DEPARTMENT OF ACCOUNTING, BUSINESS INFORMATION SYSTEMS AND MARKETING

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The Accounting, Business Information Systems and Marketing Department offers undergraduate courses for the student who plans to enter the business world in an administrative capacity. The programs are accredited by the Association of Collegiate Business Schools and Programs (ACBSP).

The program of study in Accounting, Business Information Systems and Marketing leads to a Bachelor of Science degree in Accounting, Business Information Systems, or Marketing. Internships are available for students to apply what has been learned in the classroom to real world situations. To be admitted to programs in Business Information Systems and Education Department as a major, the student must have a cumulative grade point average of 2.25 or higher.

**Business**

The accounting program is designed to prepare accountants for the 21st century. Students are given the opportunity to gain a wide variety of needed skills. Courses in the program build a rich knowledge of accounting theory and practice on both public and private levels. Students are also introduced and taught to use and interact with contemporary technology. Developing critical thinking and communications skills is also emphasized in the program. Additionally, students are encouraged to sit for certification examinations at the completion of the program.

The business information systems (end users) program provides professional preparation for persons who are interested in the coordinating, facilitating and expediting functions of the office in business, industrial and governmental organizations. Focus is on the development of sup- port services for text processing, general support and office tasks for managers, technical and professional personnel, office environment management, processing of unstructured tasks, and the utilization of small systems, PCs, copiers, printers, etc. Interpersonal communication and organizational understanding are important skills that are developed.

The marketing program is designed to provide the student with opportunities to acquire the skills, concepts and knowledge needed to assume responsible positions in marketing. Skills in problem solving, decision making, and applying the principles of economics, psychology and so- ciology to consumer behavior are developed for future marketing professionals and marketing leaders. Career options are available in selling, purchasing, advertising, promotion, physical distribution, industrial marketing, customer service, marketing research, consumer service and many other specialties.

**REQUIREMENTS FOR THE BACHELOR OF SCIENCE DEGREE IN ACCOUNTING**

1. The student must have a cumulative grade point average of 2.25 or higher to be admitted to the program.

2. The student must complete 30 hours of business courses beyond Area F requirements plus an additional 27 hours of accounting concentration.

3. The student must complete a minimum of 123 semester hours with a cumulative grade point average of 2.25 in overall program, and a grade of “C” or above in all business courses.

4. The student must complete the Major Field Achievement Test (MFAT) as a part of course requirements for MGMT 4199

**REQUIREMENTS FOR THE BACHELOR OF SCIENCE DEGREE IN BUSINESS INFORMATION SYSTEMS**

1. The student must have a cumulative grade point average of 2.25 or higher to be admitted to the program.

2. The student must complete 30 hours of business courses beyond Area F requirements plus an additional 30 hours of information systems concentration.

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3. The student must complete a minimum of 120 semester hours with a cumulative grade point average of 2.25 in overall program and a grade of “C” or above in all business courses.

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4. The student must complete the Major Field Achievement Test (MFAT) as a part of a course requirement for MGMT 4199. **Accounting, Business Information Systems & Marketing**

**REQUIREMENTS FOR A BACHELOR OF SCIENCE DEGREE IN MARKETING**

1. The student must complete a minimum of 124 semester hours with a cumulative grade point average of 2.25 in overall program and a grade of “C” or above in all business courses.

2. The student must have a cumulative grade point average of 2.25 or higher to be admitted to the program.

3. The student must complete 30 hours of business courses beyond Area F requirements plus an additional

30 hours of marketing concentration.

4. The student must complete the Major Field Achievement Test (MFAT) as a part of course requirements for MGMT 4199.