

KETNER SCHOOL OF BUSINESS

Trine University's Ketner School of Business includes two departments:

- Department of Business & Finance
- Department of Sport Management & Public Relations

The Ketner School of Business administers these academic programs:

Bachelor of Arts

Major

Communication

Bachelor of Science

Major

Communication

Bachelor of Science in Business Administration

Majors

Accounting

Business Administration

Entrepreneurship

Finance

Golf Management

Management

Marketing

Sport Management

- Associate Degrees

Accounting

Business Administration

- Minors **SEE PAGE 70*

Accounting

Business

Entrepreneurship

Economics

Finance

Golf Management

Management

Marketing

THE SCHOOL

Trine University's Ketner School of Business was named in honor of Dr. Ralph W. Ketner, a distinguished alumnus and friend of the University. Dr. Ketner is a co-founder of Food Lion, one of the US's largest supermarket chains.

Courses in accounting and business law date from when the school first opened its doors on June 17, 1884, making the business program the school's oldest continuous course of study.

The Ketner School of Business at Trine University is accredited by the Accreditation Council for Business Schools and Programs (ACBSP), www.acbsp.org, for the following majors: Accounting, Business Administration, Entrepreneurship, Finance, Golf Management, Management, Marketing, and Sport Management.

MISSION

The mission of the Trine University Ketner School of Business is to prepare students for professional careers in business and related fields and to assist them in personal and professional development.

COURSES OF STUDY

The Ketner School of Business offers the programs of study listed at the beginning of this section. In addition, students may earn minors shown in the programs of study list. A 2.0 cumulative grade point average for all courses in the minor program is required for a minor to be awarded. For transfer students, at least 15 hours of the courses toward a minor must be taken at Trine University. Internship credit of up to six hours can be applied toward a minor, but the internship cannot be double counted (i.e. the hours can be applied to either a major or a minor, but not both).

In cooperation with the School of Engineering, the Ketner School of Business offers a minor in entrepreneurship. The entrepreneurship minor is designed for students who have an interest in owning a business at some point in the future. The entrepreneurship minor is available for all Trine University students regardless of major. Information regarding the entrepreneurship minor is found on page 69 of this catalog.

DEGREE REQUIREMENTS

Each of the bachelor degrees in the Ketner School of Business requires 124 semester hours unless otherwise specified. Associate degrees in the School of Business require 64 semester hours. Students are expected to earn a grade of "C" or better in all courses required for their major.

The requirements for both the bachelor degrees and associate degrees involve the following:

1. A liberal arts and sciences curriculum which serves to enrich the academic program so that it constitutes a basic cultural education. Courses in written and oral communication, humanities, social sciences, natural sciences and mathematics provide basic tools needed for applying knowledge in business administration toward worthwhile goals. The foundation of this curriculum is the general education requirements.

2. A business curriculum that provides the fundamentals through which the entire business enterprise operates.
3. A business specialty curriculum that supplements the business curriculum and allows students to develop a deeper understanding in a specialized area.
4. Business electives that provide for program flexibility and allow students to complement the required credits.

In developing an academic program, each student shall have the assistance of a faculty advisor. The student, however, has the ultimate responsibility for meeting specific degree requirements. Prerequisites for individual courses must be carefully observed.

DOUBLE MAJORS

Ketner School of Business students may receive double majors. To receive a double major (e.g., management and finance), a student must meet all requirements in both majors and have a minimum of 135 semester hours of credit. Business electives may count in only one major; a single business elective cannot meet the elective requirements for two business majors.

However, a required course in one major can count as an elective in another major.

INTERNSHIPS

The Ketner School of Business requires every business student to enter into an internship during his/her course of study at Trine University.

The value of an internship to the student, to the sponsoring entity, and to the University/School of Business is considerable.

- The intern gains by actual work experience in a real-world capacity, thus clearly establishing true expectations of the job and profession;
- The company gains by being exposed early to potential employees and by having a chance to evaluate them; and
- The University gains by brokering potential employees and employers and assisting the community.

Internships are quickly becoming a requirement before a student can be considered for a permanent position by many companies.

A maximum of six semester credit hours can be earned toward degree requirements with a maximum of three hours in any one work session. (Golf Management internships are taken for six semester hours.) Internships can take place during any semester but are especially encouraged during the summer. Prerequisites include a 2.5 GPA or higher, sophomore or above class standing, and recommendation and approval by the Dean of the Ketner School of Business.

PREPARATION PROGRAM FOR NON-BUSINESS MAJORS WHO WISH TO PURSUE A MASTER'S OF BUSINESS ADMINISTRATION (MBA)

Students who would like to enter an MBA program after graduation should consider taking the following courses. Prerequisites as shown in the Course Description section of this catalog must be carefully observed.

AC	203	Accounting I	(3)
AC	213	Accounting II	(3)
BA	343	International Business	(3)
ECO	213	Microeconomics	(3)
ECO	223	Macroeconomics	(3)
FIN	303	Managerial Finance	(3)
LAW	203	Business Law I	(3)
MA	253	Statistics	(3)
MGT	353	Designing Operations	(3)
MGT	363	Organizational Behavior	(3)
MK	303	Marketing	(3)

KETNER SCHOOL OF BUSINESS ASSOCIATE DEGREES

ASSOCIATE IN ACCOUNTING

64 HRS.

The associate in accounting program is designed to prepare students for immediate entry into the accounting field. It combines a concentration in accounting and computer science with business, economics and general education subjects. This program is especially appropriate for positions in businesses that require a small but knowledgeable accounting staff. As all of the credits are fully transferable to the four-year accounting major at Trine University, it serves as an excellent program for students who subsequently plan to seek a Bachelor of Science degree with an accounting major. A specified number of credit hours must be taken in each section described below. Prerequisites as shown in the Catalog Descriptions section of this catalog must be carefully observed. Excess credit hours in a section may not ordinarily be counted toward requirements in another section.

In the degree program descriptions that follow, an asterisk (*) indicates courses that fulfill the University's General Education Requirements.

PROGRAM REQUIREMENTS

REQUIRED HOURS

WRITTEN COMMUNICATION

6 HRS.

*ENG	103	English Composition I	(3)
*ENG	113	English Composition II	(3)

HUMANITIES

2 HRS.

*Any of the humanities courses listed in the General Education Requirements found on page 50.

MATHEMATICS & SCIENCE

7 HRS.

*Must include a minimum of three hours of science and a minimum of three hours of mathematics for a combined minimum of seven hours.

MA	103	Business Algebra	(3)
Science elective			(4)

COMPUTER LITERACY

3 HRS.

*INF	103	Information Technology Applications	
or			
*INF	113	Business Computer Applications	(3)

PROGRAM REQUIREMENTS

10 HRS.

UE	101	University Experience	(1)
COM	213	Business Communication	(3)
*ECO	213	Microeconomics	(3)
*ECO	223	Macroeconomics	(3)

ASSOCIATE BUSINESS CORE

18 HRS.

AC	203	Accounting I	(3)
AC	213	Accounting II	(3)

BA	123	Business Concepts	(3)
LAW	203	Business Law I	(3)
MGT	363	Organizational Behavior	(3)
MK	303	Marketing	(3)

REQUIRED ACCOUNTING COURSES **15 HRS.**

AC	303	Cost Accounting I	(3)
AC	323	Intermediate Accounting I	(3)
AC	333	Intermediate Accounting II	(3)
AC	373	Accounting Information Systems	(3)
AC	423	Income Tax	(3)

BUSINESS ELECTIVES **3 HRS.**

Students, with approval from their advisors, must select a minimum of three credit hours of electives from courses prefixed by AC, BA, INF, ENT, ECO, FIN, LAW, MGT, or MK.

TOTAL IN DEGREE PROGRAM **64 HRS.**

ASSOCIATE IN BUSINESS ADMINISTRATION **64 HRS.**

The associate in business administration degree program is designed to prepare a person for entry into business with a broad understanding of various business activities and their interrelationships. It combines course work in accounting, finance, marketing, business law, and management. Courses in economics, psychology, mathematics, computer science and communication are all part of this curriculum. Both traditional and non-traditional students will find this program of interest. All credits are transferable to a Trine University four-year business administration degree for those who choose to continue their education. A specified number of credit hours must be taken in each of the following sections. Prerequisites as shown in the Course Descriptions section of this catalog must be carefully observed. Excess credit hours in a section may not ordinarily be counted toward requirements in another section. In the degree program descriptions that follow, an asterisk (*) indicates courses that fulfill the University's General Education Requirements.

PROGRAM REQUIREMENTS **REQUIRED HOURS**

WRITTEN COMMUNICATION **6 HRS.**

*ENG	103	English Composition I	(3)
*ENG	113	English Composition II	(3)

HUMANITIES **2 HRS.**

*Any of the humanities courses listed in the general education requirements found on page 50.

COMPUTER LITERACY **3 HRS.**

*INF	103	Information Technology Applications
or		

*INF 113 Business Computer Applications (3)

MATHEMATICS AND SCIENCE ELECTIVES

7 HRS.

*Must include a minimum of 3 hours of science and a minimum of 3 hours of mathematics for a combined minimum of 7 hours.

MA 103 Business Algebra (3)

Science elective (4)

PROGRAM REQUIREMENTS

10 HRS.

UE 101 University Experience (1)

COM 213 Business Communication (3)

*ECO 213 Microeconomics (3)

*ECO 223 Macroeconomics (3)

ASSOCIATE BUSINESS CORE

18 HRS.

AC 203 Accounting I (3)

AC 213 Accounting II (3)

BA 123 Business Concepts (3)

LAW 203 Business Law I (3)

MGT 363 Organizational Behavior (3)

MK 303 Marketing (3)

BUSINESS ELECTIVES

18 HRS.

Students, with approval from their advisors, must select a minimum of 18 hours of electives from courses in business administration, computer science and economics prefixed by AC, BA, INF, ENT, ECO, FIN, LAW, MGT, or MK.

TOTAL IN DEGREE PROGRAM:

64 HRS.

DEPARTMENT OF BUSINESS & FINANCE

The Department of Business & Finance offers the following bachelor degrees:

- Bachelor of Science in Business Administration

Majors

Accounting
Business Administration
Entrepreneurship
Finance
Management

CURRICULUM

A specified number of credit hours must be taken in each section described below. Prerequisites as shown in the course description section of this catalog must be carefully observed. Excess credit hours in a section may not ordinarily be counted toward requirements in another section; excess credit hours may be counted under the non-specified electives category.

BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION— ACCOUNTING MAJOR 124 HRS.

In the dynamic and increasingly complex business world, students need to acquire a broad education in addition to specialized skills and knowledge of the profession. Accounting education provides the technical skills necessary to function in today's business environment and provides an understanding of all aspects of business.

UNIFORM CERTIFIED PUBLIC ACCOUNTING EXAMINATION CANDIDATES

The state of Indiana and many other states require that a first-time Uniform Certified Public Accounting (CPA) Examination candidate must have at least 150 semester hours of college education, including a baccalaureate or higher degree, with an accounting concentration or its equivalent. An accounting major wishing to meet this requirement should plan an individualized program with his or her advisor.

BUSINESS CORE, GENERAL EDUCATION, & ELECTIVES 91 HRS.

For all four-year business administration degrees in the Ketner School of Business, students must fulfill the General Education requirements and the business core. Those requirements are presented below.

An asterisk (*) indicates courses that fulfill the University's General Education Requirements.

PROGRAM REQUIREMENTS

REQUIRED HOURS

WRITTEN COMMUNICATION

9 HRS.

*ENG	103	English Composition I	(3)
*ENG	113	English Composition II	(3)
COM	213	Business Communication	(3)

ORAL COMMUNICATION**3 HRS.**

*SP 203 Effective Speaking

(3)

SOCIAL SCIENCES & HUMANITIES**12 HRS.**

Must include a minimum of two hours in social sciences and two hours in humanities, selected in accordance with the Social Sciences & Humanities section of the general education requirements.

*ECO 213 Microeconomics (3)

*ECO 223 Macroeconomics (3)

*PSY 113 Principles of Psychology (3)

*Foreign Language (3)

Candidates for all KSB degrees must complete one 3-credit hour course in a second language which, in turn, meets a portion of the General Education requirements of the University with respect to humanities. If the second language requirement has been met upon entry into the Ketner School of Business by Advanced Placement Exam or testing out, a term of study in a foreign country, or a 3-credit humanities course with a non-U.S. or comparative international content or prospective, may be taken to fulfill this requirement.

The Ketner School of Business believes that studying other languages, literatures, and cultures is an inseparable component of higher education. Beyond personal enrichment, the ability to speak another language and to understand another culture is a distinctive asset in business careers.

One semester of foreign language will fulfill the humanities elective and a second semester will count towards fulfilling the general education electives requirement (see below).

COMPUTER LITERACY**6 HRS.**

*INF 113 Business Computer Applications (3)

*INF 233 Advanced Spreadsheet for Business (3)

MATHEMATICS & SCIENCE**12-13 HRS.**

Must include a minimum of 3 hours of science and 3 hours of mathematics.

*MA 103 Business Algebra (3)

*MA 173 Applied Mathematics (3)

*MA 253 Statistics (3)

*Science Elective (3-4)

GENERAL EDUCATION ELECTIVES*3 HRS.****ADDITIONAL PROGRAM REQUIREMENTS****5 HRS.**

BA 101 University Experience (1)

BA 123 Business Concepts (3)

BA 301 Professional Development and Strategies (1)

FREE ELECTIVES**10-11 HRS.**

In addition, business students must take an additional 10-11 hours of electives. These courses may be chosen from among all offerings in the University catalog.

BUSINESS CORE**30 HRS.**

AC	203	Accounting I	(3)
AC	213	Accounting II	(3)
BA	343	International Business	(3)
BA	311X	Business Internship	(3)
FIN	303	Managerial Finance	(3)
LAW	203	Business Law I	(3)
MGT	353	Designing Operations	(3)
MGT	363	Organizational Behavior	(3)
MGT	453	Strategic Management	(3)
MK	303	Marketing	(3)

ACCOUNTING AND FINANCE**33 HRS.**

AC	303	Cost Accounting	(3)
AC	323	Intermediate Accounting I	(3)
AC	333	Intermediate Accounting II	(3)
AC	373	Accounting Information Systems	(3)
AC	403	Advanced Accounting	(3)
AC	423	Income Tax	(3)
AC	463	Auditing	(3)
FIN	313	Corporate Finance	(3)
FIN	343	International Finance	(3)
FIN	353	Personal Finance	(3)
Electives from 300- or 400-level courses prefixed by AC, BA, ENT, INF, FIN, LAW, MGT, MK			(3)

TOTAL IN DEGREE PROGRAM**124 HRS.**

**BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION—
BUSINESS ADMINISTRATION MAJOR****124 HRS.**

The Bachelor of Science in Business Administration prepares capable students for responsible positions in business, industry, and public service. A student who does not choose to follow a major/concentration track will take all General Education courses and all Business Core courses. The remaining credit hours will be determined by the student and their advisor with all major business courses at the 300 and 400 level.

BUSINESS CORE, GENERAL EDUCATION, & ELECTIVES**91 HRS.**

For all four-year business administration degrees in the Ketner School of Business, students must fulfill the General Education requirements and the business core. Those requirements are presented below.

An asterisk (*) indicates courses that fulfill the University's General Education Requirements.

PROGRAM REQUIREMENTS

REQUIRED HOURS

WRITTEN COMMUNICATION

9 HRS.

*ENG	103	English Composition I	(3)
*ENG	113	English Composition II	(3)
COM	213	Business Communication	(3)

ORAL COMMUNICATION

3 HRS.

*SP	203	Effective Speaking	(3)
-----	-----	--------------------	-----

SOCIAL SCIENCES & HUMANITIES

12 HRS.

Must include a minimum of two hours in social sciences and two hours in humanities, selected in accordance with the Social Sciences & Humanities section of the general education requirements.

*ECO	213	Microeconomics	(3)
*ECO	223	Macroeconomics	(3)
*PSY	113	Principles of Psychology	(3)
*Foreign Language			(3)

Candidates for all KSB degrees must complete one 3-credit hour course in a second language which, in turn, meets a portion of the General Education requirements of the University with respect to humanities. If the second language requirement has been met upon entry into the Ketner School of Business by Advanced Placement Exam or testing out, a term of study in a foreign country, or a 3-credit humanities course with a non-U.S. or comparative international content or prospective, may be taken to fulfill this requirement.

The Ketner School of Business believes that studying other languages, literatures, and cultures is an inseparable component of higher education. Beyond personal enrichment, the ability to speak another language and to understand another culture is a distinctive asset in business careers.

One semester of foreign language will fulfill the humanities elective and a second semester will count towards fulfilling the general education electives requirement (see below).

COMPUTER LITERACY

6 HRS.

*INF	113	Business Computer Applications	(3)
*INF	233	Advanced Spreadsheet for Business	(3)

MATHEMATICS & SCIENCE

12-13 HRS.

Must include a minimum of 3 hours of science and 3 hours of mathematics.

*MA	103	Business Algebra	(3)
*MA	173	Applied Mathematics	(3)
*MA	253	Statistics	(3)
*Science Elective			(3-4)

***GENERAL EDUCATION ELECTIVES** **3 HRS.**

ADDITIONAL PROGRAM REQUIREMENTS **5 HRS.**

BA	101	University Experience	(1)
BA	123	Business Concepts	(3)
BA	301	Professional Development and Strategies	(1)

FREE ELECTIVES **10-11 HRS.**

In addition, business students must take an additional 10-11 hours of electives. These courses may be chosen from among all offerings in the University catalog.

BUSINESS CORE **30 HRS.**

AC	203	Accounting I	(3)
AC	213	Accounting II	(3)
BA	343	International Business	(3)
BA	311X	Business Internship	(3)
FIN	303	Managerial Finance	(3)
LAW	203	Business Law I	(3)
MGT	353	Designing Operations	(3)
MGT	363	Organizational Behavior	(3)
MGT	453	Strategic Management	(3)
MK	303	Marketing	(3)

PROGRAM OF STUDY (DEVELOPED UNDER THE GUIDANCE OF ADVISOR) **33 HRS.**

TOTAL IN DEGREE PROGRAM **124 HRS.**

**BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION—
ENTREPRENEURSHIP MAJOR** **124 HRS.**

The entrepreneurship major is ideal for students wanting to acquire sound business knowledge and understand the art and science of small of self-employment. This major is for students wishing to own or run their own business. KSB provides students with a working knowledge of business ownership and focuses on innovating, visioning, venture creation, effective leadership and risk taking.

BUSINESS CORE, GENERAL EDUCATION, & ELECTIVES **91 HRS.**

For all four-year business administration degrees in the Ketner School of Business, students must fulfill the General Education requirements and the business core. Those requirements are presented below.

An asterisk (*) indicates courses that fulfill the University's General Education Requirements.

PROGRAM REQUIREMENTS**REQUIRED HOURS****WRITTEN COMMUNICATION****9 HRS.**

*ENG	103	English Composition I	(3)
*ENG	113	English Composition II	(3)
COM	213	Business Communication	(3)

ORAL COMMUNICATION**3 HRS.**

*SP	203	Effective Speaking	(3)
-----	-----	--------------------	-----

SOCIAL SCIENCES & HUMANITIES**12 HRS.**

Must include a minimum of two hours in social sciences and two hours in humanities, selected in accordance with the Social Sciences & Humanities section of the general education requirements.

*ECO	213	Microeconomics	(3)
*ECO	223	Macroeconomics	(3)
*PSY	113	Principles of Psychology	(3)
*Foreign Language			(3)

Candidates for all KSB degrees must complete one 3-credit hour course in a second language which, in turn, meets a portion of the General Education requirements of the University with respect to humanities. If the second language requirement has been met upon entry into the Ketner School of Business by Advanced Placement Exam or testing out, a term of study in a foreign country, or a 3-credit humanities course with a non-U.S. or comparative international content or prospective, may be taken to fulfill this requirement.

The Ketner School of Business believes that studying other languages, literatures, and cultures is an inseparable component of higher education. Beyond personal enrichment, the ability to speak another language and to understand another culture is a distinctive asset in business careers.

One semester of foreign language will fulfill the humanities elective and a second semester will count towards fulfilling the general education electives requirement (see below).

COMPUTER LITERACY**6 HRS.**

*INF	113	Business Computer Applications	(3)
*INF	233	Advanced Spreadsheet for Business	(3)

MATHEMATICS & SCIENCE**12-13 HRS.**

Must include a minimum of 3 hours of science and 3 hours of mathematics.

*MA	103	Business Algebra	(3)
*MA	173	Applied Mathematics	(3)
*MA	253	Statistics	(3)
*Science Elective			(3-4)

***GENERAL EDUCATION ELECTIVES** **3 HRS.**

ADDITIONAL PROGRAM REQUIREMENTS **5 HRS.**

BA	101	University Experience	(1)
BA	123	Business Concepts	(3)
BA	301	Professional Development and Strategies	(1)

FREE ELECTIVES **10-11 HRS.**

In addition, business students must take an additional 10-11 hours of electives.
These courses may be chosen from among all offerings in the University catalog.

BUSINESS CORE **30 HRS.**

AC	203	Accounting I	(3)
AC	213	Accounting II	(3)
BA	343	International Business	(3)
BA	311X	Business Internship	(3)
FIN	303	Managerial Finance	(3)
LAW	203	Business Law I	(3)
MGT	353	Designing Operations	(3)
MGT	363	Organizational Behavior	(3)
MGT	453	Strategic Management	(3)
MK	303	Marketing	(3)

ENTREPRENEURSHIP **33 HRS.**

AC	353	Tax and Legal Issues for Small Business	(3)
ENT	303	Entrepreneurship Leadership	(3)
ENT	323	Engineering Concepts	(3)
ENT	413	Creativity – Product/Service Development	(3)
ENT	423	Entrepreneurship Venture Planning	(3)
ENT	463	Internship	(3)
FIN	433	Venture Finance	(3)
MGT	333	Supervision	(3)
MK	463	Applied Market Research	(3)

Elective Courses - choose two of the courses (6)

AC	303	Cost Accounting
AC	423	Income Tax
FIN	323	Money and Banking
FIN	353	Personal Finance
MK	313	Retail Management
MGT	313	Human Resource Management
MGT	443	Managing Operations
MK	333	Buyer Behavior
MK	423	Personal Selling

TOTAL IN DEGREE PROGRAM: **124 HRS.**

**BACHELOR OF SCIENCE IN BUSINESS
ADMINISTRATION—FINANCE MAJOR**

124 HRS.

The finance major provides students with a working understanding of the financial decision-making process, how financial markets function, and the acquisition and management of capital. Students may elect course concentrations in investment analysis and portfolio management, financial institutions and services, or corporate financial management. Students will be prepared for a variety of careers in business and in the government sector in areas such as financial analysis, capital budgeting, banking, mergers and acquisitions, cash management, financial planning, investment analysis and portfolio management, brokerage, real estate and insurance. A major in finance is also excellent preparation for graduate study in finance, business administration, or corporate and securities law.

BUSINESS CORE, GENERAL EDUCATION, & ELECTIVES

91 HRS.

For all four-year business administration degrees in the Ketner School of Business, students must fulfill the General Education requirements and the business core. Those requirements are presented below.

An asterisk (*) indicates courses that fulfill the University's General Education Requirements.

PROGRAM REQUIREMENTS

REQUIRED HOURS

WRITTEN COMMUNICATION

9 HRS.

*ENG	103	English Composition I	(3)
*ENG	113	English Composition II	(3)
COM	213	Business Communication	(3)

ORAL COMMUNICATION

3 HRS.

*SP	203	Effective Speaking	(3)
-----	-----	--------------------	-----

SOCIAL SCIENCES & HUMANITIES

12 HRS.

Must include a minimum of two hours in social sciences and two hours in humanities, selected in accordance with the Social Sciences & Humanities section of the general education requirements.

*ECO	213	Microeconomics	(3)
*ECO	223	Macroeconomics	(3)
*PSY	113	Principles of Psychology	(3)
*Foreign Language			(3)

Candidates for all KSB degrees must complete one 3-credit hour course in a second language which, in turn, meets a portion of the General Education requirements of the University with respect to humanities. If the second language requirement has been met upon entry into the Ketner School of Business by Advanced Placement Exam or testing out, a term of study in a foreign country, or a 3-credit humanities course with a non-U.S. or comparative international content or prospective, may be taken to fulfill this requirement.

The Ketner School of Business believes that studying other languages, literatures, and cultures is an inseparable component of higher education. Beyond personal enrichment, the ability to speak another language and to understand another culture is a distinctive asset in business careers.

One semester of foreign language will fulfill the humanities elective and a second semester will count towards fulfilling the general education electives requirement (see below).

COMPUTER LITERACY **6 HRS.**

*INF	113	Business Computer Applications	(3)
*INF	233	Advanced Spreadsheet for Business	(3)

MATHEMATICS & SCIENCE **12-13 HRS.**

Must include a minimum of 3 hours of science and 3 hours of mathematics.

*MA	103	Business Algebra	(3)
*MA	173	Applied Mathematics	(3)
*MA	253	Statistics	(3)
*Science Elective			(3-4)

***GENERAL EDUCATION ELECTIVES** **3 HRS.**

ADDITIONAL PROGRAM REQUIREMENTS **5 HRS.**

BA	101	University Experience	(1)
BA	123	Business Concepts	(3)
BA	301	Professional Development and Strategies	(1)

FREE ELECTIVES **10-11 HRS.**

In addition, business students must take an additional 10-11 hours of electives.

These courses may be chosen from among all offerings in the University catalog.

BUSINESS CORE **30 HRS.**

AC	203	Accounting I	(3)
AC	213	Accounting II	(3)
BA	343	International Business	(3)
BA	311X	Business Internship	(3)
FIN	303	Managerial Finance	(3)
LAW	203	Business Law I	(3)
MGT	353	Designing Operations	(3)
MGT	363	Organizational Behavior	(3)
MGT	453	Strategic Management	(3)
MK	303	Marketing	(3)

FINANCE AND ACCOUNTING **33 HRS.**

AC	303	Cost Accounting	(3)
AC	423	Income Tax	(3)
FIN	313	Corporate Finance	(3)

FIN	323	Money and Banking	(3)
FIN	343	International Finance	(3)
FIN	353	Personal Finance	(3)
FIN	403	Investments	(3)
FIN	473	Finance Technologies	(3)
Finance electives			(6)
Choose any 300- and 400-level courses prefixed by AC, BA, INF, ENT, FIN, LAW, MGT or MK			(3)
TOTAL IN DEGREE PROGRAM			124 HRS.

**BACHELOR OF SCIENCE IN BUSINESS
ADMINISTRATION—MANAGEMENT MAJOR 124 HRS.**

Management pervades all facets of a business organization. Operations management studies the manufacturing and service processes where many new quantitative techniques are applied. Human resources involves the study of the human factor in business organizations. Students who select this major are preparing themselves for positions in firms regardless of size or organizational structure.

BUSINESS CORE, GENERAL EDUCATION, & ELECTIVES 91 HRS.

For all four-year business administration degrees in the Ketner School of Business, students must fulfill the General Education requirements and the business core. Those requirements are presented below.

An asterisk (*) indicates courses that fulfill the University's General Education Requirements.

PROGRAM REQUIREMENTS			REQUIRED HOURS
WRITTEN COMMUNICATION			9 HRS.
*ENG	103	English Composition I	(3)
*ENG	113	English Composition II	(3)
COM	213	Business Communication	(3)

ORAL COMMUNICATION			3 HRS.
*SP	203	Effective Speaking	(3)

SOCIAL SCIENCES & HUMANITIES 12 HRS.

Must include a minimum of two hours in social sciences and two hours in humanities, selected in accordance with the Social Sciences & Humanities section of the general education requirements.

*ECO	213	Microeconomics	(3)
*ECO	223	Macroeconomics	(3)
*PSY	113	Principles of Psychology	(3)
*Foreign Language			(3)

Candidates for all KSB degrees must complete one 3-credit hour course in a second language which, in turn, meets a portion of the General Education requirements of the University with respect to humanities. If the second language requirement has been met upon entry into the Ketner School of Business by Advanced Placement Exam or testing out, a term of study in a foreign country, or a 3-credit humanities course with a non-U.S. or comparative international content or prospective, may be taken to fulfill this requirement.

The Ketner School of Business believes that studying other languages, literatures, and cultures is an inseparable component of higher education. Beyond personal enrichment, the ability to speak another language and to understand another culture is a distinctive asset in business careers.

One semester of foreign language will fulfill the humanities elective and a second semester will count towards fulfilling the general education electives requirement (see below).

COMPUTER LITERACY 6 HRS.

- *INF 113 Business Computer Applications (3)
- *INF 233 Advanced Spreadsheet for Business (3)

MATHEMATICS & SCIENCE 12-13 HRS.

Must include a minimum of 3 hours of science and 3 hours of mathematics.

- *MA 103 Business Algebra (3)
- *MA 173 Applied Mathematics (3)
- *MA 253 Statistics (3)
- *Science Elective (3-4)

***GENERAL EDUCATION ELECTIVES 3 HRS.**

ADDITIONAL PROGRAM REQUIREMENTS 5 HRS.

- BA 101 University Experience (1)
- BA 123 Business Concepts (3)
- BA 301 Professional Development and Strategies (1)

FREE ELECTIVES 10-11 HRS.

In addition, business students must take an additional 10-11 hours of electives. These courses may be chosen from among all offerings in the University catalog.

BUSINESS CORE 30 HRS.

- AC 203 Accounting I (3)
- AC 213 Accounting II (3)
- BA 343 International Business (3)
- BA 311X Business Internship (3)
- FIN 303 Managerial Finance (3)
- LAW 203 Business Law I (3)
- MGT 353 Designing Operations (3)

MGT	363	Organizational Behavior	(3)
MGT	453	Strategic Management	(3)
MK	303	Marketing	(3)

MANAGEMENT

33 HRS.

BA	403	Business and Public Policy	(3)
ENT	303	Entrepreneurial Leadership	(3)
MGT	313	Human Resources Management	(3)
MGT	343	Human Resource Development	(3)
MGT	413	Management of Quality	(3)
MGT	443	Managing Operations	(3)
MK	333	Buyer Behavior	(3)
MK	423	Personal Selling	(3)

Management electives (3)

Any 300- and 400-level courses

prefixed by AC, BA, INF, ENT, FIN, LAW, MGT or MK (6)

TOTAL IN DEGREE PROGRAM

124 HRS.

DEPARTMENT OF

SPORT MANAGEMENT & PUBLIC RELATIONS

The Sport Management & Public Relations offers the following degrees:

- Bachelor of Arts
Major
Communication
- Bachelor of Science
Major
Communication
- Bachelor of Science in Business Administration
Majors
Golf Management
Marketing
Sport Management

The Sport Management & Public Relations faculty has identified its mission as providing students a well-rounded preparation for a successful career in a variety of professions, including public relations, management, corporate communication, journalism and broadcasting.

The faculty fosters individual attention designed to support students with a multidisciplinary approach to problem solving and critical thinking required to translate what is learned into effective action. Three Communication options or tracks are available (Public Relations/Journalism, Corporate Communication and Applied Communication) with each designed for students to acquire leadership skills necessary to attain career goals and excel in various forms of electronic and print media.

We believe a student's education is the responsibility of all members of the campus community and is accomplished in a variety of ways, including Communication Department assignments with campus radio station, newspaper, yearbook, Trine University's marketing department, athletic department, and a variety of internships with professional organizations throughout the region.

In the degree program descriptions that follow, an asterisk (*) indicates those courses that satisfy the University's General Education Requirements.

BACHELOR OF ARTS—COMMUNICATION MAJOR **124 HRS.**

An asterisk (*) indicates courses that fulfill the University’s General Education Requirements.

PROGRAM REQUIREMENTS **REQUIRED HOURS**

WRITTEN COMMUNICATION **6 HRS.**

- *ENG 103 English Composition I (3)
- *ENG 113 English Composition II (3)

ORAL COMMUNICATION **3 HRS.**

- *SP 203 Effective Speaking (3)

SOCIAL SCIENCES & HUMANITIES **12 HRS.**

- *COM 233 Intercultural Communication (3)
- *ENG 153 Introduction to Literature (3)
- *PSY 113 Principles of Psychology (3)
- Choose one of the four following courses: (3)
- *ECO 213 Microeconomics
- *ECO 223 Macroeconomics
- *GOV 113 Introduction to Government

COMPUTER LITERACY **3 HRS.**

- *INF 103 Information Technology Applications
- or
- *INF 113 Business Computer Applications (3)

MATHEMATICS & SCIENCE **10 HRS.**

Ten (10) hours must include a minimum of three (3) hours of science and 3 hours of mathematics; MA 253 Statistics is recommended for students with the math prerequisites.

GENERAL EDUCATION ELECTIVES **8 HRS.**

- FLM 202 Film Appreciation (2)
- COM 203 Media and Communication (3)
- *Foreign Language (3)

Candidates for all KSB degrees must complete one 3-credit hour course in a second language which, in turn, meets a portion of the General Education requirements of the University with respect to humanities. If the second language requirement has been met upon entry into the Ketner School of Business by Advanced Placement Exam or testing out, a term of study in a foreign country, or a 3-credit humanities course with a non-U.S. or comparative international content or prospective, may be taken to fulfill this requirement.

The Ketner School of Business believes that studying other languages, literatures, and cultures is an inseparable component of higher education. Beyond personal enrichment,

the ability to speak another language and to understand another culture is a distinctive asset in business careers.

One semester of foreign language will fulfill the humanities elective and a second semester will count towards fulfilling the general education electives requirement (see below).

FRESHMAN STUDIES **1 HR.**

UE 101 University Experience (1)

COMMUNICATION—SUBJECT MATTER CONCENTRATION **46 HRS.**

*COM 123 Introduction to Electronic Media (3)

COM 153 Principles of Public Relations (3)

*COM 163 Interpersonal Communication (3)

COM 213 Business Communication (3)

COM 263 Theories and Practices in Communication (3)

*COM 363 Persuasion and Argumentation (3)

Three (3) hours in Communication Practica
(from COM 101, COM 301, and/or COM 422) (3)

Choose one of the three tracks below

PUBLIC RELATIONS AND JOURNALISM TRACK **(25 HRS)**

COM 183 Writing for the Media (3)

COM 253 Sports Media and Promotion (3)

COM 353 Public Relations Writing and Production (3)

COM 413 Corporate and Organizational Communication (3)

COM 453 Public Relations Planning and Campaigns (3)

Public Relations Capstone: project or internship must be related to public relations or journalism COM 4281 Senior Communication Project Proposal and

COM 4292 Senior Communication Project
or

COM 4013 Senior Capstone Internship in Communication (3)

Choose at least seven hours from the following courses: (7)

COM 253 Sports Media and Promotion

COM 283 Sports Writing

COM 301 Campus Media Internship (any hours beyond the core requirement)

COM 323 Business of Electron Media

COM 373 Topics in Communication

COM 422 Campus Media Management (any hours beyond the core requirement)

COM 400X Internship in Communication varies (1-3 hours)

COM 410X Independent Studies in Communication

INF 113 Business Computer Applications

INF 273 Video Editing I

HPE 313 Principles of Sport and Recreation Management

MA 253 Statistics

MK	303	Marketing
MK	323	Integrated Marketing Communications
MK	433	Personal Selling
MK	463	Marketing Research
PSY	343	Social Psychology

The MK courses are recommended for careers in Public Relations and Integrated Marketing Communications.

Public Relations and Journalism students are encouraged to minor in Marketing. At least three hours of internship in COM 400X or COM 4013, and preferably the maximum of six hours of internship in COM 400X and COM 4013 combined, are highly recommended.

OR

CORPORATE AND ORGANIZATIONAL COMMUNICATION TRACK (25 HRS)

COM	353	Public Relations Writing and Production	(3)
COM	413	Corporate and Organizational Communication	(3)
COM	453	Public Relations Planning and Campaigns	(3)
MGT	313	Human Resources Management	(3)
MGT	363	Organizational Behavior	(3)

Corporate and Organizational Communication Capstone: project or internship must be related to Corporate and Organizational Comm.

COM 4281 Senior Communication Project Proposal
and

COM 4292 Senior Communication Project

or

COM 4013 Senior Capstone Internship in Communication (3)

Choose at least seven hours from the following courses: (7)

COM	183	Writing for the Media
COM	301	Campus Media Internship (any hours beyond core requirement)
COM	373	Topics in Communication
COM	422	Campus Media Management (any hours beyond core requirement)
COM	400X	Internship in Communication varies (1-3 hours)
COM	410X	Independent Studies in Communication
INF	113	Business Computer Applications
INF	273	Video Editing I
ENT	303	Entrepreneurship Leadership
ENT	313	Business Concepts
MGT	313	Human Resources Management
MGT	343	Human Resource Development
PSY	343	Social Psychology

Corporate and Organizational Communication students are encouraged to minor in Management or Psychology. At least three hours of internship in COM 400X or COM 4013, and preferably the maximum of six hours of internship in COM 400X and COM 4013 combined, are highly recommended.

OR

**APPLIED COMMUNICATION TRACK
HRS)**

(25

(for students considering careers in electronic media, technical communication, and numerous other alternatives)

COM 183 Writing for the Media (3)

COM 353 Public Relations Writing and Production (3)

Choose at least one of the following courses: (3)

COM 413 Corporate and Organizational Communication

COM 453 Public Relations Planning and Campaigns

Applied Communication Capstone: project or internship should be related to student's career plans and filed program plan

COM 4281 Senior Communication Project Proposals

and

COM 4292 Senior Communication Project

or

COM 4013 Senior Capstone Internship in Communication (3)

Choose thirteen (13) hours of Communication-related electives consistent with a program plan filed at the end of the sophomore year. (13)

Applied Communication students are encouraged to consult with their advisor to choose a minor or coherent set of electives that is appropriate to their career plans. A relevant internship is highly recommended.

ELECTIVES 35 HRS.

TOTAL IN DEGREE PROGRAM 124 HRS.

BACHELOR OF SCIENCE—COMMUNICATION MAJOR 124 HRS.

An asterisk (*) indicates courses that fulfill the University's General Education Requirements.

PROGRAM REQUIREMENTS

REQUIRED HOURS

WRITTEN COMMUNICATION

6 HRS.

*ENG 103 English Composition I (3)

*ENG 113 English Composition II (3)

ORAL COMMUNICATION

3 HRS.

*SP 203 Effective Speaking (3)

SOCIAL SCIENCES & HUMANITIES

14 HRS.

*COM 203 Media and Communication (3)

*COM	233	Intercultural Communication	(3)
*FLM	202	Film Appreciation	(2)
*PSY	113	Principles of Psychology	(3)
Choose one of the four following courses:			(3)
*ECO	213	Microeconomics	
*ECO	223	Macroeconomics	
*GOV	113	Introduction to Government	

COMPUTER LITERACY **3 HRS.**

*INF	103	Information Technology Applications	
or			
*INF	113	Business Computer Applications	(3)

MATHEMATICS & SCIENCE **13 HRS.**

Thirteen (13) hours must include a minimum of four (4) hours of science (including at least one lab science) and three (3) hours of mathematics; MA 253 Statistics is recommended for students with the math prerequisites.

ADDITIONAL GENERAL EDUCATION ELECTIVES **3 HRS.**

*Foreign Language			(3)
-------------------	--	--	-----

Candidates for all KSB degrees must complete one 3-credit hour course in a second language which, in turn, meets a portion of the General Education requirements of the University with respect to humanities. If the second language requirement has been met upon entry into the Ketner School of Business by Advanced Placement Exam or testing out, a term of study in a foreign country, or a 3-credit humanities course with a non-U.S. or comparative international content or prospective, may be taken to fulfill this requirement.

The Ketner School of Business believes that studying other languages, literatures, and cultures is an inseparable component of higher education. Beyond personal enrichment, the ability to speak another language and to understand another culture is a distinctive asset in business careers.

One semester of foreign language will fulfill the humanities elective and a second semester will count towards fulfilling the general education electives requirement (see below).

FRESHMAN STUDIES **1 HR.**

UE	101	University Experience	(1)
----	-----	-----------------------	-----

COMMUNICATION—SUBJECT MATTER CONCENTRATION **46 HRS.**

COMMUNICATION CORE **21 HRS.**

*COM	123	Introduction to Electronic Media	(3)
COM	153	Principles of Public Relations	(3)

*COM	163	Interpersonal Communication	(3)
COM	213	Business Communication	(3)
COM	263	Theories and Practices in Communication	(3)
*COM	363	Persuasion and Argumentation	(3)
Three (3) hours in Communication Practica (from COM 101, COM 301, and/or COM 422)			(3)

Choose one of the three tracks below

PUBLIC RELATIONS AND JOURNALISM TRACK (25 HOURS)

COM	183	Writing for the Media	(3)
COM	253	Sports Media and Promotion	(3)
COM	353	Public Relations Writing and Production	(3)
COM	413	Corporate and Organizational Communication	(3)
COM	453	Public Relations Planning and Campaigns	(3)

Public Relations Capstone: project or internship must be related to public relations or journalism

COM	4281	Senior Communication Project Proposal	
and			
COM	4292	Senior Communication Project	
or			
COM	4013	Senior Capstone Internship in Communication	(3)

Choose at least seven hours from the following courses: (7)

COM	283	Sports Writing	
COM	301	Media Practicum (any hours beyond core requirement)	
COM	323	The Business of Electronic Media	
COM	373	Topics in Communication	
COM	422	Media Management Practicum (any hours beyond core requirement)	
COM	400X	Internship in Communication varies (1-3 hours)	
COM	410X	Independent Studies in Communication	
ENG	273	Creative Writing	
ENT	313	Business Concepts for Non-Business Majors	
HPE	313	Principles of Sport & Recreation Management	
INF	113	Business Computer Applications	
INF	273	Video Editing I	
MA	253	Statistics	
MK	303	Marketing	
MK	323	Integrated Marketing Communications	
MK	433	Personal Selling	
MK	463	Marketing Research	
PSY	343	Social Psychology	

The MK courses are recommended for careers in Public Relations and Integrated Marketing Communications.

Public Relations and Journalism students are encouraged to minor in Marketing. At least three hours of internship in COM 400X or COM 4013, and preferably the maximum of six hours of internship in COM 400X and COM 4013 combined, are highly recommended.

OR

CORPORATE AND ORGANIZATIONAL COMMUNICATION TRACK (25 HOURS)

COM	353	Public Relations Writing and Production	(3)
COM	413	Corporate and Organizational Communication	(3)
COM	453	Public Relations Planning and Campaigns	(3)
MGT	313	Human Resources Management	(3)
MGT	363	Organizational Behavior	(3)

Corporate and Organizational Communication Capstone: project or internship must be related to Corporate and Organizational Communication.

COM	4281	Senior Communication Project Proposal	
		and	
COM	4292	Senior Communication Project	
		or	
COM	4013	Senior Capstone Internship in Communication	(3)
		Choose at least seven hours from the following courses:	(7)

COM	183	Writing for the Media	
COM	301	Media Practicum (any hours beyond core requirement)	
COM	323	The Business of Electronic Media	
COM	373	Topics in Communication	
COM	422	Media Management Practicum (any hours beyond core requirement)	
COM	400X	Internship in Communication varies (1-3 hours)	
COM	410X	Independent Studies in Communication	
ENT	303	Entrepreneurial Leadership	
ENT	313	Business Concepts for Non-Business Majors	
INF	113	Business Computer Applications	
INF	273	Video Editing I	
MGT	313	Human Resources Management	
MGT	343	Human Resource Development	
PSY	343	Social Psychology	

Corporate and Organizational Communication students are encouraged to minor in Management or Psychology. At least three hours of internship in COM 400X or COM 4013, and preferably the maximum of six hours of internship in COM 400X and COM 4013 combined, are highly recommended.

OR

APPLIED COMMUNICATION TRACK (27 HOURS)

(for students considering careers in electronic media, technical communication, and numerous other alternatives)

COM 183	Writing for the Media	(3)
COM 353	Public Relations Writing and Production	(3)
Choose at least one of the following courses:		(3)
COM 413	Corporate and Organizational Communication	
COM 453	Public Relations Planning and Campaigns	
Applied Communication Capstone: project or internship should be related to student's career plans and filed program plan		
COM 4281	Senior Communication Project Proposal	
and		
COM 4292	Senior Communication Project	
or		
COM 4013	Senior Capstone Internship in Communication	(3)

Choose thirteen (13) hours of Communication-related electives consistent with a program plan filed at the end of the sophomore year. (13)

Applied Communication students are encouraged to consult with their advisor to choose a minor or coherent set of electives that is appropriate to their career plans. A relevant internship is highly recommended.

ELECTIVES 35 HRS.

TOTAL IN DEGREE PROGRAM 124 HRS.

BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION—MARKETING MAJOR 124 HRS.

Marketing encompasses the functions of creating and satisfying the demands of consumers. It is the study of the organizations and systems involved in the rendering of personal services to the consumer and the physical distribution of goods from the producer to the consumer. The marketing major will discover career opportunities in the fields of sales management, advertising, market research, retailing, brand/product management, merchandising, and marketing management.

BUSINESS CORE, GENERAL EDUCATION, & ELECTIVES 91 HRS.

For all four-year business administration degrees in the Ketner School of Business, students must fulfill the General Education requirements and the business core. Those requirements are presented below.

An asterisk (*) indicates courses that fulfill the University's General Education Requirements.

PROGRAM REQUIREMENTS WRITTEN COMMUNICATION 9 HRS.

*ENG	103	English Composition I	(3)
*ENG	113	English Composition II	(3)
COM	213	Business Communication	(3)

ORAL COMMUNICATION **3 HRS.**

*SP	203	Effective Speaking	(3)
-----	-----	--------------------	-----

SOCIAL SCIENCES & HUMANITIES **12 HRS.**

Must include a minimum of two hours in social sciences and two hours in humanities, selected in accordance with the Social Sciences & Humanities section of the general education requirements.

*ECO	213	Microeconomics	(3)
*ECO	223	Macroeconomics	(3)
*PSY	113	Principles of Psychology	(3)
*Foreign Language			(3)

Candidates for all KSB degrees must complete one 3-credit hour course in a second language which, in turn, meets a portion of the General Education requirements of the University with respect to humanities. If the second language requirement has been met upon entry into the Ketner School of Business by Advanced Placement Exam or testing out, a term of study in a foreign country, or a 3-credit humanities course with a non-U.S. or comparative international content or prospective, may be taken to fulfill this requirement.

The Ketner School of Business believes that studying other languages, literatures, and cultures is an inseparable component of higher education. Beyond personal enrichment, the ability to speak another language and to understand another culture is a distinctive asset in business careers.

One semester of foreign language will fulfill the humanities elective and a second semester will count towards fulfilling the general education electives requirement (see below).

COMPUTER LITERACY **6 HRS.**

*INF	113	Business Computer Applications	(3)
*INF	233	Advanced Spreadsheet for Business	(3)

MATHEMATICS & SCIENCE **12-13 HRS.**

Must include a minimum of 3 hours of science and 3 hours of mathematics.

*MA	103	Business Algebra	(3)
*MA	173	Applied Mathematics	(3)
*MA	253	Statistics	(3)
*Science Elective			(3-4)

***GENERAL EDUCATION ELECTIVES** **3 HRS.**

ADDITIONAL PROGRAM REQUIREMENTS **5 HRS.**

BA	101	University Experience	(1)
----	-----	-----------------------	-----

BA	123	Business Concepts	(3)
BA	301	Professional Development and Strategies	(1)

FREE ELECTIVES **10-11 HRS.**

In addition, business students must take an additional 10-11 hours of electives. These courses may be chosen from among all offerings in the University catalog.

BUSINESS CORE **30 HRS.**

AC	203	Accounting I	(3)
AC	213	Accounting II	(3)
BA	343	International Business	(3)
BA	311X	Business Internship	(3)
FIN	303	Managerial Finance	(3)
LAW	203	Business Law I	(3)
MGT	353	Designing Operations	(3)
MGT	363	Organizational Behavior	(3)
MGT	453	Strategic Management	(3)
MK	303	Marketing	(3)

MARKETING **33 HRS.**

BA	403	Business and Public Policy	(3)
ENT	303	Entrepreneurial Leadership	(3)
MK	323	Integrated Marketing Communications	(3)
MK	333	Buyer Behavior	(3)
MK	423	Personal Selling	(3)
MK	433	Marketing Management	(3)
MK	463	Marketing Research	(3)
MK	483	Senior Seminar in Marketing	(3)

Marketing electives (6)

Com 463 Public Relations may be used as a marketing elective.

Any 300- and 400-level courses prefixed by AC, BA, INF, ENT, FIN, LAW, MGT or MK (3)

TOTAL IN DEGREE PROGRAM **124 HRS.**

**BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION –
SPORT MANAGEMENT MAJOR** **124 HRS.**

The Bachelor of Science in Business Administration Sport Management degree program was developed to meet the growing demand in collegiate and professional sports for business professionals who possess an extensive knowledge of sports and an understanding of the concerns and needs of athletes. Graduates of this program will work with personnel and marketing professionals to promote, regulate, and administer collegiate and professional sport programs.

An asterisk (*) indicates courses that fulfill the University's General Education Requirements.

PROGRAM REQUIREMENTS **REQUIRED HOURS**

WRITTEN COMMUNICATION	9 HRS.
*ENG 103 English Composition I	(3)
*ENG 113 English Composition II	(3)
COM 213 Business Communication	(3)

ORAL COMMUNICATION	3 HRS.
*SP 203 Effective Speaking	(3)

SOCIAL SCIENCES & HUMANITIES	15 HRS.
*ECO 213 Microeconomics	(3)
*ECO 223 Macroeconomics	(3)
*GOV 113 Introduction to Government	(3)
*PSY 113 Principles of Psychology	(3)
*Foreign Language	(3)

Candidates for all KSB degrees must complete one 3-credit hour course in a second language which, in turn, meets a portion of the General Education requirements of the University with respect to humanities. If the second language requirement has been met upon entry into the Ketner School of Business by Advanced Placement Exam or testing out, a term of study in a foreign country, or a 3-credit humanities course with a non-U.S. or comparative international content or prospective, may be taken to fulfill this requirement.

The Ketner School of Business believes that studying other languages, literatures, and cultures is an inseparable component of higher education. Beyond personal enrichment, the ability to speak another language and to understand another culture is a distinctive asset in business careers.

One semester of foreign language will fulfill the humanities elective and a second semester will count towards fulfilling the general education electives requirement (see below).

COMPUTER LITERACY	3 HRS.
*INF 113 Business Computer Applications	(3)

MATHEMATICS & SCIENCE	13 HRS.
*MA 103 Business Algebra	(3)
*MA 173 Applied Mathematics	(3)
*MA 253 Statistics	(3)
*BIO 104 General Biology	(4)

HEALTH & PHYSICAL EDUCATION	2 HRS.
*EXS 102 Lifetime Wellness	(2)

FRESHMAN STUDIES	1 HR.
UE 101 University Experience	(1)

BUSINESS			37 HRS.
AC	203	Accounting I	(3)
AC	213	Accounting II	(3)
BA	123	Business Concepts	(3)
BA	343	International Business	(3)
BA	401	Professional Development and Strategies	(1)
FIN	303	Managerial Finance	(3)
INF	233	Advanced Spreadsheets for Business	(3)
LAW	203	Business Law I	(3)
MGT	353	Designing Operations	(3)
MGT	363	Organizational Behavior	(3)
MGT	453	Strategic Management	(3)
MK	303	Principles of Marketing	(3)
MK	323	Integrated Marketing Communications	(3)

HEALTH & PHYSICAL EDUCATION			36 HRS.
HPE	133	Contemporary Issues in Sport	(3)
HPE	223	History of Physical Education and Sport	(3)
HPE	253	Risk Management in Physical Education and Sport	(3)
HPE	313	Principles of Sport and Recreation Management	(3)
HPE	323	Leadership in Sport and Recreation	(3)
HPE	343	Sport Psychology	(3)
HPE	404	Advanced Topics in Sport Management	(4)
HPE	412	Business Planning in Sport and Recreation	(2)
HPE	413	Organization & Administration of Physical Education and Athletics	(3)
HPE	416	Internship in Sport Management	(6)
HPE	453	Facility Planning	(3)

FREE ELECTIVES	5 HRS.
-----------------------	---------------

TOTAL IN DEGREE PROGRAM:	124 HRS.
---------------------------------	-----------------

**BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION—
GOLF MANAGEMENT MAJOR** **124 HRS.**

The Bachelor of Science in Business Administration Golf Management major prepares students to become trained professionals ready for immediate employment in the expanding golfing industry. The program incorporates a business administration core with a concentration in golf management course work, including golf course promotion, turf management and marketing strategies.

An asterisk (*) indicates courses that fulfill the University's General Education Requirements.

PROGRAM REQUIREMENTS **REQUIRED HOURS**
WRITTEN COMMUNICATION **9 HRS.**

*ENG	103	English Composition I	(3)
*ENG	113	English Composition II	(3)
COM	213	Business Communication	(3)

ORAL COMMUNICATION **3 HRS.**

*SP	203	Effective Speaking	(3)
-----	-----	--------------------	-----

SOCIAL SCIENCES & HUMANITIES **12 HRS.**

Must include a minimum of two hours in social sciences and two hours in humanities, selected in accordance with the Social Sciences & Humanities section of the general education requirements found on page 48.

*ECO	213	Microeconomics	(3)
*ECO	223	Macroeconomics	(3)
*PSY	113	Principles of Psychology	(3)
*Foreign Language			(3)

Candidates for all KSB degrees must complete one 3-credit hour course in a second language which, in turn, meets a portion of the General Education requirements of the University with respect to humanities. If the second language requirement has been met upon entry into the Ketner School of Business by Advanced Placement Exam or testing out, a term of study in a foreign country, or a 3-credit humanities course with a non-U.S. or comparative international content or prospective, may be taken to fulfill this requirement.

The Ketner School of Business believes that studying other languages, literatures, and cultures is an inseparable component of higher education. Beyond personal enrichment, the ability to speak another language and to understand another culture is a distinctive asset in business careers.

One semester of foreign language will fulfill the humanities elective and a second semester will count towards fulfilling the general education electives requirement (see below).

COMPUTER LITERACY			6 HRS.
*INF	113	Business Computer Applications	(3)
INF	233	Advanced Spreadsheets for Business	(3)

MATHEMATICS & SCIENCE			13 HRS.
Must include a minimum of 3 hours of science and 3 hours of mathematics.			
*MA	103	Business Algebra	(3)
*MA	173	Applied Mathematics	(3)
*MA	253	Statistics	(3)
*Science	Elective		(4)

GENERAL EDUCATION ELECTIVES			3 HRS.
------------------------------------	--	--	---------------

ADDITIONAL PROGRAM REQUIREMENTS			5 HRS.
UE	101	University Experience (maybe program specific)	(1)
BA	123	Business Concepts (required for all incoming freshman)	(3)
BA	301	Professional Development and Strategies	(1)

FREE ELECTIVES			8 HRS.
In addition, business students must take an additional eight (8) hours of electives. These courses may be chosen from among all offerings in the University catalog.			

BUSINESS CORE			27 HRS.
AC	203	Accounting I	(3)
AC	213	Accounting II	(3)
BA	343	International Business	(3)
FIN	303	Managerial Finance	(3)
LAW	203	Business Law I	(3)
MGT	353	Designing Operations	(3)
MGT	363	Organizational Behavior	(3)
MGT	453	Strategic Management	(3)
MK	303	Marketing	(3)

GOLF MANAGEMENT			38 HRS.
BA	403	Business and Public Policy	(3)
ENT	303	Entrepreneurial Leadership	(3)
GM	101	Introduction to Golf Management	(1)
GM	201	Golf Course Architecture	(1)
GM	203	Golf Shop Management	(3)
GM	213	Club Design, Repair and Fitting	(3)
GM	223	Promotion/Marketing of Golf Facilities	(3)
GM	302	Teaching the Short Game	(2)
GM	323	Teaching the Golf Swing	(3)
GM	411	Food and Beverage Management	(1)
GM	436	Internship	(6)
HPE	253	Risk Management	(3)

MK	333	Buyer Behavior	(3)
MK	423	Personal Selling	(3)

TOTAL IN DEGREE PROGRAM: 124 HRS.
