Undergraduate Programs

Information for Prospective Business Students

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Mission Statement

Mission:

East Carolina University’s College of Business provides a learning environment that engages the leaders of today and tomorrow while expanding business knowledge and serving our communities. The foundation of our mission is the integration of four critical elements:

Think, Value, Communicate, Lead.

Goals:

- Provide a quality, flexible business education distinguished by value and engagement.
- Develop students to assume professional and community leadership positions.
- Facilitate economic outreach, development, and professional education.
- Expand knowledge through academic, applied, and pedagogical scholarship.
- Attract and develop talented and engaged faculty, staff, and students.
Why Choose the College of Business?

AACSB Accreditation
The College of Business and its programs has been continuously accredited by The Association to Advance Collegiate Schools of Business International (AACSB) since 1967. AACSB International is the largest and longest standing accrediting body for business schools.

Why is AACSB Accreditation Important to You?
- Employers look for applicants from high-quality, AACSB-accredited schools and sometimes only reimburse tuition from these schools.
- Less than 5% of the world’s business schools are AACSB-accredited.
- Business degrees from AACSB-accredited schools are recognized by universities all over the world.

Commitment to Teaching the Whole Student
In the College of Business, the commitment is to teaching the whole student. We realize that the demands of the workplace today are much different than they were 10, 15, or 20 years ago. We realize that it is critically important that we continue to teach students the technical material that they need, but we also understand that we now need to start teaching students soft skills, the leadership skills, the professional development skills, the job-hunting skills, the communication skills that are necessary to be successful.

The Center for Student Success and the Leadership and Professional Development program are points of pride for the College of Business in its dedication to developing the whole student. These features help set us apart from other business schools, as well as other academic units at East Carolina University.

Center for Student Success
The Center for Student Success is a one-stop shop where students go for academic, communication, and career help. It provides a critical link in our development of the whole student.

Academic Advising
The College of Business Academic Advising Center acts as a resource for all business students by providing current academic requirement information, advice on major decision-making, professional enrichment programs, and information on campus resources. Email: cobadvising@ecu.edu

Business Communication Center
Communication is the lifeblood of business. Our Business Communication Center coaches students in communication skills and provides support as they prepare for their careers. The BCC’s services include individual and small group consultations, monthly workshops, faculty partnerships, and online resources/tutorials.

The BCC focus is on communication as action. Powerful business communicators do not deliver a speech, they engage people. The power in our communication is the interconnectedness of our actions with the actions of others. Learning depends on this interconnectedness. Communication is sometimes defined as an organized cultural pattern system behavior that sustains, regulates, and makes possible human relationships. It’s the heart of how learning engages students and how students learn to engage others in careers and everyday life. Email: bcc@ecu.edu

Career Services
The College of Business is the only academic unit at East Carolina University to have its own in-house career center. The College of Business Career Services office helps match our talented students with high-quality internships and full-time jobs. The office gives personalized attention to business students, coaching them, and providing support as they prepare for a career beyond ECU. The office is also just as committed to matching companies with students who have the skills, knowledge, and enthusiasm to ensure success. Email: cobcareers@ecu.edu
Leadership and Professional Development Program

The College of Business requires all undergraduate business students to participate in the Leadership and Professional Development Program. The program, novel in its inclusiveness and impressive in its scope, will ensure that leadership development is a focus of the core program of study. This involves providing each and every one of our students the strategic, leadership, professional, communications, and life skills they need to succeed in our global 21st century world. The Leadership and Professional Development Program includes the following components:

BUSI 1200 – Strategy First – A freshman course, is a current events-based class that touches on all areas of business by using BusinessWeek magazine as the course text. Thanks to a generous endowment from PNC Bank, students pay nothing for their course materials. Strategy First initiates the four-year leadership series in a way that excites students about the study of business. The objective is to touch on all major areas of business and show how they are all connected and essential to success. By the end of the semester, all areas have been discussed thoroughly so students receive a basic understanding of all the disciplines. During the semester instructors “build” a list of business acronyms and terms discussed.

BUSI 2200 – Experiential Leadership: Teams in Action - In the sophomore course Experiential Leadership: Teams in Action, students focus on the applied intra- and interpersonal skills needed to move a team toward successfully completing a goal. This highly experiential and interactive course guides student teams through the stages of team development, providing students with tools, tips, and the skills needed to work effectively in a team and achieve a successful outcome.

Major course topics include shared vision, personal values, personal accountability, communication, diversity, how to run effective meetings, decision making, dealing with conflict, and team dysfunctions.

Upon successful completion of this course, students should be able to do the following:

- Recognize and practice the relationship between responsibility and accountability
- Identify his/her own core values, communication preferences, beliefs, and how others may be similar or different
- Relate to the concept of a shared vision and what it takes to achieve it
- Understand, develop, and create an action plan in order to achieve a SMART Goal
- Identify positive and negative aspects of conflict, what types of conflict can be irresolvable, and apply appropriate tools in order to work through conflict
- Understand and apply the DECIDE model of decision making to reach a solution
- Identify and practice behaviors needed to have a high-performing team

BUSI 3200- Professional Development and Ethical Leadership - Professional Development and Ethical Leadership focuses on networking and becoming a professional. Students study business cultures and norms, and they continue studying the role of ethics and develop an appreciation for the business value of diversity. The course includes practice interviews with real business professionals. Students also create their ePortfolio-an online professional profile directed towards future employers.

BUSI 4200 – Leadership Capstone - This senior-level final course challenges students to synthesize lessons that they have learned throughout the previous leadership courses and apply them as they work together. Students also take an introspective look at their own leadership development over their four years in college and develop a stronger sense of who they are and how they will lead. An important element of this course is helping students think through and resolve complicated ethical dilemmas that arise in the business environment. Major course topics include self-leadership, teamwork, motivation, failed leaders, successful leaders, ethical issue resolution, the value of diversity recognition, and overcoming adversity through critical thought.

By the end of the Leadership Capstone course, students will be able to do the following:

- Articulate their personal leadership philosophy
- Exercise critical thought in problem analysis and solution implementation
- Formulate and articulate an argument that considers ethical complexity when taking a position
- Create, motivate, and lead a diverse team to a successful outcome

More information regarding the Leadership and Professional Development Program is available at http://www.ecu.edu/cs-bus/leadership.cfm.
Excellent Co-Curricular Opportunities

Student Organizations
The College of Business has several active student organizations, including some that have been recognized at the state and national level for outstanding achievement. Guest speakers at events sponsored by College of Business student organizations have included regionally, nationally, and internationally known entrepreneurs, executives, and public servants.

There are many benefits to joining a student organization. The experience contributes to your overall college education as well as gives you many opportunities for leadership and professional development. You will discover that the more involved you are within the college community, the more you will benefit from your experience. Being involved in student organizations will help with networking when it comes time to apply for an internship or job after college. There are important life skills that are needed in the work world after college that are gained from being an active member.

Members learn how to be team players and how to work well with others on a project. Also, by joining a student organization members learn how to manage time and organize meetings and events. Other benefits include making new friends, developing new skills and abilities, learning to set and achieve goals, sharing your time and talents, as well as having fun!

Beta Gamma Sigma*
Beta Gamma Sigma is the premier honor society for Business students. Beta Gamma Sigma is the highest national recognition a student in business can receive and is only associated with AACSB accredited programs. Membership is by invitation only. Students are invited to join based upon academic performance.

Accounting
Beta Alpha Psi*
Student Accounting Society+

Finance
Financial Management Association+

Management
Society for Advancement of Management+

Management Information Systems
Alpha Iota Delta*
Association of Information Technology Professionals+

Marketing and Supply Chain Management
American Marketing Association+
Institute for Supply Management+
Mu Kappa Tau*

*Honor society; membership by invitation only
+Open to all majors
Study Abroad
The College of Business offers study abroad opportunities during the summer. These professor-led programs have visited Asia, Australia, Europe, and South America. On these trips, students visit businesses and industries in the country to gain an international business perspective and to understand what it takes to do business globally.

Information on the College of Business Summer Study Abroad program is available at http://www.ecu.edu/cs-bus/studyabroad/trips.cfm.

Flexibility
Thanks to its size, the College of Business has the resources to offer classes throughout the day and online. The online BSBA degree completion program allows students, who have taken the proper prerequisites, to transfer their credits to ECU and, once admitted, finish the remainder of the degree requirements online. Students may complete a concentration in General Business, Management, Management Information Systems, or Operations and Supply Chain Management.

More information on the online programs may be found at http://www.ecu.edu/cs-bus/op.cfm.

Scholarships
The College of Business administers its own scholarship program each spring, routinely awarding over $100,000 in scholarships to students based on academic merit and/or financial need. Scholarships range from a few hundred dollars to $5000.

More information on the scholarship program may be found at http://www.ecu.edu/cs-bus/scholarships.cfm.
Academic Requirements

How Your Prior College Work Fits
Prospective students often ask, “How will the classes I’ve taken transfer to ECU?” This section will give you some online resources that will allow you to assess the transferability of your college credit to ECU and its applicability to the BSBA. After using these resources, if you have any questions, please contact the College of Business Advising Center at cobadvising@ecu.edu.

Course Equivalencies
You may use the Course Equivalencies tool to find general information regarding course equivalencies. This tool may be accessed via OneStop (https://onestop.ecu.edu/) under the tools tab. A grade of C or better is required for a course to transfer.

Placement Credit
ECU awards course credit for selected AP, CLEP, DANTES, and IB exams. More information regarding placement credit is available at http://www.ecu.edu/admissions/Placement.cfm.

Degree Requirements
The BSBA requires 123 hours. However, earning the degree requires more than just accumulating enough hours. The right kind of courses must be taken. The degree requirements (which are detailed on the following pages) consist of a liberal arts-based foundations curriculum, business core, leadership and professional development, cognates, a concentration, and electives. Also, a leadership and professional development portfolio must be completed.

Declaring a Concentration in the College of Business
Upon admission to the university, students may enter the College of Business. However, there are restrictions on what may be taken until a concentration is declared. Students may declare concentrations in accounting, finance, management, marketing and supply chain management, or management information systems. To declare a concentration, students must meet the following requirements:

1. Completion of a minimum of 45 s.h.
2. Cumulative GPA of 2.5 on 4.0 scale.
3. Completion of courses listed below or equivalent course work with a minimum grade of C in each and a 2.5 average over the eight courses:
   - ACCT 2401, ACCT 2521
   - ECON 2113, ECON 2133
   - FINA 2244
   - MATH 1066, MATH 2283
   - MIS 2223
BSBA Degree Requirements (123 s.h.)

Foundations Curriculum (42 s.h.)

ENGL 1100 Composition (3)
ENGL 1200 Composition (3)

Science (8, with at least one lab)

COMM 2420 Business and Professional Communication (3)
or COMM 2020 Fundamentals of Speech Communication (3)
PHIL 2274 Business Ethics (3) or PHIL 2275 Professional Ethics (3)
Fine Arts or Humanities electives (4)

*ECON 2113 Principles of Microeconomics (3)
*ECON 2133 Principles of Macroeconomics (3)
PSYC 1000 Introductory Psychology (3)
SOCI 2110 Introduction to Sociology (3)

*MATH 1066 Applied Mathematics for Decision Making (3)

EXSS 1000 Lifetime Physical Activity and Fitness Laboratory (1)
HLTH 1000 Health in Modern Society (2)

Cognates (6 s.h.)

ENGL 3880 Writing for Business and Industry (3)
*MATH 2283 Statistics for Business (3)

Electives to complete requirements for graduation

*Required for declaration of concentration

Business core (36 s.h.)

*ACCT 2401 Financial Accounting (3)
*ACCT 2521 Managerial Accounting (3)
*FINA 2244 Legal Environment of Business (3)
FINA 3724 Financial Management (3)
MGMT 3302 Management of Organizations (3)
MGMT 4842 Strategic Management (3)
*MIS 2223 Introduction to Computers (3)
MIS 3063 Introduction to Management Information Systems (3)
OMGT 3832 Marketing Management (3)
OMGT 3223 Business Decision Modeling (3)

Choose one international perspectives course from:
ACCT 4451 International Accounting (3)
FINA 4454 International Finance (3)
MGMT 3352 International Business (3)
MKTG 3852 Cultural Environment of International Business (3)
MKTG 4992 International Marketing (3)

Concentration - See following pages for requirements.

Leadership and Professional Development (9 s.h.)
BUSI 1200 Strategy First (3)
BUSI 2200 Experiential Leadership: Teams in Action (3)
BUSI 3200 Professional Development & Ethical Leadership(2)
BUSI 4200 Leadership Capstone (1)

Leadership and Professional Development Portfolio
Accounting

This program provides a broad overview of significant issues in management accounting and a detailed examination of internal accounting issues affecting multiple entity types. The courses include an array of topics needed for an accounting manager in a dynamic environment. The BSBA degree is ultimately designed to prepare students for careers in corporate accounting, governmental accounting, and in internal auditing. This degree does not meet the requirements for professional certification as a CPA in North Carolina. Students interested in being a CPA should pursue the MSA after finishing an undergraduate degree.

Concentration Requirements

ACCT 3551 Intermediate Accounting I (3)
ACCT 3561 Intermediate Accounting II (3)
ACCT 3621 Cost Accounting (3)
ACCT 3851 Accounting Information Systems (3)
ACCT 4611 Taxation for Decision Making (3)
ACCT 4631 Internal Auditing (3)
ACCT 4641 Government and Not-for-Profit Accounting (3)
ACCT 3731 Advanced Accounting and Nonprofit Accounting (3)

Finance

The BSBA in finance offers the student an opportunity to study a wide variety of financial topics. Concentrations are offered in finance and risk management and insurance. Finance concentration students interested in corporate or managerial finance should consider choosing among the following courses as possible electives: ACCT 3551, ACCT 3621, FINA 4414, FINA 4454, FINA 4734. Note: Students with an interest in banking or investments should consider the following courses as possible electives: FINA 4404, FINA 4414, FINA 4654, FINA 4734, and FINA 4964. Students with an interest in international finance should consider FINA 4404, FINA 4414, FINA 4454, and FINA 4964 as possible electives. Students with an interest in real estate should consider FINA 3554, FINA 4604, FINA 4654, and FINA 4964 as possible electives.

Finance:

FINA 3144 - Financial Markets
FINA 3824 - Financial Analysis and Planning
FINA 3904 - Investments

Choose 9 s.h. from (a minimum 6 s.h. must be above 3999 or have an ACCT prefix):

ACCT 3551 - Intermediate Accounting I
ACCT 3621 - Cost Accounting
FINA 3154 - Principles of Risk Management and Insurance
FINA 3554 - Principles of Real Estate
FINA 4404 - Security Analysis and Portfolio Management
FINA 4414 - Derivatives and Financial Risk Management
FINA 4454 - International Finance
FINA 4604 - Real Estate Financing
FINA 4654 - Commercial Bank Management
FINA 4734 - Financial Management II
FINA 4964 - Topics in Finance
**Risk Management and Insurance**

The risk management and insurance concentration prepares students for a variety of careers, including insurance underwriting, claims adjusting, customer service, and sales. It also prepares students for careers in risk management, which is the anticipation of, and planning for, various unfortunate contingencies such as property loss and losses to personnel. This concentration focuses on managing risk and insurance challenges from start to finish, and includes a variety of exercises and readings that are directly applicable in the real world of business.

Concentration Requirements

- FINA 3154 Principles of Risk Management and Insurance (3)
- FINA 3884 Corporate and Financial Risk Management (3)
- FINA 4354 Commercial Property and Liability Insurance (3)
- FINA 4854 Employee Benefits and Retirement Planning (3)

Choose 6 s.h. from

- FINA 3144 Financial Markets (3)
- FINA 3554 Principles of Real Estate (3)
- FINA 3904 Investments (3)
- FINA 4244 Insurance Law (3)
- FINA 4964 Topics in Finance (3)

**Management**

The Department of Management offers students the opportunity to acquire knowledge in the management of human and physical resources and to acquire skills useful in the management of domestic and international organizations. The department offers the following concentrations.

**Management Concentration**

A concentration in management can provide you with the skills you need to succeed in future business enterprises. The concentration is designed to help you learn how to deal with the people-based challenges you will encounter in a management position. One attractive career path begins with entry into an organization as a management trainee. Management trainees are recruited into all business sectors—profit, nonprofit, manufacturing, service, and government. As a trainee you gain experience in several functional and operational areas before committing yourself to a particular performance field.

Concentration Requirements

- MGMT 4242 Organizational Behavior or PSYC 3241 Personnel and Industrial Psychology (3)
- MGMT 4482 Managerial Negotiation (3)

Choose 12 s.h. from:

- MGMT 4252 Entrepreneurship (3)
- MGMT 4272 Managing the Family Business (3)
- MGMT 4342 Organizational Change and Development (3)
- MGMT 4343 Organizational Leaders and Leadership (3)
- MGMT 4352 Management in a Global Economy (3)
- MGMT 4402 Human Resource Management (3)
- MGMT 4422 Labor Relations (3)
- MGMT 4952 Topics in Management (3)
Entrepreneurship and Small Business Management Concentration

The emerging high-technology and service industries have created a demand for entrepreneurs who can provide dynamic leadership in creating new enterprises. Equally important is the need for individuals with an entrepreneurial spirit to enter older, more mature industries. If you intend to enter a family business, work in the small business sector, start your own business, or buy an existing business, you should consider a concentration in entrepreneurship and small business management.

Concentration Requirements

- MGMT 4242 Organizational Behavior or PSYC 3241 Personnel and Industrial Psychology (3)
- MGMT 4252 Entrepreneurship (3)
- MGMT 4262 Small Business Management (3)

Choose 9 s.h. from:

- FINA 3824 Financial Analysis and Planning (3)
- MKTG 4362 Retail Management (3)
- MGMT 4272 Managing the Family Business (3)
- MKTG 4662 Marketing Research (3)
- MGMT 4352 Management in a Global Economy (3)
- MKTG 4732 Consumer Behavior (3)
- MGMT 4402 Human Resource Management (3)
- MKTG 4752 Advertising and Promotion Management (3)
- MGMT 4482 Managerial Negotiation (3)
- OMGT 4743 Logistics and Materials Management (3)

International Business Concentration

The international business major in the College of Business is a highly structured program that is best suited to students in their first semester of the freshman year.

Study Abroad – All international business majors are required to study abroad for a minimum of one full semester. Summer study abroad cannot be used to satisfy this requirement. One of the primary goals of the full semester study abroad is to enhance the student's proficiency in the chosen foreign language within its cultural context. It is recommended that students study abroad during the second semester of their sophomore year or the first semester of the junior year.

Foreign Language – Intended majors also are strongly encouraged to complete the Level 4 of the appropriate language by the first semester of their sophomore year and/or prior to the semester of the student's study abroad. The language test (ACTFL), which is administered upon the student's return from the full semester study abroad, is available in four competency areas -- writing, speaking, listening, and reading. Using the ACTFL guidelines, students will be required to score intermediate-high on listening and reading and intermediate-mid on speaking and writing.

International Perspectives courses – Choose six courses beyond the one business core international perspectives course requirement (ACCT 4451, ANTH 2010 or POLS 2020, FINA 4454, MGMT 3352, MGMT 4352, MKTG 3852, MKTG 4992)

World Region – Choose 9 s.h. (from table shown on following page) based on one of the following world regions chosen by the student (not more than two courses from any one dept):
Africa/Middle East:
ANTH 3003 Cultures of Africa (3)
COMM 3180 Intercultural Communication (3)
ECON 3353 Economics of Underdeveloped Countries (3)
FORL 2624 Francophone Literature of Africa in Translation (3)
GEOG 2110 World Geography: Less Developed Regions (3)
GEOG 3050 Africa (3)
HIST 3670 History of the Middle East (3)
HIST 3810 History of Africa (3)
POLS 3260 Middle Eastern Political Systems (3)
POLS 3265 African Political Systems (3)
POLS 3293 International Organizations (3)
POLS 3295 International Law (3)
PSYC 3314 Psychology of Religion (3)
RELI 1690 World Religions (3)

Asia:
ANTH 3002 Cultures of East Asia (3)
ART 3920 Asian Art (3)
COMM 3180 Intercultural Communication (3)
COMM 3390 International News Communication (3)
ECON 3353 Economics of Underdeveloped Countries (3)
GEOG 2110 World Geography: Less Developed Regions (3)
GEOG 3051 Asia (3)
HIST 3611 History of the Far East Since 1600
HIST 3620 History of Modern Japan (3)
HIST 3630 History of Modern China (3)
HIST 4610 History of Southeast Asia (3)
POLS 3280 South Asian Political Systems (3)
POLS 3293 International Organizations (3)
POLS 3295 International Law (3)
PSYC 3314 Psychology of Religion (3)
RELI 1690 World Religions (3)

Europe:
IDSN 2700 Historic Interiors I: 3000 BC through Nineteenth Century (3)
COMM 3180 Intercultural Communication (3)
COMM 3390 International News Communication (3)
ECON 3353 Economics of Underdeveloped Countries
ECON 4373 International Trade (3)
FORL 2620 French Literature in Translation (3)
FORL 2660 Spanish Literature in Translation (3)
FORL 2680 German Literature in Translation (3)
GEOG 2110 World Geography: Developed Regions (3)
GEOG 3047 Western Europe (3)
HIST 3435 History of Europe Since 1914 (3)
HIST 3450 History of Modern Germany (3)
POLS 3234 West European Political Systems (3)
POLS 3235 East European Political Systems (3)
POLS 3236 The Soviet Successor States (3)
POLS 3293 International Organizations (3)
POLS 3295 International Law (3)
PSYC 3314 Psychology of Religion (3)
RELI 1690 World Religions (3)

South America:
ANTH 3016 Cultures of the Caribbean (3)
ANTH 3017 Cultures of Mexico and Guatemala (3)
ANTH 3018 Cultures of South and Central America (3)
COMM 3180 Intercultural Communication (3)
COMM 3390 International News Communication (3)
ECON 3353 Economics of Underdeveloped Countries (3)
FORL 2661 Latin-American Literature in Translation (3)
FORL 2760 Special Topics in Hispanic Studies (3)
FORL 3660 Hispanic Women Writers (3)
GEOG 2110 World Geography: Less Developed Regions
GEOG 3049 Latin America (3)
GEOG 3056 Middle America (3)
HIST 3711 Introduction to Latin-American History: Since 1808 (3)
HIST 3760 The ABC Powers: Argentina, Brazil, Chile (3)
HIST 3780 Mexico and Central America (3)
POLS 3293 International Organizations (3)
POLS 3295 International Law (3)
PSYC 3314 Psychology of Religion (3)
RELI 1690 World Religions (3)

For non-North American Students: North America:
ANTH 3017 Cultures of Mexico and Guatemala (3)
COMM 3180 Intercultural Communication (3)
COMM 3390 International News Communication (3)
ECON 3420 Money and Banking (3)
GEOG 2110 World Geography: Less Developed Regions (3)
GEOG 3046 United States and Canada (3)
GEOG 3056 Middle America (3)
HIST 1051 American History Since 1877 (3)
HIST 2012 American Business History (3)
HIST 3031 Economic History of the United States Since 1865 (3)
HIST 3245 The United States Since 1945 (3)
HIST 3780 Mexico and Central America (3)
POLS 3293 International Organizations (3)
POLS 3295 International Law (3)
PSYC 3314 Psychology of Religion (3)
RELI 1690 World Religions (3)
Management Information Systems (MIS)

The program in management information systems (MIS) recognizes the increasing importance of computers and technology in organizations. MIS focuses on identifying, obtaining, structuring, and securing the information necessary for business decision-making, and applying information technology to solve business problems.

Concentration Requirements

MIS 3673 Software Design and Development (3)  
MIS 4113 Data Base Management Systems (3)  
MIS 4123 Telecommunications and Networked Systems (3)  
MIS 4153 Web Application Development for Business (3)  
MIS 4163 Information Systems Analysis and Design (3)  
MIS 4173 Information Systems Development and Implementation (3)

Marketing and Supply Chain Management

The BSBA in marketing, with concentrations in marketing and operations and supply chain management, is concerned with the creation and delivery of value to customers and organizations. Marketing focuses on developing an understanding of customers and markets, creating products and services based on that understanding, and communicating and delivering the value added. Supply chain management focuses on the sourcing, operations, and logistics of products and services. Both areas of study involve the management of relationships. A marketing concentration prepares students for management careers in advertising, sales, research, distribution, product planning, and international marketing. Supply chain management graduates pursue career choices as managers of purchasing, inventory, logistics, operations, quality, and supply chains. Minimum degree requirement is 123 s.h. of credit.

Marketing

MKTG 3872 - Persuading Decision Makers  
MKTG 4562 - Marketing Strategy  
MKTG 4682 - Marketing Intelligence

Choose 9 s.h. of 4000-level MKTG electives, at least 3 s.h. of which must be from:  
MKTG 4532 - Business and Organizational Marketing  
MKTG 4732 - Consumer Behavior

Operations and Supply Chain Management

OMGT 4743 - Purchasing and Materials Management  
OMGT 4753 - Strategic Logistics Management  
OMGT 4763 - Strategic Supply Chain Management

Choose 3-6 s.h. from:  
OMGT 4493 - Quality Management  
OMGT 4733 - Project Management

Choose 3-6 (to total 18 s.h. for the concentration) from:  
MKTG 3872 - Persuading Decision Makers  
MKTG 4532 - Business and Organizational Marketing  
MKTG 4682 - Marketing Intelligence  
MKTG 4790 - Distribution Management  
OMGT 4383 - Supply Chain Systems

Computer Requirements

Beginning with the fall semester, 2013, the College of Business requires student acquire a laptop/mobile computer loaded with the Microsoft Office Professional Suite 2013 (must include Access). If you are planning to purchase a computer, see [http://www.ecu.edu/cs-bus/technology.cfm](http://www.ecu.edu/cs-bus/technology.cfm) for computer recommendations. Once enrolled, students are eligible for free Microsoft products, [www.ecu.edu/microsoft4students](http://www.ecu.edu/microsoft4students). Any questions or concerns regarding this policy should be directed to your academic advisor at (252) 328-5571.
Becoming a Part of the College of Business

Admission Process
If you would like to become a student at the College of Business, we welcome you to apply. Your first official step is to apply for admission to East Carolina University as a freshman, transfer, readmit, or second undergraduate degree candidate.

Freshman
A freshman is a student who has never previously attended a college or university, or who will have completed fewer than 30 semester (45 quarter) hours of transferable work at a college or university at the time he or she proposes to enter East Carolina University.

Transfer Student
A transfer is a student who has attended a post-secondary institution for any length of time since graduating high school. You must have a minimum 2.5 grade point average both overall and on the transferable courses, as computed by East Carolina. Applicants who will have completed fewer than 30 semester (45 quarter) hours prior to enrolling at ECU will also be required to meet the freshman requirements (high school grades, SAT/ACT scores, and minimum course requirements from high school).

Transferring with an AA, AS or AFA Degree or the 44-hr North Carolina Transfer Core Diploma
- Cumulative 2.5 GPA or higher on all attempted courses from the degree granting institution

Note: Completion of an AA, AS, AFA or the 44-hr NC Transfer Core Diploma will satisfy any Minimum Course Requirements (MCR) deficiency from high school.

Transferring with an AAS Degree
- Cumulative 2.5 GPA from all post-secondary institutions attended
- Completion of minimum course requirements prior to high school graduation or completion of 6 transferable credit hours in each of the following: English, Math, Science, Social Science and Foreign Language at the college level

Note: Completion of an AAS degree will not satisfy a Minimum Course Requirements (MCR) deficiency from high school.
- Must have completed a minimum of 30 transferable credit hours including the equivalents to ECU's ENGL 1100, 1200 and MATH 1065

Note: Blocks of credit awarded by academic department for AAS degree completion after admission do not count toward the 30 hour minimum

Transferring without a 2 Year Degree or with a GED
- Cumulative 2.5 GPA from all post-secondary institutions attended
- Completion of minimum course requirements prior to high school graduation or completion of 6 transferable credit hours in each of the following: English, Math, Science, Social Science and Foreign Language at the college level.
- Must have completed a minimum of 30 transferable credit hours including the equivalents to ECU's ENGL 1100, 1200 and MATH 1065
- Final High School Transcript unless 24 years of age or older/ or GED

Transferring with credits from foreign institutions
- Cumulative GPA of 2.5 or higher
- Official Final College Transcript from all institutions attended
- All official documents must be in English
- Evaluation of official documents from an accredited agency. Click here for a list of accredited agencies.

A minimum one-half of the total required semester hours of the BSBA major courses (business core, cognates, concentration, and leadership and professional development) must be completed through enrollment at ECU. One half of the required hours for the BSBA degree (62 semester hours) must be earned at a regionally-accredited senior college.
Readmit Student
Students, who were previously enrolled at ECU, broke enrollment for any reason and any length of time and wish to return must apply for readmission.

Second Undergraduate Degree Candidate
A second-degree candidate holds a baccalaureate degree from another institution and wishes to work toward another degree in a second academic area. (Students who received a baccalaureate degree from ECU and wish to pursue a second undergraduate degree at ECU must complete a Readmit Application). Second-degree candidates must declare an intended major on the application for admission.

For detailed information on admission requirements or to apply, visit the Office of Undergraduate Admissions website at http://www.ecu.edu/admissions. Or you may contact Undergraduate Admissions at 252-328-6640 or admis@ecu.edu.

Application Deadlines

<table>
<thead>
<tr>
<th></th>
<th>Freshman</th>
<th>Transfer</th>
<th>Readmit</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fall</td>
<td>March 15</td>
<td>Fall: April 15</td>
<td>Fall: July 1</td>
</tr>
<tr>
<td>Spring</td>
<td>November 1</td>
<td>Spring: November 1</td>
<td>Spring: November 1</td>
</tr>
<tr>
<td>Summer I &amp; 11 Week</td>
<td>May 1</td>
<td>Summer I &amp; 11 Week: May 1</td>
<td>Summer I &amp; 11 Week: May 1</td>
</tr>
<tr>
<td>Summer II</td>
<td>June 1</td>
<td>Summer II: June 1</td>
<td>Summer II: June 1</td>
</tr>
</tbody>
</table>

Financial Aid
As you apply for admission, you should also consider any financial assistance you may require. Financial assistance is available in the forms of scholarships, need-based grants, loans, and employment. Information about financial aid is available at http://www.ecu.edu/financial.

To apply for grants, loans, work-study, and some scholarships, you must complete the Free Application for Federal Student Aid (FAFSA). The FAFSA may be completed online at www.fafsa.ed.gov or you may request a paper application by calling 1-800-4-FED-AID. It is recommended that you complete the FAFSA online. To ensure that East Carolina University receives your FAFSA information, please be sure to include ECU’s Federal School Code, 002923, on your FAFSA.

You may apply for aid before you receive your admission decision, but you will not receive your award notification until you have been admitted.

New Student Orientation
The New Student Orientation program is designed to assist students with the transition to East Carolina University. The program is two days during which you will take placement tests (if necessary), meet with an advisor, register for classes, discover resources available to you on campus, learn about student organizations, get your 1 Card (student ID), meet new friends, and have fun! You will also meet ECU staff, faculty, and an Orientation Assistant--an upper class student who can answer all your questions about life at ECU.

Transfer Orientation
We recognize the needs of transfer students are different than other students and therefore offer a summer Transfer Orientation program for students with more than 30 transferable hours of the time of admissions. Transfer students with less than 30 hours at the time they were admitted should attend a New Student Orientation session. During the Transfer Orientation, you will have the opportunity to get your ECU 1 Card (student ID), take necessary placement tests, meet with your advisor, and register for fall classes. Attending a New Student Orientation session is required for students admitted with less than 30 transferable hours. If you are admitted with at least 30 transferable hours, you may meet with a College of Business academic advisor to register for classes.
Appendix A: Characteristics of Successful Online Students

Self-Directed and Self-Motivated
Distance learning students need to be self-directed and self-motivated in their approach to learning. The learner has to assume a greater share of the responsibility for learning that takes place in an online environment. Professors assume the role of facilitator and guide for exploration of a subject and not the dispenser of the information.

Visual Learner
Unlike the traditional classroom where students receive auditory, visual and non-verbal input, the virtual classroom is primarily text based. Communication occurs almost solely via the written work. Print materials are the primary source of directions and information in on-line courses. Distance learning provides less opportunity for verbal interaction. Because some students learn best by listening and interacting with other students and instructors, if you are dependent upon auditory input, you could be at a severe disadvantage in an on-line course.

Assertive
There are fewer ways to be noticed in an Internet class. You must make yourself known by introducing yourself, participating in discussions, and e-mailing the professor. You will have to take the initiative without the prompts provided by regular classroom interaction.

Good Writing Skills
In the Virtual classroom, nearly all communication is written so it is critical that students have the ability to express themselves effectively in writing. How you communicate your ideas is the most crucial element of success in Internet courses. This is the main source of information available to the instructor. There are no non-verbal cues to send or to receive; there are no voice tones or inflections to interpret. In many instances, the instructor knows you only through your written words.

Persistent
An Internet student must realize and accept that this is a different learning environment and that things will not always go as expected. Multiple attempts may be common before tasks are successfully completed. There will be occasions when you are confused and uncertain of what to do, when you don't fully understand something, when you have computer and/or network problems. You must persist and refuse to give up when these things happen.

Problem Solver
Things will go wrong. You will be more successful if you attempt to resolve a problem that occurs rather than waiting for assistance. When you run into an obstacle, you must find solutions that allow you to fulfill course requirements. For example, if you can't e-mail your material, send it by fax. If you can't fax it, deliver it by hand.

Ability to Organize and Prioritize Work
On-line courses require you to structure your schedule, balance time around the assignments and the requirements of the class. It will be important to review the things you have to do, prioritize the list, and develop a schedule setting deadlines for accomplishing tasks. Then just do it.

Ability to Stay on Task
It is very easy to get distracted by the "neat" and "fun" sites and to find yourself wandering through cyberspace instead of getting your assignments finished. There are fewer external cues or prompts to return you to the task at hand like in a regular classroom setting. You will be required to preview, study, and review course material without the direct supervision of the professor or the stimulation of classroom interaction.
Appendix B: Fastest-Growing Business-Related Occupations
Requiring a Bachelor’s Degree or Higher+

Of the 100 occupations expected to grow, there are several that are business-oriented. For more information about these careers, visit [www.acinet.org](http://www.acinet.org).

<table>
<thead>
<tr>
<th>By Percent Change in North Carolina</th>
<th>By Percent Change Nationally</th>
</tr>
</thead>
<tbody>
<tr>
<td>3. Network systems and data communications analysts</td>
<td>1. Network systems and data communications analysts</td>
</tr>
<tr>
<td>15. Personal financial advisors</td>
<td>3. Personal financial advisors</td>
</tr>
<tr>
<td>29. Computer systems analysts</td>
<td>12. Database administrators</td>
</tr>
<tr>
<td>36. Network and computer systems administrators</td>
<td>16. Network and computer systems administrators</td>
</tr>
<tr>
<td>46. Database administrators</td>
<td>34. Management analysts</td>
</tr>
<tr>
<td>55. Compensation, benefits, and job analysis specialists</td>
<td>43. Market research analysts</td>
</tr>
<tr>
<td>74. Insurance sales agents</td>
<td>50. Cost estimators</td>
</tr>
<tr>
<td>76. Securities, commodities, and financial services sales agents</td>
<td>51. Compensation, benefits, and job analysis specialists</td>
</tr>
<tr>
<td>83. Administrative services managers</td>
<td>52. Employment, recruitment, and placement specialists</td>
</tr>
<tr>
<td>88. Appraisers and assessors of real estate</td>
<td>53. Training and development specialists</td>
</tr>
<tr>
<td>90. Accountants and auditors</td>
<td>57. Accountants and auditors</td>
</tr>
<tr>
<td>95. Compensation and benefits managers</td>
<td>61. Appraisers and assessors of real estate</td>
</tr>
<tr>
<td>97. Training and development managers</td>
<td>64. Computer and information systems managers</td>
</tr>
<tr>
<td>98. Computer and information systems managers</td>
<td>73. Training and development managers</td>
</tr>
<tr>
<td></td>
<td>74. Property, real estate, and community association managers</td>
</tr>
<tr>
<td></td>
<td>80. Marketing managers</td>
</tr>
<tr>
<td></td>
<td>86. Insurance sales agents</td>
</tr>
<tr>
<td></td>
<td>92. Financial managers</td>
</tr>
<tr>
<td></td>
<td>94. Compensation and benefits managers</td>
</tr>
<tr>
<td></td>
<td>96. Administrative services managers</td>
</tr>
<tr>
<td></td>
<td>97. Loan officers</td>
</tr>
</tbody>
</table>
### By Number of Openings in North Carolina

3. General and operations managers
4. Accountants and auditors
9. Computer systems analysts
12. Financial managers
14. Network systems and data communications analysts
15. Insurance sales agents
16. Sales managers
20. Network and computer systems administrators
21. Management analysts
25. Computer and information systems managers
26. Employment, recruitment, and placement specialists
29. Loan officers
30. Training and development specialists
31. Financial analysts
33. Personal financial advisors
34. Securities, commodities, and financial services sales agents
36. Cost estimators
48. Compensation, benefits, and job analysis specialists
49. Administrative services managers
57. Marketing managers
66. Credit analysts
72. Database administrators
74. Insurance underwriters
79. Market research analysts
80. Property, real estate, and community association managers
81. Appraisers and assessors of real estate
83. Purchasing managers
86. Tax examiners, collectors, and revenue agents
99. Compensation and benefits managers

### By Number of Openings, Nationally

3. Accountants and auditors
4. General and operations managers
7. Computer systems analysts
8. Management analysts
12. Network systems and data communications analysts
13. Securities, commodities, and financial services sales agents
14. Network and computer systems administrators
16. Insurance sales agents
18. Financial managers
23. Sales managers
24. Property, real estate, and community association managers
27. Administrative services managers
32. Personal financial advisors
33. Financial analysts
34. Cost estimators
35. Computer and information systems managers
37. Training and development specialists
38. Loan officers
40. Employment, recruitment, and placement specialists
42. Market research analysts
44. Marketing managers
57. Database administrators
63. Compensation, benefits, and job analysis specialists
74. Appraisers and assessors of real estate
77. Insurance underwriters
88. Credit analysts
96. Purchasing managers
97. Tax examiners, collectors, and revenue agents
Appendix C: Highest-Paying Occupations
Requiring a Bachelor’s Degree or Higher+

Of the 100 occupations with the highest median salaries, nearly one-fifth nationally and one-fourth in North Carolina are business-oriented. For more information about these careers, visit www.acinet.org.

<table>
<thead>
<tr>
<th>By Median Salary in North Carolina</th>
<th>By Median Salary, Nationally</th>
</tr>
</thead>
<tbody>
<tr>
<td>2. Chief executives</td>
<td>$145,600</td>
</tr>
<tr>
<td>20. Marketing managers</td>
<td>$100,100</td>
</tr>
<tr>
<td>21. General and operations managers</td>
<td>$93,700</td>
</tr>
<tr>
<td>22. Training and development managers</td>
<td>$91,500</td>
</tr>
<tr>
<td>26. Financial managers</td>
<td>$89,600</td>
</tr>
<tr>
<td>30. Human resources managers</td>
<td>$87,100</td>
</tr>
<tr>
<td>33. Sales managers</td>
<td>$84,700</td>
</tr>
<tr>
<td>35. Compensation and benefits managers</td>
<td>$84,300</td>
</tr>
<tr>
<td>37. Financial examiners</td>
<td>$83,300</td>
</tr>
<tr>
<td>38. Purchasing managers</td>
<td>$81,200</td>
</tr>
<tr>
<td>51. Securities, commodities, and financial services sales agents</td>
<td>$74,700</td>
</tr>
<tr>
<td>61. Computer systems analysts</td>
<td>$72,500</td>
</tr>
<tr>
<td>65. Management analysts</td>
<td>$70,600</td>
</tr>
<tr>
<td>70. Financial analysts</td>
<td>$68,700</td>
</tr>
<tr>
<td>73. Database administrators</td>
<td>$66,500</td>
</tr>
<tr>
<td>76. Administrative services managers</td>
<td>$65,600</td>
</tr>
<tr>
<td>82. Credit analysts</td>
<td>$65,000</td>
</tr>
<tr>
<td>83. Advertising and promotions managers</td>
<td>$64,900</td>
</tr>
<tr>
<td>85. Network systems and data communications analysts</td>
<td>$64,200</td>
</tr>
<tr>
<td>92. Personal financial advisors</td>
<td>$61,300</td>
</tr>
<tr>
<td>93. Network and computer systems administrators</td>
<td>$61,100</td>
</tr>
<tr>
<td>94. Market research analysts</td>
<td>$61,100</td>
</tr>
</tbody>
</table>

+ State data source: The Employment Security Commission of North Carolina