COLLEGE OF BUSINESS AND BEHAVIORAL SCIENCE

The College of Business and Behavioral Science 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, Sociology, and the MBA Program.

The mission of the College is:
- to develop leaders who are exceptionally qualified, globally competitive, entrepreneurially spirited, and committed to the betterment of society;
- to produce scholarly research that is relevant to our stakeholders; and
- to support professional and public service activities that contribute to economic, social, and intellectual development.

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. The 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 at least 24 credit hours from courses above the sophomore level. Students also choose a minor consisting of at least 15 additional credit hours. Courses satisfying a student’s major may not also be included in the minor. See page 78 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 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. These degrees, with the exception of Economics, are accredited by the AACSB International (Association to Advance Collegiate Schools of Business). The 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 Acounting, 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

3 - ECON 211 Principles of Microeconomics
3 - MTHSC 102 Intro. to Math Analysis or
4 - MTHSC 106 Calculus of One Variable I
3 - PSYCH 201 Introduction to Psychology or
3 - SOC 201 Introduction to Sociology
4 - Natural Science Requirement
3 - Option List

Second Semester

3 - ECON 212 Principles of Macroeconomics
3 - ENGL 103 Accelerated Composition
3 - MTHSC 207 M ultivariate Calculus or
4 - MTHSC 108 Calculus of One Variable II
4 - Natural Science Requirement
2 - Elective
15-16

OPTION LIST

3 - COMM 150 Intro. to Human Comm. or
3 - COMM 250 Public Speaking
3 - Arts and Humanities (Literature) Requirement
3 - Arts and Humanities (Non-Lit.) Requirement
6 - International Studies Requirement
15

<sup>1</sup>See advisor. The following sequences are also acceptable: MTHSC 102/207, 106/108, 106/207.
<sup>2</sup>See General Education Requirements. Eight credit hours of natural science, with laboratory, are required; however, the courses do not need to be in a sequence.
<sup>3</sup>See advisor.

Note: Students must complete the General Education Science and Technology in Society and Cross-Cultural Awareness Requirements. These may be fulfilled by courses meeting other curriculum 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 Management, 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.

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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 enter many accounting career fields as well as 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 (M.P.A.C.C.) degree program. The M.P.A.C.C. degree program also enhances the preparation of students pursuing accounting careers in areas of specialization such as assurance and management services and taxation.

A minor in the M.P.A.C.C. degree program is separate from admission to the graduate 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. A long with the general business accreditation held by the College, the degree programs offered by the School of Accounting and Legal Studies are separately accredited by AACSB International, the only accrediting agency for accounting programs.

Sophomore Year

First Semester
3 - A C T 201 Financial Accounting Concepts
3 - E X ST 301 Introductory Statistics or 3 - M T H S C 301 Statistical Methods I or 3 - M T H S C 309 Introductory Business Statistics
3 - M G T 301 Principles of Management
6 - Option List
15

Second Semester
1 - A C T 204 Accounting Procedures
3 - C P S C 220 Microcomputer Applications
3 - M G T 310 Intermediate Business Statistics
6 - Option List
2 - Elective
15

Junior Year

First Semester
3 - A C T 311 Intermediate Financial Accounting I
3 - A C T 322 Accounting Information Systems
3 - E N G L 304 Business Writing
3 - F I N 311 Financial Management I
3 - Fine Arts Requirement
15

Second Semester
3 - A C T 312 Intermediate Financial Accounting II
3 - A C T 340 Internal Auditing Theory or 3 - A C T 415 Auditing
3 - F I N 312 Financial Management II
3 - L A W 322 Legal Environment of Business
3 - P H I L 344 Business Ethics
1 - Elective
16

Senior Year

First Semester
3 - A C T 333 Intermediate Financial Accounting III
3 - A C T 404 Individual Taxation or 3 - A C T 406 Business Taxation
3 - M K T 310 Principles of Marketing
3 - International Business Requirement
15

Second Semester
Option A: Internship
3 - A C T 399 Internship in Accounting
3 - A C T 410 Budgeting and Executive Control
3 - M G T 415 Business Strategy
6 - Business Requirement
15

Option B: Business Management
3 - A C T 410 Budgeting and Executive Control
3 - M G T 415 Business Strategy
9 - Business Requirement
15

122–124 Total Semester Hours

See advisor. Select courses to satisfy General Education Arts and Humanities and Departmental International Studies Requirements.

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 78.)

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 (800-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 - E C O N 211 Principles of Microeconomics
3 - M T H S C 102 Intro. to Mathematical Analysis
3 - Foreign Language Requirement
4 - Natural Science Requirement
3 - Elective
16

Note: At least 50 percent of the total credits taken in A C T, E C O N, F I N, L A W, M G T, and M K T must be taken at Clemson University.
Second Semester
3 - ECON 212 Principles of Macroeconomics
3 - ENGL 103 Accelerated Composition
3 - MTHSC 207 Multivariable Calculus
3 - Foreign Language Requirement
3 - Science and Tech. in Society Requirement
1 - Elective
16

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
15
Second Semester
3 - ECON 315 Intermediate Macroeconomics
3 - HIST 173 Western Civilization
9 - Elective
15

Junior Year
First Semester
3 - COMM 150 Intro. to Human Comm. or
3 - COMM 250 Public Speaking
3 - A advanced Writing Requirement
3 - Major Requirement
3 - Minor Requirement
3 - Elective
15
Second Semester
6 - Major Requirement
6 - Minor Requirement
3 - Elective
15
Senior Year
First Semester
6 - Major Requirement
3 - Minor Requirement
6 - Elective
15
Second Semester
3 - Major Requirement
3 - Minor Requirement
9 - Elective
15
122 Total Semester Hours

See advisor. Select courses to meet General Education Arts and Humanities and Departmental International Studies Requirements.

Students who complete a minor in Financial Management may use three hours of electives to replace the FIN 306 requirement in the Economics major.

See General Education Requirements.

ECON 301, 302, (MGT) 306, 309, 310, and 324 may not be used to satisfy the Major Requirement.
Senior Year
First Semester
3 - ACCT 303 Cost A counting
3 - ACCT 313 Intermediate Financial A cct. III
3 - FIN 308 Financial Institutions and M arkets
6 - Emphasis A rea1
15
Second Semester
3 - MGT 415 Busines Strategy
9 - Emphasis A rea1
3 - Elective
15
122-124 Total Semester Hours
1See advisor. Select courses to meet General Education A rts and Humanities and Departmental International Studies Requirements.
2See General Education Requirements. This requirement may be satisfied by other courses in the curriculum. In this case, elective hours must be substituted.
3Fifteen credit hours from one of the following emphasis areas. Emphasis areas should be selected before the end of the junior year in consultation with the advisor:
Corporate Finance—FIN 402, 404, 411; plus two courses from FIN 304, 399 (three credits), 405, 406, 408 (One account-
ing course may substitute for FIN 304, 399, 405, 406, or 408.)
Accountancy courses may be selected from any 300- or 400-
level courses offered by the School of A ccountancy. Credit may not be received for both A CCT 303 and 307.
Financial Planning—ACCT 400, 408, FIN 304, 405, 409
Financial Services—FIN 405, 406, 408, 411, and one course from FIN 304, 399 (three credits), 417
Real Estate—FIN 415, 416, 417, LAW 333, plus one course from FIN 399 (three credits), 408, LAW 405
Notes:
1. Financial M anagement majors are required to have a mini-
mum grade-point ratio of 2.0 in all FIN-designated courses to graduate. Only the last grade for courses that are repeated is used in computing this grade-point ratio.
2. At least 50 percent of the total credits taken in ACCT, ECON, FIN, LAW, MGT, and MKT must be taken at Clemson University.

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.

Policy on Advancement in Graphic Communications
Graphic Communications majors must achieve a C or better in prerequisite GC courses before en-
rolling in the next level GC course. Registration priority is given to those students for whom the course is a requirement.

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 minimum cumulative grade-
point ratio in courses taken at Clemson or must first have earned a B or better in GC 104.

Freshman Year
First Semester
1 - GC 101 Orientation to Graphic Comm.
3 - PSYCH 201 Introduction to Psychology
4 - A approved Laboratory Science Requirement1
3 - Mathematics Requirement2
4 - Elective
15
Second Semester
3 - ENGL 103 A ccelerated Composition
3 - EX ST 301 Introductory Statistics or 3 - MTHSC 203 Elem. Statistical Inference or 3 - MTHSC 301 Statistical M ethods I
4 - GC 104 Graphic Communications I
2 - PKGSC 102 Intro. to Packaging Science
4 - A approved Laboratory Science Requirement1
16
Sophomore Year
First Semester
3 - ACCT 201 Financial A counting Concepts
3 - GC 207 Graphic Communications II
3 - GC 215 Photo. and Digital Imaging Tech.
3 - MGT 301 Principles of M anagement
3 - A rts and Humanities (Literature) Requirement3
15
Second Semester
3 - ACCT 202 M anagerial A counting Concepts
3 - ECN 200 Economic Concepts or 3 - ECN 211 Principles of M icroeconomics
3 - EN SP 200 Intro. to Environmental Science
3 - GC 245 Graphic Comm. M echanical Systems
4 - GC 310 A pplied Principles of Electronic M ethodology
16
Junior Year
First Semester
3 - COMM 250 Public Speaking
5 - GC 440 Commercial Printing
3 - MKT 301 Principles of M arketing
3 - Major Requirement3
1 - Elective
15
Second Semester
3 - ENGL 314 Technical Writing
2 - GC 405 Package and Specialty Printing
2 - GC 406 Package and Specialty Printing Lab.
3 - GC 446 Ink and Substrates
3 - A rts and Humanities (Non-Lit.) Requirement2
3 - Elective
16
Summer
0 - CO-OP 102 Cooperative Education4 or 1 - GC 450 Graphic Comm. Internship4
0-1
Senior Year
First Semester
4 - GC 444 Current Developments and Trends in Graphic Communications
3 - MGT 307 Personnel Management or 3 - PSYCH 364 Industrial Psychology
8 - Major Requirement3
15
Second Semester
3 - GC 448 Planning and Controlling Print. Func.
2 - GC 480 Senior Seminar in Graphic Comm.
4 - Major Requirement3
3 - Elective
12
120-122 Total Semester Hours
4Must include one course in chemistry (CH 101 or 105) and one course in physics (PHYS 121/122 or 207/209).
3See General Education Requirements. Three of these credit hours must also satisfy the Cross-Cultural Awareness Require-
ment.
Select any ENGL course form General Education A rts and Humanities (Literature) Requirement.
One internship must in a fall or spring semester (summer—at least 12 weeks; fall/spring—at least 15 weeks). GC 455 will not substitute for 450.
5See advisor.
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 competitors. 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 - ACCT 201 Financial Accounting Concepts
- 3 - EX ST 301 Introductory Statistics
- 3 - MTHSC 301 Statistical Methods I or
- 3 - MTHSC 309 Introductory Business Statistics
- 3 - MGT 301 Principles of Management
- 6 - Option List
15

Second Semester
- 3 - ACCT 202 Managerial Accounting Concepts
- 3 - MGT 218 Mgt. Personal Computer Appl.
- 3 - MGT 310 Intermediate Business Statistics
- 6 - Option List
15

Junior Year

First Semester
- 3 - LAW 322 Legal Environment of Business
- 3 - MGT 312 Decision Models for Management
- 3 - MGT 318 Management Information Systems
- 3 - MGT 307 Personnel Management
- 3 - MGT 301 Principles of Marketing
15

Second Semester
- 3 - ACCT 301 Financial Accounting Concepts
- 3 - EX ST 301 Introductory Statistics
- 3 - MTHSC 301 Statistical Methods I or
- 3 - MTHSC 309 Introductory Business Statistics
- 3 - MGT 301 Principles of Management
- 6 - Option List
15

Senior Year

First Semester
- 3 - FIN 306 Corporation Finance
- 3 - MGT 400 Mgt. of Organizational Behavior
- 3 - MGT 402 Operations Planning and Control
- 3 - MGT 414 Statistical Analysis
- 3 - Elective
15

Second Semester
- 3 - MGT 404 Advanced Statistical Quality Control
- 3 - MGT 408 Design of Production Systems
- 3 - MGT 415 Business Strategy
- 3 - MGT 423 International Business Management
- 3 - Elective
15

122–124 Total Semester Hours

1Minimum grade of C is required in this course.
2See advisor. Select courses to meet General Education Arts and Humanities and Departmental International Studies Requirements.
3See General Education Requirements.
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 - ACCT 201 Financial Accounting Concepts
- 3 - EX ST 301 Introductory Statistics
- 3 - MTHSC 301 Statistical Methods I or
- 3 - MTHSC 309 Introductory Business Statistics
- 3 - MGT 301 Principles of Management
- 6 - Option List
15

Second Semester
- 3 - ACCT 202 Managerial Accounting Concepts
- 3 - MGT 218 Mgt. Personal Computer Appl.
- 3 - MGT 310 Intermediate Business Statistics
- 6 - Option List
15

Junior Year

First Semester
- 3 - LAW 322 Legal Environment of Business
- 3 - MGT 312 Decision Models for Management
- 3 - MGT 318 Management Information Systems
- 3 - MGT 307 Personnel Management
- 3 - MGT 301 Principles of Marketing
15

Second Semester
- 3 - ACCT 301 Financial Accounting Concepts
- 3 - EX ST 301 Introductory Statistics
- 3 - MTHSC 301 Statistical Methods I or
- 3 - MTHSC 309 Introductory Business Statistics
- 3 - MGT 301 Principles of Management
- 6 - Option List
15

Senior Year

First Semester
- 3 - FIN 306 Corporation Finance
- 3 - MGT 400 Mgt. of Organizational Behavior
- 3 - MGT 402 Operations Planning and Control
- 3 - MGT 414 Statistical Analysis
- 3 - Elective
15

Second Semester
- 3 - MGT 404 Advanced Statistical Quality Control
- 3 - MGT 408 Design of Production Systems
- 3 - MGT 415 Business Strategy
- 3 - MGT 423 International Business Management
- 3 - Elective
15

122–124 Total Semester Hours

1Minimum grade of C is required in this course.
2See advisor. Select courses to meet General Education Arts and Humanities and Departmental International Studies Requirements.
3See General Education Requirements.
4ECON 301, (MGT) 306, 308, 309, or 314
5MGT 402, 404, 408, 411, or 427
6Twelve hours of 300- or 400-level MGT coursework beyond required courses. To satisfy this requirement, students may also 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
- Human Resources Management—ECON 301, 308, MGT 416, 425, 431, PSYCH 364, 368, 435
- International Management—ECON 310, FIN 411, LAW 420, plus one course from L & I T 401, MGT 424, 435, (IE) 444 (three credit hours)
- Management Information Systems—CP SC 462, MGT 430, 452, 454, 455, 456
- Transportation and Logistics—MGT 305, 317, 424, plus one course from MGT 426, 430, 490

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 non-profit 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 promotion strategy, professional selling, sales management, public and nonprofit marketing, entrepreneurship, marketing research, project 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 specialization 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 - ACC 201 Financial Accounting Concepts
3 - ECON 301 Introductory Statistics or
3 - MGT 301 Principles of Management
3 - MGT 301 Principles of Management
6 - Option List1
15
Second Semester
3 - ACC 202 Managerial Accounting Concepts
3 - MGT 310 Intermediate Business Statistics
3 - MGT 301 Principles of Marketing
6 - Option List1
15

Junior Year
First Semester
3 - LAW 312 Commercial Law or
3 - LAW 322 Legal Environment of Business
3 - MGT 302 Consumer Behavior
3 - MGT 431 Marketing Research
3 - Advanced Writing Requirement2
3 - Support Course Requirement3
15
Second Semester
3 - FIN 306 Corporate Finance
3 - MGT 427 International Marketing
3 - Emphasis Area
3 - Support Course Requirement3
4 - Elective
16

Senior Year
First Semester
3 - MGT 415 Business Strategy
3 - Emphasis Area
3 - Support Course Requirement3
6 - Elective
15
Second Semester
3 - MGT 450 Strategic Marketing Management
3 - Emphasis Area
6 - Support Course Requirement3
3 - Elective
15
122-124 Total Semester Hours
1See advisor. Select courses to satisfy General Education Arts and Humanities and Departmental International Studies Requirements.
2See General Education Requirements.
3Chosen 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.
4Note: No more than six hours credit from PO SC 310, 311, and 312 may be counted toward any degree; no more than three hours credit from these courses may be applied to the requirements of 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 A. C. E. L. 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
4 - Natural Science Requirement4
16

Sophomore Year
First Semester
3 - Arts and Humanities (Literature) Requirement5
3 - Major Requirement6
3 - Math or Natural Science Requirement4
3 - Oral Communication Requirement4
3 - Elective
15
Second Semester
3 - Arts and Humanities (Literature) Requirement5
3 - Arts and Humanities (Non-Lit.) Requirement4
3 - Major Requirement6
3 - Minor Requirement7
3 - Science and Tech. in Society Requirement4
15

Junior Year
First Semester
3 - ENGL 211 Principles of Microeconomics
3 - Advanced Writing Requirement2
3 - Major Requirement6
3 - Minor Requirement7
3 - Elective
15
Second Semester
3 - ENGL 212 Principles of Macroeconomics
3 - Major Requirement6
3 - Minor Requirement7
3 - Philosophy/Religion Requirement6
3 - Elective
15
Senior Year
First Semester
3 - Fine Arts Requirement
6 - Major Requirement
3 - Minor Requirement
3 - Elective

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

15

120–121 Total Semester Hours

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

3 - Philosophy Requirement
3 - Arts and Humanities (Non-Lit.) Requirement
3 - American Politics Requirement
3 - ECON 211 Principles of Microeconomics
First Semester
Sophomore Year
16

Second Semester
3 - Mathematics Requirement
3 - PO SC 102 Intro. to International Relations
3 - ENGL 103 Accelerated Composition
Second Semester

3 - Elective

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GOVERNMENT
Bachelor of Science
The requirements for a Bachelor of Science 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 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, or Public Policy.

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
3 - PO SC 104 Intro. to Comparative Politics
3 - Foreign Language Requirement
3 - Mathematics Requirement
4 - Natural Science Requirement

16

Sophomore Year
First Semester
3 - ECON 211 Principles of Microeconomics
3 - A rts 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

15

AMERICAN POLITICS
CONCENTRATION
Junior Year
First Semester
3 - PO SC 341 Quantitative Methods in Pol. Sci.
3 - A dvanced Writing Requirement
3 - American Politics Requirement
3 - Oral Communication Requirement
3 - Philosophy/Religion Requirement

15

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

16

Senior Year
First Semester
3 - A merican Politics Requirement
6 - Minor Requirement
6 - Elective

15

Second Semester
3 - American Politics Requirement
6 - Minor Requirement
6 - Elective

15

121 Total Semester Hours

GLOBAL POLITICS
CONCENTRATION
Junior Year
First Semester
3 - PO SC 341 Quantitative Methods in Pol. Sci.
3 - A dvanced Writing Requirement
3 - Global Politics Requirement
3 - Oral Communication Requirement
3 - Philosophy/Religion Requirement

15

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

16

Senior Year
First Semester
3 - Global Politics Requirement
6 - Minor Requirement
6 - Elective

15

Second Semester
3 - Global Politics Requirement
6 - Minor Requirement
6 - Elective

15

121 Total Semester Hours

POLITICAL ECONOMY
CONCENTRATION
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

15

Second Semester
3 - ECON 315 Intermediate Macroeconomics
3 - Advanced Political Science Requirement
3 - Science and Tech. in Society Requirement
7 - Elective

16

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

16

Second Semester
3 - Advanced Economics Requirement
3 - A dvanced Political Science Requirement
3 - Economics Requirement
6 - Elective

15

122 Total Semester Hours

PUBLIC ADMINISTRATION
CONCENTRATION
Junior Year
First Semester
3 - PO SC 321 Public Administration
3 - PO SC 341 Quantitative Methods in Pol. Sci.
3 - A dvanced Writing Requirement
3 - Oral Communication Requirement
3 - Philosophy/Religion Requirement

15

Second Semester
3 - A dvanced Political Science Requirement
3 - Science and Tech. in Society Requirement
4 - Elective

16

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

15

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### 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 is designed to prepare 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 on the Web at www.demson.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 355, 364, 368, 375, 435, 480, 483, 488

- **Individuals and Groups** — PSYCH 340, 352, 370

- **Laboratory** — PSYCH 325, 334, 423, 471, H490, 493, 495, 496, 497

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. BIO SC 470 may be taken in lieu of one 300- or 400-level 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
- 3 - Foreign Language Requirement
- 1 - PSYCH 202 Introductory Psychology Lab.

**Second Semester**
- 3 - Psychology 101 Foundations of Science
- 3 - Social Science Requirement
- 3 - Oral Communication Requirement

### Sophomore Year

**First Semester**
- 3 - PSYCH 309 Introductory Experimental Psych.
- 3 - A RTS and Humanities (Literature) Requirement
- 3 - Cross-Cultural Awareness Requirement
- 4 - Natural Science Requirement
- 1 - Elective

**Second Semester**
- 4 - PSYCH 310 A dvanced Experimental Psych.
- 3 - Cross-Cultural Awareness Requirement
- 4 - Natural Science Requirement
- 3 - Elective

### Junior Year

**First Semester**
- 3 - A dvanced Writing Requirement
- 3 - Major Requirement
- 3 - Minor Requirement
- 3 - Science and Tech. in Society Requirement
- 3 - Elective

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

### Senior Year

**First Semester**
- 1 - PSYCH 492 Senior Laboratory in Psychology
- 6 - Major Requirement
- 3 - Mathematics Requirement

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

120 Total Semester Hours

### PSYCHOLOGY

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 355, 364, 368, 375, 435, 480, 483, 488

- **Individuals and Groups** — PSYCH 340, 352, 370

- **Laboratory** — PSYCH 325, 334, 423, 471, H490, 493, 495, 496, 497

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. BIO SC 470 may be taken in lieu of one 300- or 400-level 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
- 3 - Foreign Language Requirement
- 1 - PSYCH 202 Introductory Psychology Lab.

**Second Semester**
- 3 - Psychology 101 Foundations of Science
- 3 - Social Science Requirement
- 3 - Oral Communication Requirement

### Sophomore Year

**First Semester**
- 3 - PSYCH 309 Introductory Experimental Psych.
- 3 - A RTS and Humanities (Literature) Requirement
- 3 - Cross-Cultural Awareness Requirement
- 4 - Natural Science Requirement
- 1 - Elective

**Second Semester**
- 4 - PSYCH 310 A dvanced Experimental Psych.
- 3 - Cross-Cultural Awareness Requirement
- 4 - Natural Science Requirement
- 3 - Elective

### Junior Year

**First Semester**
- 3 - A dvanced Writing Requirement
- 3 - Major Requirement
- 3 - Minor Requirement
- 3 - Science and Tech. in Society Requirement
- 3 - Elective

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

### Senior Year

**First Semester**
- 1 - PSYCH 492 Senior Laboratory in Psychology
- 6 - Major Requirement
- 3 - Mathematics Requirement

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

120 Total Semester Hours

1 Two semesters (through 202) in the same modern foreign language are required.
2 See General Education Requirements.
3 See major requirements in program description above.
4 Select any minor listed on page 78.

### 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 355, 364, 368, 375, 435, 480, 483, 488

- **Individuals and Groups** — PSYCH 340, 352, 370

- **Laboratory** — PSYCH 325, 334, 423, 471, H490, 493, 495, 496, 497

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. BIO SC 470 may be taken in lieu of one 300- or 400-level elective psychology course. Students should consult their advisors for other degree requirements and course recommendations.
400-level elective psychology course. Students should consult their advisors for other degree requirements and course recommendations.

**Freshman Year**

**First Semester**
1. PSYCH 101 Introduction to Psychology
2. MATH 101 or MATH 102
3. MTHSC 203 Elementary Statistical Inference
4. ENGL 103 Accelerated Composition
5. Elective
6. Elective
7. (R S) 120 Total Semester Hours

**Second Semester**
1. PSYCH 201 and two additional social science courses (from the same or different fields) satisfy General Education and departmental requirements.
2. Select any minor listed on page 78.
3. Three credit hours in addition to the Natural Science Requirement, in any natural or physical science are required.
4. See General Education requirements.

**Sophomore Year**

**First Semester**
1. PSYCH 202 Introduction to Psychology
2. ENGL 304 Business Writing
3. Elective
4. Elective

**Second Semester**
1. BIOL 103 General Biology I
2. MATH 201
4. Elective
5. Elective
6. Elective

**Junior Year**

**First Semester**
1. PSYCH 309 Introductory Experimental Psych.
2. ARTS 201, SOC 202, 311, 330, 331, 350, 351, 354, 355, 375, 414, 430, 432, 440, (R S) 471, 480, 481, 494, (R S) 495; and three credits from all courses offered in anthropology or sociology not already taken to fulfill requirements.
3. Cross-Cultural Awareness Requirement
4. Natural Science Requirement
5. Social Science Requirement
6. Elective
7. Elective

**Second Semester**
1. PSYCH 310 Advanced Experimental Psych.
2. Elective
3. Elective
4. Elective
5. Elective
6. Elective
7. Elective
8. Elective

**Senior Year**

**First Semester**
1. PSYCH 492 Senior Laboratory in Psychology
2. MATH 480
3. MTHSC 493
4. MTHSC 495
5. Science and Tech. in Society Requirement
6. Elective
7. Elective
8. Elective

**Second Semester**
1. MTHSC 494
2. MTHSC 495
3. Elective
4. Elective
5. Elective

**Substance Abuse Certificate Program**

T he 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 EDC 234, PSYCH 375, SOC 380, 396, 397, (R S) 495, plus a related course approved by certificate program director.

**Bachelor of Arts**

**Freshman Year**

**First Semester**
1. MTHSC 101 Essential Math for Informed Soc.
2. SOC 201 Introduction to Sociology
3. Enroll in Sociology
4. Elective
5. Elective
6. Elective

**Second Semester**
1. ENGL 103 Accelerated Composition
2. MTHSC 203 Elementary Statistical Inference
3. Elective
4. Elective
5. Elective

**Sophomore Year**

**First Semester**
1. COM M 150 Intro. to Human Comm. or
2. COM M 250 Public Speaking
3. Arts and Humanities (Non-Lit.) Requirement
4. Science and Tech. in Society Requirement
5. Elective
6. Elective

**Second Semester**
1. Arts and Humanities (Non-Lit.) Requirement
2. Science and Tech. in Society Requirement
3. Elective
4. Elective

**Junior Year**

**First Semester**
1. ANTH 301 Cultural Anthropology
2. SOC 380
3. Elective
4. Elective
5. Elective

**Second Semester**
1. ANTH 314 Social Research I
2. Elective
3. Elective

**Senior Year**

**First Semester**
1. PSYCH 201
2. SOC 202
3. SOC 390
4. SOC 491
5. SOC 493
6. SOC 494
7. SOC 495
8. Elective
9. Elective
10. Elective

**Second Semester**
1. PSYCH 309
2. SOC 390
3. SOC 393
4. SOC 491
5. SOC 493
6. SOC 494
7. SOC 495

**Sociology**

T he Sociology major offers two degree programs: a bachelor of arts and a bachelor of science. Both degrees prepare students for a variety of professional careers related to human resources, management, public relations, social services, criminal justice, health services, social research, and other people-oriented positions in the public and private sector. In addition, the Bachelor's degree provides excellent preparation for graduate training in sociology, social services, law, and business. Both degrees require a total of 121 semester hours, including 34 credit hours in sociology and/or anthropology, as identified below. Courses used to fulfill General Education Requirements may be used to fulfill minor requirements.

**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 three 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, 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.

A total of 12 of the total credits must be from 400-level sociology, rural sociology, and/or anthropology courses; no more than nine credit hours may be taken in courses at the 100 or 200 level, except with approval of the department chair. A ditional electives are added to meet the minimum of 121 hours required for graduation.

**College of Business and Behavioral Science**
Second Semester
3 - Advanced Humanities Requirement
6 - Emphasis Area
6 - Minor

Second Semester
3 - SOC 460 Race, Ethnicity, and Class or
3 - SOC 461 Sex Roles
3 - Advanced Humanities Requirement
6 - Emphasis Area
3 - Elective

Second Semester
3 - SOC 404 Sociological Theory or
3 - Advanced Humanities Requirement
3 - Emphasis Area
3 - Minor
1 - Elective

Second Semester
3 - Arts and Humanities (Literature) Requirement
3 - Cross-Cultural Awareness Requirement
3 - Departmental Math or Science Requirement
6 - Emphasis Area
3 - Philosophy Requirement
1 - Elective

Second Semester
3 - Arts and Humanities (Non-Lit.) Requirement
3 - Departmental Math or Science Requirement
3 - Science and Tech. in Society Requirement
6 - Emphasis Area
3 - Minor
1 - Elective

Senior Year
First Semester
3 - SOC 460 Race, Ethnicity, and Class or
3 - SOC 461 Sex Roles
3 - Advanced Humanities Requirement
6 - Emphasis Area
3 - Elective

Junior Year
First Semester
3 - ANTH 301 Cultural Anthropology or
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
3 - Philosophy Requirement
1 - Elective

Second Semester
3 - Advanced Humanities Requirement
6 - Emphasis Area
3 - Minor
1 - Elective

Senior Year
First Semester
3 - ANTH 351 Physical Anthropology or
3 - SOC 460 Race, Ethnicity, and Class or
3 - SOC 461 Sex Roles
6 - Departmental Math or Science Requirement
6 - Emphasis Area

Second Semester
3 - SOC 404 Sociological Theory
6 - Emphasis Area
3 - Minor
1 - Elective

121 Total Semester Hours

1Two semesters (through 202) in the same modern foreign language are required.
2See General Education Requirements. (Note: Social Science Requirement must be in an area other than anthropology or sociology.)
3See page 78 for approved minors.
4Advanced humanities courses numbered 300 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.
5See emphasis area requirements in program description above.
6May not be used to fill the 34 credits for the major.
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
Agricultural Business Management
African American Studies
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, or Marketing majors
Chemistry
Communication Studies
Communications
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, M anagement, or Marketing majors
Environmental Engineering
Environmental Science and Policy
Equine Business
Film Studies
Financial Management
Fine Arts
Food Science
Forest Products
Forest Resource Management
Geography
Geology
Global Politics

Great Works
Health Science
History
Horticulture
Human Resource Management— not open to Industrial M anagement or M anagement majors
Legal Studies
Management— not open to Industrial Management majors
Mathematical Sciences
Microbiology
Military Leadership
Modern Languages
Music
Natural Resource Economics
Non-Profit Leadership
Operations Management— not open to Industrial Management or M anagement majors
Packaging Science
Park and Protected Area Management
Philosophy
Physics
Plant Pathology
Political Science
Poultry Science
Psychology
Public Policy— not open to Political Science majors
Religion
Russian Area Studies
Science and Technology in Society
Screenwriting
Sociology
Spanish-A merican Area Studies
Sport Management
Textiles
Theatre
Therapeutic Recreation
Travel and Tourism
Turfgrass
Urban Forestry
Wildlife and Fisheries Biology
Women's Studies
Writing

See pages 36-39 for details.