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## Dean

Jason Garret(2017). Dean for the McAfee School of Business and Professor of Marketing. B.B.A., Oklahoma Baptist University; M.B.A., Washington University; Ph.D., University of Missouri.

## Staff

Susan Bolyard(2007). Academic Secretary, Graduate Business Programs.

Luka Perkovic(2016). Director for Graduate Business Programs. B.A. and M.B.A., Union University.

Jennifer Gay

## Faculty

Santhosh Abraham(2018). Assistant Professor of Accounting. B.B.A., Assumption University - Bangkok, Thailand; M.Sc. and Ph.D., University of Exeter-UK.

David Craig(2018). Assistant Professor of Accounting. B.B.A. and J.D., University of Memphis.

Brooke Emery(2010). Associate Professor of Marketing and Director of Internships. B.A., Rhodes College; M.B.A., Union University.

Gregory Jordan(2012). Professor of Business Law. B.S., Union University; J.D., University of Memphis.

Chris Manner(2009). Professor of Economics. B.S., University of Tennessee, Martin; Ph.D., Vanderbilt.

Karen C. Miller (1997). James and Shirley Porter Chair in Business, Discipline Coordinator for Accounting and Professor of Accounting. B.S.B.A., Freed-Hardeman University; M.Ac., University of Tennessee, Martin; Ph.D., University of Mississippi; C.P.A.

Duncan Nicol(2016). Assistant Professor of Marketing. B.S. and M.B.A., Union University; Ph.D., University of Mississippi.

Johnson Owusu-Amoak(2018). Assistant Professor of Finance. B.S., University of Science and Technology-Ghana; M.B.A., Morgan State University; M.Eng., University of Idaho; M.S., Technical University of Delft/IHE Netherlands; D.B.A., Sacred Heart University.

Janice Pittman(2018). Assistant Professor of Management. B.S., University of Nebraska; M.B.A., Webster University; Ph.D., Oklahoma State University.

Daniel Slate(2010). Professor of Management. B.A., Central Bible College; M.B.A., Missouri State University. Ph.D., University of Arkansas.

Colene Trent(2013). Associate Professor of Economics. B.B.A. and M.B.A., University of North Alabama; Ph.D., University of Mississippi.

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

Joseph Xu(2018). Associate Professor of Marketing, B.M. and M.M., Zhongnan University; Ph.D., Xiamen University; Ph.D. Old Dominion University.

or B.S. core instead of the B.S.B.A. core. The student seeking Tennessee Teacher Licensure in business subjects will select an appropriate major and complete the Professional Education Minor; details are shown below under "Teacher Licensure."

A minimum grade of C is required in all upper-level courses

## Curriculum

The McAfee School of Business offers majors in Business Administration and Accounting, leading to the Bachelor of Science in Business Administration. Majors in Accounting and Business Administration are required to complete the General Core Curriculum, the B.S.B.A. Specific Core Curriculum, and major requirements as detailed below. Students majoring in Business Administration may not minor in the same area as their concentration. Majors in Economics complete the B.A.

- A. Core required of all majors: ECO 400; MGT 341, BAD 420, MGT 445; BAD 475; and 6 hours Business or Advisor-approved Upper-level Electives
  - B. Concentration in Economics: ECO 411, 412, 430
  - C. Concentration in Finance: FIN 415, 416; Select 3 hours from FIN 417, ECO 327, ECO 411.
  - D. Concentration in International Business: ICS 320, ECO 425 or 430, UL Business or ICS elective; Minor in Spanish, French, or Intercultural Studies.\*
  - E. Concentration in Management: MGT 348, 432, and either 330 or 484.
  - F. Concentration in Marketing: MKT 330 or 350, 424, 440  
\*Three to six semester hours, from business or foreign language or a combination, must be earned through study abroad or internship abroad. International students may substitute U.S. internship credit if their native language is not English.
- III. Major in Economics—41 hours
    - A. MAT 114, BAD 224, ECO 211, ECO 212
    - B. ECO 498 or ECO Elective
    - C. ECO 411, 412, 430; FIN 320
    - D. 6 hours from: PHL 346, PHL 347; PSC 322, 323
    - E. Upper-level Electives—outside the School of Business and with advisor-approval—8 hours
    - F. General Core must include MAT 211 and PHL 240.
  - IV. Teacher Licensure  
Teacher Licensure in Business Education, Business Technology, Economics, and Marketing requires students to complete the following:
    - A. Professional Education:
      - 1. Prior to Internship—EDU 150, EDU 305, EDU 358, PSY 213, PSY/SE 230.
      - 2. Fall of Internship Year—EDU 306, 340, 419, 440
      - 3. Spring of Internship Year—EDU 441 and 451
    - B. Complete the B.S.B.A. with a major in Business Administration or Accounting.
      - 1. Business Education completes the B.S.B.A. and major, earning a dual licensure with Business Technology.
      - 2. Economics completes the B.S.B.A. with a major in Business Administration (Economics Concentration) and completes additional Social Science requirements: HIS 101, 102, 211, 212; GEO 112, and either GEO 215 or 216
      - 3. Marketing completes the B.S.B.A. with a major in Business Administration (Marketing Concentration).
    - C. Completion of applicable portions of the Praxis II.
    - D. For additional information, see the Director of Educator Preparation.
  - I. Minor in Accounting—18 hours
    - A. ACC 211, 212, 313, 315
    - B. Upper-level ACC Electives
  - II. Minor in Economics—18 hours
    - A. ECO 211, 212, 411, 412
    - B. Upper-level ECO Electives
  - III. Minor in Finance—18 hours
    - A. ACC 211; ECO 211; FIN 320; MAT 114
  - B. Upper-level FIN electives—6 hours
  - IV. Minor in Management—18 hours
    - A. MGT 318, 341, 348; MAT 114
    - B. Upper-level MGT Electives—6 hours
  - V. Minor in Business Administration—18 hours
    - A. ACC 211, ECO 212, MGT 218, MKT 228
    - B. Business Upper-level Electives—6 hours
  - VI. Minor in Marketing—18 hours
    - A. MKT 328, 424, 440; MAT 114
    - B. Upper-level MKT Electives
  - VII. Minor in University Studies—18 hours
    - A. Available only with the Bachelor of Science in Business Administration or B.A. or B.S. with a major in Economics. All courses must be taken outside the School of Business.
    - B. No more than 9 hours may be taken below 300 level.
    - C. No more than 13 hours may be taken under one prefix.
    - D. Course must be approved by the faculty advisor and cannot duplicate with the general core curriculum.
  - VIII. Minor in Actuarial Science (to accompany the completion of a Business Major and the B.S.B.A.)—21 hours  
See the Department of Mathematics for details.
- Majors in Accounting, Business Administration, and Economics with Discipline-Specific Honors Honors Contract
- The McAfee School of Business offers discipline-specific Honors for selected students. The student must have a minimum cumulative GPA of 3.5. The successful honors student will complete 12 hours of honors work including 6 to 9 hours of honors contract coursework and 3 to 6 hours of thesis research and thesis writing. Individual professors will develop an honors contract for the honors student in connection with upper-level required courses. A thesis advisor will work

## Student Organizations

EnactusEnactus is a team of students teaching the community how market economics and businesses operate. It is a partnership between higher education and business, building career connections between college students and the business community. Students must be nominated by a faculty member followed by a personal interview and recommendation of interviewing committee to faculty sponsor.

Finance Club.The Finance Club is a Financial Management Association International Student Chapter. The Finance Club aims to strengthen your involvement and understanding of financial market through commitment to promoting the formation of meaningful professional relationships.

324. Commercial Law (3)

Pre/Corequisite: BLAW 321. Reciprocal credit: BLAW 324.

See BLAW 324 for course description.

325. Fraud Examination (3)

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

350. Accounting Information Systems (3)

Prerequisites: ACC 212 and CSC 105.

Principles and problems of accounting system design and implementation. Organization for accounting control,

## Course Offerings in Business Law (BLAW)

( ) Hours Credit; F–Fall; W–Winter; S–Spring; Su–Summer

### 321. The Legal Environment of Business (3)

The legal, practical and ethical environments in which businesses and managers operate. Topics: common law affecting business constitutional law, administrative agencies, and a survey of law of employment consumer protection, and securities regulations.

### 324. Commercial Law (3)

Pre/Corequisite: BLAW 321. Reciprocal credit: ACC 324.

415. Corporate Finance (3)

Prerequisite: FIN 320.

An intermediate Financial Management course that provides in-depth knowledge of topics beyond basic Business Finance. The course teaches advanced topics such as Financial Planning & Forecasting, Project Valuation, Strategic & Tactical Financing Decisions and Working Capital Management. Topics relating to International Finance, Risk Management, Mergers & Acquisitions and Leasing may be introduced. Students will be challenged to apply concepts using practical business cases

416. Investment Analysis (3)

Prerequisite: FIN 320

This course is designed to provide the students with understanding of valuation and trading of financial securities. It will teach students the concepts of securities analysis and theories embodied in portfolio construction, management and performance evaluation. The topics covered include Asset Classes, Portfolio Theory, Securities Valuation, Portfolio Performance, Risk Management, etc. The course incorporates real-world trading experience through Student-Managed Investment Program.

417. Financial Markets and Institutions (3)

Prerequisite: FIN 320

This course introduces the different financial institutions, the financial markets in which they operate and the instruments they deal in. Areas covered include Interest Rates, Central Banks, Securities Markets, Management of Commercial Banks and other Financial Institutions. Risk Management in Financial Institutions is introduced.

## Course Offerings in Management (MGT)

( ) Hours Credit; F–Fall; W–Winter; S–Spring; Su–Summer

218. Principles of Management (3)

An introduction to the management process through the functions of planning, organizing, leading, and controlling.

310. Management Information Systems (3)

Prerequisite: MGT 318 and CSC 105.

Introduction to the applications of computer systems and their components to support the strategic goals of an organization with focus on the use of information systems for management decision making.

311. Managerial Communications (3)

This introductory course is designed to help develop and strengthen skills of effective business and professional communication in both written and spoken forms.

330. Corporate Sustainability (3)

Prerequisite: MGT 318.

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 or 208.

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.

437. Digital Marketing (3)

Prerequisite: MKT 328.

Digital marketing is changing how companies market themselves, position their brands, products and services, and communicate with their customers in almost every industry. It has become an important tool which, if used appropriately, can generate new customers and move existing customers along the customer relationship spectrum. This course hopes to provide some best practices and the actual business application for this new and always evolving platform for communication.

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.

Available in each departmental prefix:

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

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