those basic principles of a business education to give our graduates a firm foundation to build on as new developments occur.