

## College of Business



## Dr. Glenda Glover, Dean

### Dr. Shelia Porterfield, Assistant Dean

College of Business Building

Telephone: (601)979-2411

Fax: (601)979-2690

gglover9@aol.com

shelia.porterfield@jsums.edu

---

### Departments

- ◆ Accounting
- ◆ Economics, Finance, and General Business
- ◆ Management and Marketing

The School of Business was authorized on July 1, 1972, through the merger of the Division of Business and the Department of Economics. Subsequently, the School was departmentalized and today it includes the departments of Accounting; Economics, Finance and General Business; Management and Marketing; and Business Education and Administrative Services. In addition, the School has an office of Business Graduate Programs, a Center for Professional Development, and a Center for Business Development and Economic Research. The College is accredited by the Association to Advance Collegiate Schools of Business (AACSB) and shares the various accreditations of the University. On July 1, 2003, the School of Business evolved to the College of Business.

### Mission

The mission of the College of Business is teaching, research and service. Teaching and research are afforded equal priorities. Relative emphasis is on undergraduate programs. All instructional programs seek to cover subject matter that is generally included in collegiate management education programs designed to prepare students to be effective collaborators in the twenty-first century. Many of the research and service activities of the College focus on problems or subjects of interest to businesses and other organizations in the State of Mississippi. As a major historically black university located in an urban area, the primary objectives of research are to contribute to the solution of business and economic problems, particularly issues affecting the urban community and a diverse population; to improve the practice and performance of business and economic organizations; and to improve instruction in business and economic disciplines. The service component of the mission emphasizes support to local businesses, professions, government, and other institutions whose work emphasizes business, economic and urban issues. The College is committed to providing broad access to all of its programs and services without sacrificing access of historically disadvantaged populations.

The College of Business offers, through the departments of Accounting; Economics, Finance and General Business; and Management and Marketing, the Master of Business Administration (M.B.A.), Master of Professional

Accountancy (M.P.A.), and Doctor of Philosophy (Ph.D.) degrees. The College of Business strives to achieve several goals in each of its programs.

---

### BUSINESS GRADUATE PROGRAMS

- ◆ Master of Business Administration
- ◆ Master of Professional Accountancy

Dr. Jean-Claude Assad, Director

College of Business

1400 J.R. Lynch Street

P. O. Box 17067

Jackson, MS 39217

Telephone: (601)979-4326

Fax: (601)979-1205

E-mail: jean-claude.assad@jsums.edu

### DEPARTMENT OF ACCOUNTING

Dr. Quinton Booker, Professor and Chair

P. O. Box 17970

Telephone: (601) 979-2414

Fax: (601) 979-2690

e-mail: quinton.booker@jsums.edu

### Faculty

Dr. B. Daniels, Assistant Professor

Dr. G. Glover, Associate Professor

Dr. C. Hill, Assistant Professor

Dr. W. Nix, Assistant Professor

Dr. R. Russell, Assistant Professor

### DEPARTMENT OF ECONOMICS, FINANCE AND GENERAL BUSINESS

Dr. M. Granger, Associate Professor and Chair

P.O. Box 17760

Telephone: (601) 979-2531

Fax: (601) 979-2690

e-mail: maury.granger@jsums.edu

### Faculty

Dr. O. Anyamele, Associate Professor

Dr. J. Assad, Associate Professor

Dr. D. Didia, Associate Professor

Dr. F. Ezeala-Harrison, Professor  
Dr. P. Freeman, Associate Professor  
Dr. P. Fuller, Professor  
Dr. G. Grass-Fulgham, Professor  
Dr. J. Jackson, Assistant Professor  
Dr. G. Yu, Associate Professor

**DEPARTMENT OF  
MANAGEMENT AND MARKETING**

Dr. J. R. Smith, Professor and Chair  
P. O. Box 18230  
Telephone: (601) 979-2534  
Fax: (601) 979-2536  
e-mail: jrsmith@jsums.edu

**Faculty**

Dr. P. Thiagarajan, Assistant Professor  
Dr. G. Catchings, Assistant Professor  
Dr. H. Chong, Assistant Professor  
Dr. R. Gillon, Assistant Professor  
Dr. A. Mosley, Associate Professor  
Dr. S. Perkins, Assistant Professor  
Dr. D. Rana, Professor

**Goals of the  
Master of Professional Accountancy Program**

The M.P.A. degree as structured is viewed as a terminal degree necessary for entry into professional accounting positions in public accounting, industry, government and health and social institutions.

The goals of the M.P.A. program are:

- ◆ To instill in students a broad perspective of the accounting environment;
- ◆ To equip students with specific skills thereby enabling them to function productively;
- ◆ To provide students with a basic core of knowledge in business and management.

**Goals of the  
Master of Business Administration Program**

The design and intent of the M.B.A. degree program are:

- ◆ To prepare our students for entry level, professional and mid-level management positions in an environment where the labor force is becoming more diversified and internationalization of business and industry are essential for remaining competitive.
- ◆ To develop each of our students in all of the functional areas of Business and Economics from an applications standpoint; and,
- ◆ To train all of our students in research methodology as it pertains to Business research.

**Admission Requirements**

Students seeking admission to the MBA or MPA program must submit the following to the Office of Business Programs:

1. Application to the Division of Graduate Studies.
2. Undergraduate transcripts from all colleges and universities attended.
3. Scores from the Graduate Management Admission Test (GMAT). GMAT scores older than five years are not acceptable;
4. Three letters of recommendation;
5. Evidence of professional and/or managerial experience.

**Regular Admissions**

To be considered for regular admission into the MBA or the MPA program, an applicant must satisfy the following minimum composite score (s):

a.  $\text{GMAT score} + (200 \times \text{undergraduate GPA}^* (\text{bachelor's level})) = 950$

\*Scale of 4.00.

b.  $\text{GMAT score} + (200 \times \text{upper level undergraduate GPA}^* (\text{bachelor level})) = 1000$

\*Scale of 4.00.

**Conditional Admissions**

The College of Business grants a limited number of Conditional Admissions to applicants with a composite score in the range of 850 to 949, and/or a minimum upper division composite score of 949. Applications for students whose composite scores are between 850 and 949 are forwarded to the Business Graduate Advisory Council for an admission recommendation. The number of students admitted in this category will not exceed 20% of the total number of students granted Regular Admission for the semester of application. Additionally, applicants must satisfy the Division of Graduate Studies' minimum GPA requirement of 2.50 (on a 4.00 scale) to be considered for admission eligibility.

**Scholastic Requirements**

1. The College of Business requires all MBA and MPA students to maintain a minimum cumulative 3.00 grade point average.
2. A student who falls below 3.00 cumulative average (GPA) is placed on academic probation and will be requested to appear for counseling.
3. A student who falls below a 3.00 average for two consecutive semesters will be expelled from the program.
4. The Graduate English Competency Examination must be taken during the first semester of graduate studies. If a student fails the examination, they must register for ENG 500- Advanced Lab Writing, the second semester of graduate studies. This course cannot be used as an elective for the M.B.A. or the M.P.A. degree.
5. No credit will be granted for any course with an assigned grade below "C" as applicable toward meeting the requirements for the M.B.A. or M.P.A. degree.
6. Any course to be taken outside the College of Business to be applied toward the degree requirements must receive prior approval in writing from the Director of Business Graduate Programs. Courses

taken outside the College of Business to meet the degree requirements are strongly discouraged.

7. A minimum GPA of 3.00 is required overall and in required MBA and MPA courses for graduation.

## MASTER OF PROFESSIONAL ACCOUNTANCY

### Program Information

The MPA Program is open to anyone who has a baccalaureate degree from an accredited institution. The program consists of 30 semester hours of graduate course work. Generally, students with an undergraduate degree with a major in accounting will only have to take 30 semester hours of graduate work.

Students with an undergraduate degree with a major in a business discipline other than accounting must complete the undergraduate accounting prerequisite hours listed below before enrolling in graduate accounting courses.

Students with an undergraduate degree other than business or accounting must complete the undergraduate accounting and general business prerequisite hours listed below before enrolling in graduate courses.

### Undergraduate Prerequisite Courses

#### Accounting

Course	Title	Semester Hours
ACC 211	Principles of Financial Accounting	3
ACC 212	Principles of Managerial Accounting	3
ACC 314	Intermediate Accounting I	3
ACC 315	Intermediate Accounting II	3
ACC 423	Income Tax Accounting	3
ACC 455	Auditing	3
	<i>Total hours</i>	18

#### General Business

GB 201	Intro to Legal Aspects of Business	3
ECO 359	Business Statistics	3
ECO 211	Principles of Macroeconomics	3
ECO 212	Principles of Microeconomics	3
MNGT 330	Management to Organizations	3
MKT 351	Marketing Management	3
	<i>Total hours</i>	18

### Graduate MPA Courses

Accounting Course	Title	Semester Hours
ACC 540	Advanced Managerial Accounting	3
ACC 541	Advanced Accounting Theory	3
ACC 557	Seminar in Attestation	3
ACC 565	Seminar in Gov. & NFP Accounting	3
ACC 575	Research in Taxation	3

### Electives: Accounting Courses (Select Two)

ACC 536	Advanced and International Accounting	3
ACC 573	Advanced Income Tax Accounting	3
ACC 592	Accounting Information Systems	3
ACC 545	Financial Statement Analysis	3
ACC 561	CPA Review	3

### \*Business Courses

MNGT 520	Productions & Operations Management	3
MNGT 516	Statistics for Business Decisions	3
FNGB 515	Managerial Finance	3

### \*Business Courses

MPA students must complete 9 hours of graduate non-accounting business elective FNGB 515, Managerial Finance; Statistics for Business Decisions; and MNGT 520, Productions & Operations Management are required for students who have not recently completed similar courses in their undergraduate studies. Students who have recently completed similar undergraduate courses (e.g., production management or quantitative business analysis; six hours of statistics) may select other business electives, subject to the approval of the MPA advisor.

### Selection of Accounting Electives is Subject to the Following Constraints

1. Most accounting electives are split-level course offered to an individual student for either undergraduate or graduate credit but not both.
2. ACC 536 Advanced and International Accounting is required for MPA students who did not complete an equivalent undergraduate course.
3. ACC 592 Accounting Information Systems is required for MPA students who did not complete an undergraduate accounting information systems course.

## MASTER OF BUSINESS ADMINISTRATION

Admission to the MBA Program is open to all students who have satisfactorily completed a baccalaureate degree from an accredited four-year institution. Students with a baccalaureate degree in business generally have met the undergraduate prerequisites necessary prior to enrollment in the MBA curriculum. Students with undergraduate degree outside the business discipline must satisfy the 30 credit-hours of prerequisites listed below, before enrolling in the MBA curriculum.

The MBA curriculum consists of a total of 30 credit-hours of graduate business courses in the areas of accounting, economics, finance, management, marketing and statistics. Of the 30 credit- hours, 24 hours constitute the program core requirements and must be completed by all MBA students. The remaining 6 hours are restricted business electives.

To encourage timely completion of program requirements and to avoid course scheduling conflict, students are advised to the Business Graduate Programs Office for information about sequential course offering and additional scheduling details.

### Undergraduate Prerequisites for the MBA

Course	Title	Semester Hours
ACC 211	Principles of Financial Accounting	3
ACC 212	Principles of Managerial Accounting	3
ECO 211 & 212	Principles of Economics I & II	6

FNGB 320	Business Finance	3
ECO 357 & 358	Business Statistics I & II	6
MNGT 330	Management to Organizations	3
MKT 351	Marketing Management	3
BEAS 325	Business Communications	<u>3</u>
	<i>Total</i>	30

### **MBA Curriculum (30 Credit-hours)**

<b>Core Requirements</b>		<b>Semester</b>
<b>Course</b>	<b>Title</b>	<b>Hours</b>
MNGT 502	Human Rel. & Org. Behavior	3
MNGT 516	Statistics for Business Decisions	3
MKT 530	Managerial Marketing	3
ACC 540	Managerial Accounting	3
MNGT 520	Adv. Production & Oper. Mngt.	3
ECO 530	Managerial Economics	3
FNGB 515	Managerial Finance	3
MNGT 560	Seminar in Business Policy	<u>3</u>
	<i>Hours</i>	24

#### **Restricted Electives (6 credit-hours); choose any two of the following:**

ECO 511	Macroeconomic Theory	3
ACC 545	Financial Statement Analysis	3
FNGB 561	Business Research Projects	3
ACC, MNGT, MKT, ECO, or ENTR Elective		3

### **Recommendations for a Second Degree**

#### ◆ **MBA: First Degree; MPA Second Degree**

After completing the MBA, a student wishing to complete the MPA must submit:

1. An Application to the Division of Graduate Studies for the MPA program.
2. An official MBA transcript to the Division of Graduate Studies
3. Three letters of recommendation from MBA professors to the Office of Graduate Business Programs.

If admitted for the second degree, the student must complete all undergraduate accounting prerequisite before completing the following 18 graduate credits hours in Accounting.

ACC 541	Advanced Accounting Theory
ACC 565	Seminar in Government & Non-Profit Accounting
ACC 567	Research in Taxation
ACC xxx	Elective
ACC xxx	Elective

#### ◆ **MPA: First Degree; MBA Second Degree**

After completing the MPA, a student wishing to complete the MBA must submit:

1. An Application to the Division of Graduate Studies for the MBA program.
2. An official MPA transcript to the Division of Graduate Studies

3. Three letters of recommendation from MPA professors to the Office of Graduate Business Programs.

If admitted for the second degree, the student must complete all undergraduate accounting prerequisite before completing the following 18 graduate credit hours.

MNGT 502	Human Resources and Organizational Behavior
MNGT 560	Business Policy
MKT 530	Managerial Marketing
ECO 530	Managerial Economics
MBA Elective	ENTR, MKT, ECO, MNGT or FNGB
MBA Elective	ENTR, MKT, ECO, MNGT or FNGB

NOTE: Students wishing to pursue the second degree must contact the MBA academic advisor, the MPA academic advisor, or the graduate program director to develop the appropriate plan of study to ensure timely completion of requirements.

### **Master of Business Administration Online Program**

The JSU online MBA initiative is designed to enable working adults to obtain a JSU quality education while still maintaining their commitments to family and work. The flexibility associated with online learning is paramount in the in the opportunity it bring to the national population.

#### **Admission Requirements**

*The Graduate Application and all required documents must be submitted prior to admission. Students will not be processed for enrollment without official program admission.*

The required admission documents are the following:

1. Graduate Application for Admission
2. Two (2) official copies of transcripts from all institutions attended. International applicants or those with degrees from international institutions must have their transcripts translated, if needed, and evaluated from a reputable international transcript evaluation agency;
3. A bachelor's degree in Business from an accredited college or university;
4. Official copy of GMAT or GRE scores (Only scores of tests completed within the last 5 years are acceptable)
5. Official TOEFL scores (for international applicants only)
6. Evidence of professional experience (submit a copy of an updated resume) or a personal statement describing the applicant's analytical skills and the reasons for pursuing the MBA.

To be eligible for regular graduate admission into the MBA program, applicants must have a composite score of 950 and must have at least a 2.5 GPA on a 4.0 point scale. The composite score is computed as follows: Undergraduate GPA X 200 + GMAT = at least 950. For applicants submitting the GRE scores a GRE-GMAT conversion will be utilized to compute the composite score.

#### **Online Curriculum**

Students with a baccalaureate degree in business generally have met the undergraduate pre-requisites necessary prior to enrollment in the MBA curriculum. The MBA on-line

curriculum consists of a total of 30 credit-hours of graduate business courses in the areas of accounting, economics, finance, management, marketing and statistics. The 30-hour curriculum will be delivered over 5 eight-week terms during a period of 12 calendar months. Students are expected to complete two courses or six credit hours during each eight week term. The course sequence will be delivered as follows:

#### **Term 1**

MNGT 502 Human Relations and Organizational Behavior  
ACC 545 Financial Statement Analysis

#### **Term 2**

MKT 530 Managerial Marketing  
ACC 540 Managerial Accounting

#### **Term 3**

FIN 547 Investments  
FIN 515 Managerial Finance

#### **Term 4**

ECO 530 Managerial Economics  
MNGT 516 Statistics for Business Decisions

#### **Term 5**

MNGT 520 Advanced Production and Operations Management  
MNGT 560 Seminar in Business Policy

#### **Scholastic Requirements**

1. The College of Business requires all MBA Online students to maintain a minimum cumulative 3.00 grade point average.
2. A student who falls below 3.00 cumulative average (GPA) is placed on academic probation and will be requested to appear for counseling.
3. A student who falls below a 3.00 average for two consecutive semesters will be expelled from the program.
4. The Graduate English Competency Examination must be taken during the first semester of graduate studies. If a student fails the examination, he/she must register for ENG 500-Advanced Lab Writing, the second semester of graduate studies. This course will be completed in addition to the 30-hour MBA curriculum.
5. No credit will be granted for any course with an assigned grade below "C" as applicable toward meeting the requirements for the MBA degree.
6. A minimum GPA of 3.00 is required overall and in required MBA courses for graduation.

### **DESCRIPTION OF COURSES**

#### **Accounting**

**ACC 536 Advanced and International Accounting** (3 Hours) Prerequisites: ACC 314, 315. A study of advanced accounting issues concerning partnerships, consolidations, international operations, and International Financial Reporting Standards. Not open to those who completed ACC 436 at the undergraduate level.

**ACC 540 Advanced Managerial Accounting** (3 Hours) Prerequisites: ACC 211, 212. Study of managerial uses of

accounting information and trends in internal accounting functions.

**ACC 541 Advanced Accounting Theory** (3 Hours) Prerequisite: ACC 314. A brief historical development of accounting thought followed by an intensive investigation of the theoretical framework on which accounting principles and procedures rest.

**ACC 545 Financial Statement Analysis** (3 Hours) Prerequisites: ACC 211, 212. This course offers a study of the tools and techniques utilized to analyze financial positions, results of operations, and cash flows as reported in corporate annual reports.

**ACC 557 Seminar in Attestation** (3 Hours) Prerequisites: ACC 211, 212. Study and refinement of generally accepted auditing standards, procedures and extension of auditing procedures; study of special investigations and audit reports; review of recent auditing trends, research, and pronouncements.

**ACC 561 CPA Review I** (3 Hours) Prerequisite: ACC 314. A review of selected topics as tested on the Uniform CPA Examination.

**ACC 565 Seminar in Governmental and Not-for-Profit Accounting** (3 Hours) Prerequisites: ACC 211, 212. A study of generally accepted accounting principles of state and local governments and selected nonprofit entities with an emphasis on current developments in these areas.

**ACC 573 Advanced Income Tax Accounting** (3 Hours) Prerequisite: ACC 423. A study of federal and state income tax laws for fiduciaries, partnerships, and corporations utilizing modern research technology. Not open to those who completed ACC 473 at the undergraduate level.

**ACC 575 Research in Taxation** (3 Hours) Prerequisite: ACC 423. A study of selected tax issues and the application of tax research methodology. Topics include the tax research environment, primary and secondary sources of federal tax law, and implementing tax research tools.

**ACC 581 Special Topics** (3 Hours) Prerequisites: ACC 211, 212 and consent of the Instructor. Directed study of contemporary topics in accounting practice.

**ACC 583 Seminar in International Accountancy** (3 Hours) Prerequisite: ACC 211, 212. This course offers a study of GAAP, GAAS and professional accountancy in a global context. Topics include diversity in reporting practices, International Financial Reporting Standards, and emerging issues.

**ACC 592 Accounting Information Systems** (3 Hours) Prerequisite: ACC 314. A study of theory and practice as applied to accounting information systems. The course examines the process for purchasing or designing accounting systems and a variety of topics dealing with the role of technology in building, implementing, controlling, and auditing accounting information systems. A secondary goal of the course is to help students become more comfortable using computer-based tools including e-mail, accounting software and the World Wide Web. Not open to those who completed ACC 492 at the undergraduate level.

#### **Economics**

**ECO 500 Environmental Economics.** (3 Hours) This course is concerned with a theoretical frame work for the analysis of environmental problems, including concepts of market failure and externalities, materials balance and property rights. The

policy implications of this analytical model are explored for a range of topics including pollution and the preservation of natural environmental species. It also explores the effects of economic growth on the environment to include the interrelationships between the economics activity and the environment. Cost benefit analysis, and the application of the economic theory of external economies and diseconomies and welfare economics is applied to problems of the physical and socioeconomic environment.

**\*ECO 511 Macroeconomic Theory.** (3 Hours) Macroeconomic concepts relating to the theory of income and employment. Analysis of changes in the level of economic activity, economic growth and inflation.

**\*ECO 512 Microeconomic Theory.** (3 Hours) Detailed analysis of traditional microeconomic theory, including consumer behavior theories, theories of production, cost curves, market structure and factor price determination.

**ECO 514 Manpower Problems.** (3 Hours) The development of the economic conditions which prevent different groups of people from acquiring marketable skills. The impact of the unemployables on the free enterprise system and a survey of federal legislation designed to eliminate the economic conditions which prevent these groups of people from entering the labor markets.

**ECO 516 History of Economic Thought.** (3 Hours) Development of the analytical tools and concepts which comprise economic theory with special emphasis on the contributions of the classical economists, Marginalists, Neo-classicists, Institutionalist and Keynes.

**ECO 530 Managerial Economics.** (3 Hours) Economic tools of analysis in the operation of a business; applied microeconomic, to solve selected business problems and to aid decision making in business firms and other organizations.

**ECO 540 Monetary Theory.** (3 Hours) An examination of monetary theories. A discussion of the quantity theory, the demand for money, the velocity of money, interest rate theory, and the flow of money among the various sectors of the economy.

**ECO 541 Monetary Policy.** (3 Hours) A detailed analysis of neoclassical theories of central banking, debt management, and financial intermediaries and their impact on the level of employment, prices and economic growth. The development of appropriate monetary policy over the course of the business cycles. A discussion of current issues concerning monetary policy.

**ECO 544 Public Finance.** (3 Hours) An economic analysis of government expenditures and receipts; the pricing of government services to the public. The economic impact of government expenditures and taxation on the level of income, employment, economic growth and the allocation of scarce resources.

**ECO 546 International Economics.** (3 Hours) A development of the classical, neoclassical and modern theories of international trade and the economic benefits derived. The impact of international trade on the economics of the world and the formulation of the appropriate international trade policy.

**ECO 555 Economic Development of Blacks.** (3 Hours) A survey of the basic economic conditions of Blacks and the development of strategies designed to improve their economic development. A detailed analysis of federal legislation to improve the economic conditions of Blacks. A discussion of

the impact of Black Capitalism on the economic development of Blacks. A discussion of the different theories and ideologies of the government, labor unions, big business, civil rights organizations as to how Blacks can best achieve economic development.

**ECO 556 Urban Economics.** (3 Hours) A detailed economic analysis of the major economic problems facing the government of our central cities, such as, transportation, the flight to the suburbs by high income groups, education, housing, and taxation. A survey of the different theories and ideologies on the part of economists, government officials, business leaders, and politicians as to how the problems of our cities can best be solved.

**ECO 558 Statistics.** (3 Hours) Classical statistics and regression analysis; descriptive statistics, probability, point and interval estimation, decision theory, variance analysis, linear regression, and least square estimates.

**ECO 570 Economics Seminar.** (3 Hours) Guided individual research in current economic problems, including research methodology.

**ECO 599 Thesis Research.** (3 Hours) Preparation of thesis required of all students writing master's thesis in economics.

## **Finance**

**FNGB 503 Environmental Concepts in Business Administrations** (3 Hours) Prerequisites: FNGB 201, 302, MNGT 330 or equivalent. An analysis of environmental factors relating to the business organization including labor, government, public ethics, and international forces.

**FNGB 504 Legal Environment of Business.** (3 Hours) Prerequisites: FNGB 201 and/ or 302 or equivalent. The operation of the business organization in studies relative to the legal aspects of its operational environment.

**FNGB 515 Managerial Finance.** (3 Hours) Prerequisites: FNGB 320 or equivalent. A study of capital budgeting techniques, methods of determining a firm's cost of capital, valuing stocks and bonds, and international finance.

**\*FNGB 561 Seminar in Business Administration and Research Project.** (3 Hours) Prerequisite: 24 hours of MBA course work. Requirement: Supervised individual research relative to the student's research project required for completion of the degree program.

## **Marketing**

**\*MKT 530 Managerial Marketing.** (3 Hours) Prerequisites: MKT 351, ECO 357, 358, ACC 211, and 212, and ECO 211, 212 or equivalent. Integration of the concepts of marketing with decision-making relative to marketing management situations.

**MKT 531 Special Problems in Marketing.** (3 Hours) Prerequisite: MKT 530 or equivalent. Advanced study of marketing theories with emphasis upon quantitative techniques applied to marketing problems.

**MKT 532 Advertising.** (3 Hours) Prerequisite: MKT 530. Is an advanced advertising course in the Field of Marketing. This course is designed to introduce the student to the advertising decision areas: Advertising Objectives, Advertising Copy and Design, Advertising Media, Media Vehicles and Schedules, Advertising Budget and Advertising Campaigns.

**MKT 538 Marketing Research.** (3 Hours) Prerequisite: MKT 530. Study of Scientific Methodology and major

techniques used to design, collect and analyze research data pertaining to marketing problems. Students are responsible for designing a marketing research project, developing a questionnaire, collecting data, computer analyzing the data, via cross tabulation and other univariate and multivariate techniques, and preparation of a final report. Students will also be responsible for evaluating and assessing current published marketing research projects.

**MKT 540 Consumer Behavior.** (3 Hours) Prerequisite: MKT 530. This course is designed to introduce the student to "The State of the Art" in buyer research and theory. Contemporary issues such as Consumerism (E.G. Consumer Behavior, Regulation and Consumer Liabilities, redress, etc.); Black Buyer Behavior; Regulation and Consumer Behavior; and Consumer Thought Processes (e.g. perceptions, attitudes, cognitions, conations, opinions, interest, intentions and pre and post purchase behaviors) will be the major focal areas for this course.

**MKT 566 International Marketing.** (3 Hours) Prerequisite: MKT 530. Study of the similarities and differences between domestic marketing and international marketing, an examination of strategic international marketing for developing a complete marketing plan for a product and a country of their choice.

#### Management

**\*MNGT 502 Human Relations and Organizational Behavior.** (3 Hours) Prerequisite: MNGT 330 or equivalent. A study of organizational theory, group behavior, motivation, and systems applications to organizational management.

**MNGT 510 Mathematical Analysis for Management.** (3 Hours) Prerequisite: MATH 111. To be taken if the student has not had college level calculus. Concepts of analysis: sets, relations, functions, limits differentiation, sequences, integration, and matrix algebra. Applications to business problems are emphasized. This course cannot be used as an elective.

**MNGT 511 Computer Applications in Management.** (3 Hours) A survey of the use of the computer as a tool for decision making, communication, and research. This course will include the use of the computer as a support for all business activities: word processing, database, spreadsheet, graphics, electronic mail, Internet, World Wide Web, and Internet.

**\*MNGT 516 Statistics for Business Decisions.** (3 Hours) Prerequisites: MATH 231 and/or MNGT 510, ECO 357, 358 or equivalent. A study of data collection, presentation, and analysis including interval estimation, hypothesis testing, Bayesian analysis, regression, and correction techniques.

**MNGT 520 Advanced Production Management.** (3 Hours) Planning, organizing, and controlling production with emphasis upon contemporary quantitative techniques and their applications.

**MNGT 555 Business and Ethics.** (3 Hours) The task of business ethics is the systematic study of ethical values that ought to guide human conduct; the study of what constitutes the obligations and responsibilities of agents and institutions; the examination of predictable outcomes in human costs and benefits; the study of character traits or dispositions-all in the interests of promoting human welfare.

**\*MNGT 560 Business Policy.** (3 Hours) Requirement: This course is to be taken after the student has completed at least

27 hours in the MBA Program. Business policy is an interdisciplinary capstone course which focuses on all aspects of business.

#### **\*Required MBA courses**

### **Doctoral Program in Business**

---

Dr. Jean-Claude Assad, Director

P. O. Box 17760  
Jackson, MS 39217  
Telephone: (601)979-4326  
Fax: (601)979-1205  
E-mail: jean-claude.assad@jsums.edu

#### **Program Objectives**

The Doctor of Philosophy in Business program is designed to add to the theoretical knowledge base and other skills acquired at the master's level and to develop outstanding scholars in their respective fields of study.

The specific objectives of the program are:

1. To provide the students with advanced theoretical, analytical and research training in their given fields of study. At the onset, training leading to the doctor of philosophy degree will be provided in the areas of accounting, economics and management;
2. To expose the students to the classical as well as the most current methodologies in their fields;
3. To develop academic scholars who will use their knowledge and skills to investigate issues and problems facing their communities and to develop appropriate solutions to those problems; and
4. To prepare students for careers in university teaching and research.

#### **Admissions**

Jackson State University offers admission to the doctoral program in the College of Business to students who have the potential to become excellent teachers and researchers, and who will provide service to the business community and the general population. The criteria for admission are:

- ◆ Master's degree from an accredited college or university;
- ◆ Satisfactory Graduate Management Admission Test (GMAT) score(s). Only scores on tests taken within the last five (5) years will be accepted. Scores should be sent directly from the Educational Testing Service (ETS);
- ◆ Satisfactory TOEFL score (international students only);
- ◆ Three (3) completed recommendation forms;
- ◆ Satisfactory previous academic record. Please submit an official transcript from every college and university attended;
- ◆ Statement of career plan and objective.

Admission to the doctoral program in the College of Business is during the fall semester only. The deadline for submitting the application package is March 15 of each academic year. Applicants will receive a written admission decision by April 15. Completed admission applications, transcripts, letters of recommendation, financial aid forms, statement of purpose, and other requested information should be submitted to:

Director of Doctoral Program  
College of Business  
Jackson State University  
P.O. Box 17760  
Jackson, MS 39217

### **Transfer of Credit**

Graduate courses taken at another institution accredited by the American Assembly of Collegiate Schools of Business (AACSB) may be accepted toward satisfying degree requirements at Jackson State University provided a grade of at least "B" was earned in the course. All transfer courses must be evaluated by the Department Chair of the respective major, the Director of the Doctoral Program, and the Dean of the College of Business during the initial semester of enrollment.

### **Advising**

Each doctoral student in the College of Business will be assigned an academic advisor by the chair of the student's major during the first semester of enrollment. The advisor will provide guidance to the student in course selection and other academic matters pertaining to the program of study. After satisfactory completion of the required coursework, the comprehensive examinations, and the selection of the Dissertation Committee, the chair of the Dissertation Committee will serve as the student's primary academic advisor.

### **Areas of Concentration**

The Doctor of Philosophy in Business will be offered in three areas: Accounting, Economics, and Management.

### **Residence Requirement**

The doctoral degree in business is a full-time day program. Students entering the program should be able to meet all requirements for the Ph. D. degree within a four-year period. Therefore, students should take an average of nine (9) credit hours per semester during the four-year period.

### **Time Limit for Degree**

A student has seven (7) years from the initial semester of enrollment to complete all requirements for the Ph.D. degree. Failure to satisfy all requirements during this time period may result in academic suspension. A suspended student may file an appeal for readmission to the Dean of the College of Business within one semester from the suspension decision. The appeal may be granted only under well-documented and extenuating circumstances.

### **Graduation Requirements**

To graduate with a Ph.D. degree in the College of Business, the student must satisfy all requirements listed below:

1. A grade point average of at least 3.0 in all courses taken at the doctoral level at Jackson State;
2. A passing score on all written and oral comprehensive examinations;
3. Successful completion and defense of a dissertation approved by the Dissertation Committee; and
4. Submission of three (3) copies of the final draft of the dissertation to the Office of the Doctoral Program Director.

### **Language Requirement**

Jackson State University does not require doctoral students of the College of Business to satisfy a language requirement. Students are strongly encouraged to acquire a level of proficiency in a foreign language. Also, students are expected to have a level of proficiency with the use of computers.

### **Academic Responsibility of the Student**

Students are required to observe all university guidelines and regulations contained in the University Graduate Catalog. Those regulations apply to the doctoral program and all doctoral students. The academic record of each student enrolled in the doctoral program will be reviewed at the end of each semester by the Department Chair and the Director of the Doctoral Program. Students must maintain a cumulative 3.0 average to remain in the program in good standing. Students with a cumulative grade point average below 3.0 will be given two semesters to remove the deficiencies. Failure to do so may result in dismissal from the program. No doctoral level course with a grade less than "B" will be accepted toward satisfying the requirements for graduation.

### **Program Requirements**

The curriculum leading to a Ph.D. in Business is developed under the assumption that the typical student has already completed a master's degree in business administration or a related field. Typically, a doctoral student, who has satisfied the necessary prerequisites (undergraduate prerequisites and the graduate business core), will complete twelve (12) credit hours of a research core, eighteen (18) to twenty-four (24) credit hours of coursework in the major field, six (6) to nine (9) credit hours in a supporting field, and twenty-one (21) hours of dissertation research to meet the requirements for the Ph.D. degree in Business.

Following admission into the doctoral program, all students must complete four phases of study which include:

- ◆ Phase I: Development and approval of an individual program of study with the assistance of the faculty advisor and completion and/or satisfaction of the graduate business core and all curriculum;
- ◆ Phase II: Doctoral level coursework;
- ◆ Phase III: Satisfactory completion of relevant field examinations;
- ◆ Phase IV: Satisfactory completion of the dissertation process

### **Phase I: The Plan of Study and the Graduate Business Core.**

Each student will be assigned a faculty advisor when admitted to the doctoral program. The faculty advisor will assist the



student in the development of a plan of study to be followed throughout the completion of the program. The plan of study, co-signed by the student, the faculty advisor, the department chair and the director of the doctoral program, will be part of the student's permanent record.

### Graduate Business Core

Prior to engaging in the pursuit and completion of the actual doctoral curriculum, the student must show evidence of having satisfactorily completed the graduate business core composed of 27 hours of coursework in accounting, economics, finance, management, and marketing. Satisfactory completion requires that the student earns at least a "B" in every course included in the core. The majority of those courses are usually included in a typical MBA curriculum.

To the extent that some of those courses were not completed prior to admission, the student will be advised to complete the coursework before matriculating in the doctoral curriculum.

The following courses constitute the graduate business core:

Course	Title	Semester Hours
ACC 540	Advanced Managerial Accounting	3
ACC 545	Financial Statement Analysis	3
ECO 511	Macroeconomic Theory	3
ECO 512	Microeconomic Theory	3
FNGB 515	Managerial Finance	3
MNGT 516	Statistics for Business Decisions	3
MNGT 560	Business Policy	3
MKT 530	Managerial Marketing	3
MNGT 520	Advanced Production Management	3

### Phase II: Doctoral Coursework Requirements.

Phase II constitutes the actual doctoral level coursework. It consists of forty-two (42) credit hours of coursework organized under four basic categories: the research core, a course in teaching methodologies, the courses in the major concentration, and the courses in a supporting field:

1. The "research core" contains 12 credit hours of courses in statistics and research methodologies;
2. A course (three credit hours) in teaching methodologies;
3. The "major concentration" component contains 18 to 24 credit hours in the student field of interest. As part of the 18 to 24 credit hours in the field of specialization, the student will complete at least six hours of seminar-type courses aimed at exploring and analyzing the classical and current theoretical and empirical issues in the field; and
4. The "supporting field" component contains six (6) to nine (9) credit hours in the student's minor field.

### Research Core

All students, except those majoring in Economics, must satisfactorily complete the following 12 hours, that constitute the research core:

Course	Title	Semester Hours
MNGT 710	Advanced Statistical Methods I	3

MNGT 711	Advanced Statistical Methods II	3
MNGT 712	Applied Multivariate Analysis	3
MNGT 714	Research Methods	3

Students majoring in Economics will complete two courses in Econometrics in lieu of MNGT 711 and MNGT 712. For those students, the research core will include the following:

Semester	Course Title	Hours
MNGT 710	Advanced Statistical Methods I	3
ECO 760	Econometrics	3
ECO 762	Advanced Econometrics	3
MNGT 714	Research Methods	3

### Teaching Methodology Requirement

As teaching remains an important component of the school's and the university's mission, and a specific goal of the program is the development of outstanding scholars with the potential to become college professors, all doctoral students will be required to complete a course in teaching methodologies and will be assigned at some point some degree of classroom instruction.

Course	Course Title	Semester Hours
BEAS 790	Teaching Methods in Business	3

### Courses in Major Field: Accounting

The 21 semester hours of accounting courses listed below are required of all accounting majors. The 500-level accounting courses may be transferred into the program if there is evidence they or their equivalents have been completed satisfactorily. The 700-level courses may not be transferred into the Ph.D. program.

The specific courses assigned to an individual student will be determined by the student's faculty advisor at the beginning of the first semester of enrollment. Students will be awarded the Ph.D. degree after successful completion of the doctoral curriculum and all other university requirements. Additionally, students with a non-business-related master's degree must follow the special note for applicants without an MBA.

Course	Title	Semester Hours
ACC 536	Advanced Accounting Problems	3
ACC 541	Advanced Accounting Theory	3
ACC 565	Seminar in Governmental and Nonprofit Accounting	3
ACC 575	Research in Taxation	3
ACC 790	Seminar in Accounting Education and Regulation	3
ACC 791	Seminar in Accounting Research Methodology I	3
ACC 792	Seminar in Accounting Research Methodology II	3

### Dissertation Requirement

ACC-799	Ph.D. Dissertation Research in Accounting	3
---------	---	---

(Course may be repeated; a minimum of 21 credit hours is required)

**Note-**The following courses are considered prerequisites for Ph.D. level accounting courses. Most must be completed prior to enrollment in 500-level graduate courses and all must be completed prior to enrollment in 700-level Ph.D. seminar courses. Consult your faculty advisor for additional details.

Course	Title
ACC 314	Intermediate Accounting I
ACC 315	Intermediate Accounting II
ACC 423	Income Tax Accounting
ACC 455	Auditing
ACC 457/557	Advanced Auditing
ACC 473/573	Advanced Income tax Accounting
ACC 492/592	Accounting Information Systems

#### Courses in Major Field: Management

The courses listed below are required of all management majors. Students with a master's degree in a business-related area, but not an MBA degree, must successfully complete the graduate business core or its equivalent before starting the doctoral curriculum. The number and name of the courses to be completed will be determined by the student's faculty advisor during the first semester of enrollment. Students will be awarded the Ph.D. degree after successful completion of the doctoral curriculum and all other University requirements. Additionally, students with a non-business-related master's degree must follow the special note for applicants without an MBA.

Course	Course Title	Semester Hours
MNGT 721	Advanced Organizational Behavior	3
MNGT 722	Seminar in Decision Support Systems	3
MNGT 723	Seminar in Strategic Management	3
MNGT 724	Advanced International Management Strategy	3
MNGT 725	Seminar in Organizational Change	3
MNGT 726	Seminar in Organizational Strategy and Decision Making	3
MNGT 727	Seminar in Special Topics	3

#### Dissertation Requirement

MNGT 799	Ph.D. Dissertation Research in Management	3
----------	---	---

(Course may be repeated; a minimum of 21 credit hours is required)

**Note-** The following courses are considered prerequisites for Ph.D. level management courses. Most must be completed prior to enrollment in 500-level graduate courses and all must be completed prior to enrollment in 700-level Ph.D. courses. Consult your faculty advisor for additional details.

Course	Course Title
MNGT 330	Management to Organizations
MNGT 333	Quantitative Business Analysis
MNGT 416	Organizational Behavior
MNGT 460	Management Information Systems
MNGT 462	International Business

MNGT 502	Human Resource and Organizational Behavior
----------	--

#### Courses in Major Field: Economics

The courses listed below are required of all economics majors. Students with a master's degree in a business-related subject, but not an MBA degree, must successfully complete the graduate business core or its equivalent before starting the doctoral curriculum. The number and name of the courses to be completed will be determined by the student's advisor during the first semester of enrollment. Students will be awarded the Ph.D. degree after successful completion of the doctoral curriculum and all other University requirements. Additionally, students with a non-business-related master's degree must follow the special note for applicants without an MBA.

Course	Course Title	Semester Hours
ECO 711	Advanced Macroeconomic Theory	3
ECO 712	Advanced Microeconomic Theory	3
ECO 716	History of Economic Thought	3
ECO 730	Managerial Economics	3
ECO 746	Seminar in International Trade and Finance	3
ECO 725	Methods of Urban and Regional Analysis and Planning	3
ECO 735	Seminar in Economics of Housing and Urban Transportation	3
ECO 713	Monetary and Fiscal Policy Analysis	3

#### Dissertation Requirement

ECO 799	Ph.D. Dissertation Research in Economics	3
---------	--	---

(Course may be repeated; a minimum of 21 credit hours is required)

**Note-**The following courses are considered prerequisites for Ph.D. level economics courses. Most must be completed prior to enrollment in 500-level graduate courses and all must be completed prior to enrollment in 700-level courses. Consult your faculty advisor for additional details.

Course Number	Course Title
ECO 211	Principles of Macroeconomics
ECO 212	Principles of Microeconomics
ECO 311	Intermediate Macroeconomics
ECO 312	Intermediate Microeconomics
ECO 357	Business Statistics I
ECO 358	Business Statistics II
ECO 442	Money and Banking
ECO 416	History of Economic Thought

#### Supporting Field Requirement

All students are required to select a supporting area, preferably in the School of Business, and complete six (6) to nine (9) "doctoral-level" credit hours in that area. The selection and the design of the supporting curriculum must be done in consultation with the faculty advisor, as part of the development of the student's comprehensive plan of study.

### A Special Note to Applicants Without an MBA

Doctoral applicants with a master's degree other than the MBA must complete the graduate business core courses listed earlier and earn an average grade of at least "B". Students whose master's degree and undergraduate degree are in a non-business related area must satisfy a list of undergraduate prerequisites following consultation with the academic advisor. A grade of at least "B" must be earned in those undergraduate prerequisites to meet the admission requirements of the program. Students with an undergraduate degree in business but with a non-business related graduate degree will be required to complete the graduate business core and show evidence of having satisfied the undergraduate prerequisites.

### Suggested Undergraduate Prerequisites

Course Title	Hours
Principles of Financial Accounting	3
Principles of Macroeconomics	3
Principles of Microeconomics	3
Business Finance	3
Management to Organizations	3
Business Statistics I	3
Business Statistics II	3
Marketing Management	3
Business Calculus	3

After satisfactorily completing all prerequisite requirements and the graduate business core, students without the MBA will follow the actual doctoral program of study.

### Suggested Curriculum Sequence

#### Major Concentration: Accounting

Course	Title	Semester	Hours
<b>First Year</b>			
ACC XXX	Accounting or Bus. Elective	Fall	3
ACC XXX	Accounting or Bus. Elective	Fall	3
MNGT 710	Advanced Statistical Methods I	Fall	3
ACC 583	International Accounting	Spring	3
MNGT 711	Advanced Statistical Methods II	Spring	3
Elective	Supporting Field Elective	Spring	3
BEAS 790	Teaching Methods in Business	Spring	3
<b>Second Year</b>			
ACC 790	Seminar in Accounting Education	Fall	3
ACC 791	Seminar in Accounting Research	Fall	3
MNGT 712	Applied Multivariate Analysis	Fall	3
ACC 792	Seminar in Accounting Research Methods II	Spring	3
Elective	Supporting Field Elective	Spring	3
MNGT 714	Research Methods	Spring	3

After satisfactory completion of the aforementioned coursework and the required doctoral comprehensive examinations, the student is required to complete twenty-one (21) hours of dissertation research (ACC-799).

#### Major Concentration: Management

Course	Title	Semester	Hours
<b>First Year</b>			
MNGT 721	Advanced Organizational Behavior	Fall	3
MNGT 722	Seminar in Decision Support Systems	Fall	3
MNGT 710	Advanced Statistical Methods I	Fall	3
MNGT 711	Advanced Statistical Methods II	Spring	3
MNGT 723	Seminar in Strategic Management	Spring	3
MNGT 724	Advanced International Management	Spring	3
BEAS 790	Teaching Methods in Business	Spring	3
<b>Second Year</b>			
MNGT 712	Applied Multivariate Analysis	Fall	3
MNGT 725	Seminar in Organizational Change	Fall	3
Elective	Supporting Field Elective	Fall	3
MNGT 726	Seminar in Organizational Strategy and Decision Making	Spring	3
Elective	Supporting Field Service	Spring	3
MNGT 714	Research Methods	Spring	3
MNGT 727	Seminar in Special Topics	Spring	3

After satisfactory completion of the aforementioned coursework and the required doctoral comprehensive examinations, the student is required to complete twenty-one (21) hours of dissertation research (MNGT-799).

#### Major Concentration: Economics

Course	Title	Semester	Hours
<b>First Year</b>			
ECO 716	History of Economic Thought	Fall	3
ECO 712	Advanced Microeconomic Theory	Fall	3
MNGT 710	Advanced Statistical Methods I	Fall	3
	Minor Elective	Fall	3
ECO 760	Econometrics	Spring	3
ECO 711	Advanced Macroeconomic Theory	Spring	3
BEAS 790	Teaching Methods in Business	Spring	3
Elective	Supporting Field Elective	Spring	3
<b>Second Year</b>			
ECO 762	Advanced Econometrics	Fall	3
ECO 725	Methods of Urban and Regional Analysis and		

	Planning	Fall	3
ECO 730	Managerial Economics	Fall	3
Elective	Supporting Field Elective	Fall	3
ECO 735	Seminar in Economics of Housing & Urban Transp	Spring	3
ECO-746	Seminar in International Trade and Finance	Spring	3
MNGT-714	Research Methods	Spring	3
ECO 713	Advanced Monetary and Fiscal Analysis	Spring	3

After satisfactory completion of the aforementioned coursework and the required doctoral comprehensive examinations, the student is required to complete twenty-one (21) hours of dissertation research (ECO-799).

### **Phase III: Comprehensive Examinations**

Each doctoral student is required to take written comprehensive examinations in the major field. The exams will be given to test the student's competency in the field of interest. A student who wishes to sit for the comprehensive examinations must complete the necessary application by the application deadline with the office of the program director. The application must be submitted to the Graduate Dean for approval. Once the application is approved, the student is expected to report on the date of the examination. A student who wishes to withdraw from the examination must submit a formal petition of withdrawal one week prior to the first exam day. Failure to report for the examinations, or any part thereof, without A documented excuse, will constitute a forfeit of the examination and will result in a failing grade.

### **Student Eligibility**

A student must be enrolled, and in good standing, at the time of application for the examinations, and during the semester in which the exams are taken. The examinations will be given after the student completes all coursework in the major. Specifically, to be eligible for the examinations, a student must earn a cumulative grade point average of 3.0 on a four-point scale, and must earn at least a "B" in every doctoral course completed. In addition, students with outstanding incomplete ("I") grades will not be eligible to take the examinations.

### **Schedule of the Examinations and Role of the Faculty**

The examinations will be scheduled in the fall, spring semester, and in the summer (if departmental resources permit). The specific examination dates will be published by the office of the director of the Ph.D. program in Business. The exams will be prepared, administered, and graded by members of the graduate faculty from the student's major. The examinations will be graded using the pass-fail method. Students will be notified of the results, in writing, within three weeks of the last examination day.

### **Student's Right to Repeat the Examinations**

In case of failure, a student is given one additional opportunity to sit for the examinations. The second attempt must take place within a year of the first examination. Students who do not attempt to repeat the examinations, or any failed part, within one year will forfeit their opportunity. Students who fail the comprehensive examination, or any

portion thereof, two times normally will be dismissed from the program.

### **Student's Right to Petition for a Third Examination**

After two failures of the entire examination, or any part thereof, a student may petition in writing for a third attempt. The third attempt will be extended at the discretion of the graduate faculty of the student's area of specialization and the Dean of the College of Business. That is, the appeal must be first approved by the exam committee of the student's department. Following the approval of the departmental committee, an appeal will be presented to the dean on behalf of the student. If granted an approval, the student will be extended the privilege of a third examination. Students failing the comprehensive examinations, or any portion thereof, three times will be dismissed from the program.

### **Candidacy Status**

Students will be certified by the Dean of the College of Business for admission to candidacy for the Ph. D. degree upon the recommendation of the Director of the Doctoral Program after satisfactory completion of the following:

1. All course requirements in major and supporting areas;
2. Earning a passing score on written and oral examinations;
3. Approval of a dissertation proposal by the Dissertation Committee.

### **Phase IV: The Dissertation Process**

An important requirement of the Ph.D. degree is the successful completion of the doctoral dissertation. The dissertation research component requires the completion of 21 credit hours aimed at implementing the skills and knowledge base acquired during the completion of the research core and the courses in the field of specialization. The dissertation, must be a definite scholarly contribution related to the field of business, and must demonstrate the candidate's ability to conduct effective independent research. Students are expected to demonstrate extensive skills in model building, collecting and analyzing data, and developing a quality manuscript as required for the degree. The number of dissertation hours taken each semester is determined by the student in consultation with the dissertation advisor. After successful defense of the dissertation, a final grade will be assigned for the dissertation hours.

The dissertation process includes the following steps:

1. Selection of a dissertation topic;
2. Selection of a dissertation committee;
3. Development and defense of the dissertation proposal;
4. Certification of the proposal; and
5. Development and defense of the completed dissertation.

After completion of steps 1, 2 and 3 above, a student is eligible for admission to candidacy.

### **Dissertation Committee**

After satisfactory completion of the comprehensive examinations, the doctoral student must immediately initiate the process of forming a dissertation committee to advise him/her during the process of conducting the dissertation research and developing the dissertation manuscript. The student is advised to select a faculty member from his/her area of concentration to serve as mentor or chair of the committee. With the assistance of the committee chair and in coordination with the department chair, the committee will be formed. The committee should be in place within sixty (60) days of the announcement of the results of the comprehensive examinations.

The Committee shall consist of five members:

- ◆ Three members from the student's department, one of which will serve as committee chair,
- ◆ One member with a proven quantitative background,
- ◆ One at-large member to be selected by the student in consultation with the chair of the committee.

The primary role of the committee is to advise the student through the dissertation process and to evaluate the proposal and the actual dissertation for quality assurance. Upon satisfactory completion of the dissertation requirement, the committee chair will assign the final grades for the dissertation credit hours.

Note: All faculty members with membership on the Graduate Faculty are eligible to serve on dissertation committees. The names of those individuals are usually listed in the university's graduate catalogue.

### **Development and Defense of the Dissertation Proposal**

After completion of the required coursework in the major and supporting areas, the student must select a dissertation topic and develop a dissertation proposal with the assistance of the Dissertation Committee. The proposal must be presented to the Dissertation Committee and defended through an oral examination, open to the faculty and to other graduate students. The student must successfully defend the dissertation proposal within one year after completing the comprehensive examinations.

### **Certification of the Dissertation Proposal**

Following a successful defense of the dissertation proposal, doctoral degree candidates must submit, within sixty (60) days, a corrected copy of the proposal to the Dissertation Committee for final approval of the project. The proposal will be submitted to the department chair, the director of the doctoral program, and the Dean. The proposal also must be approved by the University's Institutional Review Board (IRB) whenever human subjects are proposed to be used in the dissertation research.

### **Defense of the Completed Dissertation**

Each student is required to take an oral defense of the completed dissertation. The examination is administered by the Dissertation Committee led by the student's dissertation advisor. The dissertation defense must be held by the first

Monday in March for prospective May graduates and by the first Monday in June for prospective summer graduates. The examination will be graded using the pass-fail method.

A candidate who fails the oral defense of the dissertation will be given an opportunity to make the necessary corrections and reschedule the defense during the next academic semester. Candidates who fail the dissertation defense two times normally will be dismissed from the program. After two failures, a candidate may petition in writing for a third attempt. The third attempt will be at the discretion of the graduate faculty of the student's area of specialization. Candidates failing the defense of the dissertation three times will be dismissed from the program.

### **Awarding a Masters' Degree (MBA or MPA) to Doctoral Candidates**

Periodically, the program admits students with a masters' degree outside of the field of business. Those students, upon matriculation, must complete the graduate business core requirements before enrolling in the typical doctoral curriculum. An option is hereby extended to those students to apply for an MBA following the completion of an additional six credit hours beyond the graduate business core (24 credit hours). The transcripts of the students must be evaluated by the MBA advisor to ensure completion of the typical MBA requirements. During the semester of application for the MBA degree, the student must enroll as a Master student to be processed for the MBA degree. Following completion and award of the MBA, the student will be permitted to re-enlist in the doctoral program to complete the requirements for the Ph.D. degree. Doctoral students who wish to apply for an MPA must satisfy the MPA core in addition to the graduate business core.

### **Second Doctoral Concentration**

Students may exercise the option of pursuing a second concentration after completion of the original plan of study. A student who wishes to pursue a second concentration must satisfy the following:

- ◆ Submit an application for admissions to the Division of Graduate Studies and Business Doctoral Program for the second concentration;
- ◆ Submit three letters of recommendation from program professors to the Business Doctoral Program;
- ◆ Submit a personal statement explaining the added value of the second concentration to his/her professional and intellectual development.

If admitted, the student shall be permitted to transfer all relevant courses completed during the first concentration. Additionally, the student must successfully:

- ◆ Complete the research core requirements for the second concentration, if applicable;
- ◆ Complete all relevant departmental coursework in the second concentration;
- ◆ Complete the comprehensive examinations and the dissertation requirement of the second concentration (21 hours).

## DESCRIPTION OF COURSES

### Research Core

Prerequisites: Students must show evidence of having satisfactorily completed a course in Calculus and Matrix Algebra prior to starting Statistics courses in the Research Core.

#### **MNGT 710 Advanced Statistical Methods I.** (3 hours)

Prerequisite: MNGT 516 or equivalent. This course offers a thorough coverage of univariate statistical inference. Topics include simple regression, analysis of variance, multiple regression and correlation, and moving average time-series models.

#### **MNGT 711 Advanced Statistical Methods II.** (3 hours)

Prerequisite: MNGT 710 or equivalent. This course offers a continuation of MNGT-710. Topics to be covered include concepts and techniques of non-parametric statistics, advanced topics in regression, time series analysis, autocorrelation, auto-regressive moving average models, identification, fitting and forecasting.

#### **MNGT 712 Applied Multivariate Analysis.** (3 hours)

Prerequisite: MNGT 710 or equivalent. This course offers the doctoral students a thorough analysis of the theory and applications of multivariate methods. Topics to be covered include matrix algebra, factor analysis, canonical correlation, discriminant analysis and multivariate analysis of variance.

**MNGT 714 Research Methods.** (3 hours) This course focuses on social and behavioral research methods to explore business and organizational problems. The course provides the student with theory, research, and techniques associated with the investigation of specific research problems in functional areas of business.

### Management

#### **MNGT 721 Advanced Organizational Behavior.** (3 hours)

This course offers alternative theoretical approaches useful for analyzing organizational environment and intra-organizational relations. The course emphasizes understanding of macro-organizational behavior concepts and empirical research related to design, structure, and functioning of organizations.

#### **MNGT 722 Advanced Decision Support Systems.** (3 hours)

This course offers an analysis of techniques involved in the development of computer-based systems designed to help managers in decision making and problem solving processes. Topics include assessment of technology available, discussion of the design and implementation of such systems.

#### **MNGT 723 Seminar in Strategic Management.** (3 hours)

This course offers special topics dealing with important issues in strategic management. The course emphasizes global and technological perspectives of strategic management issues.

#### **MNGT 724 Advanced International Management.** (3 hours)

This course offers an in-depth study of problems of operating across multiple political and cultural boundaries. Topics include theory and practice of the international business, global competition, organizing for global operations, market entry, innovations, and comparative management.

#### **MNGT 725 Seminar in Organizational Change.** (3 hours)

This course focuses on the human aspects of problems arising in technical, social, and organizational arenas faced with the need to change. The course includes detailed analyses of

organizations as systems, organizational leadership and change.

**MNGT 726 Seminar in Organizational Strategy and Decision Making.** (3 hours) This course offers an overview of the theory and research in strategic management with a scholarly research orientation on issues of both strategic content and process. The empirical study of these issues is emphasized.

**MNGT 727 Seminar in Special Topics.** (3 hours) This course offers discussions of special topics dealing with important issues pertaining to efficient management of organizations. Issues dealing with production and inventory management, and the development of leadership skills are to be addressed. Specific topics are to be selected by the instructor and may vary each semester.

#### **MNGT 799 Ph.D. Dissertation Research in Management.**

Students will complete doctoral level research which must culminate in the successful development and defense of the dissertation in the field of Management. Students may register for more than one section in a given semester. A minimum of 21 credit hours of Ph.D. Dissertation is required. Prerequisite: Consent of the chair of the Dissertation Committee.

### Economics

**ECO 700 Environmental Economics.** (3 Hours) This course is concerned with a theoretical framework for the analysis of environmental problems, including concepts of market failure and externalities, materials balance and property rights. The policy implications of this analytical model are explored for a range of topics including pollution and the preservation of natural environmental species. It also explores the effects of economic growth on the environment to include the interrelationships between the economics activity and the environment. Cost benefit analysis, and the application of the economic theory of external economies and diseconomies and welfare economics is applied to Problems of the physical and socioeconomic environment.

#### **ECO 711 Advanced Macroeconomic Theory.** (3 hours)

This course offers an analysis of static and dynamic theories of income, employment, and the price level. Other topics include analysis of real and monetary influences on economic growth, theories of investment and consumption, money demand, and stabilization theory and policy.

#### **ECO 712 Advanced Microeconomic Theory.** (3 hours)

This course offers an advanced analysis of microeconomic theory. Topics include consumer and producer behavior and determination of market prices, resource markets analysis, analysis of game theory, theories of uncertainty, general equilibrium, and welfare economics.

#### **ECO 713 Advanced Monetary and Fiscal Policy Analysis.**

(3 hours) This course offers a comprehensive study of various aspects of monetary theory and fiscal economics, as well as the development and implementation of monetary and fiscal policies and their implications for economic growth and stability.

#### **ECO 716 History of Economic Thought.** (3 hours)

This course offers a review and analysis of major theories and current economic philosophy. Topics of coverage include the study of the contributions of the classical school, the marginalists, the neo-classicists, the institutionalist, the

keynesians, the neo-keynesians, the modern school, and the new classical school.

**ECO 725 Methods of Urban and Regional Analysis and Planning.** (3 hours) This course offers an analysis of the theory of urban and regional development and growth; economic analysis of urban problems and their solutions, analysis of land use, transportation, industrial development and urban planning models.

**ECO 730 Managerial Economics.** (3 hours) This course offers an analysis of microeconomic theory as it applies to business operations. Topics include demand theory and estimation; production and cost theories and estimations, capital budgeting theory and analysis, pricing policies, and production under uncertainty.

**ECO 735 Seminar in Economics of Housing and Urban Transportation.** (3 hours) This course offers an analysis of selected problems of contemporary cities in housing, transportation and industrial development. Topics include analysis of costs and benefits of housing programs, distribution and use of transportation facilities and services, and analysis of economic implication of public policy initiatives pertaining to urban transportation.

**ECO 746 Seminar in International Trade and Finance.** (3 hours) This course offers an analysis of theory and practice of international trade and finance. Topics of discussion include advantages and disadvantages

of foreign trade, analysis of effects of tariffs and other restrictions on the flow of trade, and analysis of international commercial and monetary policies between countries.

**ECO 760 Econometrics.** (3 hours) This course offers exposure to the fundamental elements of economic modeling, construction, estimation and testing. It will cover; simple and multiple regression analysis, use of dummy variables, testing for multicollinearity, autocorrelation, heteroscedasticity, etc... Extensive use of statistical software is required

**ECO 762 Advanced Econometrics.** (3 hours) This course offers a continuation of Econometrics (ECO 760). Topics of discussion include multicollinearity, autoregressive and distributive lag models, autocorrelation problems and their correction, measurement errors problems, simultaneous equations models, identification problems, etc.. Extensive use of statistical software is required.

**ECO 799 Ph.D. Dissertation Research in Economics.** Students will complete doctoral level research which must culminate in the successful development and defense of the dissertation in the field of Economics. Students may register for more than one section in a given semester. A minimum of 21 credit hours of Ph.D. Dissertation is required. Prerequisite: Consent of the chair of the Dissertation Committee.

#### **Teaching Methodology Course**

**BEAS 790 Teaching Methods in Business.** (3 hours) This course offers the student an introduction to the principles and philosophy of teaching. Selected topics include concepts and techniques relating to various instructional strategies used by colleges and university teachers, and the development of media-based courses for web courses and distance learning instruction.

#### **Accounting**

**ACC 790 Seminar in Accounting Education.** (3 hours) This course introduces the students to contemporary issues in accounting education and accounting education research.

**ACC 791 Seminar in Accounting Research Methodology I.** (3 hours) This course offers a study of the application of contemporary research methodology to selected subject areas in accounting including financial accounting and managerial accounting.

**ACC 792 Seminar in Accounting Research Methodology II.** (3 hours) This course offers a continuation of ACC 791 with a focus of the application of contemporary research methodology to auditing and other accounting areas not covered in ACC-791.

**ACC 799 Ph.D. Dissertation Research in Accounting.** Students will complete doctoral level research which must culminate in the successful development and defense of the dissertation in the field of Management. Students may register for more than one section in a given semester. A minimum of 21 credit hours of Ph.D. Dissertation is required. Prerequisite: Consent of the chair of the Dissertation Committee.