

Carson-Newman College
School of Business
2010-2011

Majors

Accounting
 Business Administration
 Business Administration w/Economics or
 International Business Emphasis*
 Computer Information Systems
 Finance*
 Management
 Management w/ Entrepreneurship or Health
 Care Administration 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 2010-2011 catalog. Your academic advisor should be consulted.**

Minors

Accounting
 Business Administration (not available for business majors)
 Computer Information Systems
 Economics (not available for business majors)
 Family Business (not available for business majors)
 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 2010-2011 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 2010-2011 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 22-23 “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 28-29 “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 ECONOMICS EMPHASIS

Beginning in fall 2010, students earning the business administration major may select an emphasis in economics. This major and emphasis requires 18 hours and 28-29 “free” elective hours.

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

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

BUSINESS ADMINISTRATION WITH INTERNATIONAL BUSINESS EMPHASIS

Beginning in fall 2010, students earning the business administration major may select an emphasis in international business. This major and emphasis requires 18 hours and 28-29 “free” elective hours.

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

BAD 401	International Business	3
BAD 463	International Business Experience	3
ECON 310	International Trade and Finance	3
PSC 315	Contemporary International Issues	3
FREN/SPAN/GER	Intermediate I, II	3
201-202		

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 22-23 “free” elective hours.

Courses required for the CIS major are:

CIS 206	Systems Architecture	3
CIS 225	Business Application Development & Programming	3
CIS 305	Systems Analysis and Design	3
CIS 310	Business Multimedia and Web 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 Internship	1-6

FINANCE

Beginning in fall 2010, students can major in finance. This major and emphasis requires 21 hours and 25-26 “free” elective hours.

Courses required for the finance major are:

ACCT 301	Intermediate Accounting I	3
ECON 310	International Trade and Finance	3
ECON 404	Financial Institutions and Monetary Theory	3
FIN 304	Investment Analysis	3
FIN 307	Corporate Financial Management	3
FIN 305	Financial Strategies	3
ACCT or FIN	Accounting or Finance Elective	3

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 23-26 “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:

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

Students taking the management major may also elect to take an emphasis in entrepreneurship. This major and emphasis requires 21 hours and 23-26 “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

MANAGEMENT WITH HEALTH CARE ADMINISTRATION EMPHASIS

Students taking the management major may also elect to take an emphasis in health care administration. This major and emphasis requires 23 hours and 23-26 “free” elective hours.

Courses required for the management major with health care administration emphasis are:

ACCT 305	Managerial Cost Accounting	3
BAD 309	Ethics in the Workplace	3
BAD 415	Legal Issues in Health Care	3
BIOL 305	Medical Terminology	3
ECON 415	Health Economics	3
MGT 405	Human Resource Management	3
MGT 415	Health Care Facility Management	3
MGT 467	Health Care Administration Internship	3

MARKETING

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 25-26 “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
<i>Six hours from the following:</i>		
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.