COLLEGE OF BUSINESS AND BEHAVIORAL SCIENCE

Students in the College of Business and Behavioral Science seek to understand and organize human behavior in a business, economic, and social context. The College promotes scholarship with broad awareness of the individual, cultural, political, and global levels and develops distinctive leaders in industry, higher education, professional and public service. The College includes the School of Accountancy and Legal Studies and the Departments of Aerospace Studies, Economics, Finance, Graphic Communications, Management, Marketing, Military Leadership, Political Science, Psychology, and Sociology.

ROTC PROGRAMS

Aerospace Studies (AFROTC)
Air Force Reserve Officer Training Corps provides students the opportunity to earn a commission as second lieutenants while pursuing a bachelor’s degree. The program includes courses in air power history, written and oral communications, leadership and management, and political science. Air Force ROTC is designed to meet the need for dedicated and professional leaders in the active duty Air Force. Additional information is available from the Department of Aerospace Studies.

Military Leadership (Army ROTC)
Army Reserve Officer Training Corps is all about leadership. It allows students the opportunity to become Army officers in the Reserves, National Guard, or active Army. The first two years of the program are open to all students. During the freshman year, the focus is on learning individual leadership skills such as time management, leadership character, values, setting goals, and conducting meetings. The sophomore year emphasizes teamwork, team leading, communication/briefings, decision making, and organizational culture, vision, and team values. Juniors primarily learn planning and conducting training for large groups and are evaluated in leadership exercises. Seniors focus on organizational leadership. They plan and run the 170-person organization, conduct individual counseling, and evaluate the juniors’ leadership exercises. A minor in Military Leadership can be earned by completing the program. Enrollment requires no military obligation until the sophomore year for those on an Army scholarship or the junior year for those without a scholarship. Additional information is available from the Military Leadership Department.

SOCIAL AND BEHAVIORAL SCIENCE PROGRAMS

Bachelor of Arts degrees are offered in Economics, Political Science, Psychology, and Sociology; Bachelor of Science degrees are also offered in Political Science, Psychology, and Sociology. These programs are designed to meet the needs of students seeking a broad general education as preparation for intelligent citizenship, commercial and industrial life, government service, research, and teaching. These curricula also provide an excellent background for the study of law, journalism, and medicine.

To achieve depth as well as breadth in the educational experience, students select a major consisting of courses above the sophomore level. Students also choose a minor consisting of additional credit hours. Courses satisfying a student’s major may not also be included in the minor. See page 80 for acceptable minors.

Students in bachelor of arts programs who plan to teach in public schools may elect education courses required for certification by the South Carolina State Department of Education. Such courses are to be approved by their own department advisors.

BUSINESS AND PROFESSIONAL PROGRAMS

Bachelor of science programs are offered in Accounting, Economics, Financial Management, Graphic Communications, Industrial Management, Management, and Marketing. With the exception of Graphic Communications, these programs share a common curriculum the first year, allowing the student maximum flexibility in choosing an appropriate major. Accreditation by AACSB International (Association to Advance Collegiate Schools of Business) has been earned by the business programs which include Accounting, Financial Management, Industrial Management, Management, and Marketing. All business and professional curricula prepare students for a variety of careers and furnish an education that recognizes the need for an understanding of the basic principles of science, appreciation for the nature of human interaction, and the comprehension of the economic, political, and social environment.

Pre-Business Program
The Pre-Business Program provides students planning to earn Bachelor of Science degrees in Accounting, Economics, Financial Management, Industrial Management, Management, and Marketing with a sound academic preparation for a variety of careers in business. All business students must complete a common curriculum for the freshman year and have a cumulative grade-point ratio of 2.0 or higher before being admitted into Accounting, Economics, Financial Management, Industrial Management, or Management; students must have a cumulative grade-point ratio of 3.0 or higher before being admitted into Marketing. All new business students (including transfer students) are admitted into the Pre-Business Program until all classes in the freshman curriculum are satisfactorily completed and the grade-point ratio requirement is met.

Freshman Curriculum

First Semester
1 - ECON 211 Principles of Microeconomics
1 - MTHSC 102 Intro. to Math. Analysis or MTHSC 106 Calculus of One Variable I
1 - PSYCH 201 Introduction to Psychology or 3 - SOC 201 Introduction to Sociology
4 - Natural Science Requirement
2 - Elective
15

Second Semester
3 - ECON 212 Principles of Macroeconomics
3 - ENGL 103 Accelerated Composition
3 - MTHSC 207 Multivariable Calculus or MTHSC 108 Calculus of One Variable II
3 - Science and Tech. in Society Requirement
15

1The following sequences are acceptable: MTHSC 102/207, 106/108, 106/207. For each of the four-credit-hour courses taken, one credit will be applied toward the elective credit-hour requirement.

2See General Education Requirements.

Admission to Business Degree Programs

To be eligible for admission into the business degree program in Accounting, BS in Economics, Financial Management, Industrial Management, or Marketing, students must have completed the courses outlined in the freshman curriculum with a cumulative grade-point ratio of 2.0 or higher. Students wishing to enter the Marketing Program must have completed the Pre-Business program with a cumulative grade-point ratio of 3.0 or higher and must obtain permission of the department chair. Students should initiate a change-of-major request after completion of the Freshman Curriculum. Students who fail to meet the requirements for admission to a degree-granting business program may remain in Pre-Business until those requirements are met, but only until 64 semester hours of coursework have been completed. Students who exceed 64 credit hours and still do not meet the requirements for admission into a degree program must declare another major. Students petitioning for admission into a business degree program will follow the curriculum in effect at the time of the change.
ACCOUNTING

Bachelor of Science

The program leading to the Bachelor of Science degree in Accounting prepares students for careers as professional accountants. Students completing this program are well prepared to begin professional careers in corporate accounting or internal auditing or to continue study at the graduate level.

Students planning to become Certified Public Accountants should note that the requirements to sit for the CPA examination in South Carolina include 150 hours of collegiate education and completion of a bachelor's degree. Other states have, or will soon have, similar requirements. The faculty of the School of Accountancy and Legal Studies believes these requirements are best met with a bachelor's degree in Accounting and completion of the Master of Professional Accountancy (MPAcc) degree program. The MPAcc program also enhances the preparation of students pursuing accounting careers in areas of specialization such as assurance and management services and taxation.

Admission to the MPAcc program is separate from admission to the undergraduate program. It is based on the student's undergraduate record and score on the Graduate Management Admissions Test (GMAT). For information, contact the School of Accountancy and Legal Studies, 301 Sirrine Hall.

In addition to accounting and business courses, approximately one-half of the Bachelor of Science curriculum is devoted to English, public speaking, mathematics, natural and social sciences, and the humanities. Thus, students in the accounting program obtain a broad-based education that not only gives them accounting expertise but also contributes to their proficiency in analytical, communication, and interpersonal skills. Along with the general business accreditation held by the College, the degree programs offered by the School of Accountancy and Legal Studies are separately accredited by AACSB International, the only accreditating agency for accounting programs.

Sophomore Year

First Semester
3 - ACCT 201 Financial Accounting Concepts
3 - EX ST 301 Introductory Statistics or 3 - MTHSC 309 Intro. Business Statistics
3 - MGT 201 Principles of Management
3 - Arts and Humanities (Non-Lit.) Requirement
1 - International Studies Requirement
15

Second Semester
1 - ACCT 204 Accounting Procedures
3 - CP SC 220 Microcomputer Applications
3 - MGT 310 Intermediate Business Statistics
3 - Arts and Humanities (Literature) Requirement
1 - International Studies Requirement
3 - Elective
16

Junior Year

First Semester
3 - ACCT 311 Intermediate Financial Acct. I
3 - ACCT 322 Accounting Information Systems
3 - ENGL 304 Business Writing
3 - FIN 311 Financial Management I
3 - Fine Arts Requirement
15

Second Semester
3 - ACCT 312 Intermediate Financial Acct. II
3 - ACCT 340 Internal Auditing Theory or 3 - ACCT 415 Auditing
3 - FIN 312 Financial Management II
3 - LAW 322 Legal Environment of Business
3 - PHIL 344 Business Ethics
1 - Elective
16

Senior Year

First Semester
3 - ACCT 303 Cost Accounting
3 - ACCT 313 Intermediate Financial Acct. III
3 - ACCT 404 Individual Taxation or 3 - ACCT 406 Business Taxation
3 - MKT 301 Principles of Marketing
3 - International Business Requirement
15

Option A: Internship
3 - ACCT 399 Internship in Accounting
3 - ACCT 410 Budgeting and Executive Control
3 - MGT 415 Business Strategy
6 - Business Requirement
122 Total Semester Hours

Option B: Business Management
3 - ACCT 410 Budgeting and Executive Control
3 - MGT 415 Business Strategy
2 - Business Requirement
15

ECONOMICS

A bachelor's degree in Economics provides a thorough understanding of business, society, and public policy and prepares students for a wide range of careers. By combining general education courses and a strong course of study in economics, students can prepare for graduate studies in business, law, or any of the social sciences as well as for careers in business and government.

The Department of Economics offers two undergraduate degree paths. The Bachelor of Arts degree emphasizes foreign language skills and offers students maximum freedom to tailor their course of study to their specific interests and career goals. A broad choice of minors is available for this program. The Bachelor of Arts program requires 30 credit hours in economics, which should be satisfied by completing ECON 211, 212, and 24 credits of coursework above the sophomore level. Bachelor of Arts majors must complete ECON 314 and 315. ECON 405 is strongly recommended but not required.

The Bachelor of Science program emphasizes business applications. It requires 31 credit hours in economics, which should be satisfied by completing ECON 211, 212, and 25 credits of coursework above the sophomore level. Bachelor of Science majors must complete ECON 405 in addition to 314 and 315.

Minors

A minor field is required of students in both the Bachelor of Arts and the Bachelor of Science degree programs. Economics majors may choose, in consultation with their advisors, any University-approved minor. (See page 80.)

Students who wish to combine the curriculum in Economics with secondary-school teaching should take the degree in Education with a teaching area in Economics. The courses taken will be those required for teaching certification as specified by the South Carolina Department of Education as well as those required for an Economics major.

Combined Bachelor's/Master's Plan

The Department of Economics allows students to count up to 12 hours of graduate credit (900-level courses) toward both the bachelor's and master's degrees. Students participating in this program must have a minimum grade-point ratio of 3.4 and be admitted to the Graduate School prior to registering for graduate courses. Details of the suggested curriculum and program information are available from the Department of Economics.

Bachelor of Arts

Freshman Year

First Semester
3 - ECON 211 Principles of Microeconomics
3 - MTHSC 102 Intro. to Mathematical Analysis
3 - Foreign Language Requirement
4 - Natural Science Requirement
2 - Elective
15

Note: At least 50 percent of the total credits taken in ACCT, ECON, FIN, LAW, MGT, and MKT must be taken at Clemson University.
## Bachelor of Science

### Sophomore Year

**First Semester**
- 3 - ECON 314 Intermediate Microeconomics
- 3 - MTHSC 301 Statistical Theory and Methods I
- 3 - Arts and Humanities (Literature) Requirement
- 3 - Arts and Humanities (Non-Lit.) Requirement
- 3 - Elective

**Second Semester**
- 3 - ECON 315 Intermediate Macroeconomics
- 3 - HIST 173 Western Civilization
- 3 - Cross-Cultural Awareness Requirement
- 3 - ECON 315 Intermediate Macroeconomics
- 3 - Business International Requirement

### Junior Year

**First Semester**
- 3 - COMM 150 Intro. to Human Comm. or
- 3 - COMM 250 Public Speaking
- 3 - Advanced Writing Requirement
- 3 - Major Requirement
- 3 - Minor Requirement
- 3 - Elective

**Second Semester**
- 6 - Major Requirement
- 3 - Minor Requirement
- 6 - Elective

### Senior Year

**First Semester**
- 3 - MTHSC 309 Intro. Business Statistics
- 3 - Advanced Writing Requirement
- 3 - Major Requirement
- 3 - Minor Requirement

**Second Semester**
- 6 - Minor Requirement
- 6 - Elective

### Bachelor of Science

**Sophomore Year**

**First Semester**
- 3 - ACCT 201 Financial Accounting Concepts
- 3 - ECON 314 Intermediate Microeconomics
- 3 - EX ST 301 Introductory Statistics or
- 3 - MTHSC 309 Intro. Business Statistics
- 3 - MGT 201 Principles of Management
- 3 - Business International Requirement

**Second Semester**
- 3 - ACCT 202 Managerial Accounting Concepts
- 3 - ECON 315 Intermediate Macroeconomics
- 3 - Arts and Humanities (Literature) Requirement
- 3 - Arts and Humanities (Non-Lit.) Requirement
- 3 - Business International Requirement

**Junior Year**

**First Semester**
- 4 - ECON 405 Introduction to Econometrics
- 3 - FIN 306 Corporation Finance
- 3 - Advanced Writing Requirement
- 3 - Major Requirement
- 3 - Minor Requirement

**Second Semester**
- 6 - Minor Requirement
- 6 - Elective

**Senior Year**

**First Semester**
- 3 - Major Requirement
- 3 - Minor Requirement
- 3 - Elective

**Second Semester**
- 6 - Major Requirement
- 3 - Minor Requirement
- 3 - Elective

120 Total Semester Hours

1. MTHSC 106 and 108 may be substituted for MTHSC 102 and 207, respectively, and one or two elective hours. Students who choose this option are encouraged to take MTHSC 206 as well.
2. Two semesters (through 202) in the same modern foreign language are required.
3. See General Education Requirements.
4. See General Education Requirements. This requirement may be satisfied by other courses in the curriculum. In this case, elective hours must be substituted.
5. ECON 301, 302, (MGT) 306, 309, 310, and 324 may not be used to satisfy the Major Requirement.

### FINANCIAL MANAGEMENT

**Bachelor of Science**

The Bachelor of Science in Financial Management program is designed to develop an understanding of financial markets in the contemporary economy, the operation of financial institutions, and the financial management of business operations. The curriculum prepares students for careers in such areas as banking, corporate financial management, financial planning and services, insurance, and real estate. Governments of all levels also employ finance graduates in many of their divisions. The curriculum also provides excellent preparation for students interested in graduate studies or law school.

The core of the curriculum provides a broad range of subjects with an emphasis on technical and communication skills. Students then have the flexibility to tailor courses to their own needs by choosing emphasis areas that will enhance career preparation in specific areas of finance. Students who complete a specific set of courses are eligible to sit for the certified financial planner (CFP®) examination.

**Sophomore Year**

**First Semester**
- 3 - ACCT 201 Financial Accounting Concepts
- 3 - EX ST 301 Introductory Statistics or
- 3 - MTHSC 309 Intro. Business Statistics
- 3 - MGT 201 Principles of Management
- 3 - Arts and Humanities (Non-Lit.) Requirement
- 3 - Business International Requirement

**Second Semester**
- 1 - ACCT 204 Accounting Procedures
- 3 - CP SC 220 Microcomputer Applications or
- 3 - MGT 218 Mgt. Personal Computer Appl.
- 3 - MGT 310 Intermediate Business Statistics
- 3 - MKT 301 Principles of Marketing
- 3 - Arts and Humanities (Literature) Requirement
- 3 - Business International Requirement

**Junior Year**

**First Semester**
- 3 - ACCT 311 Intermediate Financial Acct. I
- 3 - ENGL 304 Business Writing or
- 3 - ENGL 314 Technical Writing
- 3 - FIN 311 Financial Management I
- 3 - LAW 322 Legal Environment of Business
- 3 - Elective

**Second Semester**
- 3 - ACCT 312 Intermediate Financial Acct. II
- 3 - FIN 305 Investment Analysis
- 3 - FIN 307 Principles of Real Estate
- 3 - FIN 312 Financial Management II
- 3 - Elective
Senior Year
First Semester
3 - ACCT 303 Cost Accounting
3 - ACCT 313 Intermediate Financial Acct. III
3 - FIN 308 Financial Institutions and Markets
6 - Emphasis Area Requirement\(^1\)
15

Second Semester
3 - MGT 415 Business Strategy
9 - Emphasis Area Requirement\(^1\)
3 - Elective
15

121 Total Semester Hours

\(^1\)See Emphasis Area Requirements.

GRAPHIC COMMUNICATIONS

Bachelor of Science

The Bachelor of Science degree in Graphic Communications prepares students for professional careers in printing, publishing, packaging, and related industries. The core curriculum assures graduates of having the skills and knowledge required by most entry-level jobs. The major requirements allow each student to select courses which enhance career preparation in specific segments of graphic communications. Coursework is heavily oriented around individual laboratory performance which stresses the development of problem-solving skills in a broad cross-section of manufacturing areas. Applications include all major processes and a variety of industry segments, including commercial printing, publishing, package production, specialty printing, and industrial applications of printing technology beyond communications. The most common career opportunities are in printing management, production planning and supervision, and commercial and technical sales.

The Graphic Communications program is designed to be completed in four years (eight semesters and one or two summers). While students must take one internship during a fall or spring semester, one or two summers are typically used to make up for that semester. The department schedules courses in summers for that purpose. Taking a reduced load per term or other circumstances could extend the time to meet graduation requirements.

Change of Major into Graphic Communications

Students who change majors into Graphic Communications after one or more semesters at Clemson must have a 2.0 cumulative grade-point ratio in courses taken at Clemson or must first have earned a B or better in G C 104.

Change of Major into Graphic Communications

Policy on Advancement in Graphic Communications

Graphic Communications majors must earn a C or better in prerequisite G C courses before enrolling in the next level G C course. Registration priority is given to those students for whom the course is a requirement.

Junior Year
First Semester
3 - COMM 250 Public Speaking
5 - G C 440 Commercial Printing
5 - MKT 301 Principles of Marketing
3 - Major Requirement\(^3\)
1 - Elective
15

Second Semester
3 - ENG 314 Technical Writing
2 - G C 405 Package and Specialty Printing Lab.
3 - G C 446 Ink and Substrates
3 - Arts and Humanities (Non-Lit.) Requirement\(^2\)
3 - Elective
16

Summer
0 - CO-OP 102 Cooperative Education\(^4\)
1 - G C 450 Graphic Comm. Internship I\(^5\)

Senior Year
First Semester
3 - G C 444 Current Developments and Trends in Graphic Communications
3 - MGT 307 Personnel Management or
3 - PSYCH 364 Industrial Psychology
8 - Major Requirement\(^3\)
15

Second Semester
3 - ENG 103 Accelerated Composition
3 - EX ST 301 Introductory Statistics or
3 - MTHSC 203 Elem. Statistical Inference or
3 - MTHSC 301 Statistical Methods I
4 - G C 104 Graphic Communications I
2 - PKGSC 102 Intro. to Packaging Science
4 - Approved Laboratory Science Requirement\(^1\)
16

Sophomore Year
First Semester
3 - ACCT 201 Financial Accounting Concepts
3 - G C 207 Graphic Communications II
3 - G C 215 Photographic and Digital Imaging Techniques
3 - MGT 201 Principles of Management
3 - Arts and Humanities (Literature) Requirement\(^4\)
15

Second Semester
3 - ACCT 202 Managerial Accounting Concepts
3 - ECON 200 Economic Concepts or
3 - ECON 211 Principles of Microeconomics
3 - EN SP 200 Intro. to Environmental Science
3 - G C 245 Graphic Comm. Mechanical Systems
4 - G C 310 Applied Principles of Electronic Workflow
16

Summer
0 - CO-OP 101 Cooperative Education\(^4\)
1 - G C 350 Graphic Comm. Internship II\(^6\)
INDUSTRIAL MANAGEMENT

Bachelor of Science

The Bachelor of Science degree in Industrial Management prepares students for management challenges in manufacturing, production planning, inventory control, quality assurance, and service operations. Students receive a broad-based education in business, but particular emphasis is placed on systems, theories, and issues dealing with the production of goods and services. The program is particularly relevant in today's economic environment, where improvements in productivity and quality are essential to meet the growing challenges of foreign producers. In addition to jobs in manufacturing management, graduates in Industrial Management are sometimes sought for positions as project directors by government agencies and research centers. Financial institutions have found the Industrial Management graduate well prepared for internal operations management as well as for liaison positions dealing with manufacturing companies as bank customers. The Industrial Management program is accredited by AACSB International and has received a special commendation for excellence from the South Carolina Commission on Higher Education.

Sophomore Year
First Semester
3 - ACC 201 Financial Accounting Concepts
3 - EX ST 301 Introductory Statistics or MTHSC 309 Intro. Business Statistics
3 - MGT 201 Principles of Management
3 - Arts and Humanities (Non-Lit.) Requirement
3 - Business International Requirement

Second Semester
3 - ACC 202 Managerial Accounting Concepts
3 - MGT 218 Mgt. Personal Computer Appl.
3 - MGT 310 Intermediate Business Statistics
3 - Arts and Humanities (Literature) Requirement
3 - Business International Requirement

Junior Year
First Semester
3 - LAW 322 Legal Environment of Business
3 - MGT 318 Management Information Systems
3 - MGT 390 Operations Management
3 - MKT 301 Principles of Marketing
3 - Advanced Writing Requirement

Second Semester
3 - ACC 203 Managerial Accounting Concepts
3 - ECON (MGT) 306 Managerial Economics
3 - MGT 305 Economics of Transportation or MGT 317 Logistics Management
3 - MGT 307 Personnel Management
3 - MGT 308 Decision Models for Management

Senior Year
First Semester
3 - FIN 306 Corporation Finance
3 - MGT 400 Mgt. of Organizational Behavior
3 - MGT 402 Operations Planning and Control
3 - Operations Management Requirement
3 - Elective

Second Semester
3 - MGT 404 Adv. Statistical Quality Control
3 - MGT 415 Business Strategy
3 - MGT 423 International Business Management
3 - Operations Management Requirement
3 - Elective

120 Total Semester Hours

Grade of C or better in this course is required for graduation.

See General Education Requirements.

See advisor. Three of these credit hours must also satisfy the General Education Cross-Cultural Awareness Requirement.

Note: At least 50 percent of the total credits taken in ACCT, ECON, FIN, LAW, MGT, and MKT must be taken at Clemson University.

MANAGEMENT

Bachelor of Science

The Bachelor of Science degree in Management prepares students for careers as professional managers in corporations, governmental organizations, and small businesses. In addition, the program provides a foundation for graduates who wish to pursue advanced degrees in business and public administration, law, and the social sciences.

The curriculum gives students a broad exposure to the functional areas of business and allows each to select an emphasis area in a subject that is germane to individual career interests. The Management curriculum provides an examination of the social, legal, political, and economic environments in which organizations must operate; an understanding of the functional areas of business and their interrelationships; and a knowledge of behavioral science, applied statistics, and mathematics as they relate to organizational problem solving. The program is accredited by AACSB International.

Sophomore Year
First Semester
3 - ACC 201 Financial Accounting Concepts
3 - EX ST 301 Introductory Statistics or MTHSC 309 Intro. Business Statistics
3 - MGT 201 Principles of Management
3 - Arts and Humanities (Non-Lit.) Requirement
3 - Business International Requirement

Second Semester
3 - ACC 202 Managerial Accounting Concepts
3 - MGT 218 Mgt. Personal Computer Appl.
3 - MGT 310 Intermediate Business Statistics
3 - Arts and Humanities (Literature) Requirement
3 - Business International Requirement

Junior Year
First Semester
3 - LAW 322 Legal Environment of Business
3 - MGT 318 Management Information Systems
3 - MGT 390 Operations Management
3 - MKT 301 Principles of Marketing
3 - Advanced Writing Requirement

Second Semester
3 - ACC 307 Managerial Accounting
3 - MGT 307 Personnel Management
3 - MGT 312 Decision Models for Management
3 - Economics Requirement
3 - Operations Management Requirement

120 Total Semester Hours

Grade of C or better in this course is required for graduation.

See General Education Requirements.

See advisor. Three of these credit hours must also satisfy the General Education Cross-Cultural Awareness Requirement.

ECON 301, (MGT) 306, 308, 309, or 314
MGT 402, 404, 408, 411, or 427

Twelve hours of 300- or 400-level MGT coursework beyond required courses. In lieu of the Management Requirement, students may select a minor, which must be approved by advisor and department chair, or complete 12 hours from one of the following emphasis areas:

Entrepreneurship—MGT (E L E) 315, MKT (E L E) 314, plus two courses from E L E 301, 401, ECON (E L E) 321, MGT 427, SOC (E L E, PO SC, PSYCH) 356


International Management—ECON 310, FIN 411, plus two courses from L&IT 401, LAW 420, MGT 427, Management Information Systems—CP SC 462, MGT 430, 452, 454, 455, 456

Operations Management—MGT 402, plus three courses from MGT 404, 408, 411, 427

Supply Chain Management—MGT 317, 412, plus two courses from MGT 305, 424, 426, 427, MGT 426

Note: At least 50 percent of the total credits taken in ACCT, ECON, FIN, LAW, MGT, and MKT must be taken at Clemson University.

Note: At least 50 percent of the total credits taken in ACCT, ECON, FIN, LAW, MGT, and MKT must be taken at Clemson University.
MARKETING

Bachelor of Science

The Bachelor of Science degree program in Marketing develops an understanding of various aspects of marketing. The curriculum prepares students for professional marketing careers in industry, government, or the nonprofit sector. Graduates are also well prepared for entrance into the Master of Business Administration, law, or other graduate programs. For students who want a general perspective of marketing, the curriculum provides a broad range of subjects with the flexibility to tailor courses by choosing areas that will enhance career preparation in various areas of marketing. Subjects include promotional strategy, professional selling, sales management, public and nonprofit marketing, entrepreneurship, marketing research, product management, marketing management, and international marketing. Emphasis areas in services marketing, sport marketing, and technical marketing are available to students who seek to specialize. The Marketing curriculum, whether approached from a general or specialized perspective, provides the conceptual, quantitative, and analytical skills necessary to function in a dynamic business environment. The Marketing degree is accredited by AACSB International.

Students wishing to change majors into the Marketing program must have a cumulative grade-point ratio of 3.0 or higher or consent of department chair.

Sophomore Year

First Semester
3 - ACCT 201 Financial Accounting Concepts
3 - EX ST 301 Introductory Statistics or
3 - MTHSC 309 Intro. Business Statistics
3 - MGT 201 Principles of Management
3 - Arts and Humanities (Non-Lit.) Requirement1
3 - Business International Requirement2
15

Second Semester
3 - ACCT 202 Managerial Accounting Concepts
3 - MGT 310 Intermediate Business Statistics
3 - MKT 301 Principles of Marketing
3 - Arts and Humanities (Literature) Requirement1
3 - Business International Requirement2
15

Junior Year

First Semester
3 - LA W 322 Legal Environment of Business
3 - MKT 302 Consumer Behavior
3 - MKT 431 Marketing Research
3 - Advanced Writing Requirement1
3 - Support Course Requirement1
15

Second Semester
3 - FIN 306 Corporation Finance
3 - MKT 427 International Marketing
3 - Emphasis Area Requirement4
3 - Support Course Requirement1
4 - Elective
16

Senior Year

First Semester
3 - MGT 415 Business Strategy
3 - MKT 420 Professional Selling
3 - Emphasis Area Requirement4
3 - Support Course Requirement1
3 - Elective
15

Second Semester
3 - MKT 450 Strategic Marketing Management
3 - Emphasis Area Requirement4
6 - Support Course Requirement1
3 - Elective
15

121 Total Semester Hours

Note: See General Education Requirements.

1Chosen jointly by the student and the advisor. These must support the emphasis area selected by the student. Certain minors may be used to satisfy the Support Courses Requirement. See advisor.

2Select one of the following emphasis areas:
General Marketing—any three MKT courses at the 300 or 400 level.
Services Marketing—MKT 428 plus any two additional MKT courses at the 300 or 400 level.
Sport Marketing—MKT 121 plus any two additional MKT courses at the 300 or 400 level.
Technical Marketing—MKT 426 plus any two additional MKT courses at the 300 or 400 level.

Note: At least 50 percent of the total credits taken in ACCT, ECON, FIN, LA W, MGT, and MKT must be taken at Clemson University.

POLITICAL SCIENCE

The Department of Political Science offers two degree programs: a Bachelor of Arts and a Bachelor of Science, each requiring a total of 120 credit hours. Both prepare students for a wide range of graduate programs and career opportunities. The Bachelor of Arts program provides broad coverage of the political science discipline and emphasizes communication skills and humanities. The Bachelor of Science program is recommended for those with an aptitude for mathematics and/or an interest in political economy, public administration, public policy, or other fields requiring advanced quantitative skills. Both programs are appropriate for pre-law students and for students interested in global politics. Note that the Bachelor of Arts degree requires a minor, and the Bachelor of Science degree requires a field of concentration and, depending on the concentration, requires or allows a minor.

Bachelor of Arts

The requirements for a Bachelor of Arts degree in Political Science consist of PO SC 101, 102 or 104, and at least 24 additional credit hours in political science at the 300–400 level, including at least one course from each of the following fields:

American Government—PO SC 403, 405, 416, 436, 442
Comparative Politics—PO SC 371, 372, 466, 471, 476, 477, 478

International Relations—PO SC 361, 362, 363, 375, 429
Political Theory—PO SC 351, 352, 450, 453
Public Policy and Public Administration—PO SC 302, 321, 421, 423, 424

The student’s additional coursework in political science is chosen with the consent and advice of the departmental advisor to ensure an appropriate balance of breadth and specialization within the field of political science. In addition to the courses listed above, the department offers a wide range of specialized courses in each of the subfields of the political science discipline.

Note: No more than three hours credit from PO SC 310, 311, 312, 409, and 410 may be applied toward a Political Science major.

Freshman Year

First Semester
3 - PO SC 101 American National Government
3 - Foreign Language Requirement1
3 - History Requirement2
3 - Mathematics Requirement3
2 - Elective
14-15

Second Semester
3 - ENGL 103 Accelerated Composition
3 - PO SC 102 Intro. to International Relations or
3 - PO SC 104 Intro. to Comparative Politics
3 - Foreign Language Requirement1
3 - History Requirement2
2 - Elective
14

Sophomore Year

First Semester
3 - Arts and Humanities (Literature) Requirement1
3 - Major Requirement4
3 - Mathematics or Natural Science Requirement1
3 - Oral Communication Requirement1
3 - Elective
15

Second Semester
3 - Arts and Humanities (Literature) Requirement1
3 - Arts and Humanities (Non-Lit.) Requirement1
3 - Major Requirement4
3 - Minor Requirement1
3 - Science and Tech. in Society Requirement1
15

Junior Year

First Semester
3 - ECON 211 Principles of Microeconomics
3 - Advanced Writing Requirement1
3 - Major Requirement4
3 - Minor Requirement1
3 - Elective
15

Second Semester
3 - ECON 212 Principles of Macroeconomics
3 - Major Requirement4
3 - Minor Requirement1
3 - Philosophy/Religion Requirement6
3 - Elective
15

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### Bachelor of Science in Political Science

The requirements for a Bachelor of Science degree in political science consist of PO SC 101, 102 or 104, and at least 24 additional credit hours in political science at the 300-400 level, including one upper-level American politics course and one upper-level global politics course.

In consultation with the departmental advisor, students choose one of the following concentrations:
- American Politics
- Global Politics
- Political Economy
- Public Administration
- Public Policy

Note: No more than three hours credit from PO SC 310, 311, 312, 409, and 410 may be applied toward a Political Science major.

#### Freshman Year

**First Semester**
- 3 - PO SC 101 American National Government
- 3 - Foreign Language Requirement
- 3 - Mathematics Requirement
- 4 - Natural Science Requirement
- 1 - Elective

**Second Semester**
- 3 - ENGL 103 Accelerated Composition
- 3 - PO SC 102 Intro. to International Relations or PO SC 104 Intro. to Comparative Politics
- 3 - Foreign Language Requirement
- 3 - Mathematics Requirement
- 4 - Natural Science Requirement

**Second Semester Hours**
- 120-121 Total Semester Hours

#### Sophomore Year

**First Semester**
- 3 - ECON 211 Principles of Microeconomics
- 3 - American Politics Requirement
- 3 - Arts and Humanities (Non-Lit.) Requirement
- 3 - Mathematics Requirement
- 3 - Philosophy of Science Requirement

**Second Semester**
- 3 - ECON 212 Principles of Macroeconomics
- 3 - Advanced Political Science Requirement
- 3 - Arts and Humanities (Literature) Requirement
- 3 - Global Politics Requirement
- 3 - Elective

**Senior Year**
- 3 - PO SC 341 Quantitative Methods in Pol. Sci.
- 3 - Advanced Writing Requirement
- 3 - American Politics Requirement
- 3 - Oral Communication Requirement
- 3 - Philosophy/Religion Requirement

**Second Semester**
- 3 - American Politics Requirement
- 3 - Minor Requirement
- 3 - Science and Tech. in Society Requirement
- 7 - Elective

**Senior Year Hours**
- 121 Total Semester Hours

#### Junior Year

**First Semester**
- 3 - ECON 314 Intermediate Microeconomics
- 3 - Advanced Political Science Requirement
- 3 - Advanced Writing Requirement
- 3 - Oral Communication Requirement
- 3 - Philosophy/Religion Requirement

**Second Semester**
- 3 - American Politics Requirement
- 3 - Minor Requirement
- 3 - Science and Tech. in Society Requirement
- 7 - Elective

**Second Semester Hours**
- 16 Total Semester Hours

#### Senior Year

**First Semester**
- 4 - ECON 405 Introduction to Econometrics
- 6 - Advanced Political Science Requirement
- 6 - Elective

**Second Semester**
- 3 - Advanced Economics Requirement
- 3 - Advanced Political Science Requirement
- 3 - Economics Requirement
- 6 - Elective

**Second Semester Hours**
- 122 Total Semester Hours

#### Political Science Concentrations

### Global Politics Concentration

**Junior Year**
- 3 - PO SC 341 Quantitative Methods in Pol. Sci.
- 3 - Advanced Writing Requirement
- 3 - Global Politics Requirement
- 3 - Oral Communication Requirement
- 3 - Philosophy/Religion Requirement

**Second Semester**
- 3 - Global Politics Requirement
- 3 - Minor Requirement
- 3 - Science and Tech. in Society Requirement
- 7 - Elective

**Senior Year**
- 3 - American Politics Requirement
- 3 - Advanced Political Science Requirement
- 3 - ECON 314 Intermediate Macroeconomics

**Second Semester**
- 3 - Philosophy/Religion Requirement
- 3 - Oral Communication Requirement
- 3 - American Politics Requirement
- 3 - Advanced Writing Requirement
- 3 - ECON 314 Intermediate Microeconomics

**Senior Year Hours**
- 121 Total Semester Hours

### Public Administration Concentration

**Junior Year**
- 3 - PO SC 321 Public Administration
- 3 - PO SC 341 Quantitative Methods in Pol. Sci.
- 3 - Advanced Writing Requirement
- 3 - Oral Communication Requirement
- 3 - Philosophy/Religion Requirement

**Second Semester**
- 3 - Advanced Political Science Requirement
- 3 - Science and Tech. in Society Requirement
- 4 - Elective

**Senior Year**
- 3 - PO SC 430 Public Policy Evaluation
- 6 - Public Administration Requirement

**Senior Year Hours**
- 121 Total Semester Hours
Second Semester
3 - Political Science Requirement
6 - Public Administration Requirement
6 - Elective
15

121 Total Semester Hours

PUBLIC POLICY
CONCENTRATION

Junior Year
First Semester
3 - PO SC 341 Quantitative Methods in Pol. Sci.
3 - PO SC 421 Public Policy
3 - Advanced Writing Requirement
3 - Oral Communication Requirement
3 - Philosophy/Religion Requirement
15

Second Semester
3 - Advanced Political Science Requirement
6 - Public Policy Requirement
3 - Science and Tech. in Society Requirement
4 - Elective
16

Senior Year
First Semester
3 - PO SC 430 Public Policy Evaluation
6 - Public Policy Requirement
6 - Elective
15

Second Semester
3 - Advanced Political Science Requirement
6 - Public Policy Requirement
6 - Elective
15

121 Total Semester Hours

PSYCHOLOGY

Psychology is the study of human and animal behavior and the biological, psychological, and social processes related to that behavior. The Bachelor's degree in Psychology prepares students for a variety of professional careers related to human resources, personnel, counseling, and other people-oriented positions in human services, business, and industry. Additionally, the Bachelor's degree provides excellent preparation for graduate training in such areas as clinical, counseling, industrial, experimental, cognitive, social, biological, health, developmental, and school psychology. The program also provides excellent preparation for students who intend to pursue professional training in medicine, physical or occupational therapy, dentistry, pharmacy, veterinary science, or law. Further information is available at www.clemson.edu/psych/

Bachelor of Arts
The Bachelor of Arts program requires PSYCH 201, 202, 309, 310, 492, and 19 additional credits in psychology arranged as follows:

Two courses from the Biological and Cognitive menu: PSYCH 324, 333, 422

One course from each of the following menus:
Applied—PSYCH 275, 355, 364, 368, 375, 435, 480, 483, 488
Individuals and Groups—PSYCH 340, 352, 370
Laboratory—PSYCH 325, 334, 423, 471, 490, 493, 495, 496, 497, 498

At least six credits must be from 400-level psychology courses, with at least three of those credits from psychology courses numbered between 400 and 489. BIOSC 470 may be taken in lieu of one elective psychology course. Students should consult their advisors for other degree requirements and course recommendations.

Freshman Year
First Semester
3 - PSYCH 201 Introduction to Psychology
1 - PSYCH 202 Introductory Psychology Lab.
3 - Foreign Language Requirement
3 - Mathematics Requirement
3 - Social Science Requirement
2 - Elective
15

Second Semester
3 - ENGL 103 Accelerated Composition
3 - Arts and Humanities (Non-Liter.) Requirement
3 - Foreign Language Requirement
3 - Major Requirement
3 - Mathematics Requirement
15

Sophomore Year
First Semester
4 - PSYCH 309 Introductory Experimental Psych.
3 - Arts and Humanities (Literature) Requirement
3 - Cross-Cultural Awareness Requirement
4 - Natural Science Requirement
1 - Elective
15

Second Semester
4 - PSYCH 310 Advanced Experimental Psych.
3 - Cross-Cultural Awareness Requirement
4 - Natural Science Requirement
4 - Elective
15

Junior Year
First Semester
3 - Advanced Writing Requirement
4 - Major Requirement
3 - Minor Requirement
3 - Science and Tech. in Society Requirement
2 - Elective
16

Second Semester
3 - Major Requirement
3 - Minor Requirement
3 - Oral Communication Requirement
6 - Elective
15

Senior Year
First Semester
1 - PSYCH 492 Senior Laboratory in Psychology
6 - Major Requirement
3 - Minor Requirement
4 - Elective
14

Second Semester
3 - Major Requirement
6 - Minor Requirement
6 - Elective
15

120 Total Semester Hours

1Two semesters (through 202) in the same modern foreign language are required.
2See General Education Requirements. (Note: Two Cross-Cultural Awareness and two Mathematics courses are required.)
3See General Education Requirements. Social Science Requirement must be in an area other than psychology.
4See major requirements in program description above.
5See General Education Requirements. A two-semester sequence in the same physical or biological science, each including a laboratory, is required.
6Select any minor listed on page 80.

PSYCHOLOGY

Bachelor of Science
The Bachelor of Science program requires PSYCH 201, 202, 309, 310, 492, and 19 additional credits in psychology arranged as follows:

Two courses from the Biological and Cognitive menu: PSYCH 324, 333, 422

One course from each of the following menus:
Applied—PSYCH 275, 355, 364, 368, 375, 435, 480, 483, 488
Individuals and Groups—PSYCH 340, 352, 370
Laboratory—PSYCH 325, 334, 423, 471, 490, 493, 495, 496, 497, 498

College of Business and Behavioral Science
At least six credits must be from 400-level psychology courses, with at least three of those credits from psychology courses numbered between 400 and 489. BIOSC 470 may be taken in lieu of one elective psychology course. Students should consult their advisors for other degree requirements and course recommendations.

**Senior Year**

First Semester
- PSYCH 492 Senior Laboratory in Psychology
- Major Requirement
- Minor Requirement
- Science and Tech. in Society Requirement
- Elective

Second Semester
- Major Requirement
- Minor Requirement
- Elective

120 Total Semester Hours

* Biology 110 and 111 may be substituted. In this case, the extra two credit hours will count toward the Science Requirement.

Substance Abuse Certificate Program

The Substance Abuse Certificate Program is an interdisciplinary program drawn from courses in sociology, education, health, and psychology. Students study the causes, consequences, prevention, and treatment of substance abuse. They also study delivery systems and policy issues associated with legal and illicit substances. Through field placement, students come face to face with the problem and gain practical experience to prepare them to enter the field of practicing specialists. The credential requires knowledge in theory and treatment of substance abuse problems.

Completion of the Substance Abuse Certificate Program requires ED C 234, PSYCH 375, SOC 380, 396, 397, (R S) 495, plus a related course approved by the certificate program director.

**Bachelor of Arts**

**Freshman Year**

First Semester
- ENGL 103 Accelerated Composition
- Mathematics Requirement
- Elective

Second Semester
- ENGL 304 Business Writing
- Mathematics Requirement
- Elective

14 Total Semester Hours

Second Semester
- PSYCH 150 Intro. to Human Comm.
- Elective
- Arts and Humanities (Non-Lit.) Requirement

15 Total Semester Hours

**Sophomore Year**

First Semester
- PSYCH 309 Introductory Experimental Psych.
- Mathematics Requirement
- Social Science Requirement
- Elective

Second Semester
- PSYCH 310 Advanced Experimental Psych.
- Cross-Cultural Awareness Requirement
- Social Science Requirement
- Elective

16 Total Semester Hours

Second Semester
- PSYCH 301 Introduction to Psychology
- Mathematics Requirement
- Arts and Humanities (Non-Lit.) Requirement
- Elective

16 Total Semester Hours

**Junior Year**

First Semester
- ENGL 304 Business Writing
- Mathematics Requirement
- Elective

Second Semester
- COMM 150 Intro. to Human Comm.
- Mathematics Requirement
- Elective

16 Total Semester Hours

Second Semester
- SOC 201 Introduction to Sociology
- Mathematics Requirement
- Social Science Requirement
- Elective

15 Total Semester Hours

**Emphasis Areas in Sociology**

Community Studies—R S (SOC) 459, SOC 331, (R S) 495; and nine credits from all courses offered in anthropology or sociology not already taken to fulfill requirements.

Criminal Justice—SOC 390, 393; nine credits selected from SOC 391, 392, 396, 397, 491, 493, 494; (R S) 495; and nine credits from all courses offered in anthropology or sociology not already taken to fulfill requirements.

General Sociology—12 credit hours selected from ANTH 201, SOC 202, 311, 330, 331, 350, 351, 380, 391, 414, 430, 432, 440, (R S) 471, 480, 481, (R S) 495; and six additional credits from all courses offered in anthropology or sociology not already taken to fulfill requirements.

Social Services—SOC 380, 414, (R S) 495; and nine credits from all courses offered in anthropology or sociology not already taken to fulfill requirements.
Junior Year  
First Semester  
3 - ANTH 301 Cultural Anthropology  
3 - SOC 433 Globalization and Social Change  
3 - ENGL 304 Business Writing  
3 - ENGL 314 Technical Writing  
3 - ENGL 316 Writing and International Trade  
4 - SOC (R S) 303 Methods of Social Research I  
3 - Advanced Humanities Requirement  
3 - Emphasis Area Requirement  
1 - Elective  
17  
Second Semester  
3 - Advanced Humanities Requirement  
6 - Emphasis Area Requirement  
6 - Minor Requirement  
15  
Senior Year  
First Semester  
3 - SOC 460 Race, Ethnicity, and Class  
3 - Advanced Humanities Requirement  
6 - Emphasis Area Requirement  
3 - Elective  
15  
Second Semester  
3 - MTHSC 101 Essential Math. for Informed Soc.  
3 - COMM 150 Intro. to Human Comm.  
3 - COMM 250 Public Speaking  
3 - ENGL 103 Accelerated Composition  
3 - MTHSC 203 Elementary Statistical Inference  
3 - Departmental Math or Science Requirement  
3 - Elective  
15  
Sophomore Year  
First Semester  
3 - Arts and Humanities (Literature) Requirement  
3 - Cross-Cultural Awareness Requirement  
3 - Departmental Math or Science Requirement  
3 - Minor Requirement  
3 - Elective  
15  
Second Semester  
3 - Arts and Humanities (Non-Lit.) Requirement  
3 - Departmental Math or Science Requirement  
6 - Minor Requirement  
3 - Science and Tech. in Society Requirement  
15  
Junior Year  
First Semester  
3 - ANTH 301 Cultural Anthropology  
3 - SOC 433 Globalization and Social Change  
3 - ENGL 314 Technical Writing  
4 - SOC (R S) 303 Methods of Social Research I  
3 - Emphasis Area Requirement  
3 - Philosophy Requirement  
1 - Elective  
17  
Second Semester  
3 - Advanced Humanities Requirement  
6 - Emphasis Area Requirement  
3 - Minor Requirement  
3 - Elective  
15  
Senior Year  
First Semester  
3 - ANTH 351 Physical Anthropology  
3 - SOC 460 Race, Ethnicity, and Class  
3 - SOC 461 Sex Roles  
6 - Departmental Math or Science Requirement  
3 - Emphasis Area Requirement  
15

1See General Education Requirements. (Note: Social Science Requirement must be in an area other than anthropology or sociology.)
2See page 80 for approved minors.
3See emphasis area requirements in program description above.
4Humanities courses numbered 302 or higher (A A H 210, MUSIC 210, THEA 210 excepted). The humanities for this purpose include art and architectural history, communication studies (except 364 and 368), English (except 304, 312, 314, 316, 333, 334, 335, 485, 490, 495), languages, music, philosophy, religion, theatre (except 377, 487, 497), and women's studies, as well as courses entitled Humanities.
5May not be used to fill the 34 credits for the major

121 Total Semester Hours

Bachelor of Science  
Freshman Year  
First Semester  
3 - MTHSC 101 Essential Math. for Informed Soc.  
3 - SOC 201 Introduction to Sociology  
4 - Natural Science Requirement  
3 - Social Science Requirement  
3 - Elective  
6  
Second Semester  
3 - COMM 150 Intro. to Human Comm.  
3 - COMM 250 Public Speaking  
3 - MTHSC 203 Elementary Statistical Inference  
3 - Departmental Math or Science Requirement  
3 - Elective  
15

Second Semester  
3 - COMM 150 Intro. to Human Comm.  
3 - COMM 250 Public Speaking  
3 - MTHSC 203 Elementary Statistical Inference  
3 - Departmental Math or Science Requirement  
3 - Elective  
15

121 Total Semester Hours
MINORS

Following are minors acceptable for students in the College of Business and Behavioral Science. Students cannot major and minor in the same field or acquire a minor that is not allowed by the degree program.

Accounting
Adult/Extension Education
Aerospace Studies
Agricultural Business Management
Agricultural Mechanization and Business
American Sign Language Studies
Animal and Veterinary Sciences
Anthropology
Athletic Leadership
Biochemistry
Bioengineering
Biological Sciences
Business Administration—*not open to Accounting, BS Economics, Financial Management, Industrial Management, Management, or Marketing majors*
Chemistry
Cluster
Communication Studies
Community Recreation Management
Computer Science
Crop and Soil Environmental Science
East Asian Studies
Economics
Education—*not open to Graphic Communications majors*
English
Entomology
Entrepreneurship—*not open to Accounting, BS Economics, Financial Management, Industrial Management, Management, or Marketing majors*
Environmental Engineering
Environmental Science and Policy
Equine Business
Film Studies
Financial Management
Food Science
Forest Products
Forest Resource Management
Genetics
Geography
Geology
Global Politics—*not open to Political Science majors*
Great Works
Health Science
History
Horticulture
Human Resource Management—*not open to Industrial Management or Management majors*
Legal Studies
Management—*not open to Industrial Management majors*
Mathematical Sciences
Microbiology
Military Leadership
Modern Languages
Music
Natural Resource Economics
Nonprofit Leadership
Operations Management—*not open to Industrial Management or Management majors*
Packaging Science
Pan African Studies
Park and Protected Area Management
Philosophy
Physics
Plant Pathology
Political Science
Psychology
Public Policy—*not open to Political Science majors*
Religion
Russian Area Studies
Science and Technology in Society
Screenwriting
Sociology
Spanish-American Area Studies
Sport Management
Textiles
Theatre
Therapeutic Recreation
Travel and Tourism
Turfgrass
Urban Forestry
Wildlife and Fisheries Biology
Women’s Studies
Writing

See pages 35–38 for details.