School of Management

The School of Management's mission is to meet the challenges of a rapidly changing, technology-driven, global society by partnering with the business community to:

- deliver high quality management education to a diverse group of undergraduate and graduate students and practicing executives;
- develop and continuously improve programs advancing management education and practice; and
- conduct research enhancing management knowledge.

Because the companies the School serves operate in a rapidly changing, global economy, U.T. Dallas must be prepared to meet new challenges with new programs that address business needs and research that deals with business problems that are the byproducts of change. The firms the School of Management serves must evolve continuously to remain competitive, and this requires that the School be just as innovative and responsive to the changing competitive landscape. The School is committed to meeting this need.

The Bachelor of Science degree in Business Administration is designed to provide students with a broad preparation for a business career and to lay the foundation for further study in business administration. Strong emphasis is placed on problem solving techniques that are typical of the modern business organization functioning in a complex environment. Students are prepared to apply their skills and knowledge toward solving the complex problems that face business and industry in today's society. The Bachelor of Science in Business Administration offers concentrations in Finance and Management Information Systems in addition to the general degree. A double major in Biology is offered in conjunction with the Biology Department.

The program leading to the degree of Bachelor of Science (B.S.) in Accounting provides students a broad-based education that balances conceptual with pragmatic knowledge and exposes accounting students to other related areas. Completion of this program will enable students to seek information services related positions in industry or government and to sit for professional examinations such as Certified Management Accountant, Certified Internal Auditor, or Certified Information Systems Auditor. Students who desire a comprehensive accounting education and are seeking to become Certified Public Accountants are advised to pursue the combination of the B.S. and M.S. degrees in Accounting. Students who successfully complete both degrees may choose to sit for the CPA examination upon completion of the 150 semester hour educational requirement of the Texas State Board of Public Accountancy.

Both degrees contain a central core of 24 hours. In the core courses, students have an opportunity to learn theories and analytical techniques that can be applied to the functional areas of business, such as finance and marketing. They are exposed to the international dimensions of business activities and to social and political factors that impinge on business behavior. A capstone course in the social and political environment of business provides an integrative experience where students are challenged to solve real world business problems.

Students are also required to take courses outside the School of Management in order to broaden their educational experience in preparation for leadership roles as professionals and/or managers in the modern business organization.

Fast Track Baccalaureate/Master's Degrees

The Fast Track B.S./MBA program is designed to permit undergraduate students enrolled at U.T. Dallas to begin work on the Master of Business Administration (MBA) degree before graduation. Qualified seniors may take up to 12 hours of graduate courses in Management that will apply toward the bachelor's degree and also satisfy requirements for the MBA degree. These courses will be selected from a list determined by the School. The Fast Track MBA program is only available for students who are planning to enroll in the Evening MBA Program.
The Fast Track B.S./M.S. in Accounting program is designed for students enrolled in the Bachelor of Science in Accounting program at U.T. Dallas to begin work on the Master of Science in Accounting degree before graduation. The program permits students to meet the educational requirements of the Texas State Board of Public Accountancy to become Certified Public Accountants. Qualified seniors may take up to 9 hours of graduate courses in Accounting that will apply to the bachelor's degree in Accounting and also satisfy requirements for the M.S. in Accounting degree. Students choosing this program may select from four tracks for their graduate studies. These courses will be selected from a list determined by the School. Upon entering the graduate accounting program, students may select any specialization for their M.S. in Accounting degree.

Admission to the Fast Track programs requires an overall GPA of 3.0, senior status, and approval from the student's advisor. Students are also required to meet admission requirements of the MBA and M.S. programs, including the GMAT scores. The student must take the GMAT examination prior to completing the baccalaureate degree. Students interested in participating in these programs should apply in the School of Management Advising Office (call 972-883-2750).

Admission to the Undergraduate Business Administration or Accounting Program

The School of Management is an upper-division school. Students entering U.T. Dallas at the lower-division who seek admission to the Business Administration or Accounting major must satisfactorily complete the 42 credit hours which constitute the lower-division core curriculum. Courses taken by upper-division transfer students to make up deficiencies in prerequisites may not be used to satisfy upper-division degree requirements. Also note that fifty percent of the upper-division business credit hours must be taken at U.T. Dallas.

To receive a double major in Accounting and Business Administration, an additional 12 hours of coursework in the field must be taken. For Accounting and MIS, take CS 1315, CS 3333, BA 4326 and either BA 4319, BA 4324, BA 4327 or BA 4395 in addition to the courses taken to satisfy the accounting major. For Accounting and Business Administration, take an additional 12 hours from Groups 1 and 2 below.

Minors

The School of Management does not offer minors at this time.

Bachelor of Science in Business Administration Degree Requirements (120 hours)

I. Core Curriculum Requirements²: 42 hours

A. Communication (6 hours)
   3 hours Communication (RHET 1302)
   3 hours Communication Elective (BA 4305 or 4309)²
B. Social and Behavioral Sciences (15 hours)
   6 hours Government (GOVT 2301 and 2302)
   6 hours History (HST 1301 and 2301)
   3 hours Social and Behavioral Science Elective (ECO 2301)²
C. Humanities and Fine Arts (6 hours)
   3 hours Fine Arts (AP 1301)
   3 hours Humanities (A&H 1301)
D. Mathematics and Quantitative Reasoning (6 hours)
   6 hours Calculus (MATH 1325 and 1326)³
E. Science (9 hours including at least one course with a substantial laboratory component)
II. Major Requirements: 51-54 hours

Major Preparatory Courses (15 hours/18 hours for MIS Concentration)
- ACCT 2301* Introductory Financial Accounting
- ACCT 2302* Introductory Cost Management
- BA 2301* Business and Public Law
- CS 1315* Computer Science I
- ECO 2301* Principles of Macroeconomics
- ECO 2302* Principles of Microeconomics
- MATH 1325* Applied Calculus I
- MATH 1326* Applied Calculus II
- MATH 2333* Matrices, Vectors, and Their Application

Major Core Courses (21 hours)
- BA 3341 Business Finance
- BA 3351 Management Information System
- BA 3352 Production Management
- BA 3361 Organizational Behavior
- BA 3365 Marketing Management
- BA 4371 International Business
- BA 4305 Social & Political Environment of Business
- STAT 3360 Probability and Statistics

Major Related Courses (15 hours)

Breadth Core Courses for the Finance concentration:
- ACCT 3341 Intermediate Cost Management
- BA 4345 Money and Capital Markets
- BA 4346 Investment Management
- BA 4347 Applied Corporate Finance
- BA 4321 Database Fundamentals

Breadth Core Courses for the MIS concentration:
- BA 4321 Database Fundamentals
- BA 4322 Systems Analysis and Design
- BA 4323 Business Data Communications
- BA 4326 Systems Development Project
- CS 3333 Data Structures

Breadth Core Courses for students not choosing a concentration - General Business
Select from the following with at least 3 hours from 3 of the 4 groups:

Group 1: Government and Regulation
- BA 4307 Corporation and Politics
- BA 4309 Regulation of Business

Group 2: Marketing and Trade
- BA 3372 Export Market Development
- BA 3374 International Marketing
- BA 4345 Money and Capital Markets

Group 3: Finance and Accounting
- ACCT 3331 Intermediate Financial Accounting I
- ACCT 3341 Intermediate Cost Accounting
- ACCT 3351 Tax Accounting

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1 Curriculum Requirements can be fulfilled by other approved courses from accredited institutions of higher education. The courses listed in parentheses are recommended as the most efficient way to satisfy both Core Curriculum and Major Requirements at U.T. Dallas.
III. Elective Requirements: 24-27 hours

Advanced Electives (6 hours)
- All students are required to take at least six hours of advanced electives outside their major field of study.
  - These must be either upper-division classes or lower-division classes that have prerequisites.

Free Electives
- Both lower- and upper-division courses may count as electives but students must complete at least 51 hours of upper-division credit to qualify for graduation.

Finance Concentration: (15 hours)
- MIS Concentration: (9 hours)
- General Business: (21 hours)

Guided Electives
- Finance Concentration: (6 hours) To be selected from ACCT 3331, ACCT 3332, ACCT 3351, ACCT 4342, BA 4322, BA 4323.
- MIS Concentration: (9 hours) To be selected from BA 4319, BA 4324, BA 4327, BA 4395, ACCT 4342, ACCT 4333, CS 4375, CS 4376

Specified Course Descriptions

A&H 1301 (HUMA 1301) Exploration of the Humanities (3 semester hours) An introduction to the concept of cultural tradition through the study of selected works of literature, philosophy, music, and visual art. Emphasis on the relations among various forms of cultural expression and developing students' ability to interpret complex artistic works in their historical, cultural, and intellectual contexts. General education core course. (3-0) S

ACCT 2301 Introductory Financial Accounting (3 semester hours) An introduction to business external financial reporting designed to create an awareness of the accounting concepts and principles used in preparing the three basic financial statements: the income statement, balance sheet, and statement of cash flows. The course is designed to benefit all business students, whether future users or preparers of accounting information. (3-0) S

ACCT 2302 Introductory Cost Management (3 semester hours) An introduction to the determination, development, and uses of internal accounting information needed by business management to satisfy customers while continuously controlling and containing costs. The course is designed to benefit all business students, whether future users or preparers of accounting information. (3-0) Y

ACCT 3331 Intermediate Financial Accounting I (3 semester hours) A study of business external financial reporting, intended for students who desire further knowledge of concepts, principles and practice. Consideration of issues related to measurement and reporting of cash, receivables, inventories, property, plant and equipment, and intangibles. Current financial statement presentation issues are analyzed to gain an appreciation for the impact of generally accepted accounting principles on the business environment as a whole. Prerequisite: ACCT 2301. (3-0) S

ACCT 3332 Intermediate Financial Accounting II (3 semester hours) A continuation of topics in business reporting including accounting for debt equity, investments, taxes, leases, pensions, cash flows, revenue recognition, accounting changes, and error analysis. Current generally accepted accounting principles for business reporting are analyzed as is
their effect on the presentation of financial results by corporations and other entities. Prerequisite: ACCT 3331. (3-0) Y

**ACCT 3341 Intermediate Cost Management** (3 semester hours) A study of business management's internal accounting information needs as it pertains to cost control and containment. Emphasis on the processes of business planning, controlling, and decision making. Topics include cost behavior, cost accumulation alternatives, cost allocation issues, budgeting, and performance measurement. Prerequisite: ACCT 2302. (3-0) Y

**ACCT 3351 Individual Taxation** (3 semester hours) An introduction to federal taxation principles and concepts for individual income. Prerequisites: ACCT 2301 and 2302. (3-0) Y

**ACCT 4342 Accounting Information Systems** (3 semester hours) The course focuses on the needs and responsibilities of accountants as end users of information systems. It is based on the use of conceptual frameworks to emphasize the professional and legal responsibility of accountants and auditors for the design, operation, and control of AIS applications. While the course is primarily constructed for accountants, other business majors may find the contents beneficial to their careers. Prerequisite: ACCT 3321. (3-0) S

**AP 1301 (ARTS 1301) Exploration of the Arts** (3 semester hours) This course introduces students to the physical and intellectual demands required of the author, the performer, and the visual artist. This introduction includes, but is not limited to, the student's production of a creative project as well as written assessments of art and performance. (3-0) Y

**BA 2301 (BUSI 2301) Business and Public Law** (3 semester hours) Commercial and administrative law, focusing on the law of contracts, agency, bailments, property, and laws of partnerships and corporations. (3-0) Y

**BA 3341 Business Finance** (3 semester hours) Theoretical and procedural considerations in the administration of finances in the firm: sources and uses of funds, working capital, capital budgeting, capital structure, and costs of capital. Corequisite: STAT 3360. (3-0) Y

**BA 3351 Introduction to Management Information Systems** (3 semester hours) Introduction to basic management information systems and computer concepts. Emphasis on the various facets of the computer, information processing including computer applications, processing data into information, computer hardware, file organization and databases, communications, and information system development. Use of word processing, spreadsheet, and database application software to develop PC skills. (3-0) S

**BA 3352 Production Management** (3 semester hours) Applications of operations research methods to production problems. Production processes in the business firm with emphasis on forecasting, production planning, and production control techniques. Prerequisite: STAT 3360. (3-0) Y

**BA 3361 Organizational Behavior** (3 semester hours) An integrated social science approach to administrative problems using behavioral sciences. Behavior in organizations is examined with attention given to such topics as performance appraisal, selection, training, motivation, job satisfaction, communications, leadership, small group processes, decision making, power, conflict, organizational structure, and organizational change. (3-0) S

**BA 3365 Marketing Management** (3 semester hours) Marketing principles including marketing planning, the decision making environment, market measurement, product decisions, promotion, pricing, and distribution. Special emphasis placed upon the determination and evaluation of market segments. (3-0) S

**BA 3372 Export Market Development** (3 semester hours) Survey of factors affecting export markets. Examination of methods of transporting, distributing, and marketing products abroad. (3-0) Y

**BA 3374 International Marketing** (3 semester hours) Analysis of environment of international marketing. Survey of techniques of international marketing management. Prerequisite: BA 3365. (3-0) Y

**BA 4305 Social and Political Environment of Business** (3 semester hours) Capstone-level course requiring integration of all fields of business. Students will draw on their broadened awareness of various environmental influences (social and political) to solve business problems. Management alternatives will be examined with an ethical perspective relating policy trends to the strategic planning mode. Prerequisite: Completion of all core courses. (3-0) S

**BA 4307 Corporations and Politics** (3 semester hours) Overview of the corporation as a political participant in the American political system. Topics include corporate political action committees, business lobbying, grassroots programs, Federal Election Campaign Act, and labor involvement. (3-0) Y

**BA 4309 Regulation of Business** (3 semester hours) Examines the broad subject of government regulation of business, and focuses on the source of the demand for government regulation, its translation into legislation, its administration, and its impact. Emphasis is placed on high impact regulatory programs, such as antitrust, health, safety, and environmental laws. Prerequisite: ECO 2302. (3-0) Y
BA 4319 Programming in C++ (3 semester hours) This course will introduce students to concepts in object-oriented programming. Students will develop application programs using C++. Application development using Java will also be introduced. Prerequisite: CS 1315 (3-0) S

BA 4321 Database Fundamentals (3 semester hours) Database theories, conceptual data modeling techniques, database management, and database development practice with emphasis on relational database systems. Topics include entity-relationship data model, data planning, data administration, SQL, relational theories, distributed databases, database development project, and other database management issues, such as concurrency control, data security, and integrity. A database management system software package is used to implement working database systems. (3-0) Y

BA 4322 Systems Analysis and Design (3 semester hours) An overview of systems development methodologies will be presented. In addition to concepts in systems analysis and design, the students will be exposed to concepts in project management, and information gathering techniques. Projects focusing on the use of CASE tools will also be an integral part of the course. Prerequisite: BA 4321. (3-0) Y

BA 4323 Business Data Communications (3 semester hours) IS managers need to have an in-depth understanding of a gamut of issues relating to data communication and distributed processing, including technical, economic, and managerial details. The course will focus on currently observed industry trends, including the digital convergence of voice, video and data, enterprise-wide connectivity, distributed computing environments, and the massive demand for Internet-based open systems. (3-0) Y

BA 4324 Information Systems Management (3 semester hours) Management of the information technology within an organization is a critical activity. Students will be introduced to issues relating to IT investment, management of IT, and using IT for competitive advantage. (3-0) Y

BA 4326 Systems Development Project (3 semester hours) Students will be required to perform analysis, design, and implementation of a real-life project within an organization. Students will be organized into teams and will be required to use the concepts taught in the earlier classes on systems development. Prerequisite: BA 4322 (3-0) Y

BA 4327 Client Server Computing (3 semester hours) The technical and managerial issues surrounding the development and implementation of a client-server environment will be addressed. The students will be required to develop applications using system integration tools. Prerequisite: BA 4323. (3-0) T

BA 4345 Money and Capital Markets (3 semester hours) Examines the management of the firm's short-term assets and liabilities. In addition to developing a framework for forecasting and planning for short-run financing needs, the topics covered include a detailed study of the banking system and the market for short-term securities. Prerequisite: STAT 3360, BA 3341, and BA 3351. (3-0) S

BA 4346 Investment Management (3 semester hours) Examines a wide range of issues concerning the management risk and the measurement of investment performance. The objective of the course is to provide an understanding of the role of modern financial theory in portfolio management and to present a framework for addressing a wide range of issues in the management of financial assets. The topics covered include valuation, the measurement of risk and portfolio performance, the management of portfolios of fixed income securities, and derivative securities. Prerequisites: STAT 3360, BA 3341, and BA 3351. (3-0) S

BA 4347 Applied Corporate Finance (3 semester hours) Integrates a variety of advanced topics in corporate financial decision making in examining the development of the financial strategy of the firm. Emphasis will be placed on the valuation of the firm and the impact of financial markets on corporate investment and financing decisions. Prerequisites: BA 4345 and BA 4346. (3-0) Y

BA 4371 International Business (3 semester hours) Examination of worldwide patterns of trade and investment. Overview of financial, managerial, and marketing problems confronted by multinational firms. Prerequisites: BA 3341 and 3365. (3-0) S

BA 4V95 Seminar Series in Information Systems (1-3 semester hours) Discussion of selected topics and theories in information systems. May be repeated for credit (9 hours maximum). ([1-3]-0) S

CS 1315 (COSC 1315) Computer Science I (3 semester hours) Computer programming in a high-level, block structured language. Algorithmic thinking and the history and utility of machines which automate it. Basic data types and variables, memory usage, control structures (sequential, selection, repetition), functions and parameter passing, recursion, console and file input/output. Prerequisite: Basic computer literacy/programming skills (see CS 1115 description) or concurrent enrollment in CS 1115. (3-0) S
CS 3333 Data Structures (3 semester hours) Programming with basic data structures (arrays, stacks, queues, lists, and trees) and their associated algorithms. Various sorting and searching techniques. Fundamental graph algorithms. This course covers much of the same material as CS 3345 without requiring the analysis of algorithms. Computer Science majors may NOT take this course; an individual transferring to Computer Science who has already completed this course may substitute this course for CS 2315 in the Computer Science degree plan. This course may not be taken for degree credit by students who have completed CS 2315 (C/C++) or CS 3333 or equivalent programming experience, including knowledge of C. Corequisite: It is recommended that students with minimal prior programming experience also enroll in CS 3133. (3-0) Y

CS 4375 Principles of UNIX (3 semester hours) Design and history of the UNIX operating system. Detailed study of process and file system data structures. Shell programming in UNIX. Use of process-forking functionality of UNIX to simplify complex problems. Interprocess communication and coordination. Device drivers and streams as interfaces to hardware features. TCP/IP and other UNIX inter-machine communication facilities. Prerequisite: CS 2315 (C/C++) or CS 3333 or CS 3335 or equivalent programming experience, including knowledge of C. (3-0) S

CS/SE 4376 Object-Oriented Programming Systems (3 semester hours) In-depth study of the features/advantages of object-oriented approach to problem solving. Special emphasis on issues of object-oriented analysis, design, implementation, and testing. Review of basic concepts of object-oriented technology (abstraction, inheritance, and polymorphism). Object-oriented programming languages, databases, and productivity tools. Prerequisite: CS 2315 (C/C++) or CS 3333 or CS 3335 or equivalent programming experience, including knowledge of C. (3-0) S

ECO 2301 (ECON 2301) Principles of Macroeconomics (3 semester hours) An introduction to theories of the determination of national production and income, interest rates, inflation, and unemployment. Other topics include the banking system, the balance of payments, economic growth and development. (3-0) S

ECO 2302 (ECON 2302) Principles of Microeconomics (3 semester hours) An introduction to theories of the behavior of markets. Topics include the theory of demand and supply, market structure, resource markets, international interdependence in commodity markets, the role of government policy and regulation. (3-0) S

GOVT 2301 (GOVT 2305) Constitutional Foundations and Political Behavior in the U.S. and Texas (3 semester hours) This course examines the evolution and current state of political behavior and public policy making in the U.S. and Texas. Topics discussed will include the constitutions, federalism, intergovernmental relations, voting, elections, political parties, public opinion, and interest groups. (Fulfills one-half of the legislative requirement of 6 hours of American government.) (3-0) S

GOVT 2302 (GOVT 2306) Political Institutions in the U.S. and Texas (3 semester hours) This course explores the primary institutions of U.S. and Texas government. It examines the bureaucracy as well as the executive, legislative, and judicial branches of government at the state and federal level. (Fulfills one-half of the legislative requirement of 6 hours of American government.) (3-0) S

HST 1301 Themes and Ideas in American History (3 semester hours) An introduction to the methods of historical inquiry through the study of selected main themes in American history. A course designed to offer students an understanding of the historical and cultural context of America in the contemporary world. Fulfills one-half of the Texas legislative requirement for six hours in American history. (3-0) S

HST 2301 Issues in American History (3 semester hours) Readings, commentary, and discussion aimed at varying aspects of history and culture. Fulfills one-half of the Texas legislative requirement for six hours in American history. (3-0) Y

MATH 1325 Applied Calculus I (3 semester hours) Functions and graphs, differentiation, maxima and minima, exponential and logarithmic functions, integration, applications of integrals. Cannot be used to satisfy degree requirements or majors in the School of Engineering and Computer Science or major requirements in the School of Natural Sciences and Mathematics. Credit given for only one of MATH 1325 or 2417. Prerequisite: MATH 1314 or equivalent. (3-0) S

MATH 1326 Applied Calculus II (3 semester hours) Applications of differential equations, functions of several variables, least squares modeling, multiple integrals, infinite series. Cannot be used to satisfy degree requirements for B.S. majors in Schools of Engineering and Computer Science or Natural Sciences and Mathematics. Credit given for only one of MATH 1326 or 2419. Prerequisite: MATH 1325. (3-0) S

MATH 2333 Matrices, Vectors, and Their Application (3 semester hours) Matrices, vectors, determinants, inverses, systems of linear equations, and applications. Cannot be used to satisfy degree requirements for majors in the School of Engineering and Computer Science, or major requirements in the School of Natural Sciences and Mathematics. Credit
given for only one of MATH 2333 or 2418. Prerequisite: MATH 1314 or equivalent. (3-0) S

**RHET 1302 (ENGL 1302) Rhetoric** (3 semester hours) The course presents an integrated approach to writing, reading, and critical thinking by developing the grammatical, logical, and rhetorical skills necessary for university writing. All classes work in a computerized learning environment. Students are taught basic computer literacy and submit all work electronically and on paper. (3-0) S

**STAT 3360 Probability and Statistics for Management and Economics** (3 semester hours) Probability theory including independence, conditioning, density functions, frequently used families of distributions, random variables, expectation, moments, and the central limit theorem; statistical inference including sampling, estimation, hypothesis testing, and regression. Cannot be used by mathematical sciences, engineering, or computer science majors to satisfy degree requirements. Prerequisite: MATH 1326. (3-0) S