

## Department of Management and Marketing

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### Faculty

*Professor:* Gerald Calvasina, Alan Hamlin, Carl Templin; *Associate Professor:* Roy Johnson, Art Porter, Greg Powell, Wayne Roberts, and Dennis Vredenburg; *Assistant Professors:* Emmett Steed; *Professional in Residence:* Derek Snow

### Degrees Offered

**Master of Business Administration** (see Graduate section)\*

#### Bachelor of Arts/Bachelor of Science

- Management (Composite major, no minor required)\*
- Marketing (Composite major, no minor required)\*
- Business Education (no minor required)
- Hotel Resort & Hospitality Management (Minor required)

\*Business Program accredited by ACBSP

#### Minors

- Management
- Marketing
- Marketing Education (Teaching Licensure)
- Hotel, Resort, and Hospitality Management

**STUDENTS PURSUING A COMPOSITE BUSINESS MAJOR MAY NOT SELECT A BUSINESS MINOR (Accounting, Finance, Management or Marketing) IN THE SCHOOL OF BUSINESS.**

**NON-BUSINESS STUDENTS MAY SELECT ONLY ONE BUSINESS MINOR (Accounting, Finance, Management or Marketing) IN THE SCHOOL OF BUSINESS.**

### Department Statement

#### Management Mission Statement

The mission of the management program is to direct its teaching, research and service activities toward developing and enhancing the ability of students and practitioners to identify, assemble, and coordinate the skills and resources needed to create economic wealth within ethical and societal boundaries.

The primary commitment of the faculty is to provide a nationally accredited, high-quality undergraduate experience to our students. Excellent undergraduate teaching is our top priority. In supporting the mission of Southern Utah University and the School of Business, the program contributes expertise in leadership development, ethics, business, government and society, organizational behavior, entrepreneurship and small business administration, strategic management, human resource administration, and international management. Although primarily aimed at the private sector, program activities overlap into non-profit and governmental sectors.

Quality intellectual contributions are also an important part of our mission. These include the dissemination of the results of management and pedagogical research, and the use of relevant instructional materials including textbooks and case studies.

Service to the program, the University, the management profession, and society in general is a critical aspect of our mission. Service is provided through participation in School of Business and university committees, attendance at professional meetings and seminars, advising student organizations, and consulting activities.

### Learning Objectives

The management program fully supports the undergraduate learning objectives of the School. In pursuit of the mission stated above, the additional objectives of the Management program are as follows:

1. All management students will be encouraged to participate in relevant student organizations supporting their interests. These include the Society for Human Resource Management, The Academy, and other groups.
2. All graduating students will have a working knowledge of the concepts of planning, organizing, staffing, directing and controlling commercial operations.
3. All graduating students will be familiar with the major trends affecting small and large business, international commerce and e-business.
4. All graduating students will be able to synthesize the fundamental elements of finance, accounting, business law, marketing, economics and management in a manner which enables them to make effective decisions at the corporate level.

#### 1. Advanced Standing

The objective of advanced standing is to ensure preparedness for the upper-division business core courses. The requirements for attaining advanced standing in the SUU School of Business are as follows:

- A. Complete the pre-business core requirements as defined in this catalog.
- B. Satisfy the pre-business core courses with a minimum GPA of 2.5 (this includes transfer credits).
- C. The application for advanced standing must be filed during the final semester of pre-core course enrollment. An application for advanced standing must be filed prior to the next semester's registration to ensure accessibility to registration in major coursework. No more than 9 upper-division hours will be allowed prior to completion of the pre-business core. Advanced Standing status will not be given without meeting the 2.5 GPA standards and completing the pre-business core in its entirety.
- D. When the pre-business core is successfully completed, Advanced Standing will be granted. It is necessary to declare a major in the chosen discipline (at the SUU Registrar's Office).

#### 2. Repeating Failed Business or Pre-Business Courses

Students will be allowed to repeat a failed course only once. If the course is not passed with a minimum grade after the second attempt, that student will not be admitted into advanced standing or allowed to graduate with a composite degree in any of the other business majors. The required GPA for every business core is a 2.5. Every student must meet the minimum GPA standard to graduate with any business major.

### 3. Transfer Students

Transfer students, either from another college within the university, or from another institution, may be given Conditional Advanced Standing upon entry to the university, allowing them to take no more than 9 credit hours in upper- division major courses. Conditional Advanced Standing may be granted only if the student is in the final semester of pre-business core completion. Transfer students must meet with the business advisor before enrolling in any upper-division courses to determine the extent to which the pre-business core has been fulfilled. For transfer information or equivalents check out the following web site: <http://www.suu.edu/business/transfer.html>.

### 4. Summary of Graduation Requirements

To graduate with a degree in business from SUU, the student must:

- A. Meet the requirements of the pre-business core, major and/or minor as listed in this catalog. Be accepted to advanced standing and successfully complete each required upper-division core and composite major classes with an average 2.5 grade or better, and have an overall GPA of a 2.5 or better in the composite major.
- B. Meet the other requirements for graduation as defined by the University.
- C. Complete the general education requirements as defined in the catalog. Transfer students can meet this requirement by the following means:
  - (1) Complete the GE requirements at one of the other four-year colleges in the Utah System of Higher Education (USHE), or
  - (2) Complete the associate of science or associate of arts degree from a community college within the USHE. Transfer students from other community colleges must have the general education requirements evaluated by the registrar. Students pursuing a bachelors degree must take the American Institution requirement to graduate (this course may be taken at a junior college or at SUU. See the Student Success Center or Registrar's Office for a suitable equivalent).
  - (3) Complete a minimum of 120 semester hours.
  - (4) Complete a minimum of 40 upper-division semester hours (course number 3000 or above from an accredited four year college or university).
  - (5) Have an overall GPA of 2.0 or better.
  - (6) Have a 2.5 GPA or better in all of the pre-business core, business core and major core requirements.

ACCT 2020 Managerial Accounting	3
ACCT 2050 Business Law I	3
ECON 2010 Principles of Microeconomics	3
ECON 2020 Principles of Macroeconomics	3
ECON 2500 Quant. Methods for Business & Econ. OR MATH 1100 Business Calculus	3
MATH 2040 Business Statistics	4
<b>One of the following:</b>	
ENGL 2040 Professional Business Writing	3
COMM 4240 Technical Report Writing	3
<i>Advanced Standing status must be obtained prior to enrollment in any 3000 or 4000 level course.</i>	
<b>Business Core (21 Hours)</b>	
ECON 3010 Managerial Economics	3
FIN 3250 Managerial Finance I	3
MGMT 3100 <b>Operations Management</b>	3
MGMT 3180 Management & Organizations	3
MGMT 4200 Government, Business & Ethics	3
MGMT 4950 Strategic Management	3
MKTG 3010 Marketing Principles	3
<b>Management Core (24 Hours)</b>	
MGMT 3050 International Management	3
MGMT 3240 Human Resource Management	3
MGMT 4100 Organizational Behavior & Leadership	3
MKTG 4100 Market Research	3
School of Business Electives (12 credit hours minimum, up to 6 of which may be from Foreign Language courses under certain conditions. Must have Dept. Chair or Advisor approval)	12
Free Electives (May fulfill requirement for B.A. degree)	14-16
<b>Total Credits, B.A. degree</b>	<b>122-124</b>
<b>Total Credits, B. S. degree</b>	<b>120</b>

## Degree Requirements

Management Composite Bachelor of Arts/Bachelor of Science	
Course Number and Title	Credits
<b>General Education Core (see page 103)</b>	
Core Course Requirements (must take MATH 1050; CSIS 1000 or Computer Competency*)	17-18
Knowledge Areas Requirements (must take the following courses to fulfill both GE and School of Business requirements) PSY 1010 or SOC 1010	19
<b>University Requirements</b>	
BA Degree – Foreign Language/ASL Requirement (16 hours or proficiency test)	
BS Degree - Math or Science minimum requirement (12 hours)	
<b>Pre-business Core (25 Hours)</b>	
ACCT 2010 Accounting Principles	3

Management Minor	
Course Number and Title	Credits
<b>Required Foundation Courses</b>	
ACCT 2010 Accounting Principles#	3
ECON 2010 Principles of Microeconomics#*	3
CSIS 1000 or Computer Proficiency#*	3
MATH 2040 Business Statistics#	4
<b>Choose three of the following:</b>	
MGMT 3050 International Business	3
MGMT 3180 Management & Organizations	3
MGMT 3240 Human Resource Management	3
MGMT 3210 Entrepreneurship	3
MGMT 4200 Government, Business & Ethics	3
HRHM 3000 Hospitality Management	3
<b>Total Credits</b>	<b>19</b>

## Department of Management and Marketing

#Must be complete before registering for upper division classes

\*Meets Requirements for General Education

<b>Business Education Bachelor of Arts/Bachelor of Science Composite Major - no minor required</b>	
Course Number and Title	Credits
<b>General Education Core</b>	
Core Course Requirements	17-18
Knowledge Area Requirements	19
<b>University Requirements</b>	
BA Degree – Foreign Language/ASL Requirement (16 hours or proficiency test)	
BS Degree - Math or Science minimum requirement (12 hours)	
<b>Foundation Core (22 Hours)</b>	
ACCT 2010 Accounting Principles	3
ACCT 2020 Managerial Accounting	3
ACCT 2050 Business Law I	3
ECON 2010 Principles of Microeconomics*	3
ECON 2020 Principles of Macroeconomics	3
MATH 1040 Statistics	4
CSIS 1000 Overview of Computer Application/Internet*	3
PSY 1010 General Psychology*	3
ENGL 2040 Professional Business Writing	3
<b>Keyboarding Test or Course Required</b>	
<b>Business Education Core (30 Hours)</b>	
FIN 2870 Personal Finance	3
MGMT 3180 Management & Organizations	3
MKTG 3010 Marketing Principles	3
MKTG 3930 Advertising	3
MKTG 4930 Sales Management	3
CSIS 2000 Web Development	3
CSIS 3200 Database Design and Management	3
CSIS 2500 Computer Applications	3
CSIS 2620 Network Administration I	3
CSIS 3050 Environment of Information Systems	3
<b>Secondary Education Courses (38 Hours)</b>	
EDUC 2000 Exploring Education in Society*	3
SCED 3200 Education Psychology	3
EDUC 3170 Instructional Technology for Educators	3#
SPED 3030 Foundations of Special Education	3
BE 4900 Teaching Business, Mrkting, & Info Systems	3
BE 4950 Teaching Office and Computer Subjects	2
SCED 3720 Content Area Literacy	3
BLOCK COURSES (See Education Department)	
SCED 3570 Motivation/Management of Diverse Instructional Environments for Secondary Teachers	3
SCED 3590 Instructional Planning & Delivery	3
CLINICAL PRACTICE (See Education Department)	
SCED 4520 Practicum/Seminar	3
SCED 4980 Secondary Clinical Practice	7

BE 4980 Student Teaching	2
RECOMMENDED PBL, SIFE, or DEX at least 1 Semester	

\*Meets Requirements for General Education

# This course is waived for Business Education students.

<b>Hotel, Resort, &amp; Hospitality Management Bachelor of Arts/Bachelor of Science Minor Required</b>	
Course Number and Title	Credits
<b>General Education Core</b>	
Core Course Requirements	17-18
Knowledge Areas Requirements	19
<b>University Requirements</b>	
BA Degree – Foreign Language/ASL Requirement (16 hours or proficiency test)	
BS Degree - Math or Science minimum requirement (12 hours)	
<b>Pre-Requisite Core (15 Hours)</b>	
ACCT 2010 Accounting Principles	3
BA 1010 Business in Society*	3
ECON 2020 Principles of Macroeconomics*	3
HRHM 3000 Introduction To Hospitality Management	3
NFS 1020 Nutrition*	3
<b>Hotel, Resort &amp; Hospitality Management Core (37 Hours)</b>	
HRHM 3200 Food & Beverage Operations	3
HRHM 3400 Hotel Room Operations	3
HRHM 3500 Hospitality Management Systems	3
HRHM 3600 Guest Service	3
HRHM 4500 Hospitality Work Requirement	3
HRHM 4600 Case Problems in HRHM	3
FIN 3000 Introduction to Managerial Finance	3
<b>Select two of the following:</b>	
HRHM 3300 Real Property Management	3
HRHM 4200 Entertainment Management	3
HRHM 4300 Resort Recreation Management	3
HRHM 4700 Special Topics	3
NFS 1240/1241 Culinary Arts & Lab	2
COMM 2300 Introduction to Public Relations	3
CM 4400 HVAC/Plumbing Principles & Design	3
CSIS 3050 Environments of Information Systems	3
<b>Select one of the following:</b>	
MGMT 3050 International Business	3
MGMT 3180 Management & Organizations	3
MGMT 3240 Human Resource Management	3
MGMT 3340 Labor Law	3
MGMT 4250 Seminar in Human Resource Mgmt	3
<b>Select one of the following:</b>	
MKTG 3010 Marketing Principles	3
MKTG 3030 Consumer Behavior & Ethics	3
Free Electives	

(includes completing minor, & B.A./B.S. requirements)	26
<b>Total Credits, B.A. or B.S. degree</b>	<b>120</b>

\*Meets Requirements for General Education

<b>Hotel, Resort, &amp; Hospitality Management Minor</b>	
<b>Course Number and Title</b>	<b>Credits</b>
<b>Required</b>	
HRHM 3000 Introduction To Hospitality Management	3
HRHM 3200 Food & Beverage Operations	3
HRHM 3400 Hotel Room Operations	3
HRHM 3600 Guest Service	3
<b>Electives: Choose two of the following</b>	
ACCT 2010 Accounting Principles	3
CM 4400 HVAC/Plumbing Principles & Design	3
HRHM 3500 Hospitality Management Systems	3
HRHM 4300 Resort Recreation Management	3
HRHM 4700 Special Topics	3
MGMT 3180 Management & Organizations	3
MKTG 3010 Marketing Principles	3
<b>Total Credits</b>	<b>18</b>

**Marketing Mission Statement**

The mission of the marketing program is to develop and deliver quality marketing programs and to foster an educational culture that helps students to excel at developing, implementing and controlling strategies and tactics. These fall into the areas of markets, products and services, distribution, promotion and pricing. Students should thus be capable of achieving their goals and meeting the needs and wants of employers, customers, and society.

A secondary role, pertaining to the marketing faculty, is to provide marketing information, advice, and efforts to the university and other groups where their knowledge and abilities can provide value.

**Learning Objectives**

The marketing program fully supports each of the learning objectives of the School for undergraduate programs. In pursuit of the mission stated above, the additional learning objectives of the Marketing program are as follows:

- Effectively teach all students basic marketing knowledge, frameworks and processes.
- Enable students to apply and integrate their knowledge and skills in marketing to specific situations through case studies, appropriate readings and practical projects.
- All graduating students will have a working knowledge of the concepts of pricing, product design, promotion, and distribution channels.
- All graduating students will be familiar with the major marketing trends affecting small and large business, international business and e-commerce.
- All graduating students will be able to synthesize the fundamental elements of finance, accounting, business law, marketing, economics and management in a manner which enables them to make effective decisions at the corporate level.

**1. Advanced Standing**

The objective of advanced standing is to ensure preparedness for the upper-division business core courses. The requirements for attaining advanced standing in the SUU School of Business are as follows:

- Complete the pre-business core requirements as defined in this catalog.
- Satisfy the pre-business core courses with a minimum GPA of 2.5 (this includes transfer credits).
- The application for advanced standing must be filed during the final semester of pre-core course enrollment. An application for advanced standing must be filed prior to the next semester's registration to ensure accessibility to registration in major coursework. No more than 9 upper-division hours will be allowed prior to completion of the pre-business core. Advanced Standing status will not be given without meeting the 2.5 GPA standards and completing the pre-business core in its entirety.
- When the pre-business core is successfully completed, Advanced Standing will be granted. It is necessary to declare a major in the chosen discipline (at the SUU Registrar's Office).

**2. Repeating Failed Business or Pre-Business Courses**

Students will be allowed to repeat a failed course only once. If the course is not passed with a minimum grade after the second attempt, that student will not be admitted into advanced standing or allowed to graduate with a composite degree in any of the other business majors. The required GPA for every business core is a 2.5. Every student must meet the minimum GPA standard to graduate with any business major.

**3. Transfer Students**

Transfer students, either from another college within the university, or from another institution, may be given Conditional Advanced Standing upon entry to the university, allowing them to take no more than 9 credit hours in upper-division major courses. Conditional Advanced Standing may be granted only if the student is in the final semester of pre-business core completion. Transfer students must meet with the business advisor before enrolling in any upper-division courses to determine the extent to which the pre-business core has been fulfilled. For transfer information or equivalents, check out the following web site: <http://www.suu.edu/business/transfer.html>.

**4. Summary of Graduation Requirements**

To graduate with a degree in business from SUU, the student must:

- Meet the requirements of the pre-business core, major and/or minor as listed in this catalog. Be accepted to advanced standing and successfully complete each required upper-division core and composite major classes with an average 2.5 grade or better, and have an overall GPA of a 2.5 or better in the composite major.
- Meet the other requirements for graduation as defined by the University.
- Complete the general education requirements as defined in the catalog. Transfer students can meet this requirement by the following means:
  - Complete the GE requirements at one of the other four-year colleges in the Utah System of Higher Education (USHE), or
  - Complete the associate of science or associate of arts degree from a community college within the USHE. (Transfer students from other community colleges must have the general education requirements evaluated by the registrar). Students pursuing a bachelors degree must take the American Institution requirement to graduate (this course may be taken at a junior college or at SUU.) See the Student Success Center or Registrar's Office for a suitable equivalent.
- Complete a minimum of 120 semester hours.
- Complete a minimum of 40 upper-division semester hours (course number 3000 or above from an accredited four-year college or university).

## Department of Management and Marketing

- (5) Have an overall GPA of 2.0 or better.  
 (6) Have a 2.5 GPA or better in all of the pre-business core, business core and major core requirements.

### Degree Requirements

Marketing Composite Bachelor of Arts/Bachelor of Science	
Course Number and Title	Credits
<b>General Education Core</b>	
Core Course Requirements (must take MATH 1050; CSIS 1000 or Computer Competency)*	17-18
Knowledge Areas Requirements (must take the following courses to fulfill both GE and School of Business requirements) PSY 1010 or SOC 1010	19
<b>University Requirements</b>	
BA Degree – Foreign Language/ASL Requirement (16 hours or proficiency test)	
BS Degree – Math or Science minimum requirement (12 hours)	
<b>Pre-business Core (25 Hours)</b>	
ACCT 2010 Accounting Principles	3
ACCT 2020 Managerial Accounting	3
ACCT 2050 Business Law I	3
ECON 2010 Principles of Microeconomics	3
ECON 2020 Principles of Macroeconomics	3
ECON 2500 Quant. Methods for Business OR MATH 1100 Business Calculus	3
MATH 2040 Business Statistics	4
<b>One of the following:</b>	
ENGL 2040 Professional Business Writing	3
COMM 4240 Technical Report Writing	3
<i>Advanced Standing status must be obtained prior to enrollment in any 3000 or 4000 level course.</i>	
<b>Business Core (21 Hours)</b>	
ECON 3010 Managerial Economics	3
FIN 3250 Managerial Finance I	3
MGMT 3100 <b>Operations Management</b>	3
MGMT 3180 Management & Organizations	3
MGMT 4200 Government, Business & Ethics	3
MGMT 4950 Strategic Management	3
MKTG 3010 Marketing Principles	3
<b>Marketing Core (21 Hours)</b>	
MKTG 3030 Consumer Behavior	3
MKTG 4030 Marketing Management	3
MKTG 4100 Market Research	3
<b>Select 4 courses: (12 hours)</b>	
Three of the four courses MUST be upper-division marketing courses. One course (3 credits) may be from: 1) a 3000 or higher level COMM course, 2) a 3000 level GIS class, 3) any upper division School of Business Course. . 4) any upper division foreign language course Other courses, upon approval	12

Free Electives (May fulfill requirement for B.A. degree)	14-16
<b>Total Credits, B. A. degree</b>	122
<b>Total Credits, B. S. degree</b>	120

Marketing Minor (Non-teaching)	
Course Number and Title	Credits
<b>Required</b>	
ACCT 2010 Accounting Principles #	3
MATH 1040 Statistics or MATH 2040 Business Stats.#	4
CSIS 1000 or Computer Proficiency#*	3
MKTG 3010 Marketing Principles	3
Choose any ACCT, ECON, FIN, or MGMT Pre-business designated course at the 2000 level	3
<b>Marketing Electives: Choose two of the following</b>	
MKTG 3030 Consumer Behavior and Ethics	3
MKTG 3900 Retail Management	3
MKTG 3930 Advertising	3
MKTG 4100 Marketing Research and Strategy	3
MKTG 4930 Sales Management	3
<b>Total Credits</b>	<b>19</b>

#Must be complete before registering for upper-division classes  
 \*Meet requirements for General Education

Marketing Education Minor (Teaching)	
Course Number and Title	Credits
<b>Required</b>	
MKTG 3010 Marketing Principles	3
MKTG 3030 Consumer Behavior	3
MKTG 3930 Advertising	3
MKTG 4100 Market Research	3
MKTG 4930 Sales Management	3
BE 4900 Teaching Business/Marketing	3
<b>Total Credits</b>	<b>18</b>