

# MCAFEE SCHOOL OF BUSINESS ADMINISTRATION

## Dean

**R. Keith Absher** (2004). Dean of the McAfee School of Business Administration and Professor of Marketing. B.A. and M.B.A., Jacksonville State University; M.A.S., University of Alabama-Huntsville; Ph.D., University of Arkansas; Additional Study, Harvard University.

## Mission Statement

To provide a quality undergraduate business education within a Christian context, to produce scholarly contributions to the business academic disciplines, and to develop graduates prepared to serve in the challenging global environment of today's organizations.

## Goals

- Place graduates with quality organizations
- Be student focused
- Encourage life-long learning
- Provide an integrated knowledge-base across disciplines
- Locate new opportunities for growth
- Integrate faith and learning in every classroom
- Establish mutually beneficial relationships with the business community

## Faculty

**William R. Nance, Jr.** (2000). Associate Professor of Management and Department Chair. B.S., Regis University; M.B.A., Union University; D.B.A., Nova Southeastern University.

**C. Steven Arendall** (1990). Professor of Management and Director of the M.B.A. Program, Germantown. B.B.A. and M.B.A., University of Memphis; Ph.D., University of Tennessee at Knoxville.

**David Austill** (1997). Professor of Management. B.B.A., University of Memphis; M.B.A., University of Arkansas; J.D., University of Tennessee; L.L.M., Washington University, C.P.A.

**Kevin Barksdale** (2006). Associate Professor of Management. B.B.A. and Ph.D., Georgia State University.

**Don Christensen** (2002). Professor of Finance. B.B.A. and M.B.A., University of Memphis; Ph.D., University of South Carolina.

**Joe Harrison** (1998). Associate Professor of Management. B.A., Stephens College; M.B.A., University of Memphis; Candidate for Ph.D., University of Memphis.

**M. Kenneth Holt** (1987). Associate Professor of Economics and Management. B.S., Union University; M.S., Louisiana State University; Ph.D. candidate, University of Memphis.

**Kyle A. Huggins** (2007). Assistant Professor of Marketing. B.S. and M.B.A., Union University; Ph.D., University of Arkansas.

**Emily Lean** (2008). Instructor of Business. B.S.B.A., Union University; Ph.D. Candidate, University of Arkansas.

**Karen C. Miller** (1997). Associate Professor of Accounting. B.S.B.A., Freed-Hardeman University; M.Ac., University of Tennessee at Martin; Ph.D., University of Mississippi; C.P.A.

**Deborah Newell** (1988). Assistant Professor of Accounting. B.S. and M.B.A., Murray State University; C.P.A., C.F.El, and C.S.R.P.

**Howard Newell** (1982). University Professor of Business Administration. B.S. and M.S., Southern Illinois University; Ph.D., Indiana University.

**Walton M. Padelford** (1980). University Professor of Economics. B.S., Mississippi College; M.S. and Ph.D., Louisiana State University; Additional study, San Francisco Xavier de Chuquisaca.

**Roland Porter** (2004). Associate Professor of Business. B.S., Lane College; J.D., University of California–Berkley.

**Tom Proctor** (1996). Professor of Accounting, Coordinator of Accounting, and Director of Accreditation. B.S., University of Tennessee at Martin; M.B.A., M.S., and Ph.D., University of Memphis; C.M.A.

**Kevin Westbrook** (2008) Associate Professor of Marketing. B.S., M.B.A, and Ph.D., University of Memphis.

**Darin White** (1994). Professor of Marketing and Director of Academic Research. B.S., Birmingham-Southern College; M.A. and Ph.D., University of Alabama.

## Curriculum

The McAfee School of Business Administration offers majors in Business Administration and Accounting, leading to the Bachelor of Business Administration (B.B.A.) and the Bachelor of Science in Accounting (B.S. in Accounting).

#### **IV. Teacher Licensure**

Teacher Licensure in Business Education, Business Technology, Economics, and Marketing requires students to complete the following:

A. Professional Education: EDU 150, 250, 326; PSY 213, 318; SE 225; EDU 419, 433.

B. Complete the BSBA with a major in Business Administration or Accounting.

1. Business Education completes the BSBA and major, earning a dual licensure with Business Technology.
2. Economics completes the BSBA with a major in Business Administration (Economics Concentration) and completes additional Social

**Phi Beta Lambda.** Membership in this national business fraternity is open to those interested in careers in business. Its goals are to promote the free enterprise system, to create a better understanding of the business world, and to explicate the resume writing and interview process through seminars and workshops.

## Student Awards

**Jeanette Pieron Proctor Aspiring Accountant Award.** To be eligible for this award, a student must be a declared accounting major who is in the process of completing

ACC 212 and has an overall GPA of 3.00 or better. The recipient will be selected by the Accounting faculty. The recipient will be required to enroll in ACC 313 when next offered.

**Curtiss E. Scott Business Excellence Award.** To be eligible for this award, a student must be classified as a senior School of Business Administration student with a GPA of 3.00 or better. The Phi Beta Lambda Business Fraternity nominates three students from eligible candidates. The McAfee School of Business Administration faculty select the final recipient from the nomination list.

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## Course Offerings in Accounting (ACC)

( ) Hours Credit; F-Fall; W-Winter; S-Spring; Su-Summer  
Courses without indicated offering will be available at least once every three years.

### 211. Principles of Accounting I (3) F

An introductory course including study of professional accounting, sole proprietorships, and partnerships.

### 212. Principles of Accounting II (3) S

Prerequisite: ACC 211.

A continuation of ACC 211 with an emphasis on corporations and the use of accounting in managerial decision making.

### 311. Cost Accounting (3)

Prerequisite: ACC 212.

A study of methods of accounting for materials, labor, and factory overhead in job order and process cost systems.

### 312. Managerial Accounting (3)

Prerequisite: ACC 212.

Uses of accounting information in management decision making. Topics include budgeting, standard costing, and analyses of costs and profits.

### 313. Intermediate Accounting I (3)

Prerequisite: ACC 212.

Intensive review of the accounting process and financial statements with emphasis on the asset section of the balance sheet.

### 314. Intermediate Accounting II (3)

Prerequisite: ACC 313.

Corporation formation and changes in the equity structure after formation. Topics include long-term investments, bonds, earnings per share, and income recognition.

### 315. Federal Income Tax Accounting I (3)

Prerequisite: ACC 212.

The Internal Revenue Code as it affects individual income tax returns.

### 319. Federal Income Tax Accounting II (3)

Prerequisite: ACC 315.

The Internal Revenue Code as it affects partnerships, corporations, and fiduciaries.

### 325. Fraud Examination (3)

An in-depth look at fraud detection, prevention, investigation, management and resolution.

### 350. Accounting Information Systems (3)

Prerequisite: ACC 212 and CSC 105.

Principles and problems of accounting system design and implementation. Organization for accounting control, internal control procedures, and internal reports. Attention given to computerized accounting systems and



**425. Economic Growth and Development (3)**

Pre/Corequisites: ECO 211 and 212

Economic trajectories of developing nations. Theoretical models of development and empirical data will be used to understand economic development and policy issues

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**410. Advanced Management Information Systems (3) F**  
Prerequisite: MGT 310.

An examination of networking as used through web-based systems for voice and data communication. The impact of wireless technology on business processes including product delivery and communications with customers and suppliers is examined. Current topics in MIS are addressed including security challenges and legal obligations of MIS managers.

**420. International Management (3) F, S**

Prerequisite: MGT 312.

This course is designed to acquaint students with geographic and cultural differences that impinge on man-

agement decision making. Both theoretical and practical aspects of management in the international environment will be presented:

**432. Human Resource Management (3) F, S**

A study of the methods used by business firms and the public sector in recruitment, training, remuneration, and utilization of human resources.

**445. Business Policy (3) F, S**

Prerequisite: ACC 212; MGT 312; MKT 328; ECO 211, 212; Senior standing.

Capstone course which introduces students to the concepts of strategic management. Makes use of case analysis.

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## Course Offerings in Marketing (MKT)

( ) Hours Credit; F–Fall, W–Winter; S–Spring; Su–Summer;  
Courses without indicated offering will be available at least once every three years.

**328. Principles of Marketing (3) F, S**

Exploration of the role of marketing in a free enterprise system through the development, implementation, control, and evaluation of marketing strategies with emphasis on marketing models and concepts utilized in decision making.

**330. Consumer Behavior (3)**

Prerequisite: MKT 328.

Individual and collective behavior patterns both inside and outside the marketplace, through the use of theoretical model building and empirical research findings. Emphasizes role of research in determining short-range and long-range strategies.

**350. Professional Selling (3)**

Prerequisite: MKT 328.

The role of the sales professional within the marketing process. Emphasis on development of selling responsibilities, time and territory management, and interpersonal communication skills through role-plays. Includes analysis of the psychological basis of selling in both consumer and industrial markets.

**351. Retail Marketing (3)**

Prerequisite: MKT 328.

Examination of the marketing mix within the retail environment. Analysis of retail strategy in merchandising,

customer relations, and inventory control. Evaluation of retail site locations and store layouts.

**419. Advertising and Promotion (3)**

Prerequisite: MKT 328.

The economic and social roles of advertising in contemporary business. Emphasis on creation, implementation, and evaluation of campaigns through the analysis of creative processes, media resources, budgeting, and social responsibility.

**424. Marketing Research (3)**

Prerequisite: MKT 328 and MAT 114.

Theories and techniques involved in marketing research. Emphasis upon research objectives and design, sample selection, instrument design, collection techniques and statistical analysis of data, computer applications, report writing for managerial use.

**433. Global Marketing Management (3)**

Prerequisite: MKT 328.

Analysis of problems confronting the global marketing manager in making decisions relating to strategy, marketing research, product management, channel management, pricing, and promotional management.

**440. Strategic Marketing (3)**

Prerequisite: MKT 328 and Senior Standing.

Analytical and decision making skills necessary to move beyond traditional marketing management. To combine the knowledge of various marketing activities as they relate to managerial functions of planning, organizing, and controlling the marketing.

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Available in each departmental prefix:

**179-279-379-479. External Domestic Study Programs (1-3) As Needed**

All courses and their applications must be defined and approved prior to registering.

**180-280-380-480. Study Abroad Programs (1-4)**

All courses and their application must be defined and approved prior to travel.

**195-6-7. Special Studies (1-4)**

**295-6-7. Special Studies (1-4)**

Lower-level group studies which do not appear in the regular departmental offerings.

**395-6-7. Special Studies (1-4)**

Upper-level group studies which do not appear in the regular departmental offerings.

**484. Internship (3)**

Selected students are assigned to obtain supervised practical work experience in many area accounting firms, advertising companies, local manufacturers, the Chamber of Commerce, banks and various non-profit organizations.

**486. Cooperative Education (3)**

Selected students are assigned to obtain supervised practical work experience at a local business for an extended period of time. Pass/Fail.

**495-6-7. Independent Studies (1-4)**

Individual research under the guidance of a faculty member(s).

**498. Seminar (3)**

To be used at discretion of the department.

**499. Seminar (1-3)**

To be used at the discretion of the department.