

COLLEGE OF BUSINESS

Mitchell Adrian, Dean

The College of Business is nationally accredited by AACSB International—The Association to Advance Collegiate Schools of Business. The accreditation applies at both the graduate and undergraduate levels.

The College of Business includes two academic departments and three service centers. The academic divisions include the Department of Accounting, Finance, and Economics and the Department of Management, Marketing, and General Business. Service centers include the H. C. Drew Center for Economic Development Information Services, the Real Estate and Professional Development Institute, and the Small Business Development Center. Degrees which are offered in the College of Business are the Bachelor of Science in Accounting, Bachelor of Science in Finance, Bachelor of Science in Finance with a concentration in Economics, Bachelor of Science in General Business Administration, Bachelor of Science in Management, and Bachelor of Science in Marketing. A Master of Business Administration degree is offered, and requirements for this degree can be found in the Graduate School section of this catalog.

The H. C. Drew Center for Economic Development Information Services is co-sponsored by the College of Business and the H. C. Drew Endowment for Economic Development. The Center collects and disseminates economic development information and data specifically pertaining to the economy of Southwest Louisiana.

The Real Estate and Professional Development Institute is co-sponsored by the College of Business and the Louisiana Real Estate Commission. The main focus of the Institute is to develop a data base of real estate market information for apartments, office buildings, retail centers, and warehouses.

The Small Business Development Center is jointly sponsored by the College of Business and the Small Business Administration. The purpose of the Center is to provide assistance in the development of small business enterprises.

MISSION

The mission of the College of Business is to provide quality business education that will enhance the opportunities for a diverse undergraduate and graduate student population to achieve success in a changing technological, global, and ethical environment. Through academic excellence and linkages with the business community, the College is committed to being a resource for economic development in southwest Louisiana.

Mission Components

In congruence with the University mission, the mission of the College of Business is to provide programs distinguished by academic excellence. Fundamental to this primary function is the faculty commitment to excellence in teaching, research, and creative scholarly activity. This commitment is the foundation for the quality business education provided by the College.

The primary emphasis of the College of Business is teaching. Effective teaching is essential to providing a quality business education so that students maximize intellectual growth by combining conceptual reasoning, and analytical insights, critical thinking, problem-solving skills, and a sense of continual learning.

Secondarily, research and creative scholarly activity keep faculty members abreast of changes in their respective disciplines and support the College's ability to provide a quality business education. Applied scholarship and instructional development productivity are emphasized but basic scholarship is also encouraged.

Service is integral to academic excellence and has two components. Academic service is intended to enhance faculty intellectual engagement and to contribute to the College's ability to provide a quality business education. Professional service recognized the College's responsibility to be a resource for economic development in Southwest Louisiana.

Vision Statement

The College of Business strives to be a major resource for education, research, and service in Southwest Louisiana. The College is committed to providing learning opportunities, enhancing intellectual enrichment, being a resource for economic development, and improving quality of life.

Core Values

- *Commitment to Academic Excellence*

The College of Business values a dynamic educational environment that encourages contributions from various philosophical perspectives and enhances faculty and student productivity.

- *Commitment to Student Success*

The College of Business strives to prepare a diverse student population for opportunities that can lead to success in their personal and professional endeavors.

- *Commitment to College of Business and Community Linkages*

The College embraces integrity, ethical behavior and mutual respect which enrich interaction among constituents and foster collegiality.

As part of the University, the College values excellence with a personal touch.

ADMISSION AND RETENTION

Students planning a major in the College of Business will be admitted initially into the Basic Studies Program. Acceptance of students by the College of Business from Basic Studies into Basic Studies-Business will be contingent upon their completion of 30 semester hours with any grade-point average or 15 semester hours with a minimum grade-point average of 2.0.

Upon completion of Basic Studies requirements, but prior to being eligible to enroll in upper division business courses, students will be designated Basic Studies-Business and will be advised by the College of Business faculty. English 101-102 and Mathematics 130 must be completed with a minimum grade of “C”. These courses may not be used as prerequisites unless a student has earned a grade of “C” or better. To enter the upper-division business program, students must have achieved junior standing with a minimum 2.0 GPA in courses counted toward the degree.

Failure to earn a 2.0 overall grade-point average toward the degree for two consecutive semesters will prohibit that student from taking additional courses offered by this College. The student may not register for additional business courses until a minimum cumulative GPA is achieved. Business courses previously taken may be repeated while under this restriction.

Accounting 208, Finance 310, Management 300, and Marketing 320 are entry level core courses for their respective majors. For a major in one of the above disciplines, these courses may not be used as prerequisites unless a student has earned a grade of “C” or better.

In order for students to enroll in College of Business 300- or 400-level courses, junior standing must have been achieved. Students must complete prerequisites in the current catalog. Students who do not have the required prerequisites must drop the course through their department or may be dropped from the course by their department at any time during the semester.

TRANSFER STUDENTS

Upper-division courses (numbered 300 and above) normally have extensive prerequisites and are designated to be taken at the junior or senior level. If these courses are taken at other institutions prior to the junior year or without the proper prerequisites required by the College of Business, they will not be automatically considered to meet McNeese requirements. These courses, however, can be validated by passing a challenge examination or, in some cases, by earning a grade of “C” or better in an advanced course

in the same subject. Such advanced courses, when applicable, will be determined by the department head and dean. Upper-division business courses taken at community or junior colleges may not transfer into the College of Business. At least 50 percent of the business credit hours must be earned in the College of Business at McNeese.

COLLEGE-WIDE REQUIREMENTS

In addition to the specific requirements established for each major field program, all College of Business students must meet the requirements listed in the Academic Regulations section of this catalog and the following requirements:

1. Take no more than 60 semester hours in courses taught in the College of Business, excluding Economics 203-204 and Business Administration 275. One economics course other than Economics 203 and 204 can be counted as a social science elective.
2. Take at least 9 semester hours in humanities; 6 semester hours in the social sciences; 3 semester hours in the arts; and at least 9 semester hours in the natural sciences. Course work must include both biological and physical sciences of which 6 hours must be earned in a single biological or physical science area; the remaining 3 hours must be earned in a science area other than that previously selected (a 6-hour sequence is recommended).

For the purpose of meeting these requirements, the following classifications apply:

Humanities	foreign languages (above the introductory level), philosophy, religious studies, history, speech communication, and literature. Three hours must be in the sophomore or above level.
Social Sciences	economics (excluding ECON 203 and 204), geography, anthropology, psychology, sociology, and government (political science)
Natural Sciences	biology, chemistry, environmental sciences, microbiology, physical science, physics, and geology
Arts	music, art, and theatre

All candidates for graduation in the College of Business must meet all requirements listed in the "Graduation Requirements" section of this catalog and all specific requirements outlined by the departments. *All Business majors must take the following business core courses in their programs. For specific time placement in each program see listing under each degree program.*

Accounting 208	Economics 203-204	Management 370
Business Administration 201	Finance 310	Management 481
Business Administration 218	Management 300	Marketing 320
Business Administration 275		

H. C. DREW CENTER FOR ECONOMIC DEVELOPMENT INFORMATION SERVICES

Douglas W. McNeil, Director

The Center collects and disseminates economic development information and data specifically pertaining to the economy of Southwest Louisiana. The Center maintains an economic development data base that includes information on population, employment and unemployment, wages and salaries, cost-of-living measures, taxable sales, and other regional economic indicators. The data base is used to gauge the current status of the regional economy, and to identify areas of strength and weakness as well as emerging future trends. Regional economic development information is disseminated electronically as well as through community economic development conferences and specialized workshops. The Center's data base and reports can be accessed at www.mcneese.edu/drewecon.

REAL ESTATE AND PROFESSIONAL DEVELOPMENT INSTITUTE

The main focus of the Institute is the development of a data base of real estate market information for apartments, office buildings, retail centers, and warehouses. The data will be collected, reported, and analyzed for trends within specially designated geographic areas in Lake Charles, and in Calcasieu Parish. Summary statistics will be listed in a series of semi-annual reports with emphasis on overall trends for the four targeted market segments.

LOUISIANA SMALL BUSINESS DEVELOPMENT CENTER AT MCNEESE STATE UNIVERSITY

Donna Little, Director

The LSBDC program is designed to meet the management and technical assistance needs of the small business community in Southwest Louisiana. The objectives are:

1. To counsel existing small businesses in improvement of performance.
2. To aid potential small businesses in the assessing of ideas and development of business plans.
3. To assist small businesses in strategic and tactical planning in a dynamic environment.

Counselors provide one-on-one counseling and conduct workshops and seminars to keep small businesses abreast of current events and changing trends in today's world of business.

Working within the College of Business, the LSBDC utilizes the faculty and student resources of McNeese State University in counseling and assistance.

The Center maintains a resource library with information on managing a business, and assists clients with finding information from far-reaching state and national resources.

DEPARTMENT OF ACCOUNTING, FINANCE, AND ECONOMICS

Michael M. Kurth, Head

Faculty: Badua, Burckel, Caples, Foshee, McNeil,
Mishra, Rahman, Swindle, Walker, J. Watts, O. Watts

PURPOSE

The Accounting, Finance, and Economics programs are designed to prepare graduates to meet the challenges from strong and growing global forces, conflicting values, changing technology, and demographic diversity among employees and customers. Graduates will be prepared to contribute to their organizations and society, to grow personally and professionally, and to pursue further graduate work. The geographic orientation of each degree program is national, with an international orientation and regional overtones. Specifically, the primary emphasis of the Department's mission is quality teaching enhanced by scholarly productivity and application through service to the business and academic community.

CURRICULA

The Department of Accounting, Finance, and Economics offers curricula leading to the Bachelor of Science in Accounting, Bachelor of Science in Finance, or Bachelor of Science in Finance with a concentration in Economics.

The Accounting curriculum is designed for the student who is preparing for the accounting profession. For the qualified person, accounting offers unlimited opportunities in business, industry, government, and public accounting. The profession requires a strong foundation in general education and business courses in addition to thorough training in accounting subjects.

The Finance curriculum requires advanced course work in finance and provides

training in the acquisition and use of funds. It prepares the student for positions in banking, investment, insurance, real estate, and financial management. The Finance with Economics concentration curriculum requires advanced course work in economics and finance and emphasizes the theoretical and practical aspects of the field of economics. It prepares the student for positions as economists in business or government.

GRADUATION REQUIREMENTS

Degree candidates for the Bachelor of Science in Accounting, Bachelor of Science in Finance, or Bachelor of Science in Finance with a concentration in Economics must fulfill the requirements listed under “College-Wide Requirements” in the College of Business section of this catalog and complete the prescribed curriculums with a minimum grade of “C” in all courses credited toward the major.

ACCOUNTING

Bachelor of Science

<i>Freshman Year</i>	<i>Sem. Hrs.</i>	<i>Sophomore Year</i>	<i>Sem. Hrs.</i>
Orientation 101	1	¹ Accounting 208	3
Computing Science 241	3	Business Administration 201	3
English 101	3	+Business Administration 218	3
English 102	3	Business Administration 275	3
Mathematics 113	3	Economics 203	3
Mathematics 130	3	Economics 204	3
Natural Sciences	9	Humanities Elective	6
Psychology 101	3	Mathematics 231	3
Social Science Elective	3	MAAP 200	0
		Speech 201	3
Total	31	Total	30
<i>Junior Year</i>	<i>Sem. Hrs.</i>	<i>Senior Year</i>	<i>Sem. Hrs.</i>
¹ Accounting 305	3	¹ Accounting 405	3
¹ Accounting 306	3	¹ Accounting 415	3
¹ Accounting 311	3	¹ Accounting 451	3
¹ Accounting 317	3	¹ Accounting 461	3
² Business Elective	3	³ Accounting Electives	6
English 351 or 361	3	Art Elective	3
Finance 310	3	Business Administration 302	3
Management 300	3	Management 481	3
Management 370	3	⁴ Non-business Elective	3
Marketing 320	3		
Total	30	Total	30
Total hours for major: 33		Total hours for degree: 121	

¹Major field courses.

²Business elective 300–400 level selected with approval of advisor or department head.

³Accounting electives must be selected with approval of advisor or department head.

⁴Non-business electives must be selected with approval of advisor or department head.

+Satisfies international education component.

After December 31, 1996, to be eligible to sit for the CPA examination in Louisiana, an applicant must possess, in addition to other requirements, credit for not less than 150 hours of post-secondary, or graduate, or post graduate education. Details of the Louisiana CPA requirements and recommendations for meeting the education requirements are available from the department head.

FINANCE**Bachelor of Science**

<i>Freshman Year</i>		<i>Sem. Hrs.</i>	<i>Sophomore Year</i>		<i>Sem. Hrs.</i>
Orientation 101	1		Accounting 208	3	
Computing Science 241	3		Business Administration 201	3	
English 101	3		+Business Administration 218	3	
English 102	3		Business Administration 275	3	
Mathematics 113	3		Economics 203	3	
Mathematics 130	3		Economics 204	3	
Natural Sciences	9		Humanities Electives	6	
Psychology 101	3		Mathematics 231	3	
Social Science Elective	3		MAAP 200	0	
			Speech 201	3	
Total		31	Total		30
<i>Junior Year</i>		<i>Sem. Hrs.</i>	<i>Senior Year</i>		<i>Sem. Hrs.</i>
Accounting 305	3		Arts Elective	3	
Economics 325	3		² Business Elective	3	
¹ Finance 310	3		Computing Science 321	3	
¹ Finance 316	3		¹ Finance 400	3	
¹ Finance 330	3		¹ Finance 401	3	
¹ Finance Electives	6		Management 481	3	
Management 300	3		³ Non-business Electives	6	
Management 370	3		⁴ Restricted Business Electives	6	
Marketing 320	3				
Total		30	Total		30
Total hours for major: 21			Total hours for degree: 121		

¹Major field courses and major electives must be 300-400 level.

²Business elective 300-400 level selected with approval of advisor or department head.

³Non-business elective must be selected with approval of advisor or department head.

⁴Restricted business electives must be selected from: ACCT 306; BADM 418; ECON 403, ECON 404; or FIN. 300-400 level.

+Satisfies international education component.

Economics Concentration

A Bachelor of Science in Finance with a concentration in Economics requires the following changes in the Finance curriculum listed above.

DELETE: Finance 316, 330, 400, 401, Finance Electives—6 hours

ADD: ¹Economics 403, 404, Economics Electives—6 hours

CHANGE: Restricted Business Electives to 15 hours to be selected from College of Business 300- or 400-level courses, with a minimum of 9 hours of Finance courses

Total hours for major: 24

Total hours for degree: 121

¹These courses plus ECON 325 and FIN. 310 constitute the concentration in Economics and must be at the 300 or 400 level. A grade of "C" or higher must be earned in each course.

DEPARTMENT OF MANAGEMENT, MARKETING, AND GENERAL BUSINESS

Lonnie D. Phelps, Head

Faculty: Beck, Cabell, Chen, Comish, Desai, Eason,
Guru-Gharana, Mondy, Parayitam, Premeaux, Rader, Roach

PURPOSE

The Management, Marketing, and General Business Administration programs are designed to prepare graduates to meet the challenges of a fast-changing and increasingly global business environment.

Graduates will be prepared to contribute to their organizations and society, to grow personally and professionally, and to pursue further graduate work.

The departmental mission's primary emphases are:

- Quality teaching.
- Scholarly productivity.
- Service to the business and academic community.

CURRICULA

The Department of Management, Marketing, and General Business offers curricula leading to the degrees of Bachelor of Science in General Business Administration, Bachelor of Science in Management, and Bachelor of Science in Marketing.

Each curriculum provides for a general understanding of our economic system and business environment while providing a sound foundation in the common body of business knowledge.

The General Business Administration curriculum requires advanced course work in accounting, economics, finance, management, and marketing. It provides a broad background for students interested in administrative positions with business firms, large and small, and with government agencies.

The Management curriculum is designed to provide the student with the knowledge needed to function as a manager in a business or not-for-profit organization. Students are exposed to managerial principles and theories, and are challenged to develop the skills necessary to integrate managerial theory and practice.

The curriculum in Marketing introduces the student to basic problems and practices in marketing. This program is designed to offer a broad understanding of marketing concepts, giving the student a strong background to meet the demands of a career in marketing.

GRADUATION REQUIREMENTS

Candidates for the degrees of Bachelor of Science in General Business Administration, Bachelor of Science in Management, and Bachelor of Science in Marketing must fulfill the requirements listed under "College-Wide Requirements" in the College of Business section of this catalog, and complete the prescribed General Business Administration, Management, and Marketing curriculum with a minimum grade of "C" in all courses credited toward the major.

GENERAL BUSINESS ADMINISTRATION

Bachelor of Science

<i>Freshman Year</i>	<i>Sem. Hrs.</i>	<i>Sophomore Year</i>	<i>Sem. Hrs.</i>
Orientation 101	1	Accounting 208	3
Business Administration 120	3	Business Administration 201	3
English 101	3	+Business Administration 218	3
English 102	3	Business Administration 275	3
Humanities Elective	3	Computing Science 241	3
Mathematics 113	3	Economics 203	3
Mathematics 130	3	Economics 204	3
Natural Sciences.....	9	Humanities Elective	3
Psychology 101	3	Mathematics 231	3
		MAAP 200	0
		Speech 201	3
Total	31	Total	30

<i>Junior Year</i>	<i>Sem. Hrs.</i>	<i>Senior Year</i>	<i>Sem. Hrs.</i>
¹ Accounting Electives	6	² Business Electives	9
Arts Elective.....	3	Computing Science 321	3
¹ Economics Electives	6	¹ Finance Electives	6
Finance 310	3	Management 481.....	3
Management 300.....	3	¹ Marketing Electives	6
Management 370.....	3	³ Non-business Elective	3
Marketing 320.....	3		
Social Science Elective.....	3		
Total	30	Total	30
Total hours for major: 24		Total hours for degree: 121	

¹Major field courses: 300 or 400 level.

²College of Business courses: 300 or 400 level.

³Any course other than HHP, or H&HP activity courses.

+Satisfies international education component.

MANAGEMENT

Bachelor of Science

<i>Freshman Year</i>	<i>Sem. Hrs.</i>	<i>Sophomore Year</i>	<i>Sem. Hrs.</i>
Orientation 101	1	Accounting 208	3
Business Administration 120	3	Business Administration 201	3
English 101	3	Business Administration 218	3
English 102	3	Business Administration 275	3
Humanities Elective	3	Computing Science 241	3
Mathematics 113	3	Economics 203	3
Mathematics 130	3	Economics 204	3
Natural Sciences.....	9	Humanities Elective	3
Psychology 101	3	Mathematics 231	3
		MAAP 200	0
		Speech 201	3
Total	31	Total	30

<i>Junior Year</i>	<i>Sem. Hrs.</i>	<i>Senior Year</i>	<i>Sem. Hrs.</i>
Accounting 341	3	² Business Electives	12
Arts Elective.....	3	Computing Science 321	3
Finance 310.....	3	Management 343 or 345	3
Management 300.....	3	Management 481.....	3
Management 310.....	3	¹ Management Electives.....	6
Management 330.....	3	³ Non-business Elective	3
Management 370.....	3		
Management Elective.....	3		
Marketing 320.....	3		
Social Science Elective	3		
	<hr/>		<hr/>
Total	30	Total	30
Total hours for major: 27		Total hours for degree: 121	

¹Major field courses: 300 or 400 level.
²College of Business courses 300 or 400 level.
³Any course other than HHP. activity courses.

**MARKETING
 Bachelor of Science**

<i>Freshman Year</i>	<i>Sem. Hrs.</i>	<i>Sophomore Year</i>	<i>Sem. Hrs.</i>
Orientation 101	1	Accounting 208.....	3
Business Administration 120	3	Business Administration 201	3
English 101	3	Business Administration 218	3
English 102	3	Business Administration 275	3
Humanities Elective	3	Computing Science 241	3
Mathematics 113	3	Economics 203	3
Mathematics 130	3	Economics 204	3
Natural Sciences.....	9	Humanities Elective.....	3
Psychology 101	3	Mathematics 231	3
	<hr/>	MAAP 200	0
Total	31	Speech 201	3
		Total	30
<i>Junior Year</i>	<i>Sem. Hrs.</i>	<i>Senior Year</i>	<i>Sem. Hrs.</i>
Accounting 341	3	² Business Electives	9
Arts Elective.....	3	Management 481.....	3
Computing Science 321	3	Marketing 444.....	3
Finance 310.....	3	Marketing 461.....	3
Management 300.....	3	Marketing 480.....	3
Management 370.....	3	¹ Marketing Electives	6
Marketing 320.....	3	³ Non-business Elective	3
Marketing 375.....	3		
¹ Marketing Elective.....	3		
Social Science Elective	3		
	<hr/>		<hr/>
Total	30	Total	30
Total hours for major: 24		Total hours for degree: 121	

¹Major field courses: 300 or 400 level.
²College of Business courses 300 or 400 level.
³Any course other than HHP. activity courses.