Foreword to School of Business Administration

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Mission Statement

The School of Business Administration is a professional school concerned with the theory and practice of business administration. The primary objectives of the School are to provide relevant education of high quality for business administration students, and to develop new knowledge through research and encourage application of its findings. To this end, in addition to their instructional services, the faculty has been a continuing source of notable scholarly publications and it is a special strength of the School that it brings a fine research faculty to the teaching of undergraduate as well as graduate courses.

The School has a tradition of instructional programs exemplifying high standards for both faculty and students as is acknowledged by the accreditation of the AACSBI International — The Association to Advance Collegiate Schools of Business, the international association for management education, for all degree programs. The School provides relevant, comprehensive business education through programs that serve recent high school graduates as well as older student populations. The student body is racially and ethnically diverse, residential and commuting, and often working and raising families. To meet the needs of these students, the School schedules classes throughout the metropolitan area, during both day and evening hours. Most programs can be completed at either the Main Campus or the Oakland Center locations.

The undergraduate program begins during the freshman year. The first two years of undergraduate work are focused on developing an educational foundation in the basic sciences and arts. During the third and fourth years, the student follows a program of professional education. Students may select majors in accounting, finance, global supply chain management, information systems management, and marketing. The degrees of Bachelor of Arts and Bachelor of Science in Business Administration are awarded.

The graduate program leading to the Master of Business Administration (M.B.A.) degree is dedicated to educating graduate students for professional careers in business administration. The Master of Science in Accounting (M.S.A.) program prepares individuals for professional careers in public accounting. The Master of Science in Taxation (M.S.T.) degree is offered to those interested in the advanced study of taxation. The Graduate Certificate in Business is designed to provide non-business undergraduates fundamental knowledge in the basic functional areas of business administration: Accounting, Finance, Management and Marketing. For additional graduate program information, consult the Wayne State University Graduate Bulletin.

The Doctor of Philosophy Program in Business Administration prepares students for teaching and research at major universities. The program focuses on quantitative skills, enabling students to engage in research projects with faculty, and places a heavy emphasis on a global perspective.

The School of Business Administration also recognizes its obligation to community service. As a central part of an urban university, the School makes a special commitment to foster training, and basic and applied research that will benefit business enterprises. Of primary importance is the dedication to excellence in the instructional programs that prepare the business leadership that is critical to the continuing revitalization of southeastern Michigan.

Mission Statement
Our mission is to prepare our students for challenging and rewarding careers, advance the boundaries of scholarly and practitioner knowledge, and enhance the economic vitality of the city of Detroit, the state of Michigan and beyond through our programs, research and community engagement.

Aspiration and Vision

The Wayne State University School of Business aspires to establish itself as one of the leading business schools in the nation as noted in published national rankings (e.g., Business Week, U.S News and World Report, etc.), that reflect favorable student evaluations and recruiter perceptions of both the undergraduate and M.B.A. programs, and the scholarly achievements of the faculty. The School strives to achieve a positive reputation for contributions to knowledge development, for the role it plays in the economic prosperity of the region, and for becoming a school of choice - one which prospective students see as providing a pathway to academic and professional achievement.

Degree Programs

**BACHELOR OF ARTS in Business Administration**
with majors in
- Accounting
- Finance
- Global Supply Chain Management
- Information Systems Management
- Management
- Marketing

**BACHELOR OF SCIENCE in Business Administration**
with majors in all of the Bachelor of Arts majors cited above. Double majors in the areas cited as B.A. or B.S. majors are possible. Students should consult the Office of Undergraduate Student Services for more details

**POST-BACHELOR'S CERTIFICATE IN ACCOUNTING**

**POST-BACHELOR'S CERTIFICATE IN INFORMATION SYSTEMS MANAGEMENT**

**MINOR IN BUSINESS ADMINISTRATION**

**MASTER OF BUSINESS ADMINISTRATION**

**MASTER OF SCIENCE IN ACCOUNTING**

**MASTER OF SCIENCE IN TAXATION**

**GRADUATE CERTIFICATE IN BUSINESS**

**DOCTOR OF PHILOSOPHY IN BUSINESS ADMINISTRATION**

Directory of the School

Website: [http://www.business.wayne.edu](http://www.business.wayne.edu)

Telephone area code: 313

Dean: Robert Forsythe
226 Prentis Building; 577-4501;
BusinessDean@wayne.edu

Associate Dean for Research and Graduate Programs:
226 Prentis Building; 577-4501;
BusinessGradADean@wayne.edu;
Associate Dean for Undergraduate Programs:
   226 Prentis Building; 577-4501;
   BusinessUgradADean@wayne.edu;

Assistant Dean of Student Services:
   200 Prentis Building; 577-4510; BusinessAstDean@wayne.edu

Business Affairs:
   105M Prentis Building; 577-4502; BusinessAdminSvc@wayne.edu

Director, Career Planning and Placement:
   240 Rands House; 577-4781; Bizcareers@wayne.edu

Director, Computing Services:
   6:3 Prentis Building; 577-1624; BusinessCIT@wayne.edu

Office of Graduate Programs
   103 Prentis; 577-4511; gradbusiness@wayne.edu

Director, Border Policy Institute (BPI):
   300 Prentis Building; 577-4525; ad3324@wayne.edu

Director, Manufacturing Information Systems Center (MISC):
   328.2 Prentis Building; 577-7837; BusinessMISC@wayne.edu

Director, Marketing and Communications:
   226 Prentis Building; 577-0202; Jenny@wayne.edu

Office of Undergraduate Student Services:
   200 Prentis Building; 577-4510; BusinessAstDean@wayne.edu

Student Senate Office:
   116 Rands House; 577-4783; sbastudentsenate@wayne.edu

Director, School of Business Administration Development:
   226 Prentis Building; 577-9212; BusinessDev@wayne.edu

Department of Accounting:
   200 Rands House; 577-4530; ci5511@wayne.edu

Department of Finance:
   300 Prentis Building; 577-4525

Department of Management and Information Systems:
   300 Prentis Building; 577-4525

Department of Marketing and Supply Chain Management:
   300 Prentis Building; 577-4525

Undergraduate Program Information: 577-4505 or 577-4510

Graduate Program Information: 577-4511
Academic Regulations, Business Administration

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For complete information regarding academic rules and regulations of the University, students should see University Academic Offices, Services, and Regulations. The following additions and amendments pertain to the School of Business Administration.

All students must fulfill the upper-division requirements of the School of Business Administration in effect at the time of admission to the School of Business Administration.

Admission to the School

Students seeking a business degree must be granted regular admission to the University to be eligible for admission to the School of Business Administration (see Admission Requirements).

Admission to Class

Please consult each term’s Schedule of Classes for appropriate dates and deadlines for registration, late registration, and add/drop period. Students may not attend a class for which they are not officially
registered and will not be added retroactively.

AGRADE – Accelerated Graduate Enrollment

The Mike Ilitch School of Business has established an accelerated combined undergraduate and graduate program (‘AGRADE’) whereby qualified students in the Mike Ilitch School of Business may enroll simultaneously in undergraduate and graduate courses of the School. A maximum of twelve credits may be applied towards both undergraduate and graduate degrees in a student’s major field if the major department is an AGRADE participant. Those who elect the 'AGRADE' program may expect to complete the Bachelor’s and Master's degrees in five years of full-time study.

Courses Approved for AGRADE:

Take no more than four courses or 12 credits from any one of the following program areas.

FINANCE

FIN 7000 -- Applied Financial Analysis: Cr. 3
FIN 7220 -- Advance Managerial Finance: Cr. 3
FIN 7230 -- Investment Policies: Cr. 3
FIN 7280 -- Entrepreneurial Finance and Venture Capital: Cr. 3
FIN 7290 -- Topics in Finance: Cr. 3
FIN 7870 -- International Finance: Cr. 3

GLOBAL SUPPLY CHAIN MANAGEMENT

GSC 7620 -- Global Supply Chain Management: Cr. 3
GSC 7650 -- Strategic Procurement: Cr. 3
GSC 7670 -- Special Topics in Supply Chain Management: Cr. 3
GSC 7991 -- Principles of Quality Management: Cr. 3
GSC 7992 -- Methods of Quality Management: Cr. 3

INFORMATION SYSTEMS MANAGEMENT

ISM 7510 -- Database Management: Cr. 3
ISM 7520 -- Information Systems Design: Cr. 3
ISM 7530 -- Societal and Ethical Issues in the Information Age: Cr. 3
ISM 7560 -- Survey of E-Commerce: Cr. 3
ISM 7570 -- Data Mining: Cr. 3
ISM 7575 -- Corporate Computer Networks and IT Security: Cr. 3
ISM 7900 -- Project Management: Cr. 3

MANAGEMENT

MGT 7640 -- Management of Human Resources: Cr. 3
MGT 7650 -- Strategic Human Resource Management: Cr. 3
MGT 7660 -- Entrepreneurial Management: Cr. 3
MGT 7750 -- Labor Relations and Collective Bargaining: Cr. 3
MGT 7900 -- Project Management Cr. 3
MGT 8000 -- Seminar in Management: Cr. 3

Eligibility: 'AGRADE' applicants must have an overall g.p.a. of 3.5 through their junior year. Applicants are also expected to have performed at a superior level in their major, as determined by the major department and reflected in a g.p.a. in the major of at least 3.6 at the time of application.

Application: A student seeking 'AGRADE' status should present to the Mike Ilitch School of Business Graduate Programs Office all of the materials which that department requires for normal graduate admission, EXCEPT for the GMAT or Graduate Record Examination (GRE). Specific graduate admission requirements can be found in this bulletin or obtained from the Graduate Programs Office of the Mike Ilitch School of Business at (313) 577-4511.
The earliest date by which a student may apply for the 'AGRADE' program is during the semester in which he/she completes ninety credits toward the undergraduate degree.

**AGRADE Credits:** Students may elect a minimum of three and a maximum of twelve 'AGRADE' credits. These will be used to complete the baccalaureate degree as well as to serve as the beginning of graduate study. Upon formal admission to a master's program, 'AGRADE' credits are transferred as if they were graduate credits transferred from a graduate program at another university. The remaining graduate credits required for the master's degree will be earned in the conventional manner following formal admission to the graduate program.

For more details about the 'AGRADE' program, contact the Undergraduate Student Services office in Room 200 of the Prentis Building or by calling (313) 577-4505, or contact the Graduate Programs Office at (313) 577-4511 or email gradbusiness@wayne.edu

**Application for Degree**

Each candidate must file an Application for Degree in the Records Office, 5th floor, 5057 Woodward Ave., NO LATER THAN THE TENTH DAY OF CLASSES for the semester in which he or she expects to complete the requirements for the degree. If an Application for Degree was filed for a previous semester in which the student did not graduate, a new application and fee is required. Applications are available on the University website.

**Attendance Policy**

Regular attendance is a necessary condition for success in college study. This policy recognizes that the course content includes classroom lecture and discussion, certain aspects of which may be covered on examinations, quizzes, term papers, or homework assignments. Each instructor will announce his or her attendance standards at the beginning of the term.

**Change of Major**

Students wishing to change majors or their Academic Plan within the School of Business Administration must submit a request in writing to the Undergraduate Advisor in the Office of Undergraduate Student Services, 200 Prentis Building. An Academic Plan for the requested major will then be mailed. Students are advised that such changes occurring late in their program may result in additional coursework beyond the minimum requirement of 122 credits.

**Conduct, Student**

Each student is subject to official regulations governing student activities and student behavior. Students should familiarize themselves with the obligations of students in the instructional process; see Obligations of Faculty and Students to the Instructional Process. Furthermore, it is the responsibility of each student to adhere to the principles of academic integrity. Academic integrity means that a student is honest with him/herself, fellow students, instructors, and the University in matters concerning his or her educational endeavors. Thus, a student should not falsely claim the work of another as one's own, or misrepresent him/herself so that the measures of one's academic performance do not reflect his/her own work or personal knowledge. Assignments submitted for any class are expected to be original, i.e., not resubmissions of work submitted in a previous or concurrent class.

If there are reasonable grounds to believe that a student has disregarded the regulations or student responsibilities, he or she may be disciplined. Such discipline may include suspension or dismissal, but no dismissal will be directed without reasonable opportunity for an appropriate hearing, as provided in the Student Due Process statute.

For the copies of Student Code of Conduct, please refer to: http://www.doso.wayne.edu/assets/codeofconduct.pdf where the entire document is available for review. The School of Business Administration Code of Ethics (http://www.busadm.wayne.edu/article.php?id=1269)
Degrees

Degrees are granted upon the recommendation of the faculty of the School of Business Administration. Consideration is given to both scholastic attainment and to compliance with the standards and rules of the School.

Directed Study

A directed study is intended to give students the opportunity to conduct research in an area of interest to them under the supervision of a faculty member; credits vary between one and three. A cumulative grade point average of 3.00 is required to be eligible for consideration for directed study work. Students must complete the Undergraduate Directed Study form and obtain the required signatures prior to registration. No more than three credits of directed study in one Department are permitted in any semester. A total of no more than six credits of directed study may be used to fulfill graduation requirements. Contact the Office of Undergraduate Student Services, 200 Prentis, for further information.

Double Major

Students may pursue a double major within the Business School. For more information, contact the Office of Undergraduate Student Services, 200 Prentis.

Graduation with Distinction

Wayne State University bestows upon students completing the baccalaureate degree three separate designations for scholastic excellence reflected in the cumulative grade point average: *Cum Laude, Magna Cum Laude*, and *Summa Cum Laude*. Graduation with distinction is indicated on the student’s diploma and on the transcript. For information, see Graduation with Distinction.

Honors Program

Current WSU business students with a cumulative grade point average of 3.5 or higher may enroll in courses with an honors component assignment option, and complete the fifteen credit required program (contact the Office of Undergraduate Student Services for details) to qualify for an honors distinction on their transcript and diploma at graduation.

Incomplete Marks

The mark of 'I' is appropriate only when a student has completed all of the requirements for a course except for a specific assignment, such as a project or final examination, and only when the instructor agrees that a student has a valid reason for not completing the assignment.

The mark of 'I' which is not converted to a letter grade within one year from the time it was received will be automatically changed to an ‘F’

Grade Appeals Procedure

Students disputing a final grade should first contact the instructor of the course informally. Should the dispute remain unresolved, the student may initiate a formal appeal, but must do so within thirty days following notification of final grade for term in which disputed grade was awarded. The School of Business Administration’s grade appeals procedure is available in the Office of Undergraduate Student Services, 200 Prentis Building. Non-grade-related grievances should be brought directly to the appropriate departmental chairperson or to the Assistant Dean of Undergraduate Student Services. Additionally, the University Ombudsperson is available to all students for assistance in the resolution of University-related problems.

Mathematics Placement Examination
Information about registering for placement or competency examinations may be obtained from the Testing, Evaluation, and Student Life Research Services Office, 698 Student Center.

Program Load, Normal

The normal academic load for an undergraduate student in the School of Business Administration is from nine to sixteen credits each semester, depending upon the particular courses elected. No student should expect to carry a full load and at the same time be employed full-time. Students desiring to carry more than eighteen credits must obtain written permission from the Office of Undergraduate Student Services prior to registration. Excess credits will not be honored when taken without prior written approval.

Passed/Not Passed Registration

Undergraduate students in the School of Business Administration may not take courses offered by the School of Business Administration on a passed / not passed basis.

Probation and Exclusion

A student who registers for, but repeatedly fails to complete his/her program and thus does not make normal progress toward graduation, may be placed on probation.

If a student's academic work is unsatisfactory (less than 2.0 cumulative grade point average or less than 2.0 grade point average in his or her major), the student will be placed on probation with the understanding that he or she will be expected to achieve a cumulative 2.0 grade point average within the next twelve credits completed, or a 2.0 major grade point average within the next six credits completed in the major. If probationary status is not removed within the prescribed number of credits, the student is subject to either temporary suspension or permanent dismissal from either the major or from the School of Business Administration.

The second (or subsequent) time(s) a student is placed on probation, he or she is subject to immediate dismissal from the School of Business Administration.

In the event of a temporary suspension, readmission to the School of Business Administration will be considered only with the recommendation of the Undergraduate Committee. (The Undergraduate Committee is composed of the departmental chairpersons and is chaired by the Assistant Dean of Student Services.) If, after readmission to the School of Business Administration, the academic deficiency is not removed within the first nine credits attempted, the student will be permanently dismissed from the School. Coursework completed at another institution during a period of temporary suspension will not be considered for transfer credit.

The exclusion of any student will be reviewed by the Undergraduate Committee of the School of Business Administration. A student on probation who fails to complete the courses for which he or she registers, without good reason as determined by the Dean or designee, shall not be permitted to re-register in the School of Business Administration.

The Undergraduate Committee, upon the recommendation of the student's Department Chairperson, may permanently exclude a student from a major, if the student fails to remove himself or herself from probationary status within the prescribed number of credits.

In matters where the School's final decision is based upon the evaluation of a student's academic performance and when review procedures available to him or her within the School have been exhausted, the student may request the Provost to review that decision on the record.

While on probation, a student may not represent the School in student activities.

Retaking Courses

The University policy on retaking courses is stated at: Repeating Courses — The mark of R. No course in which a student has received a passing grade or mark may be repeated without the prior
written approval of the Assistant Dean of Student Services of the School of Business Administration.

**Residence Requirement**

The final year and the last thirty-two credits must be taken at Wayne State University. In exceptional cases, a limited number of the last thirty-two credits toward a degree may be taken at another accredited college or university. All such cases must receive the approval of the Assistant Dean of Undergraduate Student Services before the work is undertaken.

Students returning to the School after a five-year absence are required to conform to the program requirements in effect at the time of their return.

**Records, Retention of Instructors’**

Term papers and examinations shall either be returned to the student or retained by the instructor for a period of ninety days. Thereafter, they may be destroyed.

**Transfer of Courses in Major**

No more than six semester transfer credits may be applied toward a student's major requirements. These courses must have received a grade of 'C' or better. Transfer of major credit beyond six semester hours may be applied toward free elective requirements. Only transfer courses taken at an AACSB accredited college or university or via community college Articulation Agreements will be considered.

**Waiver of Degree Requirements**

Students must comply with degree requirements as listed in this bulletin and on their Academic Plan. Students may petition for a modification in degree requirements by completing a waiver form and submitting it to the Office of Undergraduate Student Services of the School of Business Administration. Waiver of a School requirement requires the approval of the Dean or his/her designee. Waiver of a departmental requirement requires the recommendation of the departmental chairperson. Undergraduate students are advised that no faculty member is authorized to approve a change in degree requirements.

**Withdrawals from Class**

See Drop/Add — Adjusting Your Schedule for the University policy on adjusting your schedule. Tuition refund and withdrawal policy also appears each semester in the Schedule of Classes and located at http://regwayne.edu/students/policies.php.
Accounting

Office: 100 Rands House; 577-4530
Chairperson: Myles Stern

Accounting (B.A. and B.S. Programs)
Accounting Courses (ACC)
Accounting (Post-Bachelor's Certificate)
Business Law Courses (BLW)
Degree Programs

Professors
Gerald Alvin (Emeritus), B. Anthony Billings, Alan Reinstein, William H. Volz

Associate Professors
Donald E. Gorton (Emeritus), Santanu Mitra, Albert D. Spalding, Jr., Myles Stern, James F. Wallis (Emeritus)

Assistant Professors
Sung Gon Chung, Xiaowen Jiang, Cheol Lee,

Senior Lecturers
Deborah Jones, Antonie Walsh

Lecturers
Deborah Habel, Frank Lamarra, Mark Savitskie, Douglas Tanner, Daniel Weimer

Degree Programs

BACHELOR OF SCIENCE in Business Administration
with a major in accounting

POST-BACHELOR'S CERTIFICATE IN ACCOUNTING

Accounting (B.A. and B.S. Programs)

Admission Requirements: Students who meet the University requirements for regular admission are eligible for admission to the School of Business Administration.

DEGREE REQUIREMENTS

Candidates for the bachelor's degree must complete 122 credits including satisfaction of the degree requirements (see Degree Requirements). All course work must be completed in accordance with the academic procedures of the University and the School which apply to this degree; see Bachelor's Degree Requirements, Academic Regulations, and Business Administration, Bachelor's Degrees in.

The accounting program is designed to prepare students for professional careers in public, corporate, or governmental accounting. While stressing fundamental accounting theory, the curriculum provides thorough application of these concepts to practical situations. The major program in accounting employs a capstone course, ACC 5115, to assess students' knowledge of the discipline. Students who concentrate in accounting must complete the following courses:

ACC 5100 -- Intermediate Financial Accounting I: Cr. 3
ACC 5110 -- Intermediate Financial Accounting II: Cr. 3
Accounting (Post-Bachelor's Certificate)

The post-baccalaureate certificate program in accounting is designed to enable students who already hold a bachelor's degree in business administration or accounting to obtain the required educational background to be licensed as a Certified Public Accountant in Michigan.

Admission: Students must have a bachelor's degree from an accredited institution, with a grade point average of at least 2.0.

Students who have received their undergraduate degree from Wayne State University should process a change in their status at the Registrar's Office to 'Post-Baccalaureate.' Students who have received an undergraduate degree in these areas from another institution must complete the Application for Undergraduate Admission form and request that official transcripts be sent directly to the Office of Admissions.

CERTIFICATE REQUIREMENTS

Candidates for this certificate must successfully complete a minimum of twenty-four credits in course work at Wayne State University following completion of the bachelor's degree, with a cumulative grade point average of not less than 2.0. Of these twenty-four credits, students must complete a minimum of six credits from courses offered by the Department of Accounting. Additionally, a minimum of twelve credits must be from courses offered within the School (Accounting, Finance, Information Systems, Marketing, and Management). Students, who have not completed ACC 3010 and ACC 3020 (or equivalent courses), must complete ACC 3010 and ACC 3020 in addition to the minimum twenty-four credits required for the Certificate.

Each student's Academic Plan will be individually designed. Students intending to use this certificate to meet the requirements for licensure as a Certified Public Accountant in Michigan will work with their advisor to ensure that the courses chosen meet the requirements of the licensing body.
Business Administration, Bachelor's Degrees in

Admission Requirements
Business Administration (B.A. Program)
Business Administration (B.S. Program)
Business Administration Courses (B A)
Business Administration Minor
Cooperative Education Program
Core Requirements
Elective Requirements
Foundation Requirements
Major Requirements
School Requirements

Admission Requirements

Effective for students admitted Fall 2009 and thereafter admission to the School of Business Administration Undergraduate Program is based upon two criteria: Preprofessional Program Standing and Professional Program Standing, as defined below.

Preprofessional Program Standing is the classification for entering high school students or transfer students admitted directly to the School of Business Administration through the Undergraduate Admissions Office. Typically, students are admitted at the freshmen or sophomore levels and pursue Business Foundation requirements, entry level Business Core classes and General Education Requirements. The purpose of the preprofessional coursework is to provide students with business instruction that prepares them for advanced level Business Core courses and business major courses.

Professional Program Standing is the classification for students entering or continuing in the School of Business Administration with the completion of fifty-four semester credits at Wayne State University or fifty-four transferable semester credits, and requires a minimum 2.50 grade point average as described in the School of Business Administration requirements (consult Undergraduate Student Services, 200 Prentis Bldg.). Entry into Professional Program Standing grants students approval to enroll in advanced Business Core courses and degree-applicable major courses. Students not meeting the grade point average requirement will NOT be allowed to enroll in either of these course groups until the required grade point average is achieved.

High School Students: Students who meet the University requirements for regular admission are eligible for admission to the School of Business Administration. (See Admission, Undergraduate.)

Transfer Students: Students must meet University requirements for general admission. (See Admission, Undergraduate.) Students currently in another program at WSU must have a minimum 2.00 g.p.a. to be admitted to the Business School. WSU students with less than a 2.00 g.p.a. will not be considered for admission. Transfer students from outside WSU are required to have a minimum 2.00 g.p.a. from their transfer institution. Transfer students with a 2.0- 2.49 g.p.a. will not be allowed to take any Business School Core Courses beyond MGT 2530 and MKT 2300, at the 3000 level or higher or major courses until a minimum 2.5 WSU g.p.a. is achieved. The maximum number of transfer credits that will be accepted from a junior or community college is ninety-six quarter credits or sixty-four semester credits. Equivalency tables have been developed with area community colleges which identify lower division community college courses that are equivalent to the lower-division business foundation courses at Wayne State University.
Application for admission and all official collegiate transcripts must be submitted by transfer students to the Undergraduate Admissions Office of Wayne State University. Qualified applicants will then be referred to the School of Business Administration's Office of Undergraduate Student Services.

Admission Appeals: There is no guarantee of admission to the School of Business Administration. Formal written appeals of admission denial may be made to the Assistant Dean of Undergraduate Student Services of the School of Business Administration.

Business Administration (B.S. Program)

Admission Requirements: see above.

Degree Requirements

Candidates for the Bachelor of Science in Business Administration must satisfactorily complete 122 credits including: General Education Requirements, School Requirements, Business Foundation Curriculum, Business Core, Major, and Elective Requirements as outlined below. Within the student's degree program, no more than sixty-four credits in business administration subjects and upper division economics may be applied toward the degree. All coursework must be completed in accordance with the academic rules of the University (see Bachelor's Degree Requirements and Academic Regulations, and those of the School, see Academic Regulations, Business Administration).

To be eligible for the degree, students must have earned a minimum 2.0 grade point average in the major requirements and a minimum overall grade point average of 2.0 in all undergraduate course work completed at Wayne State University.

Specific Course Requirements: The courses listed below are required of all business students. No substitute courses are permitted except as noted. A minimum grade of 'C' (2.0 G.P.A.) must be earned in course requirements indicated by an asterisk (*).

School Requirements

Including General Education

Accounting

*ACC 3010 -- Introduction to Financial Accounting: Cr. 3
   Prereq: MAT 1500 or 1800 or equiv;
   (each with a minimum grade of C (2.0))

*ACC 3020 -- Introduction to Managerial Accounting: Cr. 3
   Prereq: ACC 3010; ECO 2010; MAT 1500 or 1800
   (each with a minimum grade of C (2.0)).

Introduction to Business

   B A 2020 -- Introduction to Business: Cr. 3

Business Communication

   COM 3300 - Business and Professional Presentation: Cr. 3
   Prereq: Completion of Intermediate Composition (IC) with grade of C or above, and COM 1010

Business Law

   BLW 2510 -- Business Law I: Cr. 3 (formerly ACC 2510)
   Prereq: B A 2020

Economics

   *ECO 2010 -- (SS) Principles of Microeconomics: Cr. 4
*ECO 2020 -- (SS) Principles of Macroeconomics: Cr. 4
   Note: Either ECO 2010 or 2020 will satisfy the Basic
   Social Science Group Requirement.

English

*ENG 1020 -- (BC) Introductory College Writing: Cr. 3
   Prereq: placement through ACT score or English Qualifying
   Examination or passing grade in ENG 1010.
ENG 3010 -- (IC) Intermediate Writing: Cr. 3
   Prereq: grade of C or above in ENG 1020 or equiv.

Mathematics

Courses Equivalent to or at a higher level than:

*MAT 1500 -- College Algebra for the Social and Management Sciences: Cr. 3
   MAT 1500 (MC) must be completed before the completion of 30
   credits.(Prereq: one of following within previous two semesters
   satisfactory score on mathematics placement exam; or at least C-minus
   in MAT 1050 taken at WSU; or successful completion of MAT 0995 taken
   at WSU.

Psychology

PSY 1010 -- (LS) Intro to Psychology: Cr. 0-4

Statistics

*B A 2300 -- Quantitative Methods I: Probability and Statistical Inference: Cr. 3
   Prereq: MAT 1500 or higher or equiv. (with a minimum grade of C (2.0)).

General Education Requirements

Students must also satisfy University General Education Competency and Group Requirements (see
General Education Program) as part of the Business Administration curriculum.

Foundation Requirements

In the following curricula all courses satisfying General Education Requirements are cited with their
appropriate title-prefix codes. Some courses MUST be completed with a grade of C or better and are
so indicated as marked with an asterisk (*). Students should consult the Schedule of Classes for all
prerequisites.

*ACC 3010 -- Introduction to Financial Accounting: Cr. 3
*ACC 3020 -- Introduction to Managerial Accounting: Cr. 3
*B A 2020 -- Introduction to Business: Cr. 3
*B A 2300 -- Quantitative Methods I: Probability and Statistical Inference: Cr. 3
BLW 2510 -- Business Law: Cr. 3
*ECO 2010 -- (SS) Principles of Microeconomics: Cr. 3-4
*ECO 2020 -- (SS) Principles of Macroeconomics: Cr. 3-4
*ENG 1020 -- (BC) Introductory College Writing: Cr. 3
*ENG 3010 -- (IC) Intermediate Writing: Cr. 3
*MAT 1500 -- (MC) College Algebra for the Social and Management Sciences:
   Cr. 3
PHI 1120 -- (PL) Professional Ethics. Cr. 3
PSY 1010 or PSY 1020
   -- (LS) Introduction to Psychology: Cr. 4
   -- (LS) Elements of Psychology: Cr. 3
COM 3300 -- (WI) Business and Professional Presentations: Cr. 3

Core Requirements

http://bulletins.wayne.edu/ubk-output/bus_ucl/Business_Administration_Bachelor's_Degrees_in.htm#XREF_16204_BACHELOR_S_DEGREES
All students must complete the following core courses. Students are responsible for observing all course prerequisites and limitations.

- B A 3400 -- Quantitative Methods II: Statistical Methods: Cr. 3
- FIN 3290 -- Business Finance: Cr. 3
- GSC 3600 -- Operations and Supply Chain Management: Cr. 3
- ISM 3630 -- Business Information Systems: Cr. 3
- MGT 2530 -- Management of Organizational Behavior: Cr. 3
- MGT 6890 -- Strategic Management and Business Policy: Cr. 3
  (To be taken as one of the last five courses toward bachelor's degree and after completion of all other core courses.)
- MKT 2300 -- Marketing Management: Cr. 3.

**Major Requirements**

Majors and specializations are offered through four academic departments: Accounting, Finance, Management and Information Systems, and Marketing and Supply Chain Management. Majors in Accounting, Finance, Global Supply Chain Management, Information Systems Management, Management, and Marketing require six courses (eighteen credits). Students also have the option to double major. Each of the undergraduate majors employs a capstone course as a vehicle to assess a student's knowledge of the discipline. Students in all of the majors also complete the capstone course for the undergraduate program: MGT 6890, Strategic Management and Business Policy.

Students should refer to the respective departmental section of this bulletin for specific majors and specializations. After selecting a major, students must consult the Office of Undergraduate Student Services of the School of Business Administration to obtain an official Academic Plan. All courses must be taken in accordance with an approved Academic Plan and all course prerequisites and limitations must be observed.

**Elective Requirements**

Electives form an integral part of an education in business administration. A student's selection of elective courses should be guided in part by his or her career objectives. These elective courses constitute study in addition to the business foundation, core, and major requirements listed on the student's Academic Plan.

**Free Electives**

Free electives are courses offered by the School of Business Administration or by other Schools and Colleges of the University. The major or specialization may contain recommendations for electives. After a student has completed fifty-six credits, all remaining free electives must be taken at the 3000 level (junior-senior) or higher.

**Non-Business Electives**

In order to graduate, all business administration students, regardless of major, must satisfactorily complete a total of fifty-six semester credits of non-business course work, including any business foundation requirements that are considered non-business. Non-business electives must be taken from courses offered outside the School of Business Administration. After a student has completed fifty-six semester credits, all remaining non-business electives must be taken at the 3000 level (junior-senior) or higher in the College of Liberal Arts and Sciences, the College of Engineering, or the College of Fine Performing and Communication Arts, with the following exceptions:

1. Computer Science courses below the 3000 level, except CSC 1000, may be used to satisfy non-business elective course requirements;
2. Upper-division courses in the Department of Economics (3000 level or higher) and Physical Education may not be used to satisfy this requirement.

**Language Electives**
Students who are preparing for careers in the global economy or employment opportunities overseas or with multinational corporations should consider electing foreign language courses. In addition, students who wish to earn the Bachelor of Arts degree may utilize their electives toward the satisfying of the Bachelor of Arts foreign language requirements (see below). For more information, contact the department in the College of Liberal Arts and Sciences in which the language is taught.

Business Administration (B.A. Program)

Admission Requirements: see Admission Requirements.

DEGREE REQUIREMENTS are the same as for the Bachelor of Science, cited above, with the additional requirement that a student must attain a level of proficiency in a single foreign language equivalent to the completion of eleven credits through university-level course work or placement by examination administered by the University's Department of Classical and Modern Languages, Literatures and Cultures. In some instances, completion of the Bachelor of Arts foreign language requirements may result in course work beyond the 122 credit minimum. All coursework must be completed in accordance with the academic rules of the University (see Bachelor's Degree Requirements and Academic Regulations, and those of the School, see Academic Regulations, Business Administration.

Business Administration Minor

The School of Business Administration offers a minor in business administration for undergraduate students majoring in other disciplines. The Business Minor consists of six courses, totaling eighteen credits. Students must also complete prerequisite courses with a minimum grade of 'C' (2.0 g.p.a.) for each course. The minor provides an excellent opportunity for non-business majors to broaden their knowledge of the business disciplines. In addition, the program enhances career prospects and establishes a solid business base for pursuing a Master of Business Administration degree. To be eligible to apply for the Business Minor, students must have a minimum overall grade point average of 2.5.

PREREQUISITE COURSES
  ECO 2010 -- (SS) Principles of Microeconomics: Cr. 4
  ECO 2020 -- (SS) Principles of Macroeconomics: Cr. 4
  MAT 1500 -- College Algebra for the Social and Management Sciences: Cr. 3
  (or course(s) equivalent to or higher than MAT 1500)

REQUIRED COURSES
  ACC 3010 -- Introduction to Financial Accounting: Cr. 3
  FIN 3290 -- Business Finance: Cr. 3
  MGT 2530 -- Management of Organizational Behavior: Cr. 3
  MKT 2300 -- Marketing Management: Cr. 3
  Plus two electives from School of Business Administration courses.

Cooperative Education Program

The School of Business Administration actively participates in the University Cooperative Education (Co-op) Program in which students' alternate semesters of work and academic study. Eligibility begins in the junior year or upon having earned more than the minimum fifty-four semester credits. Students interested in this program should contact the Cooperative Education Coordinator, Career Services, 1001 Faculty Administration Building; 577-3390.

Students admitted to the program with minimum junior standing should recognize that an additional calendar year may be needed to fulfill the requirements for the bachelor's degree. No academic credit is granted for participation in the Co-op Program; Satisfactory/Unsatisfactory ('S/U') grades are given, however, and are entered on the official University transcript.
Finance

Office: 3rd Floor, Prentis Building; 577-4525
Chairperson: Sudip Datta

Corporate Finance
Degree Programs
Finance (B.A. and B.S. Programs)
Finance Courses (FIN)
Financial Markets and Investments

Professors
Sudip Datta (T. Norris Hitchman Endowed Chair in Finance), Mai Iskandar-Datta, (Dean's Research Chair), Robert Forsythe (Dean), James L. Hamilton (Emeritus), Milton H. Spencer (Emeritus)

Associate Professors
Mark E. Bayless, Robert C. Bushnell (Emeritus), Ranjan D'Mello, Mbojda Mouguoue, Kelly R. Price (Emeritus), Margaret A. Smoller, Frank L. Voorheis (Emeritus), John D. Wagster

Assistant Professor
Manoj Kulchania

Degree Programs

BACHELOR OF ARTS in Business Administration
with a major in Finance

BACHELOR OF SCIENCE in Business Administration
with a major in Finance

Finance (B.A. and B.S. Programs)

Admission Requirements: Students who meet the University requirements for regular admission (see Admission, Undergraduate) are eligible for admission to the School of Business Administration.

DEGREE REQUIREMENTS

Candidates for the bachelor's degree must complete 122 credits including satisfaction of the degree requirements (see Degree Requirements), as well as requirements for one of the specializations listed below. All course work must be completed in accordance with the academic procedures of the University and the School which apply to this degree; see Bachelor's Degree Requirements, Academic Regulations, and Business Administration, Bachelor's Degrees in.

Finance

Finance is primarily concerned with the determination of value and making decisions about allocation of funds in corporate and individual settings.

Students who major in Finance can apply their knowledge working in corporations and public finance in determining optimum investment strategies, raising funds to finance these investments, and managing daily operations. Students employed in investment banking and other financial institutions trade in
varying types of financial assets such as stocks, bonds, and derivatives, allocate wealth across these assets, and manage and hedge risk.

With increasing globalization of the economy, many corporations employ people who are experts at analyzing potential future investments in foreign markets. Finance specialists become involved with currency exchange rates, foreign economic conditions and forecasts, and techniques for reducing the risk of investments.

FINANCE MAJOR Requirements

ACC 5000 -- Financial Accounting for Managers: Cr. 3
FIN 5215 -- Security Analysis and Portfolio Management: Cr. 3
FIN 5270 -- Advanced Business Finance: Cr. 3
FIN 6996 -- Corporate Financial Strategies: Cr. 3

ELECTIVES (Two of the following)

FIN 5090 -- Capital Markets: Cr. 3
FIN 5320 -- Principles of International Finance: Cr. 3
FIN 5330 -- Bank Management: Cr. 3
FIN 5890 -- Internship in Finance: Cr. 3
FIN 6997 -- Derivative Securities: Cr. 3

Students earning a Bachelor's Degree in Finance may find employment in several different areas, including corporate finance, financial institutions, and investments.

**Corporate Finance**

This area is for the student who wants to concentrate on those aspects of finance that will relate directly to financial decision-making in a business or non-profit organization. The corporate finance area offers careers as financial managers in non-financial corporations. Entry level positions are generally as financial analysts or staff accountants, while potential future responsibilities include management of working capital, operating budgets, financial statement preparation, bank relationships, long term financial planning, capital budgeting, treasury operations and stockholder relations.

Suggested courses to include in final choice of electives for students seeking a career in Corporate Finance:

FIN 5320 -- Principles of International Business Finance: Cr. 3
FIN 5890 -- Internship in Finance: Cr. 3

**Financial Markets and Investments**

This area is for the student who is interested in working for organizations which offer financial and investment services such as banks, insurance companies and mutual and pension funds. Investment careers can also be found in other financial intermediaries such as investment banking firms, security and investment brokerage houses, and security and commodity exchanges. Responsibilities within such firms are highly varied and include commercial and personal lending, branch management, security analysis, portfolio and trust management, real estate management, and insurance, commodity and security brokerage.

Recommended electives for students seeking a career in Financial Markets and Investments:

FIN 5090 -- Capital Markets: Cr. 3
FIN 5320 -- Principles of International Finance: Cr. 3
FIN 5330 -- Bank Management: Cr. 3
FIN 5890 -- Internship in Finance: Cr. 3
FIN 6997 -- Derivative Securities: Cr. 3
Financial Aids and Awards

Recognition Awards

Scholarships and Awards

The scholarships listed below give preference to students in the School of Business Administration. While the School of Business Administration, through its Scholarship Committee, a Departmental committee, or a joint committee of the School and an external organization, foundation, or agency is directly involved in selecting the recipients of certain scholarship awards, the School is also asked to nominate student candidates for certain other scholarship awards though it may not participate in the selection process.

Adcraft Club of Detroit Foundation Scholarship: Award open to a student majoring in marketing.

Herbert G. and Delores A. Amthor Annual Scholarship: Established to recognize scholastic achievement, to encourage continued progress, and to provide assistance to students in financing their education in the School of Business Administration.

Gary and Kathryn Armstrong Annual Scholarship: In deep appreciation for the educational opportunities afforded to them by WSU, Dr. and Mrs. Armstrong established this scholarship to help others realize those same opportunities, to recognize scholastic achievement and encourage continued progress with their education.

Richard H. Austin Excellence in Accounting Endowed Scholarship: Award of variable amount established to recognize potential abilities and academic achievements of accounting students.

Automotive Industry Action Group (AIG) Annual Scholarship: This scholarship fund is established to support students in the School of Business Administration who have displayed interest and involvement in gaining direct experience in business and are seeking to complete credits in directed study or internships to fulfill their degree.

Maxine Baughman Endowed Scholarship: Created to honor the memory of Maxine Baughman, who believed education is a way to heal conflicts and build support for people to help people. This scholarship fund was established to recognize scholastic achievement, encourage continued progress and proved assistance to students in financing their education in the School of Business Administration.

Beta Alpha Psi Endowed Scholarship: Established to recognize the academic achievement of accounting majors.

Stanton P. Bocknek Memorial Endowed Scholarship: Awarded for the first time in 1988, these awards are designated for students demonstrating high academic achievement in accounting.

Lawrence and Charlynne Braun Endowed Scholarship: Established to recognize students who have displayed excellence in leadership, character, and scholastic achievement.

Theodore Buckwick Endowed Scholarship: Established to recognize students majoring in management who are working to finance their own education.

Rebecca Joy Butler Memorial Endowed Scholarship: This scholarship was established by Timothy Butler, associate professor of supply chain management, and his wife Beverly, to honor the memory of their daughter, Becky. This scholarship seeks to provide a student who has the same zest for life, love for
others and potential for leadership as their daughter, with assistance in financing their business education.

**Connelly Family Endowed Scholarship:** This scholarship fund is established to recognize scholastic achievement, to encourage continued progress, and to provide assistance to students in financing their education in the School of Business Administration.

**Barbara and Paul Czamanske/Compass Group Ltd. Endowed Scholarship:** Designed to recognize undergraduate business students for their outstanding contribution to the University in the area of student activities, leadership, and service.

**Delta Sigma Pi Scholarship Key:** Awarded to the academically highest-ranked student in the graduating class of the School.

**Delta Sigma Pi Gamma Theta Endowed Scholarship:** Recognizes the academic achievement of Delta Sigma Pi Brothers

**Jack Demmer Ford, Inc., Endowed Scholarship in Business:** Established to recognize students of high scholastic achievement and strong leadership qualities who reside in the tri-county (metropolitan Detroit) area.

**Department of Accounting Annual Scholarship:** Through the generosity of the alumni and friends of the accounting program, scholarships are awarded to encourage and assist accounting students who demonstrate high academic achievement in continuing their accounting studies.

**Charles E. Dover Endowed Scholarship in Business Administration:** Recognizes excellence in scholastic achievement, leadership and character among full-time undergraduate business students.

**Marie Farrell-Donaldson Endowed Scholarship in Accounting:** Recognizes accounting majors with high academic achievement and financial need.

**Sidney and Jewel Fields Scholarship in Accounting:** Created by the Morris and Emma Schaver Foundation, this award was established in 1988 to honor the forty-two years of service and friendship that Sidney and Jewel Fields have given to the Schaver family. Award of $2000 open to accounting majors.

**Financial Executives' Institute Award for Academic Excellence:** Recognizes the academically highest-ranked accounting or finance student in the December graduating class.

**Sam, Leonard and Jack Fink Memorial Scholarship:** Award of variable amount open to business administration students demonstrating high academic achievement.

**Ford Motor Company Blue Oval Intern Corps (BOIC) Scholarship Program:** The Ford Motor Company Fund and the School of Business Administration have partnered to create the Blue Oval Intern Corps program (BOIC). Launched in January of 2011, it provides internships and scholarships to eligible full-time graduate or undergraduate business students, and recognizes scholastic achievement while encouraging service to the community.

**Irving H. Frank Memorial Endowed Award:** Established to encourage a student interested in the retail field.

**Raymond M. Genick Endowed Scholarship in Small Business Management/Entrepreneurship:** Awarded to an undergraduate or graduate student majoring or concentrating in small business management/entrepreneurship who exhibits excellence in scholastic and leadership efforts.

**Mary K. and Paul A. Glantz Family Endowed Scholarship:** recognizes full-time undergraduate students majoring in accounting.

**Charles and Katherine Hagler Endowed Scholarship in Public Relations:** Established in 1989 in memory of Charles and Katherine Hagler, this is an award of variable amount for recognition of an outstanding advertising/public relations student.

**Jack A. Hamm and Bessie I. Hamm Endowed Scholarship:** Established to assist students in financial need.
Denise D. Hammond Scholarship: Ms. Hammond received both her B.S. in Medical Technology and her M.B.A. from Wayne State University. Having devoted a significant part of her life to public services, it is her wish to encourage others to pursue careers in the public sector. This scholarship was established to recognize scholastic achievement, to encourage continued progress, and to provide assistance to students in financing their education in the School of Business Administration.

T. Norris and Vivilore Hitchman Endowed Scholarship Fund: Established to recognize scholastic achievement of students majoring in business disciplines.

George R. Husband Endowed Scholarship: Awarded to accounting majors demonstrating high academic achievement, maintaining a minimum 3.0 g.p.a.

Marjorie and Maxwell Jospey Foundation Endowed Scholarship: Maxwell Jospey attended Wayne State University before starting his illustrious career in the steel industry. This scholarship fund is established by the Marjorie and Maxwell Jospey Foundation to recognize scholastic achievement, encourage continued progress and provide assistance to students in financing their education in the School of Business Administration.

Austin and Harriet Kanter Endowed Scholarship: Designated to recognize a student majoring in marketing who displays outstanding scholarship, leadership, and service to the School of Business Administration.

Mildred and Charles Kaye Endowed Scholarship Fund for Accounting Students: Recognizes outstanding undergraduate students majoring in accounting.

Wilfred Kean Memorial Endowed Scholarship: Established in 1989 in memory of alumnus Wilfred Kean. Designated primarily for a student enrolled in evening classes in the School.

Jack Kuzminski Memorial Endowed Scholarship: Established to recognize scholastic achievement of students majoring in finance.

Lear Corporation Annual Scholarship: Funded through the generosity of Lear Corporation to recognize deserving students.

Lear Corporation Climbing the Ladder Annual Scholarship: The scholarship fund was established to support junior and senior level accounting majors enrolled in the School of Business Administration who are active in community service and extracurricular activities.

Team Al Long Endowed Scholarship in Business: Established to recognize scholastic achievement and leadership efforts and to encourage continued progress for students who are graduates of Denby, Osborn, and Finney High Schools in Detroit.

E. David MacDonald Endowed Scholarship: Mr. MacDonald established this scholarship as a means of expressing his thanks to Wayne State University, and also in the hopes that his gift to the university will make a difference in a student’s life. This scholarship recognizes scholastic achievement, encourages continued progress, and seeks to provide assistance to students in financing their education in the School of Business Administration.

Dr. Ferdinand Mauser Endowed Scholarship: Established to honor the memory of a scholar, author, and internationalist who devoted more than two decades to teaching and writing at the School of Business Administration.

Mauser Harmony With Nature Foundation Scholarship: Established to honor the memory of Dr. Ferdinand F. Mauser, Professor of Marketing Emeritus and Chair, School of Business Administration, Wayne State University. This scholarship recognizes full-time business students who are personally, professionally and/or academically involved in environmentally sustained activities.

Beverly Dipple McAninch Annual Scholarship: Beverly Dipple McAninch was the second woman to receive an M.B.A. from Wayne State University. Her family established this scholarship to assist full-time or part-time graduate students in their pursuit of an M.B. A.

Meritor, Inc. Endowed Scholarship and Annual Scholarship: Meritor Inc. is a longtime provider of human and financial resources to local, private and public institutions that share their commitment to improving the quality of life through education, arts and cultural programs, civic responsibility, and health and human services. This scholarship fund is established to recognize scholastic achievement, encourage continued progress, and provide assistance to students in financing their education in the School of Business Administration.

The Walter S. Meyers Endowment Fund for Student Development: Established to provide opportunities for marketing students to attend workshops, professional luncheons and professional development experiences which enable students to network with leaders in the community.

Motor City Endowed Scholarship: Created with an anonymous gift to the School of Business Administration, this scholarship was established to provide assistance to students in financing their business education.

Bruce E. Mullican Memorial Endowed Scholarship: Established in 1984 in memory of M.B.A. alumnus Bruce E. Mullican. Award of variable amount, designated for students with demonstrated interest and involvement in small business management.

Robert H. Naftaly Endowed Scholarship: Created to recognize Mr. Naftaly's service on the Wayne State Board of Governors as well as to Blue Cross/Blue Shield of Michigan, this scholarship honors students interested or involved in careers in health care administration and who display excellence in both scholarship and leadership.

Marie L. Nash Memorial Endowed Scholarship Fund: Recognizes scholastic achievement of graduate students in the School of Business Administration.

Randy Paschke Scholarship in Accounting: Established in honor of Randy Paschke, former managing partner of Arthur Andersen LLP, who has gone on to serve in various capacities at WSU School of Business Administration, This scholarship supports students who are in their fifth year of college, pursuing their educational requirements to become a licensed Certified Public Accountant.

Plante & Moran, PLLC Annual Scholarship: Funded through the generosity of Plante & Moran, PLLC, to recognize an outstanding accounting student.

Byron Oliver Pond III Annual Scholarship: Established by Byron and Margaret Pond, in memory of loving son, Byron Oliver Pond, III, to recognize academic achievement.

Ripple Family Annual Scholarship: Established to recognize scholastic achievement and provide assistance to students pursuing their education in business.

Bruce and Rosalie Rosen Annual Scholarship: Established to recognize scholastic achievement, to encourage continued progress, and to provide assistance to students in financing their education in the School of Business Administration.

School of Business Administration Alumni Association Endowed Scholarship: Established to recognize scholastic achievement, to encourage continued progress, and to provide assistance to students in financing their education.

School of Business Administration Alumni Association Endowed Scholarship for Emerging Leaders: Established to recognize talent and scholastic achievement, to encourage continued progress, and to provide assistance to students majoring in business in financing their education at Wayne State University.

School of Business Administration Faculty and Staff Annual Scholarship: Established by the business school's faculty to recognize academic achievement and encourage continued progress.

Charles and Sandra Schultz Endowed Scholarship: Created to recognize the academic achievement and encourage the continued progress of business students.

William Schumer Annual Scholarship: This scholarship is awarded to a business student who is also an intern assisting on the Michigan Israel Business Bridge Project in the School of Business Administration.
Alex and Zenia Serafyn Endowed Scholarship: Established to recognize talent and scholastic achievement, to encourage continued progress, and to provide assistance to students majoring in accounting in financing their education at Wayne State University.

Serta Restokraft / Eugene and Mignon Kraft Family Endowed Scholarship: Established to recognize scholastic achievement and continued progress of Detroit residents who intend to pursue a business or entrepreneurial career in the city of Detroit.

Sledz Family Scholarship: Established to recognize talent and scholastic achievement, to encourage continued progress, and to provide assistance to students majoring in accounting in financing their education at Wayne State University.

George M. and Mabel H. Slocum Foundation Endowed Scholarship: Award of variable amount open to marketing students of high academic achievement specializing in advertising/public relations.

David A. Stulberg Endowed Scholarship: Established to recognize scholastic achievement, to encourage continued progress, and to provide financial assistance to undergraduate business students.

Brian A. Sturtz Endowed Scholarship Fund: Established to recognize scholastic achievement of business students

UHY Advisors, MI Annual Scholarship: Established to recognize scholastic achievement, to encourage continued progress, and to provide assistance to accounting students in financing their business education.

William H. Volz Endowed Scholarship: Created to reward scholastic achievement and encourage continued progress for students interested in pursuing a law degree or a combined J.D./M.B.A. degree.

Louise C. Wissman Endowed Memorial Scholarship: This award recognizes Detroit residents of high academic achievement who are dedicated to continued progress at Wayne State University.

Recognition Awards

Alpha Delta Sigma Honorary Society: The Alpha Delta Sigma Honorary Society of the American Advertising Federation recognizes the academic achievement of advertising students.

American Marketing Association Award: Awarded by the Detroit Chapter to the outstanding student in marketing.

Dean’s List: Each semester undergraduate students who have excelled in their academic studies are honored by placement on the Dean’s List.

Delta Sigma Pi Scholarship Award: Awarded annually to the graduating senior with the highest scholarship in business administration.

Outstanding Student Award: Established in 1981, this award is presented annually to the student who has made the greatest contributions to the School of Business Administration and to the University.
Management and Information Systems

Office: 3rd Floor, Prentis Building; 577-4525
Chairperson: Toni Somers

Business Administration Courses (B.A)
Information Systems Management (B.A. and B.S. Programs)
Information Systems Management Courses (ISM)
Information Systems Management (Post-Bachelor's Certificate Program)
Management (B.A. and B.S. Programs)
Management Core Curriculum
Management Courses (MGT)

Professors
Bruce E. DeSpelder (Emeritus), Victor C. Doherty (Emeritus), Celia Romm Livermore, James E. Martin, Marick F. Masters, John G. Maurer (Emeritus), Richard N. Osborn (Emeritus), Irvin D. Reid, Toni M. Somers,

Associate Professors
Edwin F. Harris (Emeritus), Scott D. Julian, Catherine Kirchmeyer (Emeritus), Thomas J. Naughton, Barbara Price (Emeritus), Arik Ragowsky, (Emeritus), Amanuel Tekleab, Fred P. Unruh (Emeritus)

Assistant Professors
Jaegul Lee, Carl (Kun) Liu

Senior Lecturers
Ariel S. Levi, Sheri Perelli

Lecturer
Daniel Yeakel

Degree Programs

POST-BACHELOR Certificate in Information Systems Management

BACHELOR OF ARTS in Business Administration
    with majors in: Information Systems Management, and Management

BACHELOR OF SCIENCE in Business Administration
    with majors in: Information Systems Management, and Management

Information Systems Management (B.A. and B.S. Programs)

Admission Requirements: Students who meet the University requirements for regular admission (see Admission, Undergraduate) are eligible for admission to the School of Business Administration.

DEGREE REQUIREMENTS

Candidates for the bachelor’s degree must complete 122 credits including satisfaction of the degree requirements (see Degree Requirements), as well as requirements for one of the specializations listed
below. All course work must be completed in accordance with the academic procedures of the University and the School which apply to this degree; see Bachelor's Degree Requirements, Academic Regulations, and Business Administration, Bachelor's Degrees in.

Information Systems Management (ISM) refers to the use of computer-based systems to gather and analyze complex information about all aspects of a business. This information is used by managers to make business decisions. Students specializing in ISM frequently pursue career positions as system/business analysts, data base administrators, and information systems managers. The following five courses plus at least one elective are required for the information systems management major:

- ISM 5820 -- Systems Analysis and Design: Cr. 3
- ISM 5860 -- Data Communications and Networks: Cr. 3
- ISM 5992 -- Database Systems: Cr. 3
- ISM 5994 -- Software Tools for Business Applications: Cr. 3
- ISM 6997 -- Information Systems Policy and Management: Cr. 3

**ELECTIVE:** Students must select ONE of the following but are strongly encouraged to elect more than one:

- ISM 4575 -- Intro. to Corporate Computer Networks and IT Security: Cr.3
- ISM 5200 -- ERP Systems: Concepts and Practice: Cr. 3
- ISM 5530 -- Ethics and Information Technology: Cr. 3
- ISM 5560 -- Survey of E-Commerce: Cr. 3
- ISM 5570 -- Data Mining: Cr. 3
- ISM 5890 -- Internship in Information Systems: Cr. 3
- ISM 5900 -- Project Management: Cr. 3

**Management (B.A. and B.S. Programs)**

**Admission Requirements:** Students who meet the University requirements for regular admission (see Admission, Undergraduate) are eligible for admission to the School of Business Administration.

**DEGREE REQUIREMENTS**

Candidates for the bachelor's degree must complete 122 credits including satisfaction of the degree requirements (see Degree Requirements). All course work must be completed in accordance with the academic procedures of the University and the School which apply to this degree; see Bachelor's Degree Requirements, Academic Regulations, and Business Administration, Bachelor's Degrees in.

**Management Core Curriculum**

The management major prepares individuals to compete in a technology-intensive manufacturing or service economy. The required courses have students analyze contemporary management problems participate in team projects and develop skills in managing people to drive organizational effectiveness.

**Core Courses:** Students majoring in management will complete the following three core courses, and then select from the designated elective courses listed below.

- MGT 5530 -- Advanced Organizational Behavior: Cr. 3
- MGT 5700 -- Human Resource Management: Cr. 3
- MGT 6995 -- Topics in Management: Cr. 3

**Elective courses:** Students complete three courses from the following list. Students have the opportunity to specialize by selecting their electives so that they have three courses in a specific area such as Human Resource Management and Labor Relations (MGT 5700 [core] plus MGT 5740 and MGT 5770) or Global Supply Chain (GSC 5620, GSC 5650, and GSC 5690).

- GSC 5620 -- Global Supply Chain Management: Cr. 3
- GSC 5690 -- Principles of Quality Management: Cr. 3
- ISM 5900 -- Project Management: Cr. 3
Information Systems Management (Post-Bachelor's Certificate Program)

The Post-Baccalaureate Certificate in Information Systems Management develops information systems competencies in managing and applying computer technology to analyze, design and implement ways to increase organizational effectiveness, efficiency and competitiveness to support managerial decision making.

The certificate provides more than a basic knowledge of information systems. Students completing the program achieve competency in information systems terminology, concepts and principles; information systems analysis/design through application and knowledge of current hardware and software; and planning and carrying out system development and management of information systems.

Admission Requirements

A bachelor's degree is required for the Post-Baccalaureate Certificate in Information Systems and Management. Any baccalaureate degree from an accredited institution, regardless of major, is acceptable. Because these courses are not technical, this program is available to students with a variety of undergraduate backgrounds.

Students who have received their undergraduate degree from Wayne State University should process a change in their status at the University Registrar's Office to "Post-Baccalaureate". Students who have received an undergraduate degree from another institution must complete the Application of Undergraduate Admission form and request that official transcripts be sent directly to the Office of Undergraduate Admissions.

CERTIFICATE REQUIREMENTS

A minimum of twenty-four credits are required for the certificate: five required courses (fifteen semester credits) and three elective courses (nine semester credits).

Students must complete all courses with a minimum grade 'C' or better, and maintain at least a cumulative 2.5 Grade Point Average (g.p.a.) in order to earn the Post-Baccalaureate Certificate in ISM. All Courses are three credits and all courses are offered online and NO class time is required.

Scheduling: Students may commence the Post-Bachelor's ISM program in any term and should assume at least one year for completion if enrolled on a full-time basis; two years maybe required for part-time registration.

Core Courses (fifteen credits)

- ISM 3630 -- Business Information Systems: Cr. 3
- ISM 5820 -- Systems Analysis and Design: Cr. 3
- ISM 5860 -- Data Communications and Networks: Cr. 3
- ISM 5992 -- Database systems: Cr. 3
- ISM 5994 -- Software Tools for Business Applications: Cr. 3

Elective Courses (nine credits)

- ISM 4575 -- Intro. to Corporate Computer Networks and IT Security: Cr. 3
- ISM 5200 -- ERP Systems: Cr. 3
- ISM 5530 -- Ethics in Information Technology: Cr. 3
- ISM 5560 -- Survey of E-commerce: Cr. 3
- ISM 5570 -- Data Mining: Cr. 3
- ISM 6997 -- Information Systems Policy and Management: Cr. 3
Total Program Requirements: 24 Credits
Marketing and Supply Chain Management

Office: 3rd Floor, Prentis Building; 577-4525
Chairperson: John C. Taylor

Advertising/Marketing Communications Specialization
Business Administration Courses (B.A)
Global Supply Chain Management (B.A. and B.S. Programs)
Global Supply Chain Management Courses (GSC)
Marketing (B.A. and B.S. Programs)
Marketing Courses (MKT)
Marketing Major
Marketing Management Specialization

Professors
Richard F. Beltramini, Abhijit Biswas (Kmart Chair in Marketing), Hugh M. Cannon (Emeritus), Frank Carmone (Emeritus), J. Patrick Kelly (Emeritus), Fred Morgan, Edward A. Riordan (Emeritus), Jone M. Rymer (Emeritus), Attila Yaparak

Associate Professors

Assistant Professors
Hugo A. DeCampos, Andrea H. Tangari, Tingting Yan

Degree Programs

BACHELOR OF ARTS in Business Administration
with majors in: Global Supply Chain Management, and Marketing

BACHELOR OF SCIENCE in Business Administration
with majors in: Global Supply Chain Management, and Marketing

Global Supply Chain Management (B.A. and B.S. Programs)

This major focuses on management of the flow of goods and information from the source of components and materials through the channels of distribution to the final customer, and beyond, to recycling and disposal. In today's highly competitive environment, the management of purchasing, operations, quality, transportation, inventory, scheduling, and information flows are ever more critical to an organization's ability to satisfy customers and create a competitive advantage. Whether sourcing from non-domestic suppliers, outsourcing business functions, or attempting to market goods and services to consumers in other areas of the world, today's business leaders need a detailed understanding of all the challenges and opportunities arising from a supply chain that is fundamentally global.
**Admission Requirements:** Students who meet the University requirements for regular admission (see Admission, Undergraduate) are eligible for admission to the School of Business Administration.

**DEGREE REQUIREMENTS**

Candidates for the bachelor's degree must complete 122 credits including satisfaction of the degree requirements (see Degree Requirements), as well as requirements cited below. All course work must be completed in accordance with the academic procedures of the University and the School which apply to this degree; see Bachelor's Degree Requirements, Academic Regulations, and Business Administration, Bachelor's Degrees in.

Required courses include:

- GSC 5600 -- Supply Chain and Distribution Strategy: Cr. 3
- GSC 5620 -- Global Supply Chain Management: Cr. 3
- GSC 5650 -- Strategic Procurement: Cr. 3
- GSC 5690 -- Principles of Quality Management: Cr.3
- GSC 6997 -- Global Supply Chain Analysis and Planning: Cr. 3

Plus one of the following:

- FIN 5320 -- Principles of International Finance: Cr. 3
- GSC 5670 -- Special Topics in Supply Chain Management: Cr. 3
- GSC 5680 -- Operations Strategy in a Global Environment: Cr. 3
- GSC 5996 -- Advanced Topics in Operations Management: Cr. 3
- GSC 5890 -- Internship in Global Supply Chain Management: Cr. 3
- ISM 5200 -- ERP Systems: Concepts and Practice: Cr. 3
- ISM 5820 -- Systems Analysis and Design: Cr. 3
- ISM 5992 -- Database Systems: Cr. 3
- MGT 5740 -- Collective Bargaining: Cr. 3
- MKT 5700 -- Retail Management: Cr. 3
- MKT 5750 -- International Marketing Management: Cr. 3
- MKT 5460 -- Sales Management: Cr. 3

Students are advised to take an Internship in Supply Chain Management through:

- GSC 5890 -- Internship in Global Supply Chain Management: Cr.3.

Students preparing for global employment opportunities in supply chain management should consider electing foreign language courses. Students who wish to earn the Bachelor of Arts degree may utilize their electives toward satisfying the Bachelor of Arts foreign language requirements.

**Marketing (B.A. and B.S. Programs)**

**Admission Requirements:** Students who meet the University requirements for regular admission (see Admission, Undergraduate) are eligible for admission to the School of Business Administration.

**DEGREE REQUIREMENTS**

Candidates for the bachelor's degree must complete 122 credits including satisfaction of the degree requirements (see Degree Requirements), as well as requirements for one of the specializations listed below. All course work must be completed in accordance with the academic procedures of the University and the School which apply to this degree; see Bachelor's Degree Requirements, Academic Regulations, and Business Administration, Bachelor's Degrees in.

**Marketing Major**

The marketing major is designed to prepare students for a variety of careers in marketing. Marketing is the activity and institution involved in creating, communicating, delivering and exchanging offerings that have value for customers and society. Marketing management involves situation analysis, selection of
marketing strategies and target markets, and coordination of product development, pricing, promotion and distribution elements.

As a complement to the basic major, students elect to pursue specializations in advertising or marketing management.

All students majoring in marketing must complete the requirements of their specializations and subsequently take MKT 6996, Strategic Marketing.

**Advertising/Marketing Communications Specialization**

This specialization prepares students for work in a wide variety of businesses, advertising agencies, public institutions, and other organizations. It may serve as a background for people who plan to work in the advertising/marketing communications industry, or for general marketing jobs where promotional issues play a particularly prominent role.

Required courses include:

- MKT 5490 -- Principles of Advertising: Cr. 3
- MKT 5410 -- Marketing Research and Analysis: Cr. 3
- MKT 5450 -- Consumer Behavior: Cr. 3
- MKT 6996 -- Strategic Marketing: Cr. 3

Two electives chosen from the following:

- MKT 5460 -- Sales Management: Cr. 3
- MKT 5500 -- Advertising Copy: Cr. 3
- MKT 5510 -- Advertising Media Planning: Cr. 3
- MKT 5520 -- Public Relations of Business: Cr. 3
- MKT 5850 -- Integrated Marketing Communications Strategy: Cr. 3

**Marketing Management Specialization**

This specialization provides students with broad exposure to the discipline of marketing management. In addition to the general focus on marketing management, the marketing management specialization trains individuals for a wide spectrum of marketing careers including marketing research, brand management, sales and sales management and product development.

Required courses include:

- MKT 5410 -- Marketing Research and Analysis: Cr. 3
- MKT 5450 -- Consumer Behavior: Cr. 3
- MKT 6996 -- Strategic Marketing: Cr. 3

ELECTIVES:

Three courses offered by the department of marketing and supply chain management and included on the department list available from the Office of Undergraduate Student Services.
Support Services and Organizations

Border Policy Institute (BPI)
Career Planning and Placement
Computing Resources
Manufacturing Information Systems Center (MISC)
Student Organizations
Student Services, Office of Undergraduate

Student Services, Office of Undergraduate

The Office of Undergraduate Student Services is responsible for credentials evaluation, admissions processing, advising, and graduation certification of business administration students. In addition, Student Services personnel prepare and distribute the Academic Plan for students enrolled in graduate and undergraduate programs. Any student seeking academic, vocational, or personal counseling should make an appointment to see a member of the counseling staff: 577-4510 or 577-4505.

Career Planning and Placement

The School of Business Administration has its own placement department. The office offers students assistance in making informed career decisions and securing employment. Individual and group assistance is available on resume writing, interview techniques and business etiquette. For more information, call 577-4781.

Border Policy Institute (BPI)

The BPI conducts research on U.S. Canada trade and transportation issues, and holds seminars and educational programs on border issues. Dr. John C. Taylor serves as Director. For further information, call 577-4525 or email: ad3345@wayne.edu.

Manufacturing Information Systems Center (MISC)

The MISC serves as a resource for companies that currently use or plan to implement enterprise resource planning (ERP) systems. These software applications are designed to run and monitor a company's major activities but are often under-utilized. Based on years of work in the information systems field and international research findings, Director Arik Ragowsky has developed a model to assist manufacturing companies in better planning and using ERP systems. For further information, call 577-7837.

Computing Resources

The School of Business Administration is committed to providing Business School students with access to state-of-the-art computing and support. The School has an extensive array of computer equipment and software available for student use including three computing laboratories, one of which serves as a student walk-in facility and the other two laboratories are designated for classroom usage. The Student Walk-In Laboratory is reserved for business students only.
All the machines have the latest operating systems, with access to thirty-five different software packages, Internet, e-mail system, the University mainframe and local area network financial datasets such as CRSP and Compustat. Students have access to numerous databases on-campus and off-campus through the library information network. Laboratory Staff is on hand to answer questions on various software packages.

In addition to the Walk-In computer laboratories in the School that are open five days a week, students have twenty-four-hour access to the walk-in laboratory located in the David Adamany Undergraduate Library on the main campus. Additional computing facilities are also available at main campus and extension center locations.

The University has also set up wireless access points for the students on main campus allowing students the ability to use laptops and PDAs to access the library resources in classrooms or in common areas. Prentis and Rands building are wireless-accessible.

Student Organizations

**Association of Latino Professionals in Finance and Accounting (ALPFA)** is the largest professional business organization devoted Latino professionals and students. With over 19,000 members nationwide, the association seeks to enhance opportunities for Latinos by building leadership and career skills through promoting professional growth, integrity, culture, relationship building, service, inclusiveness, and teamwork.

**American Advertising Federation** is a national organization headquartered in Washington, DC consisting of over 6800 undergraduate student members in 210 college chapters with more than 350 faculty advisors across the United States. The Wayne State Chapter participates in the National Student Advertising Competition (developing a full integrated marketing communications program for a national advertiser), a variety of internship programs, and Alpha Delta Sigma (national advertising honorary society).

**American Marketing Association (AMA)** is an organization dedicated to the advancement of the science of marketing. Collegiate chapters promote professionalism and practical education for marketing students through exposure to, and assistance from, practitioners of the discipline.

**Beta Alpha Psi** is a national scholastic and professional accounting fraternity open to qualified students who have declared a concentration in accounting, finance, or information systems, and to full-time faculty of the Accounting, Finance, and Information Systems Departments. The fraternity objectives include: the promotion of the study and practice of compilation and analysis of financial information; the provision of opportunities for self-development and association among members and financial information professionals; and the encouragement of a sense of ethical, social and public responsibilities. The organization provides service to the University and metropolitan Detroit communities through its many volunteer activities.

**Beta Gamma Sigma**

This is the national honor society for students in business administration. The Wayne State chapter was installed in national membership in March 1979. Beta Gamma Sigma is the only scholastic honor society recognized by the American Assembly of Collegiate Schools of Business administration. Election to membership in this honor society is the highest scholastic honor that a student in business administration can achieve. To be eligible for membership, students must rank in the upper five percent of their junior class, or the upper then percent of their senior class, or rank in the upper twenty percent of those receiving master's degrees. Membership is by invitation only.

**Business Student Senate** is the official student government body of the School of Business Administration and is composed of two representatives from each recognized Business Administration student organization, at-large members elected from the student body, Student Council representatives, other students appointed by the Dean, the faculty or School advisor, ex officio, and the Dean of the School of Business Administration, ex officio.

**Delta Sigma Pi**, is an international professional fraternity in business administration organized as a local chapter at Wayne State University in 1949. The Wayne State Chapter seeks to enhance the
educational, social and professional experiences of its members through association with other students, faculty, and members of the professional business community.

**Financial Management Association (FMA)** provides its members with a better understanding of the field of finance and develops relationships with practitioners in the Detroit metropolitan area. The Wayne State chapter of FMA currently works with the National Investor Relations Institute, the Society of Financial Analysts and the Detroit Economic Club. All majors are welcome to join, however enrollment in a finance degree program is encouraged. The club currently works with the National Investor Relations Institute, the Financial Analyst Society and the Economic Club of Detroit.

**Global Supply Chain Management Student Association (GSCMA)** The association promotes an understanding of supply chain management, and is involved with student interaction, industry speakers, case competitions, etc.

**Information Technology Organization (ITO)** This student chapter is to promote the study and utilization of information systems through programs of professional development, social networking, and community development. The organization encourages the pursuit of information systems excellence within Wayne State University and aims at offering information systems career and technology information to members in addition to providing networking opportunities to those interested in information systems.

**The International Business Association (IBA)** was formed to promote an understanding of international business practices through programs and information dissemination to students. The organization aims to establish interaction between business students and the international business community.

**National Association of Black Accountants (NABA)**

The NABA is a professional organization that sponsors speaking events, and provides a linkage with the professional community for minority students.

Additional information regarding specific student organizations can be obtained from the Business School Undergraduate Student Services Office (577-4505) or the University Student Center and Program Activities Office (577-3444).