ACCOUNTING - BUSINESS - ECONOMICS
MANAGEMENT - MARKETING

COURSE DESCRIPTIONS

Accounting

ACCT 2101 PRINCIPLES OF FINANCIAL ACCOUNTING
3-0-3
Prerequisite: Eligibility for MATH 1111
The theory and application of accounting concepts for reporting financial information to outside users. The course stresses the relationship between the rules by which financial statements are prepared and the use of financial statement information for decision making.

ACCT 2102 PRINCIPLES OF MANAGERIAL ACCOUNTING
3-0-3
Prerequisite: MATH 1101 or MATH 1111, and a minimum grade of “C” in ACCT 2101
The theory and application of managerial accounting concepts. The course stresses the use of accounting information for decision making and the role of managerial accounting in a business environment.

ACCT 3131 INTERMEDIATE ACCOUNTING I
3-0-3
Prerequisite: A minimum grade of “C” in both MATH 1111 and ACCT 2102
The conceptual framework behind financial accounting, reporting, and current practice in the preparation of financial statements including the income statement and balance sheet. Topics include revenue recognition, financial disclosures, analysis of financial statements, time value of money, and cash and receivables.

ACCT 3132 INTERMEDIATE ACCOUNTING II
3-0-3
Prerequisite: A minimum grade of “C” in ACCT 3131
A continuation of ACCT 3131. Topics include the accounting treatment for inventories; property, plant, and equipment; intangible assets, investments; current liabilities and contingencies; long-term liabilities; and stockholders’ equity.

ACCT 3231 MANAGERIAL ACCOUNTING II
3-0-3
Prerequisite: A minimum grade of “C” in both MATH 1111 and ACCT 2102
Preparation and analysis of information to assist management in decision making, planning, and controlling business activities. The use of management accounting information for costing products and services, budgeting, pricing and product mix decisions, and evaluating operating performance.

ACCT 3330 INCOME TAX
3-0-3
Prerequisite: A minimum grade of “C” in both MATH 1111 and ACCT 2102
Basic concepts of federal income tax with a focus on taxation of individuals.

ACCT 4430 AUDITING
3-0-3
Prerequisite: A minimum grade of “C” in ACCT 3132
Auditing process and judgments made by auditors. Topics include external, internal and governmental auditing.
Business

BUSA 2106 ENVIRONMENT OF BUSINESS
3-0-3
Prerequisite: ENGL 1101
An introduction to the legal, regulatory, political, social, ethical, cultural environmental and technological issues which form the context for business; to include an overview of the impact and demographic diversity on organizations.

Economics

ECON 1101 SURVEY OF ECONOMICS
3-0-3
Prerequisite: Eligibility for Math 1001, Eligibility for ENGL 1101
Basic concepts of micro- and macroeconomics including supply and demand, economic decision-making, prices and wages, money, interest rates, banking system, unemployment, inflation, taxes, and government spending.

ECON 1150 GLOBAL ECONOMIC PROBLEMS
3-0-3
Impact of international trade, international finance, and foreign direct investment on various parts of the world with emphasis on current world economic problems.

ECON 2105 PRINCIPLES OF MACROECONOMICS
3-0-3
Prerequisite: eligibility for ENGL 1101 and eligibility for MATH 1111
Develops methods and reasons for measuring aggregate economic activity in real and nominal terms, models the determination of national income, and considers fiscal and monetary policy alternatives and analyzes their implications. Problems associated with achieving and maintaining aggregate economic stability are discussed.

ECON 2106 PRINCIPLES OF MICROECONOMICS
3-0-3
Prerequisite: eligibility for ENGL 1101 and eligibility for MATH 1111
Comprehensive coverage of individual market functioning, beginning with the concept of scarcity and the economizing problem and moving to supply and demand, is presented. The concept of elasticity is introduced and its measurement and interpretation in a variety of applications is demonstrated. The theories of consumer choice and the production-costs relationship are developed. Individual firm profit maximizing behavior is analyzed and applied to various demand conditions, market structures.

ECON 3050 INTERMEDIATE MACROECONOMICS
3-0-3
Prerequisite: ECON 2105
Analysis of theories of national income determination and the factors affecting employment and price level are presented.

ECON 3060 INTERMEDIATE MICROECONOMICS
3-0-3
Prerequisite: ECON 2106 and either MATH 1950 or MATH 1161
Theory of pricing, distribution, and allocation of resources in a market economy including production and cost theory.

ECON 3100 MULTINATIONAL ECONOMIC ENTERPRISES
3-0-3
Prerequisite: ECON 2105
Evolution of multinational economic enterprises and their effect on jobs and exports/imports in the U.S. and on the economics of less developed countries.
ECON 3200 INTERNATIONAL TRADE
3-0-3
Prerequisite: ECON 2106 or permission of instructor
The economic importance and problems of international trade, including theories of international trade, the gains from trade, tariffs, and non-tariff barrier to trade, U.S. commercial policy, Economic integration, and trade policies of developing countries.

ECON 3210 MARKETING
3-0-3
Prerequisite: ECON 2106
Marketing functions, the activities of producers, wholesalers, retailers and other intermediaries, the channels of distribution, integration of the marketing functions, price policies and government regulation.

ECON 3220 MANAGEMENT
3-0-3
Prerequisite: ECON 2106
Management of organizations with an emphasis on the fundamentals of organizational behavior. Topics include organizational structure, leadership, communication, motivation, group dynamics, decision-making, planning and controlling. Business ethics and the roles and functions of managers are integrated throughout all these topics.

ECON 3230 FINANCE
3-0-3
Prerequisite: ECON 2105
Basic concepts and analytical tools of finance in both corporate finance and investments. Topics include risk and return, financial institutions, efficient markets, valuation theory, capital budgeting, portfolio theory, cost of capital.

ECON 3300 MONEY AND BANKING
3-0-3
Prerequisite: ECON 2105 or permission of instructor
The study of governmental and corporate finance, with emphasis on fiscal and monetary policy, open-market operations, discount policy, and the functions and problems associated with central banking.

ECON 3400 ECONOMICS OF LABOR
3-0-3
Prerequisite: ECON 2106
Survey of labor economics and labor relations, organization and operation of American trade unionism, collective bargaining, economics of the labor market, wage theory and income distribution are included.

ECON 3450 ENVIRONMENTAL ECONOMICS
3-0-3
Prerequisite: ECON 2106
Economic analyses of pollution and pollution abatement policies, renewable and non-renewable natural resources, and equitable and efficient uses of environmental resources.

ECON 3460 ECONOMICS OF IMMIGRATION
3-0-3
Prerequisite: ECON 2105 or ECON 2106
Effects of immigration and immigration policy on labor markets, economic growth, education finance, health care finance, old-age retirement, enforcement costs, and federal, state, and local government finance. Focus is primarily on U.S. immigration.

ECON 3470 ECONOMICS OF HEALTH
3-0-3
Prerequisite: ECON 2106
Analysis of the roles and functions of uncertainty, asymmetric information, externalities, institutions, and government involvement in the health care sector.
ECON 3480 ECONOMICS OF VICE
3-0-3
Prerequisite: ECON 2106
Economic analysis of markets for goods and services that may be illegal or objectionable by community norms. Topics may include pornography, prostitution, drugs, human trafficking, gambling, corruption, alcohol, intellectual property theft, and cybercrime.

ECON 3500 MANAGERIAL ECONOMICS
3-0-3
Prerequisite: ECON 2106
Examination of economic theories used in decision making in the private sector including demand and elasticity, production and cost theory, pricing policies, linear programming, and capital budgeting.

ECON 3600 MATHEMATICAL ECONOMICS
3-0-3
Prerequisite: ECON 2105 and ECON 3060 and either MATH 1161 or MATH 1950
Examination of selected topics in economic theory using mathematics including development of portions of consumer and producer theory and static and dynamic models from macro theory and international finance.

ECON 3630 ECONOMIC HISTORY OF THE UNITED STATES
3-0-3
Prerequisite: HIST 1100 or POLS 1100 or HIST 2111 or HIST 2112
Growth and development of economics institutions in the United States from the colonial period to the present with emphasis on the period since 1860. Developments in agriculture, industry, labor, transportation, and finance. Crosslisted as HIST 3630.

ECON 3700 ECONOMETRICS
3-0-3
Prerequisite: ECON 2105 and ECON 2106 and MATH 2200
Applied econometrics including parameter estimation, inference, hypothesis testing, and problems of designing econometric models.

ECON 3710 BUSINESS AND ECONOMIC FORECASTING
3-0-3
Prerequisite: ECON 2105 and ECON 2106 and MATH 2200
Concepts in time series analysis such as autoregression, moving averages, stationarity, and cointegration. Applications include topics such as macroeconomic and financial forecasting.

ECON 3800 QUANTITATIVE MARKETING RESEARCH
3-0-3
Prerequisite: ECON 2106 and MATH 2200
Research design, data sources and collection, project and client management, data analysis, and reporting/presentation of empirical results pertaining to quantitative studies of consumer behavior. Requires use of computers for statistical analysis and presentations.

ECON 3950 RESEARCH IN ECONOMICS
V-V-(1-3)
Prerequisite: permission of department head, agreement by a faculty member to supervise research
Open to juniors. Uncompensated research to be assigned and directed by an economics faculty member. Students will conduct research using methods appropriate to economics. Student research may include a literature search, field or laboratory observation or experimentation, data collection and analysis, and written and/or oral presentation of results. The research experience and results will be evaluated by a committee of departmental faculty before and upon completion of the research. Credit will vary depending upon the work to be completed. Up to three (3) credit hours may be earned.
ECON 3960 RESEARCH IN INTERNATIONAL ECONOMICS
V-V-(1-3)
Prerequisite: permission of department head and supervising faculty member
Open to juniors. Research on a topic developed from international study directed by an economics faculty member
according to the terms of a signed agreement among the student, supervising faculty member, and department head.
The research experience and results will be evaluated by a committee of departmental faculty before and upon
completion of the research.

ECON 4010 SPECIAL TOPICS IN ECONOMICS
3-0-3
Prerequisite: ECON 2105
Upper-level courses not otherwise offered in the economics curriculum. Various substantive topics, theoretical
issues and problems, with possibility to repeat with different topics. No more than two such courses counted in the
minor.

ECON 4020 SPECIAL TOPICS IN ECONOMICS
3-0-3
Prerequisite: ECON 2106
Upper-level courses not otherwise offered in the economics curriculum. Various substantive topics, theoretical
issues and problems, with possibility to repeat with different topics. No more than two such courses counted in the
minor.

ECON 4100 FINANCIAL ECONOMICS: PORTFOLIO ANALYSIS
3-0-3
Prerequisite: ECON 2105 and ECON 2106 and MATH 2200
Study of the pricing of financial assets such as stocks and bonds, the characteristics of portfolios of financial assets,
and the efficiency of financial markets. Practical applications of financial economics principles to the construction
and management of portfolios of assets.

ECON 4150 CAPITAL MARKETS
3-0-3
Prerequisite: ECON 2105 and ECON 2106
Five major debt markets (corporate, government and agency, municipal, asset backed, and funding markets)
including key institutions and analytical tools used for pricing and risk management. Applications include topics
such as investing in fixed-income securities.

ECON 4170 FINANCIAL DERIVATIVES
3-0-3
Prerequisite: ECON 2105, ECON 2106, and MATH 2200
Futures, options, and other related financial instruments, focusing on pricing methodologies and market value
calculations and on their uses for hedging and trading by corporations and financial institutions. Applications
include topics such as financial risk management and investment.

ECON 4242 ANALYZING INNOVATION THROUGH SCIENCE FICTION
3-0-3
Prerequisite: ECON 2106
Analysis of the process, limits, intended and unintended consequences of innovation and technological change
through the synthesis of materials in business, economics, and science fiction, broadly defined. Other media and
genres may be included.

ECON 4310 INTERNATIONAL FINANCE
3-0-3
Prerequisite: ECON 2105
International monetary relations, different exchange rate systems, the balance of payments disequilibrium, and a
survey of major international financial institutions, including IMF and the World Bank.
ECON 4340 INTERNATIONAL ECONOMICS
3-0-3
Prerequisite: ECON 2105
International monetary relations, different exchange rate systems, the balance of payments adjustment, and a survey of major international financial institutions.

ECON 4400 SEMINAR IN THIRD WORLD ECONOMIC DEVELOPMENT
3-0-3
Prerequisite: ECON 2105
Developing areas and their prospects for economic betterment and different theories of underdevelopment including import substitutions and export-led growth. Focus on problems presently facing the third world.

ECON 4410 REGIONAL ECONOMICS
3-0-3
Prerequisite: ECON 2105 and ECON 2106
The economic structure, growth of regions, city locations, industrial locations, the short-run impact of industrial change upon employment, and long-run per capita income between regions.

ECON 4450 COMPARATIVE ECONOMICS
3-0-3
Prerequisite: ECON 2105 or ECON 2106 or permission of instructor
Alternative economics systems as they relate to property rights and incentives, centralization, resource allocation, distribution of income, economic development, and economic transition.

ECON 4451 INDUSTRIAL ORGANIZATION
3-0-3
Prerequisite: ECON 2106 and either MATH 1950 or MATH 1161
Examination of the organization and behavior of firms, including analysis of the structure of intra-firm and inter-firm contracts, strategic output and pricing decisions, and analysis of the structure of industries.

ECON 4460 ECONOMIC ANALYSIS OF THE LAW
3-0-3
Prerequisite: ECON 2106
Efficacy of alternative legal arrangements using microeconomic analysis of the common law emphasizing property, contract, tort and criminal law. Topics include the economic basis for the establishment of property rights, ownership solutions to environmental problems, the efficacy of the contract process, and conditions under which breach of contract may be optimal.

ECON 4500 PUBLIC FINANCE
3-0-3
Prerequisite: ECON 2105 and 2106
Application of economic principles to the study of the role of government. Emphasis on the reasons for and the effects of government intervention in the economy including market failure, public goods and externalities, public choice, and political equilibrium. Focus on taxation, public debt and cost benefit analysis, and some selected areas of public policy such as welfare, defense, and health care.

ECON 4520 INTERNSHIP
V-V-(1-12)
Prerequisite: permission of department head
Open to juniors or above. Applied economic setting using nonprofit agencies such as the Chamber of Commerce, as well as financial institutions and international businesses. Supervision by departmental instructors and agency officials. Students may use only three credit hours as part of their Major Field Courses. Open to transient students only with permission of department head.
ECON 4550 PUBLIC CHOICE
3-0-3
*Prerequisite or corequisite: ECON 3060 or permission of instructor*
Application of economic theory and methodology to the study of non-market (political, governmental and other collective) decision making. Causes and consequences of governmental growth, elections, the behavior of bureaucrats, competition among interest groups, and constitutional economics.

ECON 4800 SMALL BUSINESS CONSULTING
3-0-3
*Prerequisite: Two of ECON/MKTG 3210, ECON/MGMT 3220, ECON 3230*
Experiential learning course. Student teams develop a comprehensive consulting report with analysis and business recommendations for a small business client. Course includes the opportunity to compete in a national competition. Crosslisted as MGMT 4800.

ECON 4900 ECONOMIC METHODS AND SENIOR THESIS
3-0-3
*Prerequisite: ECON 3050, ECON 3060, and either ECON 3700 or 3710*
Should be taken the last term available before graduation. Review of the methods and tools of economic analysis culminating in an extensive research report (International Economics track requires topic related to international economics) which will be evaluated by a departmental committee. Honors senior theses must meet the standards for presentation at a professional conference or submission to a journal.

ECON 5030U SPECIAL TOPICS IN ECONOMICS
3-0-3
*Prerequisite: ECON 2105, ECON 2106 and MATH 2200*
Upper-level courses not otherwise offered in the economics curriculum. Various substantive topics, theoretical issues and problems, with possibility to repeat with different topics. No more than two such courses counted in the minor.

ECON 5150U SURVEY OF ECONOMICS FOR EDUCATORS
3-0-3
*Prerequisite: Admission to Candidacy in the College of Education or holds current teaching certification*
Survey of macroeconomic, microeconomic, and personal finance topics relevant to the Georgia Performance Standards for teaching economics in grades K-12. Course examples will be drawn from classroom resources available to educators. Students will be expected to develop a portfolio of grade-level appropriate examples for future classroom use.

Management

MGMT 3111 BUSINESS SKILLS
3-0-3
*Prerequisite: Must have completed a minimum of 60 credit hours.*
A project-based class for students in all majors. Focuses on basic knowledge and skills needed to start a commercial business or begin a career. Topics include basic marketing, financial, and management concepts that promote individual talents, create career opportunities, and create financial gain from skills and talents developed in any discipline. May not be used for the Business Economics major.

MGMT 3220 MANAGEMENT
3-0-3
*Prerequisite: ECON 2106*
Management of organizations with an emphasis on the fundamentals of organizational behavior. Topics include organizational structure, leadership, communication, motivation, group dynamics, decision-making, planning and controlling. Business ethics and the roles and functions of managers are integrated throughout all these topics.
MGMT 4111 ENTREPRENEURSHIP
3-0-3
Prerequisite: MKTG 3210 and ECON 3230 or permission of instructor
A project based class focusing on the application of economic principles to real-world business formation and management. This course provides instruction in both the legal and logistical requirements of starting a business and serves as a forum for development of business ideas and practices.

MGMT 4800 SMALL BUSINESS CONSULTING
3-0-3
Prerequisite: Two of ECON/MKTG 3210, ECON/MGMT 3220, ECON 3230
Experiential learning course. Student teams develop a comprehensive consulting report with analysis and business recommendations for a small business client. Course includes the opportunity to compete in a national competition. Crosslisted as ECON 4800.

Marketing

MKTG 3210 MARKETING
3-0-3
Prerequisite: ECON 2106
Marketing functions, the activities of producers, wholesalers, retailers and other intermediaries, the channels of distribution, integration of the marketing functions, price policies and government regulation.

MKTG 3350 CONSUMER BEHAVIOR
3-0-3
Prerequisite: ECON 2106
Topics related to understanding and influencing consumer behavior including behavioral and social aspects of marketing, research methods and findings from behavioral sciences, and their application to production, consumption and marketing of products and services.

MKTG 3800 QUANTITATIVE MARKETING RESEARCH
3-0-3
Prerequisite: ECON 2106 and MATH 2200
Research design, data sources and collection, project and client management, data analysis, and reporting/presentation of empirical results pertaining to quantitative studies of consumer behavior. Requires use of computers for statistical analysis and presentations.

MKTG 4010 SPECIAL TOPICS IN MARKETING
3-0-3
Prerequisite: ECON 2106
Upper level courses not otherwise offered in marketing. Various substantive topics and applications. May be repeated as topics vary.

MKTG 4020 ADVANCED TOPICS IN MARKETING
3-0-3
Prerequisite: ECON/MKTG 3210
Upper level courses not otherwise offered in marketing. Advanced topics and applications. May be repeated as topics vary.
MKTG 4150 DIGITAL MARKETING  
3-0-3  
Prerequisite: ECON/MKTG 3210  
Examines major trends and technologies in electronic commerce (e-commerce), various internet marketing strategies and applications, the business implications of social media such as blogs, opinion forums, social networks, search engine marketing, and other kinds of emerging online communities and applications.

MKTG 4250 ADVERTISING STRATEGY  
3-0-3  
Prerequisite: ECON/MKTG 3210  
Development and implementation of integrated marketing communications programs. Topics include the communications process, budget determination, strategic brand management, internet marketing, and issues of monitoring, evaluation, and control.

MKTG 4350 INTERNATIONAL MARKETING  
3-0-3  
Prerequisite: ECON/MKTG 3210  
Methodology and skills of marketing goods, services, and information across political boundaries, as well as global economic and cultural environments, including topics related to market segmentation and logistics.

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