Collat School of Business

Dean: Eric P. Jack
Senior Associate Dean: Karen N. Kennedy

UAB’s Collat School of Business is accredited at the baccalaureate and master’s levels by AACSB International and holds separate AACSB International accreditation of the undergraduate and master’s programs in accounting. Professional education in business administration is offered through the Departments of Accounting and Finance; Management, Information Systems, and Quantitative Methods; Marketing, Industrial Distribution, and Economics; as well as the Graduate School of Management. In designing the school’s programs, the faculty recognizes the importance of meeting the many and diverse educational needs of the urban environment in which the school functions. Additionally, faculty members are involved in activities that (1) advance knowledge in business and assist city, state, and regional constituencies through theoretical and applied research; and (2) maintain a continuing relationship with the community through participation in professional societies, consulting, conferences, non-credit courses, and other service roles.

At the undergraduate level, the school offers programs of study leading to the Bachelor of Science degree with majors in accounting, economics, finance, industrial distribution, information systems, management, and marketing. Each program combines a broad exposure to the arts and sciences with comprehensive preparation in all areas of business. In addition, recognizing the undeniable advantage of practical experience as part of a rich academic program, all degree-seeking students engage in one of several options for Experiential Learning credit. Those options include internship (paid or volunteer), study abroad, a business analysis project, a service learning project, a research project, or completion of the Business Honors Program. Students work with their academic advisor to determine which option is most appropriate.

At the graduate level, the Graduate School of Management offers programs of study leading to the Master of Business Administration, Master of Accounting, and Master of Science in Management Information Systems degrees. Programs resulting in a dual degree are offered in cooperation with the School of Public Health (MPH/MBA) and the School of Health Professions (MSHA/MBA). The Ph.D. degree in administration/health services is offered in cooperation with the School of Health Professions. In addition to the requirements for the graduate degree in business administration, students must complete additional hours in the stated prerequisite(s) for the Collat School of Business course(s) is required.

Mission, Vision and Values Statements

Mission Statement
We create and disseminate business knowledge that transforms the lives of our students and stakeholders by leveraging our locational advantages for the benefit of our local, national and global constituents.

Vision Statement
We strive to be a renowned business school focused on leadership, innovation and entrepreneurship.

Values Statement
We value:

- Quality teaching, research, and professional and public service by faculty, staff, and students;
- Relevance and innovation in curriculum, instructional methods, research, and professional and public service;
- Intellectual growth, professional and ethical development of our students;
- A collegial environment of academic freedom and faculty governance;
- Partnerships with our internal and external constituencies;
- Diversity in our students, faculty, staff and community;
- High standards of professional, ethical conduct; and a climate that fosters continuous improvement.

Admission Requirements

Beginning Freshmen
Beginning freshmen, admitted with conditional or unconditional status, may enroll in the Collat School of Business.

Two-Year College Transfers
Students considering transferring to UAB from a two-year college should consult with their two-year college advisor about specific courses that are transferable to UAB and the Collat School of Business. UAB’s Collat School of Business requirements include those defined in the Alabama General Studies articulation program for a major in business. The public speaking requirement may be taken as part of Area II and the pre-calculus course may be taken as part of Area III. Students planning to major in industrial distribution should see the footnoted exceptions to the Core Curriculum requirements in regard to elective hours.

In cases where enrollment has been interrupted by one year or more, transfer students are expected to meet catalog requirements in effect at the time that they enter UAB.

Only 60 applicable semester hours of two-year college coursework can be applied toward a UAB degree.

Transfers from Other Institutions
Admission to the Collat School of Business is open to those students who are admitted to UAB as degree-seeking or as non degree-seeking students. Students must have a minimum 2.0 cumulative grade point average. Before an upper-level business course may be attempted, a minimum grade of C in the stated prerequisite(s) for the Collat School of Business course(s) is required.

Transfers within UAB
Degree-seeking students changing their major from schools and the college within UAB will be admitted to the Collat School of Business provided they have a minimum 2.0 overall grade point average. Before an upper-level business course may be attempted, a minimum grade of C in the stated prerequisite(s) for the Collat School of Business course(s) is required.

Students Readmitted to UAB
Degree-seeking students, non-degree seeking students and post-baccalaureate students readmitted to UAB may be admitted to the Collat School of Business.

Former students are expected to meet catalog requirements in effect at the time they re-enter UAB, when one year or more of enrollment at
UAB has lapsed or when another college has been attended since last enrolling at UAB.

Non-Degree Seeking Students

Admission of non degree-seeking students to the Collat School of Business is restricted to those students who already have a four-year degree from a regionally accredited college or university.

The following policies apply:

1. Post-baccalaureate students not seeking a UAB business degree will be classified in the major that was selected on the application or as a Collat School of Business undeclared major. They may enroll in any undergraduate business course in which the stated course prerequisite(s) has been completed with a minimum grade of C. Students having less than a C in prerequisite courses or those who completed the prerequisites many years earlier are advised to repeat the prerequisites (see specific major for any deviation).

2. Post-baccalaureate students seeking a UAB undergraduate business degree will be classified in the appropriate major. Once the decision to seek a business degree is made, post-baccalaureate students are expected to meet all catalog requirements in effect at the time of their admission or readmission to UAB.

3. Students are responsible for providing transcripts to their advisors for verification of prerequisites.

Transient Students

Transient students who wish to attempt Collat School of Business courses should be aware of the following:

1. It is the student’s responsibility to verify with the advisor at the home institution that courses taken at the Collat School of Business will transfer back to the home institution.

2. Note that if enrolled in a business course that fills and there is degree-seeking student demand, the transient students are withdrawn from the filled class.

Are you considering a transfer to UAB and the Collat School of Business? Please make an appointment with one of our advisors (205-934-8813). Remember to bring an unofficial copy of all previous college work to be able to discuss your course of study with the advisor.

All information regarding our business programs and the Collat School of Business is available at http://www.uab.edu/business/. You may check about class availability on BlazerNet, select the Student Services tab and scroll to class schedule.

Admission Classification

Undergraduate students entering the Collat School of Business are admitted with a self-selected major classification. Majors include accounting, economics, finance, industrial distribution, information systems, management and marketing. Student's may explore business majors while classified as undeclared business majors. Freshmen are expected to choose a degree granting major prior to completion of 60 semester hours. Transfer students who have earned 60 credit hours prior to entering UAB and are admitted as undeclared business majors must choose a degree granting major within two terms of enrollment at UAB.

Lower level prerequisite business courses must be completed with a grade of C or better before attempting upper-level business courses (those numbered 300 or higher). Any request for deviations from the requirements must be petitioned through the academic advisor for the department in which the course resides.

Collat School of Business advisors are available within each academic department in the Business-Engineering Complex or by telephone (205) 934-8813.

Curriculum Outline

The Collat School of Business reserves the right to modify curricula and specific courses of instruction, to alter requirements for graduation, and to change the majors to be awarded at any time the school may determine. Such changes may be applicable to either prospective or currently enrolled students.

The curriculum outline that follows is formatted to show how course requirements of the Collat School of Business concur with the UAB Core Curriculum requirements. Students, in cooperation with their advisor, should sequence these requirements in a manner to meet stated prerequisite requirements for specific courses in their curriculum.

UAB CORE CURRICULUM REQUIREMENTS

Refer to Core Curriculum (http://catalog.uab.edu/shared/uab_undergraduate_experience)

Business students should take the following courses in the Core Curriculum.


2. Core Curriculum Area II: Humanities and Fine Art, select one of the following:
   a. ARH 101 The Art Experience
   b. MU 120 Music Appreciation
   c. THR 100 Introduction to the Theatre.

3. Core Curriculum Area III: Natural Science and Mathematics, select one of the following:
   a. MA 105 Pre-Calculus Algebra
   b. MA 125 Calculus I.


Lower Level Collat School of Business Requirements

<table>
<thead>
<tr>
<th>Requirements</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>GPA Requirement</td>
<td></td>
</tr>
<tr>
<td>Students must have at least:</td>
<td></td>
</tr>
<tr>
<td>2.0 overall GPA (includes all UAB and transfer courses);</td>
<td></td>
</tr>
<tr>
<td>2.0 UAB GPA (all courses);</td>
<td></td>
</tr>
<tr>
<td>Obtain a minimum grade of C in all lower-level business courses.</td>
<td></td>
</tr>
<tr>
<td>The UAB forgiveness policy may be applied only once to each of four different courses with a C or below. See major listing for specific grade requirements relating to selected major.</td>
<td></td>
</tr>
</tbody>
</table>

| Communication Studies / Business Calculus Requirements |       |
| CMST 101 Public Speaking | 3 |
| MA 105 Pre-Calculus Algebra (Satisfies the Core Curriculum Area III: Math Requirement) | 3 |

Lower Level Business Courses
### Upper Level Collat School of Business Requirements

**Requirements**

<table>
<thead>
<tr>
<th>Course</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>BUS 305</td>
<td>1</td>
</tr>
<tr>
<td>or AC 305</td>
<td></td>
</tr>
<tr>
<td>BUS 350</td>
<td>3</td>
</tr>
<tr>
<td>FN 310</td>
<td>3</td>
</tr>
<tr>
<td>MG 302</td>
<td>3</td>
</tr>
<tr>
<td>MG 403</td>
<td>3</td>
</tr>
<tr>
<td>or DB 320</td>
<td></td>
</tr>
<tr>
<td>IS 303</td>
<td>3</td>
</tr>
<tr>
<td>MK 303</td>
<td>3</td>
</tr>
</tbody>
</table>

**International Business**

Select one of the following:

- EC 407 International Economics
- FN 412 International Financial Management
- MG 415 International Business Dynamics
- MK 416 International Marketing
- AC 440 International Accounting: From a User's Perspective

**Major Courses**

<table>
<thead>
<tr>
<th>Course</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>BUS 496</td>
<td>3</td>
</tr>
<tr>
<td>ENT 445</td>
<td>3</td>
</tr>
<tr>
<td>ENT 426</td>
<td>3</td>
</tr>
<tr>
<td>FN 460</td>
<td>3</td>
</tr>
<tr>
<td>IB 495</td>
<td>3</td>
</tr>
<tr>
<td>IS 464</td>
<td>3</td>
</tr>
<tr>
<td>MG 445</td>
<td>3</td>
</tr>
<tr>
<td>MK 425</td>
<td>3</td>
</tr>
<tr>
<td>MK 445</td>
<td>3</td>
</tr>
<tr>
<td>or other course/project approved by your major academic advisor</td>
<td></td>
</tr>
</tbody>
</table>

**Experiential Requirement**

Students must complete one international business course. Finance majors take FN 412. Economics majors take EC 407 International Economics.

**GPA Graduation Requirement**

The University of Alabama at Birmingham

<table>
<thead>
<tr>
<th>Requirement</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>Must earn a grade of C or better in each course, see above GPA requirement:</td>
<td>33</td>
</tr>
</tbody>
</table>

1. Earn at least a cumulative 2.0 GPA in all courses required for the above listed majors.
2. Earn a 2.0 GPA in all courses used in the accounting, finance, and information systems majors.
3. Earn a cumulative 2.0 GPA (transfer and UAB courses) and a 2.0 GPA at UAB.

Students may opt to utilize the university’s course forgiveness policy to calculate the GPA for the accounting, finance, and information systems majors. Using this policy, courses taken at UAB may be repeated at UAB, and the grade for the first attempt will be excluded from the calculation of the GPA. Only courses for which the student has received a grade of C or below may be repeated with this option. The transcript will show the original grade for the course and the repeated grade for the course, however, only the grade points and credit hours earned when the course is repeated will be counted toward degree completion and averaged into the student’s GPA. The forgiveness policy may be used a maximum of four (4) times, only once for any course, allowing a student to use the forgiveness for four different courses.

Students should process all repeats before applying for degree to insure a correct graduation GPA calculation.
transcript will show the original grade for the course and the repeated grade for the course, however, only the grade points and credit hours earned when the course is repeated, will be counted toward degree completion an averaged into the student’s GPA. The forgiveness policy may be used a maximum of four (4) times, only once for any course, allowing a student to use the forgiveness policy for four different courses.

Students should process all repeats before applying for degree to insure a correct graduation GPA calculation.

Residency Requirement

Of the 21 to 27 semester hours of upper-level major courses required for a departmental major, at least 15 semester hours must be completed at UAB. In addition, 50 percent (30 to 33 semester hours) of business hours required must be taken at UAB. These hours exclude nine hours of economics and six hours of statistics.

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Minors in Business

The Collat School of Business offers minors in accounting, business administration, economics, finance, information systems, management, and marketing, and sports and entertainment marketing. These minors are available to all UAB students with the exception of the minors in international business and in sports and entertainment marketing which are available only to School of Business majors.

The following requirements apply to minors:

1. Students must meet the following grade point requirements:
   • Have a 2.0 cumulative GPA (includes all schools attended)
   • Have a 2.0 UAB GPA

2. Students must have the following:
   • A minimum grade of C in all lower level business courses required for the minor, including minor courses transferred. All minors allow the use of the university’s course forgiveness policy;
   • A minimum overall average of C in UAB business courses required for the minor, (check specific minor for any deviations)
   • At least 12 semester hours of the minor courses taken in the Collat School of Business (the accounting, finance, and information systems minors have additional requirements).

3. All required 200-level business courses listed for selected minor must be completed, with a grade of C, prior to enrollment in the 300 and 400-level courses listed (check specific minor for any deviations)

4. Students may enroll and receive a grade of (A, B, C, D, or F) for any business course a maximum of 2 (two) times only.

5. Students who wish to take upper-level business courses other than those specified in the selected minor must meet all prerequisites for those courses and have permission from the Collat School of Business.

6. Collat School of Business majors may also earn a business minor, with the exception of the minor in Business Administration. The minor must include at least nine semester hours beyond the requirement of the student’s selected business major. The Collat School of Business undergraduate advisors can assist business majors in tailoring a business minor.

Minor Requirements for Accounting

Must earn a grade of "C" or better and overall GPA of 2.0 in all courses required for this minor.

<table>
<thead>
<tr>
<th>Requirements</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accounting Lower-Level Requirements</td>
<td></td>
</tr>
<tr>
<td>AC 200 Principles of Accounting I</td>
<td>3</td>
</tr>
<tr>
<td>AC 201 Principles of Accounting II</td>
<td>3</td>
</tr>
<tr>
<td>BUS 101 Introduction to Business or BUS 102 Business Foundations</td>
<td>3</td>
</tr>
<tr>
<td>Accounting Upper-Level Requirements</td>
<td></td>
</tr>
<tr>
<td>AC 300 Financial Accounting I</td>
<td>3</td>
</tr>
<tr>
<td>AC 304 Accounting Information Systems</td>
<td>3</td>
</tr>
<tr>
<td>AC 310 Financial Accounting II</td>
<td>3</td>
</tr>
<tr>
<td>AC 401 Cost Accounting</td>
<td>3</td>
</tr>
<tr>
<td>Total Hours</td>
<td>21</td>
</tr>
</tbody>
</table>

Minor Requirements for Business Administration

<table>
<thead>
<tr>
<th>Requirements</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business Administration Lower-Level Requirements</td>
<td></td>
</tr>
<tr>
<td>Must earn a grade of &quot;C&quot; or better in these courses</td>
<td></td>
</tr>
<tr>
<td>BUS 101 Introduction to Business</td>
<td>3</td>
</tr>
<tr>
<td>or BUS 102 Business Foundations</td>
<td></td>
</tr>
<tr>
<td>Business Administration Upper-Level Requirements</td>
<td></td>
</tr>
<tr>
<td>Must earn a grade of &quot;C&quot; or better in BUS 310 &amp; 311 and have overall GPA of 2.0 in all courses required for this minor.</td>
<td></td>
</tr>
<tr>
<td>BUS 310 Accounting and Finance for Nonbusiness Majors</td>
<td>3</td>
</tr>
<tr>
<td>BUS 311 Creating &amp; Delivering Customer Value</td>
<td>3</td>
</tr>
<tr>
<td>BUS 410 Integrating Business Functions</td>
<td>3</td>
</tr>
<tr>
<td>Business Administration Electives</td>
<td></td>
</tr>
<tr>
<td>Select two courses from the following. Alternate 300/400 business courses may be selected with advisor approval (must earn an overall GPA of 2.0 in these courses.):</td>
<td></td>
</tr>
<tr>
<td>BUS 350 Business Communications</td>
<td></td>
</tr>
<tr>
<td>EC 210 Principles of Microeconomics</td>
<td></td>
</tr>
<tr>
<td>EC 211 Principles of Macroeconomics</td>
<td></td>
</tr>
<tr>
<td>EC 320 Behavioral Economics</td>
<td></td>
</tr>
</tbody>
</table>
FN 101  Personal Finance
LS 246  Legal Environment of Business
MG 302  Management Processes and Behavior
MK 303  Basic Marketing

Total Hours 18

Approved elective can substitute for BUS 410.

Minor Requirements for Economics

Must earn a grade of “C” or better and have an overall GPA of 2.0 in these courses.

<table>
<thead>
<tr>
<th>Requirements</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Economics Lower-Level Requirements</strong></td>
<td></td>
</tr>
<tr>
<td>EC 210  Principles of Microeconomics</td>
<td>3</td>
</tr>
<tr>
<td>EC 211  Principles of Macroeconomics</td>
<td>3</td>
</tr>
<tr>
<td>QM 214  Quantitative Analysis I</td>
<td>3</td>
</tr>
<tr>
<td>BUS 101  Introduction to Business</td>
<td>3</td>
</tr>
<tr>
<td>or BUS 102  Business Foundations</td>
<td></td>
</tr>
<tr>
<td><strong>Economics Upper-Level Requirements</strong></td>
<td></td>
</tr>
<tr>
<td>EC 304  Microeconomics</td>
<td>3</td>
</tr>
<tr>
<td>EC 305  Macroeconomics</td>
<td>3</td>
</tr>
<tr>
<td><strong>Economics Upper-Level Electives</strong></td>
<td></td>
</tr>
<tr>
<td>Select one 300-level or higher Economics (EC) course.</td>
<td>3</td>
</tr>
<tr>
<td>Total Hours 21</td>
<td></td>
</tr>
</tbody>
</table>

Minor Requirements for Finance

Must earn a grade of “C” or better and have an overall GPA of 2.0 in all courses required for this minor.

<table>
<thead>
<tr>
<th>Requirements</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Finance Lower-Level Requirements</strong></td>
<td></td>
</tr>
<tr>
<td>AC 200  Principles of Accounting I</td>
<td>3</td>
</tr>
<tr>
<td>EC 210  Principles of Microeconomics</td>
<td>3</td>
</tr>
<tr>
<td>BUS 101  Introduction to Business</td>
<td>3</td>
</tr>
<tr>
<td>or BUS 102  Business Foundations</td>
<td></td>
</tr>
<tr>
<td><strong>Finance Upper-Level Requirement</strong></td>
<td></td>
</tr>
<tr>
<td>FN 310  Fundamentals of Financial Management</td>
<td>3</td>
</tr>
<tr>
<td><strong>Finance Upper-Level Elective</strong></td>
<td></td>
</tr>
<tr>
<td>Select three 300-level or higher Finance (FN) courses.</td>
<td>9</td>
</tr>
<tr>
<td>Total Hours 21</td>
<td></td>
</tr>
</tbody>
</table>

Minor Requirements for Information Systems

Must earn a grade of “C” or better in each course and an overall GPA of 2.0 in all courses required for this minor.

**IS Minor #1 for Business Majors**

<table>
<thead>
<tr>
<th>Requirements</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>IS 204  Introduction to Business Programming</td>
<td>3</td>
</tr>
<tr>
<td>IS 301  Introduction to Database Management Systems</td>
<td>3</td>
</tr>
<tr>
<td>IS 302  Enterprise Systems</td>
<td>3</td>
</tr>
<tr>
<td>IS 321  Systems Analysis</td>
<td>3</td>
</tr>
<tr>
<td>MG 417  Project Management</td>
<td>3</td>
</tr>
<tr>
<td>Total Hours 15</td>
<td></td>
</tr>
</tbody>
</table>

IS Minor #2 for Computer Science Majors

<table>
<thead>
<tr>
<th>Requirements</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Information Systems Lower-Level Requirements</strong></td>
<td></td>
</tr>
<tr>
<td>BUS 101  Introduction to Business</td>
<td>3</td>
</tr>
<tr>
<td>or BUS 102  Business Foundations</td>
<td></td>
</tr>
<tr>
<td>IS 303  Information Systems</td>
<td>3</td>
</tr>
<tr>
<td><strong>Information Systems Upper-Level Electives</strong></td>
<td></td>
</tr>
<tr>
<td>IS 302  Enterprise Systems</td>
<td></td>
</tr>
<tr>
<td>IS 321  Systems Analysis</td>
<td></td>
</tr>
<tr>
<td>MG 417  Project Management</td>
<td></td>
</tr>
<tr>
<td>LS 471  Legal Elements of Fraud Investigation</td>
<td></td>
</tr>
<tr>
<td>AC 472  Forensic Accounting and Information Tech Auditing</td>
<td></td>
</tr>
<tr>
<td>AC 473  Fraud Examination</td>
<td></td>
</tr>
<tr>
<td>IS 491  Current Topics in Information Systems</td>
<td></td>
</tr>
<tr>
<td>Total Hours 15</td>
<td></td>
</tr>
</tbody>
</table>

IS Minor #3 for All Other Majors

<table>
<thead>
<tr>
<th>Requirements</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Information Systems Lower-Level Requirements</strong></td>
<td></td>
</tr>
<tr>
<td>BUS 101  Introduction to Business</td>
<td>3</td>
</tr>
<tr>
<td>or BUS 102  Business Foundations</td>
<td></td>
</tr>
<tr>
<td>IS 204  Introduction to Business Programming</td>
<td>3</td>
</tr>
<tr>
<td><strong>Information Systems Upper-Level Requirements</strong></td>
<td></td>
</tr>
<tr>
<td>IS 301  Introduction to Database Management Systems</td>
<td>3</td>
</tr>
<tr>
<td>IS 303  Information Systems</td>
<td>3</td>
</tr>
<tr>
<td>IS 321  Systems Analysis</td>
<td>3</td>
</tr>
<tr>
<td>MG 417  Project Management</td>
<td>3</td>
</tr>
<tr>
<td>Total Hours 18</td>
<td></td>
</tr>
</tbody>
</table>

Minor in Management for Business Majors

<table>
<thead>
<tr>
<th>Requirements</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>MG 401  Organizational Behavior</td>
<td>3</td>
</tr>
<tr>
<td>MG 409  Human Resource Management</td>
<td>3</td>
</tr>
<tr>
<td>MG 413  Employment Law</td>
<td>3</td>
</tr>
<tr>
<td>MG 425  Managing Through Leadership</td>
<td>3</td>
</tr>
<tr>
<td>Total Hours 12</td>
<td></td>
</tr>
</tbody>
</table>

Minor in Management for Non-Business Majors

<table>
<thead>
<tr>
<th>Requirements</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>BUS 101  Introduction to Business</td>
<td>3</td>
</tr>
<tr>
<td>or BUS 102  Business Foundations</td>
<td></td>
</tr>
<tr>
<td>MG 302  Management Processes and Behavior</td>
<td>3</td>
</tr>
<tr>
<td>MG 401  Organizational Behavior</td>
<td>3</td>
</tr>
<tr>
<td>MG 409  Human Resource Management</td>
<td>3</td>
</tr>
<tr>
<td>MG 413  Employment Law</td>
<td>3</td>
</tr>
<tr>
<td>MG 425  Managing Through Leadership</td>
<td>3</td>
</tr>
<tr>
<td>Total Hours 18</td>
<td></td>
</tr>
</tbody>
</table>

Minor Requirements for Marketing

Must earn a grade of "C" or better and have an overall GPA of 2.0 in all courses required for this minor.
### Marketing Lower-Level Requirements

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>AC 200</td>
<td>Principles of Accounting I</td>
<td>3</td>
</tr>
<tr>
<td>BUS 101</td>
<td>Introduction to Business</td>
<td>3</td>
</tr>
<tr>
<td>or BUS 102</td>
<td>Business Foundations</td>
<td></td>
</tr>
<tr>
<td>EC 210</td>
<td>Principles of Microeconomics</td>
<td>3</td>
</tr>
<tr>
<td>LS 246</td>
<td>Legal Environment of Business</td>
<td>3</td>
</tr>
</tbody>
</table>

### Marketing Upper-Level Requirements

- **MK 303** Basic Marketing 3

### Marketing Upper-Level Electives

Select two 300-level or higher Marketing (MK) courses. 6

**Total Hours**: 21

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### Minor Requirements for Quantitative Methods

Must earn a grade of "C" or better and have an overall GPA of 2.0 in all courses required for the minor.

#### Requirements

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>EC 210</td>
<td>Principles of Microeconomics ¹</td>
<td>3</td>
</tr>
<tr>
<td>EC 211</td>
<td>Principles of Macroeconomics ¹</td>
<td>3</td>
</tr>
<tr>
<td>QM 214</td>
<td>Quantitative Analysis I ²</td>
<td>3</td>
</tr>
<tr>
<td>QM 215</td>
<td>Quantitative Analysis II</td>
<td>3</td>
</tr>
<tr>
<td>BUS 101</td>
<td>Introduction to Business</td>
<td>3</td>
</tr>
</tbody>
</table>

#### Quantitative Methods Upper-Level Requirements

Select two of the following courses 6

- QM 400 Survey of Management Science
- QM 410 Nonparametric Statistics
- QM 420 Applied Forecasting
- QM 425 Applied Regression Analysis
- QM 442 Statistics for Quality and Productivity

**Total Hours**: 21

¹ EC 210 & EC 211 may also apply to Core Curriculum Area IV; check the Core Curriculum for your particular major.
² Note that the prerequisite for QM 214 is MA 105 with a C.

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### Minor in Management - Human Resources

#### Requirements

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>BUS 101</td>
<td>Introduction to Business</td>
<td>3</td>
</tr>
<tr>
<td>or BUS 102</td>
<td>Business Foundations</td>
<td></td>
</tr>
<tr>
<td>MG 302</td>
<td>Management Processes and Behavior</td>
<td>3</td>
</tr>
<tr>
<td>MG 409</td>
<td>Human Resource Management</td>
<td>3</td>
</tr>
<tr>
<td>MG 411</td>
<td>Compensation Administration</td>
<td>3</td>
</tr>
<tr>
<td>MG 412</td>
<td>Employee Selection and Development</td>
<td>3</td>
</tr>
<tr>
<td>MG 413</td>
<td>Employment Law</td>
<td>3</td>
</tr>
</tbody>
</table>

**Total Hours**: 18

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### Minor in International Business

The international business minor is available only to Collat School of Business majors. It supplements the student’s major with an appreciation of the global economy and issues unique to doing business on a worldwide basis. The minor includes a required foreign language component. The international business minor consists of the following 18 semester hours.

Must earn a grade of "C" or better in stated prerequisite courses and have an overall 2.0 GPA in all courses required for this minor.

#### Requirements

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>EC 407</td>
<td>International Economics</td>
<td></td>
</tr>
<tr>
<td>FN 412</td>
<td>International Financial Management</td>
<td></td>
</tr>
<tr>
<td>MG 415</td>
<td>International Business Dynamics</td>
<td></td>
</tr>
<tr>
<td>MK 416</td>
<td>International Marketing</td>
<td></td>
</tr>
<tr>
<td>AC 440</td>
<td>International Accounting: From a User’s Perspective</td>
<td></td>
</tr>
<tr>
<td>IB 495</td>
<td>Business Study Abroad</td>
<td></td>
</tr>
</tbody>
</table>

#### Foreign Language Requirement

Select two courses in a foreign language (preferably with a conversational emphasis) 6

**Total Hours**: 18

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### Minor Requirements for Social Media Strategies for Business

Minor is open to all students with at least 45 semester hours completed and a minimum 2.5 cumulative GPA. Must earn a grade of "C" or better and overall GPA of 2.0 in all courses required for this minor.

#### Requirements

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>BUS 101</td>
<td>Introduction to Business (Available Fall, Spring)</td>
<td>3</td>
</tr>
<tr>
<td>or BUS 102</td>
<td>Business Foundations</td>
<td></td>
</tr>
<tr>
<td>IS 415</td>
<td>Social Media &amp; Virtual Communities (Available Fall)</td>
<td>3</td>
</tr>
<tr>
<td>IS 416</td>
<td>Web Analytics (Available Spring)</td>
<td>3</td>
</tr>
<tr>
<td>IS 417</td>
<td>Introduction to Business Intelligence (Available Fall)</td>
<td>3</td>
</tr>
<tr>
<td>MK 303</td>
<td>Basic Marketing (Available Fall, Spring)</td>
<td>3</td>
</tr>
<tr>
<td>or MK 471</td>
<td>Health Care Marketing</td>
<td></td>
</tr>
<tr>
<td>MK 401</td>
<td>Social Media in Marketing (Available Spring)</td>
<td></td>
</tr>
</tbody>
</table>

**Total Hours**: 18

---

### Minor Requirements for Sports and Entertainment Marketing

Must earn a grade of "C" or better and overall GPA of 2.0 in these courses.

#### Requirements

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>BUS 101</td>
<td>Introduction to Business</td>
<td>3</td>
</tr>
<tr>
<td>or BUS 102</td>
<td>Business Foundations</td>
<td></td>
</tr>
</tbody>
</table>

#### Lower level requirement

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>MG 330</td>
<td>Professional Selling</td>
<td>3</td>
</tr>
<tr>
<td>MK 401</td>
<td>Social Media in Marketing</td>
<td>3</td>
</tr>
<tr>
<td>MK 333</td>
<td>Sports Marketing</td>
<td>3</td>
</tr>
<tr>
<td>MG 430</td>
<td>Management and Leadership in Sports Organizations</td>
<td>3</td>
</tr>
</tbody>
</table>

**Total Hours**: 18

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UAB Professional Sales Certificate Program

Purpose
The Professional Sales Certificate is designed for undergraduate students of all majors pursuing a sales career or wishing to enhance his/her interpersonal communication skills in a business environment. This program helps students distinguish themselves as committed professionals in sales and customer service. In addition to the course work shown below, students will be involved in out-of-class activities, including job shadowing and mentorship. Students with a Professional Sales Certificate are well-prepared for entry-level sales careers and have a competitive advantage in the job market. All majors from across UAB are eligible to compete for entrance. Classes are kept small to ensure individual attention is provided for each student.

Eligibility
Submission of completed application form, available in BEC 219 or from one of the contact people below:

• Resume demonstrating characteristics that support a successful sales career (strong work ethic, etc);
• Achievement of an overall 2.0 G.P.A. and be in good academic standing with the university;
• Commitment to extra-curricular involvement in the Professional Sales Program activities;
• Complete a panel interview with the Professional Sales Program Leadership Team members.

Professional Sales Certificate Requirements

<table>
<thead>
<tr>
<th>Requirements</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>GPA requirement</td>
<td></td>
</tr>
<tr>
<td>A 2.0 overall GPA is required in certificate courses.</td>
<td></td>
</tr>
<tr>
<td>Certificate Courses</td>
<td></td>
</tr>
<tr>
<td>BUS 101 Introduction to Business</td>
<td>3</td>
</tr>
<tr>
<td>or BUS 102 Business Foundations</td>
<td></td>
</tr>
<tr>
<td>BUS 350 Business Communications</td>
<td>3</td>
</tr>
<tr>
<td>MK 303 Basic Marketing</td>
<td>3</td>
</tr>
<tr>
<td>MK 330 Professional Selling</td>
<td></td>
</tr>
<tr>
<td>MK 420 Sales Management</td>
<td>3</td>
</tr>
<tr>
<td>MK 425 Advanced Professional Selling</td>
<td>3</td>
</tr>
<tr>
<td>One course covering industry structure</td>
<td>3</td>
</tr>
<tr>
<td>MK 320 Industrial Distribution Management</td>
<td></td>
</tr>
<tr>
<td>FN 452 Management of Financial Intermediaries</td>
<td></td>
</tr>
<tr>
<td>DB 495 Distribution Directed Studies Practicum</td>
<td></td>
</tr>
</tbody>
</table>

Total Hours 21

Benefits
In addition to the shadowing, business contacts, and internship opportunities in the program, students will graduate with valued sales and service skills. Earning a Professional Sales Certificate differentiates students in a competitive hiring environment.

Contacts
Ms. Kristen Craig kraig@uab.edu
Dr. Tom DeCarlo tdecarlo@uab.edu
Dr. Karen Kennedy knk@uab.edu

Certificate in Entrepreneurship

Purpose
Economic conditions at the national, regional and local level increasingly call for new business models and emerging industries. Entrepreneurship not only focuses on the generation of these new business models but it also recognizes the importance of innovative thinking and risk-taking to take advantage of opportunities and to effect change. This certificate is intended to provide business majors with specific knowledge and skills to start their own businesses or be high-value, early employees for existing startups and early-stage growth companies.

Eligibility
Open to all students majoring in business. Students must have an overall GPA of 2.5 or higher to be admitted to this certificate program.

Certificate in Entrepreneurship Course Requirements

<table>
<thead>
<tr>
<th>Requirements</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>ENT 270 Idea to Entrepreneur</td>
<td>3</td>
</tr>
<tr>
<td>ENT 420 Entrepreneurial Finance</td>
<td>3</td>
</tr>
<tr>
<td>ENT 421 Entrepreneurial Market Analysis and Planning</td>
<td>3</td>
</tr>
<tr>
<td>ENT 424 New Product Development</td>
<td>3</td>
</tr>
<tr>
<td>or ENT 425 Entrepreneur to Enterprise</td>
<td></td>
</tr>
<tr>
<td>ENT 426 Practicum in Commercialization</td>
<td>3</td>
</tr>
<tr>
<td>or ENT 445 Entrepreneurship Internship</td>
<td></td>
</tr>
<tr>
<td>or ENT 499 Directed Study in Entrepreneurship</td>
<td></td>
</tr>
</tbody>
</table>

Total Hours 15

Honors in Business

Purpose
The Collat School of Business Honors Program is designated for qualified and self-motivated students pursuing business-related undergraduate degrees or otherwise having a demonstrated interest in business. Through a mentored program format, students will develop research and communication skills in preparation for a professional career and/or graduate study. Although students may focus their research into any of the disciplines in the Collat School of Business, the Business Honors Program has overarching themes of leadership and ethics.

Eligibility
Entry into the Collat School of Business Honors Program is by invitation. Students may apply to be considered for an invitation.

To be eligible for the Collat School of Business Honors Program, students must:

• Have earned a 3.5 GPA in all business courses attempted;
• Have earned a 3.0 GPA overall;
• Have a major in the Collat School of Business or be invited to submit an application;
• Have submitted a Business Honors Program Application form or be invited to submit an application;
• Have been selected from application, transcript evaluation and recommendations.

Requirements
• Enroll Spring Semester of junior year in BUS 300 Introduction to Leadership Seminar for 3 credit hours;
• Enroll Fall Semester of senior year in BUS 495, Business Honors Seminar I, for three credit hours and enroll Spring Semester of senior year in BUS 496 Business Honors Seminar II, for three credit hours;
• An oral presentation of a completed independent research project at the Undergraduate Research Expo.

Benefits
In addition to educational benefits and enhanced credentials for graduate school or professional pursuits, students with business majors will graduate “With Honors in Business” or “With Honors in Economics”.

Contact
For more information and/or admission to the Collat School of Business Honors Program, contact:

Collat School of Business Honors Program
Director
1720 2nd Avenue, South/ BEC 217A • Birmingham, AL 35294-4460 • Telephone (205) 934-8845 • E-mail: businesshonors@uab.edu

BUS-Business Courses

BUS 101. Introduction to Business. 3 Hours.
This course will enable students to understand the breadth of business opportunities and careers as well as assist in their transition to college and the Collat School of Business through the inclusion of First Year Experience (FYE).

BUS 102. Business Foundations. 3 Hours.
This course will enable students to understand the breadth of business opportunities and careers as well as introduce them to the Collat School of Business.

BUS 110. Essentials of Financial Literacy. 3 Hours.
An introductory course dealing with the mathematics of money and financial literacy. This course will cover such topics as simple and complex interest, taxes, consumer finance, retirement plans, insurance and risk management, cash flows, payroll and inventory.

BUS 300. Business Honors Research Methods. 3 Hours.
First of three required courses for students participating in the Collat School of Business Honors Program. Course provides student with an overview of leadership literature and with necessary research, writing and communication skills for successful participation in the Collat School of Business Honors Program.
Prerequisites: (GPAT and GPAO 2.00) or (GPAU 2.00 and GPAO 2.00)

BUS 301. Business Honors Reading Seminar. 1 Hour.
This course will facilitate development of an acceptable Business Honors Thesis/Project Proposal to be submitted to the Collat School of Business Honors Committee by exposing students to a selection of books and periodicals that are not typically assigned in other courses. Book selections will vary from semester to semester. Students will read, discuss, and write a review of each assigned work. Preq: Acceptance into a UAB Honors Program or permission of instructor. May be repeated with permission of Honors Program Director.
Prerequisites: (GPAT and GPAO 2.00) or (GPAU 2.00 and GPAO 2.00)

BUS 305. Professional Development for Today’s Workplace. 1 Hour.
This course prepares students for experiential learning and internship opportunities. Students will gain an understanding of networking, personal branding, career planning, strategic career search, interviewing techniques, salary negotiation, and professional etiquette in today’s global workplace.

BUS 310. Accounting and Finance for Nonbusiness Majors. 3 Hours.
An introduction to accounting, financial reporting and the basic principles of business finance. Not open to majors in the Collat School of Business.
Prerequisites: (BUS 102 [Min Grade: C] and GPAT and GPAO 2.00) or (BUS 102 [Min Grade: C] and GPAU 2.00 and GPAO 2.00)

BUS 311. Creating & Delivering Customer Value. 3 Hours.
An introduction to managerial and marketing principles used to create and deliver customer value in organizations.
Prerequisites: (GPAT and GPAO 2.00 and BUS 102 [Min Grade: C]) or (GPAU 2.00 and GPAO 2.00 and BUS 102 [Min Grade: C]) or BUS 101 [Min Grade: C]

BUS 350. Business Communications. 3 Hours.
Review of grammar and organization with emphasis on conventions, formats, and style of written business communication. Relies on both in and out of class writing assignments, research methods and analysis, and collaborative writing.
Prerequisites: (EH 102 [Min Grade: C] and GPAU 2.00 and GPAO 2.00) or (EH 102 [Min Grade: C] and GPAU 2.00 and GPAO 2.00)

BUS 400. Business Honors Seminar. 3 Hours.
This course will facilitate completion of an accepted Business Honors Thesis/Project Proposal. Students conduct independent research and present work in progress. Acceptance to the Collat School of Business Honors Program required.
Prerequisites: (BUS 300 [Min Grade: C] and GPAU 2.00 and GPAO 2.00) or (BUS 300 [Min Grade: C] and GPAU 2.00 and GPAO 2.00)

BUS 410. Integrating Business Functions. 3 Hours.
Course integrates various elements that impact the success of business enterprises. Not open to majors in the Collat School of Business.
Prerequisites: (BUS 102 [Min Grade: C] and GPAU 2.00 and GPAO 2.00) or (BUS 102 [Min Grade: C] and GPAU 2.00 and GPAO 2.00)

BUS 450. Strategic Management Capstone Experience. 3 Hours.
Senior seminar integrating functional business fields of accounting, economics, finance, information systems, management, marketing, production policy and decision making. This course is writing intensive and students must demonstrate an ability to write to appropriate audiences and incorporate pertinent external sources. Strong emphasis on ethical reasoning and decision-making and relating material to contemporary business events and issues. Must be senior in last term.
Prerequisites: (FN 310 [Min Grade: C] and GPAU 2.00 and GPAO 2.00) or (FN 310 [Min Grade: C] and GPAU 2.00 and GPAO 2.00)

BUS 495. Business Honors Seminar, I. 3 Hours.
Study of the strategy-setting process for a business or other complex organization with emphasis on role of chief executive officer and other leaders in that process. Research, analysis, communications and presentation skills practiced.
**BUS 496. Business Honors Seminar, II. 3 Hours.**
Continuation of BUS 495, overview of business ethics and emphasis on skills required to complete final work project for the Collat School of Business Honors Program. Good standing in the Collat School of Business Honors Program and second semester senior standing required.

**Prerequisites:** (GPAT and GPAO 2.00) or (GPAU 2.00 and GPAO 2.00)

**IB-International Business Courses**

**IB 495. Business Study Abroad. 3 Hours.**
Academic course of study in a business discipline which takes place in a foreign location. Sophomore standing, UAB GPA minimum 2.7 and permission of Collat School of Business faculty sponsor.

**Prerequisites:** (GPAT and GPAO 2.00) or (GPAU 2.00 and GPAO 2.00)