

## College of Business and Technology

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## College of Business and Technology

It is the vision of the College of Business and Technology to be recognized as a leader in quality education in the applied sciences, business, and technology in the Southeast. In its desire to fulfill this vision, the College defines its mission as providing quality education and promoting the social and economic development in east Tennessee. The College is comprised of seven departments, divided into two divisions: Business and Technology. The Business division has three departments: Accountancy, Economics, Finance, Geography, and Urban Studies; and Management and Marketing. The Technology division has four departments: Computer and Information Sciences; Family and Consumer Sciences; Military Science; and Technology and Geomatics.

## College of Business and Technology Honors Program

The College of Business and Technology has a Honors Program to attract, retain, and recognize outstanding students. The Program provides an enriched academic experience for selected students. It features college-wide and department specific honors courses.

Applicants to the program should have a high school grade point average of 3.5 or greater and an ACT score of 27 or more (or an equivalent SAT score). Scholarships are available. Interested students should contact the College of Business and Technology Honors Program Director, East Tennessee State University, P.O. Box 70699, Johnson City, Tennessee 37614.

## Business

Accredited by: AACSB -

The Association to Advance  
Collegiate Schools of Business

In the business disciplines, undergraduate students develop an understanding of (1) the economic, social, legal, political, and technological environments that influence our society, (2) the significant functions of all private- and public-sector business organizations, and (3) a specialized area of expertise within the field of business. The importance of a broad educational background is emphasized.

The Bachelor of Business Administration (B.B.A.) curriculum includes general education requirements in the liberal arts and sciences, core requirements, and major program requirements.

Five undergraduate majors and several concentrations leading to the B.B.A. degree are available. The majors are accountancy, economics, finance, management, and marketing. Concentrations within some of the majors, include business economics, general business and economics, corporate finance and investments, banking, real estate, human resources management, logistics/supply chain management, general management, legal studies, integrated marketing communications, and marketing management.

Also offered is the Bachelor of Arts degree (B.A.) in Economics, which is a non-business degree.

Business students may also pursue graduate study in accountancy, business, economics, and law. In addition, the college provides the opportunity and environment for faculty research and service to the business community.

**Course Level Requirements** – All 1000- and 2000-level (lower division) courses should be completed by the end of the sophomore year. All students enrolling in 3000- and 4000-level (upper division) Business courses must have junior- or senior-level standing and have completed prerequisite courses.

**Major** – Students in Business meet the requirements for their major by completing the courses listed under their major program.

Entering business students are classified as pre-business (PBUS) until the Special Requirements are met (see Special Admission Requirements for College of Business and Technology B.B.A. Majors on the next page). Prior to the completion of 60 semester credit hours, each student planning to pursue a B.B.A. will be classified as a pre-business student. At the beginning of the junior year, each qualified business student must select a specific major within the college. Qualified students who do not apply for a specific major will be assigned a major in economics with a concentration in general business and economics. See the special admission requirements for Business undergraduate majors.

At least 50 percent of the B.B.A. core requirements and major program requirements for the Bachelor of Business Administration degree must be earned at East Tennessee State University.

All Business B.B.A. majors are required to complete the curriculum outlined below.

All business graduates must earn a minimum 2.0 overall GPA in all business core requirements and in all major program requirements, including work at ETSU and transfer work.

Special Admission Requirements for (College of  
Business and Technology) B.B.A. Majors

1. Each student planning to pursue the B.B.A. degree in business must apply for admission to a business major upon completion of 60 credit hours.
2. Upon completion of 60 credit hours, each student who applies for admission to a major in business will be admitted if the following requirements are met:
  - a. The student must have attained a minimum overall grade point average of 2.0, except accountancy majors who must attain a minimum of 2.5.
  - b. The following English composition and mathematics courses of the General Education Requirements must have been successfully completed:
 

ENGL	1010	Critical Reading and Expository Writing
ENGL	1020	Critical Thinking and Argumentation
MATH	1530	Probability & Statistics - Non-Calculus
  - c. The student must have completed and earned a grade of "C" or better in each of the following Business courses:
 

ACCT	2010	Principles of Accounting I
ACCT	2020	Principles of Accounting II
ECON	2210	Principles of Economics I
ECON	2220	Principles of Economics II
ECON	2070	Quantitative Methods For Business I
ECON	2080	Quantitative Methods For Business II
3. These admission standards apply to all entering ETSU students, to ETSU students seeking to change from a nonbusiness to a business major, to students seeking to transfer from other institutions, and to students readmitted to ETSU.

Additional information regarding admissions and retention policies, as well as career opportunities in business, may be obtained in the college's Office of Undergraduate Studies in Sam Wilson Hall, phone (423) 439-5275.

**Minor** – A minor is not required for students who have B.B.A. majors.

**Graduate Studies** – The Business Division offers the Master of Business Administration (M.B.A.) degree, the Master of Accountancy (M.Acc.) degree, the Master of Public Administration (M.P.A.) degree, and the Master of City Management degree (M.C.M.). Further information on graduate programs is contained in the School of Graduate Studies Catalog or may be obtained from the college's Office of Graduate Studies

in room 214, Sam Wilson Hall. Phone: (423) 439-5314.

**Center for Banking** – The Center for Banking conducts research and education programs for bank managers and for students with an interest in banking careers. Included are an internship program providing students with practical, on-the-job experience and a speakers program which brings banking and government officials to the classroom.

**Business Internship Program**

An Internship Program is offered for business students wishing practical experience in their major. Students must be Business majors with an overall GPA of 2.7 and have a GPA of 3.0 in Business courses. Students should have completed at least two courses in their major before applying for an internship.

Successful completion of the 130 hours of on-site learning earns students three elective credits in their major. Approval from the respective department chair must be given to allow the course to substitute for another course in the major. Only one internship course per student is permitted.

**Basic Curriculum for All**

(College of Business and Technology) B.B.A. Majors

**ETSU Academic Proficiency Requirements:**

**Writing:** Students must complete a minimum of four writing-intensive courses. At least two of these courses must be in the major field of study. At least two of the four courses must be at the 3000-4000 level.

**Oral Communication:** Students must complete a minimum of two oral communication-intensive courses. At least one of these courses must be in the major field of study.

**Using information Technology:** Students must pass the information technology proficiency exam or successfully complete CSCI 1100, Using Information Technology, during their first calendar year or prior to accumulating 33 semester credits at ETSU. In addition, students must complete at least one using information technology-intensive course in the major field of study.

Transfer students may be subject to reduced number of intensives.

See *ETSU Academic Proficiency Requirements for details.*

TBR General Education Requirements .....	41 Credit Hours
ENGL 1010 Critical Reading and Expository Writing .....	3
ENGL 1020 Critical Thinking and Argumentation .....	3
Communication: Oral Communication* .....	3
MATH 1530 Probability & Statistics - Non-Calculus .....	3
Natural Sciences* .....	8
HIST 2010 The United States to 1877 .....	3
HIST 2020 The United States Since 1877 .....	3
Literature* .....	3
Fine Arts .....	3
Humanities .....	3
ECON 2210 Principles of Economics I .....	3
Social/Behavioral Sciences* .....	3
<b>B.B.A. Core Requirements .....</b>	<b>36-39 Credit Hours</b>
ACCT 2010/20 Principles of Accounting I and II .....	6
ECON 2070/80 Quantitative Methods for Business I & II .....	6
ECON 2220 Principles of Economics II .....	3
MGMT 3000 Organizational Behavior & Management .....	3
MGMT 3050 Decision Science .....	3
MGMT 3310 Legal Environment of Business .....	3
MKTG 3200 Principles of Marketing .....	3
FNCE 3220 Business Finance .....	3
MGMT 3100 Production and Operations Management .....	3
MGMT 3220** Management Information Systems .....	3
MGMT 4910 Policy and Strategy Formulation .....	3
<b>Major .....</b>	<b>24-27 Credit Hours</b>
<b>Electives .....</b>	<b>13-16 Credit Hours</b>
<b>Total Hours Required for Degree .....</b>	<b>120 Credit Hours</b>

\* See General Education Core Requirements for options.

\*\* Not required for Accounting Majors.

**Suggested Course Sequence for All  
B.B.A. Majors (in the College of Business and Technology)**

**Freshman Year**

First Semester	Credit Hours
ENGL 1010 Critical Reading and Expository Writing .....	3
*MATH 1530 Probability & Statistics - Non-Calculus .....	3
HIST 2010 The United States to 1877 .....	3
Natural Science .....	4
Humanities/Fine Arts/Literature .....	3
<b>Semester Total .....</b>	<b>16</b>

Second Semester	Credit Hours
ENGL 1020 Critical Thinking and Argumentation .....	3
HIST 2020 The United States Since 1877 .....	3
Communication: Oral Communication .....	3
Natural Science .....	4
Humanities/Fine Arts/Literature .....	3
<b>Semester Total .....</b>	<b>16</b>

**Sophomore Year**

First Semester	Credit Hours
ACCT 2010 Principles of Accounting I .....	3
ECON 2070 Quantitative Methods I .....	3
ECON 2210 Principles of Economics I .....	3
Humanities/Fine Arts/Literature .....	3
Social/Behavioral Sciences .....	3
<b>Semester Total .....</b>	<b>15</b>

Second Semester	Credit Hours
ACCT 2020 Principles of Accounting II .....	3
ECON 2080 Quantitative Methods II .....	3
ECON 2220 Principles of Economics II .....	3
Non-Business Electives .....	7
<b>Semester Total .....</b>	<b>16</b>

**Junior Year\*\***

First Semester	Credit Hours
Business Core, Major, and Non-Business Elective courses .....	15
<b>Semester Total .....</b>	<b>15</b>

Second Semester	Credit Hours
Business Core, Major, and Non-Business Elective courses .....	15
<b>Semester Total .....</b>	<b>15</b>

**Senior Year\*\***

First Semester	Credit Hours
Business Core, Major, and Non-Business Elective courses .....	15
<b>Semester Total .....</b>	<b>15</b>

Second Semester	Credit Hours
MGMT 4910 Policy & Strategy .....	3
Business Core, Major, and Non-Business Elective courses .....	9
<b>Semester Total .....</b>	<b>12</b>
<b>Total .....</b>	<b>120</b>

\* Students with fewer than two years of high school algebra should enroll in a developmental mathematics course before attempting MATH 1530. MATH 1530 must be completed as soon as possible.  
 \*\* Please see the appropriate College of Business and Technology academic department for upper division course scheduling or contact the Office of Undergraduate Studies in Sam Wilson Hall.

Note: Students who anticipate working part time or full time should reduce their class loads accordingly. Actual class loads per semester may vary as long as a minimum total of 120 credit hours is completed for graduation. While the above is not a required sequence, it is strongly recommended in order to avoid scheduling problems due to course prerequisites.

**Business Intensive Courses**

At the present time the following business courses have been designated as intensive courses to meet university general education requirements. Writing-Intensive (WI) courses are Accountancy 3000 and 4610; Economics 4447 and 4610; Finance 4447, 4520, 4560, 4597, 4617 and 4620; Management 3300, 3320, 4657, and 4910; Marketing 3750 and 4910. Oral Communication-Intensive (OCI) courses are Accountancy 3000; Economics 3700; Finance 4597, 4617 and 4620; Management 3200, 4010, 4020, 4030, and 4460; Marketing 3740. Using Information Technology (UIT) courses are Accountancy 4310; Economics 2080; and Management 3220. An updated listing of intensive courses and requirements is available in the College of Business and Technology, Office of Undergraduate Studies, Sam Wilson Hall or call (423) 439-5275.