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DEPARTMENT OF ACCOUNTING, BUSINESS INFORMATION SYSTEMS AND MARKETING

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.

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.

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

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**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.

**BACHELOR OF SCIENCE DEGREE IN ACCOUNTING**

**Courses Titles Prerequisites Credit**

**Area F: Program of Study Related Courses Hrs**

**Business**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| ACCT | 2101 | Principles of Accounting I | MATH 1111 | 3 |
| ACCT | 2102 | Principles of Accounting II | ACCT 2101 | 3 |
| BISE | 2010 | Fundamentals of Computer Applications |  | 3 |
| BISE | 2040 | Communication for Management |  | 3 |
| ECON | 2105 | Principles of Macroeconomics |  | 3 |
| ECON | 2106 | Principles of Microeconomics |  | 3 |
| **Subtotal** |  |  |  | **18** |

**Area G: Business Majors Required Courses**

|  |  |  |  |
| --- | --- | --- | --- |
| BUSA | 4105 | International Business | 3 |
| ECON | 3205 | Economics and Business Statistics | 3 |
| FINC | 3105 | Foundations of Financial Management | 3 |
| MGMT | 3105 | Legal Environment of Business | 3 |
| MGMT | 3106 | Management Science and Operations Management | 3 |
| MGMT | 4110 | Organizational Behavior | 3 |
| MGMT | 4125 | Human Resources Management | 3 |
| MGMT | 4205 | Management Information Systems | 3 |
| MGMT | 4199 | Business Policy | 3 |
| MKTG  **Subtotal 30** | 3120 | Principles of Marketing | 3 |

**Area H: Accounting Majors Required Courses**

|  |  |  |  |
| --- | --- | --- | --- |
| ACCT | 3101 | Intermediate Accounting I | 3 |
| ACCT | 3102 | Intermediate Accounting II | 3 |
| ACCT | 3103 | Intermediate Accounting III | 3 |
| ACCT | 4101 | Cost Accounting I | 3 |
| ACCT | 4205 | Accounting Information Systems | 3 |
| ACCT | 4111 | Auditing I | 3 |
| ACCT | 4121 | Tax Accounting I | 3 |
| BUSA  **Electives\*\*** | 3100 | Business Internship | **3** |
| **Subtotal** |  |  | **30** |

\*\* Approved Foreign Language or at least 2000 level course in any non-business course, including

BUSA 4100 (Business Internship II).

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**PROGRAM OF STUDY FOR THE BACHELOR OF SCIENCE DEGREE IN ACCOUNTING**

123 Semester Hours

**Freshman Year Fall Spring**

ASU 1200 Freshman Seminar & Service to Leadership 3

ENGL 1101 English Composition I 3

ENGL 1102 English Composition II 3

MATH 1111 College Algebra/Math Modeling 3

COMM 1100 Anal. Disc. of Global Issues 3

Option Area C: Humanities/Fine Arts ENGL 211 3

HIST 1002 Intro. to the African Diaspora 2

Area D: Science/Math/College Algebra Option 4 4

Above Core Option 1

Area D: Science/Math/Technology 2

**Total 16 15**

**Sophomore Year**

Above Core Options 1 1

**Business**

Area C Options: Humanities/Fine Arts - Select One 3

POLS 1101 U.S. & Georgia Government or

HONR 1161 Honors American Government 3

Area E Options: Social Science 3 3

ACCT 2101 Principles of Accounting I 3

ACCT 2102 Principles of Accounting II 3

ECON 2105 Principles of Macroeconomics 3

BISE 2010 Fundamentals of Computer Applications 3

BISE 2040 Communication for Management 3

ECON 2106 Principles of Microeconomics 3

**Total 16 16**

**Junior Year**

BUSA 3100 Business Internship I 3

MGMT 4205 Management Information Systems 3

MKTG 3120 Principles of Marketing 3

ECON 3205 Economics and Business Statistics 3

FINC 3105 Foundations of Financial Management 3

MGMT 3105 Legal Environment of Business 3

MGMT 3106 Mgt. Science and Operations Mgt. 3

Area E Options: Social Science 3

MGMT 4125 Human Resource Management 3

ACCT 3101 Intermediate Accounting I 3

ACCT 3102 Intermediate Accounting II 3

**Total 15 18**

**Senior Year**

MGMT 4110 Organizational Behavior 3

BUSA 4105 International Business 3

ACCT 4101 Cost Accounting I 3

ACCT 4111 Auditing I 3

ACCT 4121 Tax Accounting I 3

ACCT 4205 Accounting Information Systems 3

Area H: Elective Business Elective (3000/4000 Bus. Course) 3

Area H: Elective Non-Bus. Elect. (See Checksheet for Courses) 3

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| MGMT | 4199 | Business Policy | 3 |  |
| **Total** |  |  | **12** | **15** |

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**BACHELOR OF SCIENCE DEGREE IN BUSINESS INFORMATION SYSTEMS**

**Courses Title Prerequisite Credit**

**Area F: Program of Study Related Courses Hours**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| ACCT | 2101 | Principles of Accounting I | MATH 1111 | 3 |
| ACCT | 2102 | Principles of Accounting II |  | 3 |
| BISE | 2010 | Fundamentals of Computer Applications |  | 3 |
| BISE | 2040 | Communication for Management |  | 3 |
| ECON | 2105 | Principles of Macroeconomics |  | 3 |
| ECON | 2106 | Principles of Microeconomics |  | 3 |
| **Subtotal** |  |  |  | **18** |

**Area G: Business Majors Required Courses**

**Business**

|  |  |  |  |
| --- | --- | --- | --- |
| BUSA | 4105 | International Business | 3 |
| ECON | 3205 | Economics and Business Statistics MATH 1201 | 3 |
| FINC | 3105 | Foundations of Financial Management | 3 |
| MGMT | 3105 | Legal Environment of Business | 3 |
| MGMT | 3106 | Management Science and Operations Management | 3 |
| MGMT | 4110 | Organizational Behavior | 3 |
| MGMT | 4125 | Human Resources Management | 3 |
| MGMT | 4205 | Management Information Systems | 3 |
| MGMT | 4199 | Business Policy | 3 |
| MKTG | 3120 | Principles of Marketing | 3 |
| **Subtotal** |  |  | **30** |

**Area H: Business Information Systems Majors Required Courses**

|  |  |  |  |
| --- | --- | --- | --- |
| BISE | 3080 | Introduction to Information Sys. | 3 |
| BISE | 3100 | Information Resource Mgmt. | 3 |
| BISE | 3200 | End-User Computing Development | 3 |
| BISE | 3350 | Telecommunications Management | 3 |
| BISE | 4206 | Database Mgmt Systems# | 3 |
| BISE | 4207 | Systems Analysis & Design | 3 |
| BUSA | 3100 | Business Internship I | 3 |
| Electives\* Electives\*\* |  |  | 3 |

**Subtotal 27**

\*Any 3000 to 4000 level Business course, including BUSA 4100.

\*\*Approved foreign language or at least 2000 level course in any non-business course, including Computer Science.

**INFORMATION SYSTEMS ELECTIVE OPTIONS**

|  |  |  |  |
| --- | --- | --- | --- |
| BISE | 3210 | Desktop Publishing & Multi-media | 3 |
| BISE | 3300 | Human-computer Interactions | 3 |
| BISE | 4210 | Decision Support Systems | 3 |
| BISE | 4220 | Special Topics and Research in Information Systems | 3 |
| BISE | 4250 | Information Systems Certifications | 3 |
| BISE | 4260 | E-Commerce | 3 |

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**PROGRAM OF STUDY FOR THE BACHELOR OF SCIENCE DEGREE IN BUSINESS INFORMATION SYSTEMS**

123 Semester Hours

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**Freshman Year Fall Spring**

**Business**

|  |  |  |
| --- | --- | --- |
| ASU 1200 Fresh. Seminar & Service to Leadership | 3 |  |
| ENGL 1101 English Composition I | 3 |
| ENGL 1102 English Composition II | 3 |
| MATH 1111 College Algebra | 3 |
| COMM 1100 Analytical Discussion of Global Issues | 3 |
| HIST 1002 Intro. to the African Diaspora 2 |  |
| Area C: Humanities/Fine Arts - ENGL 2111 | 3 |
| Area D: Science/Math/College Algebra | 4 | 4 |
| Area D: Science/Math/Technology | 2 |  |
| Above Core OPTION | 1 |  |
| **Total** | **16** | **15** |
| **Sophomore Year** |  |  |
| Area C: Humanities/Fine Arts - (Select One) | 3 |  |
| POLS 1101 U.S. & GA Gov. (or HONR 1161) | 3 |  |
| ACCT 2101 Principles of Accounting I | 3 |  |
| ACCT 2102 Principles of Accounting II | 3 |  |
| ECON 2105 Principles of Macroeconomics | 3 |  |
| BISE 2010 Fundamentals of Computer Applications | 3 |  |
| BISE 2040 Communication for Management | 3 |  |
| ECON 2106 Principles of Microeconomics | 3 |  |
| Area E Options Social Science | 3 | 3 |
| Above Core OPTION | 1 | 1 |
| **Total** | **16** | **16** |
| **Junior Year** |  |  |
| BUSA 3100 Business Internship I | 3 |  |
| BISE 3080 Introduction to Information Systems | 3 |  |
| MKTG 3120 Principles of Marketing | 3 |  |
| ECON 3205 Economic and Business Statistics | 3 |  |
| FINC 3105 Foundations of Financial Management | 3 |  |
| MGMT 3105 Legal Environment of Business | 3 |  |
| MGMT 3106 Management Science/Operations Mgt. | 3 |  |
| MGMT 4205 Management Information Systems | 3 |  |
| MGMT 4125 Human Resource Mgt. | 3 |  |
| BUSA 4105 International Business | 3 |  |
| Area E: Options | 3 |  |
| **Total** | **18** | **15** |
| **Senior Year** |  |  |
| MGMT 4110 Organizational Behavior | 3 |  |
| MGMT 4199 Business Policy | 3 |  |
| BISE 3100 Information Resource Management | 3 |  |
| BISE 3200 End-User Computer Development | 3 |  |
| BISE 4207 Systems Analysis & Design | 3 |  |
| BISE 3350 Telecommunications Management | 3 |  |
| BISE 4206 Database Management Systems | 3 |  |
| Area H: ELECTIVE Bus. Elective (3000/4000 Bus. Course) | 3 |  |
| Area H: ELECTIVE Non-Bus. Elect. (See Checksheet for Courses) | 3 |  |
| **Total** | **15** | **12** |

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**BACHELOR OF SCIENCE DEGREE IN MARKETING**

**Courses Titles Prerequisite Credit**

**Area F: Program of Study Related Courses Hours**

ACCT 2101 Principles of Accounting I MATH 1111 3

ACCT 2102 Principles of Accounting II 3

BISE 2010 Fundamentals of Computer Applications 3

BISE 2040 Communication for Management 3

ECON 2105 Principles of Macroeconomics 3

ECON 210 Principles of Microeconomics 3

**Subtotal 18**

**Area G: Business Majors Required Courses**

**Business**

|  |  |  |  |
| --- | --- | --- | --- |
| BUSA | 4105 | International Business | 3 |
| ECON | 3205 | Economics and Business Statistics | 3 |
| FINC | 3105 | Foundations of Financial Management | 3 |
| MGMT | 3105 | Legal Environment of Business | 3 |
| MGMT | 3106 | Management Science and Operations Management | 3 |
| MGMT | 4110 | Organizational Behavior | 3 |
| MGMT | 4125 | Human Resources Management | 3 |
| MGMT | 4205 | Management Information Systems | 3 |
| MGMT | 4199 | Business Policy | 3 |
| MKTG  **Subtotal 30** | 3120 | Principles of Marketing | 3 |

**Area H: Marketing Major Required Courses**

|  |  |  |  |
| --- | --- | --- | --- |
| BUSA | 3100 | Business Internship I | 3 |
| MKTG | 3130 | Consumer Behavior | 3 |
| MKTG | 3132 | Fundamentals of Selling |  |
| MKTG | 3134 | Marketing Research | 3 |
| MKTG | 3136 | Promotion and Advertising | 3 |
| MKTG | 4130 | Marketing Channels | 3 |
| MKTG | 4170 | Marketing Management | 3 |
| Electives\* |  |  | 3 |
| Electives\*\* |  |  | 3 |
| **Subtotal** |  |  | **27** |

\*Any 3000/4000 level business course, including BUSA 4100.

\*\*Approved foreign language or at least 2000 level course in any non-business course, including Computer Science.

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**PROGRAM OF STUDY FOR THE BACHELOR OF SCIENCE DEGREE IN MARKETING**

**Business**

123 Semester Hours

|  |  |  |
| --- | --- | --- |
| **Freshman Year Fall** | | **Spring** |
| ASU 1200 Freshman Seminar & Service to Leadership | 3 |  |
| ENGL 1101 English Composition | 1 | 3 |
| ENGL 1102 English Composition II | 3 |  |
| MATH 1111 College Algebra/ Math Modeling | 3 |  |
| COMM 1100 Analytic Discussion of Global Issues | 3 |  |
| HIST 1002 Intro. to the African Diaspora | 2 |  |
| Option Area C:Humanities/Fine Arts - ENGL 2111 | 3 |  |
| Above Core Option | 1 |  |
| Area D: Science/Math/College Algebra | 4 | 4 |
| Area D: Science/Math/Technology | 2 |  |
| **Total** | **16** | **15** |
| **Sophomore Year** |  |  |
| Above Core Option | 1 | 1 |
| Area C Humanities/Fine Arts - (Select ONE) | 3 |  |
| POLS 1101 U.S. & Georgia Government or |  |  |
| HONR 1161 Honors American Government | 3 |  |
| Area E Options: Social Science | 3 | 3 |
| ACCT 2101 Principles of Accounting I | 3 |  |
| ACCT 2102 Principles of Accounting II | 3 |  |
| ECON 2105 Principles of Macroeconomics | 3 |  |
| ECON 2106 Principles of Microeconomics | 3 |  |
| BISE 2010 Fundamentals of Computer Applications | 3 |  |
| BISE 2040 Communication for Management | 3 |  |
| **Total** | **16** | **16** |
| **Junior Year** |  |  |
| BUSA 3100 Business Internship I | 3 |  |
| MGMT 4205 Management Information Systems | 3 |  |
| MKTG 3120 Principles of Marketing | 3 |  |
| ECON 3205 Economics and Business Statistics | 3 |  |
| FINC 3105 Foundations of Financial Management | 3 |  |
| MGMT 3105 Legal Environment of Business | 3 |  |
| MGMT 3106 Mgt. Science and Operations Mgt. | 3 |  |
| Area E Options: Social Science | 3 |  |
| MKTG 3134 Marketing Research | 3 |  |
| MGMT 4110 Organizational Behavior | 3 |  |
| MKTG 3130 Consumer Behavior | 3 |  |
| **Total** | **15** | **18** |
| **Senior Year** |  |  |
| MKTG 3136 Promotion and Advertising | 3 |  |
| MKTG 4170 Marketing Management | 3 |  |
| MKTG 3132 Fundamental of Selling | 3 |  |
| MKTG 4130 Marketing Channel | 3 |  |
| MGMT 4125 Human Resource Management | 3 |  |
| BUSA 4105 International Business | 3 |  |
| Area H: ELECTIVE Bus. Elective (3000/4000 Bus. Course) | 3 |  |
| Area H: ELECTIVE Non-Bus. Elect. (See Checksheet for Courses) | 3 |  |
| MGMT 4199 Business Policy3  **Total** | **12** | **15** |

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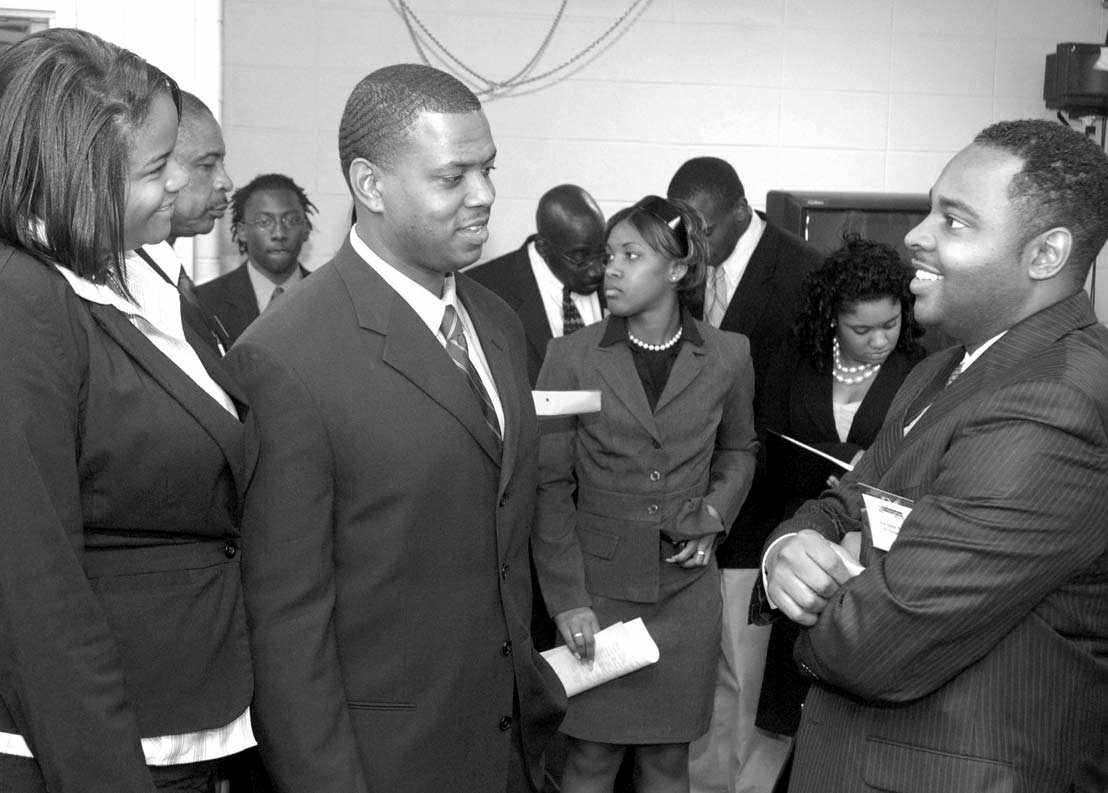
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**Business**

**MINOR IN INTERNATIONAL BUSINESS**

(18 Semester Hours)

Required Courses: Semester Hours

BUSA 4105 International Business 3

ACCT 4108 International Accounting I 3

ECON 3145 Money, Banking, and Foreign Exchange 2 3

ECON 4405 International Trade and Finance 3 3

MKTG 3120 Principles of Marketing 3

Elective (Select 1 Course):

MGMT 3405 - International Business Law 3

Any 4000 Level Business Course

1. Accounting principles 1(ACCT 2101) and Accounting Principles II (ACCT 2102 or Survey of Accounting that incorporates ACCT 2101 and ACCT 2102 is a prerequisite

2. Principles of Macroeconomics (ECON 2105) is a prerequisite

3. Principles of Macroeconomics (ECON 2105) and Principles of Microeconomics (ECON 2106) are prerequisites

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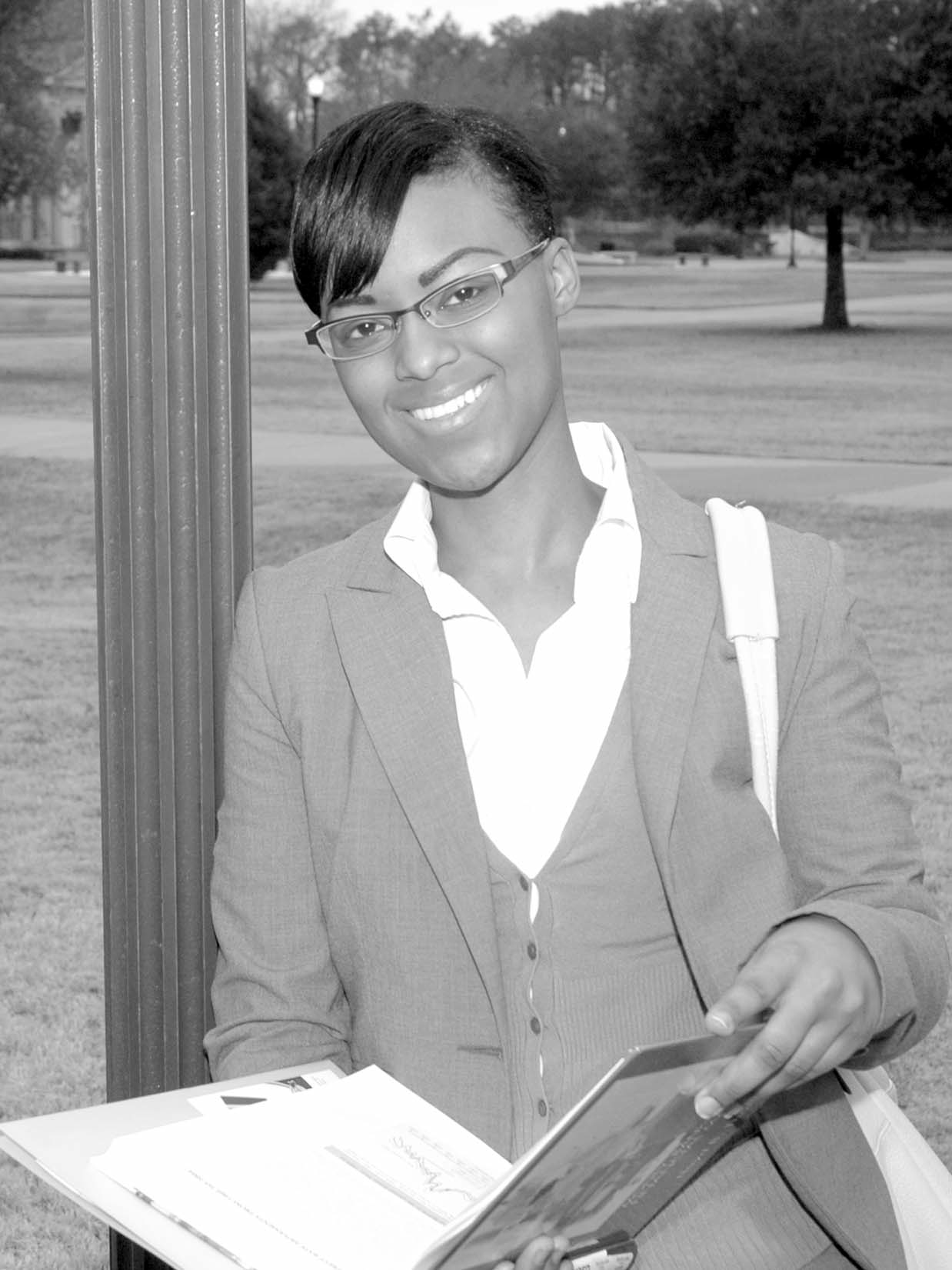
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