

# Collat School of Business

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**Dean:** Christopher L. Shook, Ph.D.<sup>1</sup>

**Senior Associate Dean:** Karen N. Kennedy, Ph.D.

**Associate Dean:** John Hansen, Ph.D.

Located in the heart of Alabama's economic center, the Collat School of Business offers a dynamic learning environment with classrooms extending well beyond the boundaries of the UAB campus. Our unique location allows our faculty to integrate the practical experiences of the state's leading companies — from Fortune 500 corporations to entrepreneurial startups — into the programs we offer. Our students gain valuable, practical knowledge through a wide variety of applied learning opportunities like internships and consulting projects in the business community. The Collat School of Business is housed in a state-of-the-art building designed to blend innovative classroom, team study and learning spaces.

The Collat School of Business is accredited at the baccalaureate and master's levels by AACSB International and holds supplemental AACSB International accreditation for our undergraduate and master's programs in accounting, an accomplishment held by fewer than 2% of business schools worldwide.

At the undergraduate level, the Collat School of Business offers programs of study leading to the Bachelor of Science degree with majors in accounting, economics, entrepreneurship, finance, human resource management, industrial distribution, information systems, management and marketing. Each program combines 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 at least 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.

## Mission, Vision and Values Statements

### Mission Statement

At Collat, we prepare students for success as leaders and professionals, in Birmingham and beyond, using a balanced approach to teaching, research and service.

### Vision Statement

Collat is known for innovative programs, impactful scholarship and transformative service.

### UAB Shared Values: We CARE

1. **Collaborate:** Work as a team for the greater good.
2. **Act with integrity:** Be accountable and always do the right thing.
3. **Respect all:** Champion diversity and opportunities for all, with civility.
4. **Excel:** Innovate and strive for excellence in everything we do.

<sup>1</sup> For an additional comprehensive list of faculty, please view the following link:

<https://www.uab.edu/business/home/people/faculty>

## Selection of Major

All undergraduate degree programs lead to the Bachelor of Science.

Undergraduate students entering the Collat School of Business are admitted with a self-selected major classification. Students may explore business majors while classified as undeclared business majors. Students 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.

## 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 our Director of Transfer Student Success (<https://www.uab.edu/business/home/student-services/transfer-success>) to discuss transfer credits and a degree plan for UAB. The Director of Transfer Student Success will help you through a smooth transition from your previous institution to the UAB 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 pre-calculus course may be taken as part of Quantitative Literacy and the macroeconomics and microeconomics courses may be taken as part of Humans and their Societies. Students planning to major in industrial distribution should see the footnoted exceptions to the Core Curriculum requirements in regard to elective hours.

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. Students transferring from other institutions should consult with our Director of Transfer Student Success (<https://www.uab.edu/business/home/student-services/transfer-success>).

### 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 considering a change of major to the Collat School of Business should meet with the academic advisor for their chosen major (<https://www.uab.edu/business/home/people/academic-advisors>).

## 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.

All information regarding our business programs and the Collat School of Business is available at <https://www.uab.edu/business/home>. You may check about class availability on [BlazerNet](#), select the Student Services tab and scroll to class schedule.

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

## UAB Blazer Core Curriculum Requirements

[Refer to Core Curriculum](#)

**Business students should take the following courses as a part of the Core Curriculum:**

1. BUS 101 or BUS 102 as part of Local Beginnings requirement.
2. MA 105, MA 106, MA 107, MA 110, MA 125, or MA 126 as part of Quantitative Literacy requirements.
3. EC 210 and EC 211 as part of Humans and their Societies requirements.

## Collat School of Business Core Curriculum Requirement

The purpose of the Collat Core is to provide all Collat students a foundation for success in their major courses and chosen careers. Drawing on the feedback of our industry partners, the Collat Core is designed to enhance students' communication skills, professionalism and self-leadership, proficiency as it relates to analytics and technology, and overall business acumen.

1. Analytics and Technology: BUS 214, BUS 204 (or BUS 215), BUS 201 (or BUS 203)
2. Business Acumen: BUS 202, BUS 302, BUS 303, BUS 304 (or BUS 246)
3. Communication: BUS 350 (or BUS 351) and BUS 361 (or BUS 360)
4. Professionalism: BUS 306 and BUS 325
5. The Capstone Experience: BUS 450 (or BUS 495 taken by Business Honors students)

## Business Electives

For business majors, completion of BUS 101/102 fulfills the FYE requirement within the Blazer Core. Thus, additional general electives may be needed to reach the 120 credit hours required for a baccalaureate degree.

Collat business majors\* take 9-12 hours (3-4 courses) in business course electives not included in the major course requirements. These courses can be applied toward earning a minor in a complementary area of business or for exploring business topics outside of the major.

\*Students in the Mathematical Economics concentration in the Economics major do not have a business elective hours requirement.

## Academic Requirements

The following general requirements and policies apply to all students majoring in the Collat School of Business.

1. Students must earn a minimum grade of 'C' in all business core courses. To attempt upper-level business courses, students must earn a grade of C or better in the stated prerequisites for each business course. Students must also meet any specific grade requirements within their major or minor.

2. In cases where one year or more of non-enrollment at UAB has lapsed or when another school has been attended since the last enrollment at UAB, students are expected to meet catalog requirements in effect at the time they re-enter UAB.

## GPA Graduation Requirement

The Collat School of Business GPA (grade point average) graduation requirement is in addition to the general UAB requirements. All Collat School of Business students must earn at least a 2.0 overall GPA, 2.0 institutional GPA, 2.0 Business GPA and 2.0 major GPA to be eligible for graduation. Additional conditions are required for Accounting, Finance, and Information System majors.

### Accounting Majors

- Earn a minimum grade of **C** in all courses used in the accounting major.
- Earn a minimum grade of **B** in AC 300.

### Finance and Information Systems Majors

- Earn a minimum grade of **C** in all courses used in the finance and information systems majors.

Students may opt to utilize the university's course forgiveness policy to calculate the GPA. Students should process all forgiveness requests **before** applying for degree to ensure a correct graduation GPA calculation.

## Residency Requirement

Of the 24 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.

## Credit Sharing Between Majors Policy

Double-counting occurs when a single course applies to more than one requirement. All instances of credit sharing are up to the discretion of the departments involved and shared courses must align with the goals of the programs. Credit sharing will be reviewed by specific departments for approval.

### For students completing a double major (both majors within the Collat School of Business)

- A minimum of 18 credit hours of unique upper-level MAJOR courses are required to complete a degree program.
- If 24 credit hours (8 classes) are required for the major, a student must take 18 credit hours (6 classes) in that major that are NOT shared by another major
- All stated course requirements for each major must be completed.
- Student receives advising from both advisors within the Collat School of Business

### For students completing a double major (one major within the Collat School of Business and one major outside the Collat School of Business)

- Complete all requirements for both majors (including prerequisites)-completed simultaneously.

- Student is advised by their Collat advisor and the major advisor for their other degree program.
- The Collat advisor may share one course (no more than 4 credit hours) with another major outside the Collat School of Business to satisfy a major requirement. For example, if a student is completing a double major in Human Resource Management (HRM) and Communication Studies, the student could apply CMST 309 (Interviewing) toward course requirements for the HRM major as well. PY 326 (Industrial/Organizational Psychology) is another example of a class that could be used as an HRM major elective if a student is completing a double major in Psychology and Human Resource Management.

### For students completing a minor in the Collat School of Business (while completing a Collat major)

- Student must have at least 9 credit hours of unique upper level (numbered 300 or 400) courses (3 classes beyond what is required for the business major)
- Can count same courses that meet other requirements with a limit of 12 hours (BUS 101/BUS 102, EC 210, MK 303, and FN 310 are examples of classes that can overlap between business majors and minors).

## The Collat School of Business Majors

- **Accounting**
- **Economics**
- **Entrepreneurship**
- **Finance**
- **Human Resource Management**
- **Industrial Distribution**
- **Information Systems**
- **Management**
- **Marketing**

## Minors in Business

The Collat School of Business offers minors in accounting, business administration, economics, entrepreneurship, finance, human resource management, information systems, management, marketing, social media strategies for business, and sports and entertainment marketing. These minors are available to all UAB students with the exception of the minor in international business which is 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 in Accounting

Must earn a grade of "C" or better (a grade of B or better in AC 200) and overall GPA of 2.0 in all courses required for this minor.

Requirements	Hours
BUS 202      Know Your Accounting Numbers	3
BUS 302      Business Foundations: Finance	3
AC 300        Financial Accounting I	3
AC 304        Accounting Information Systems	3
AC 401        Cost Strategies and Decision-Making	3
Select one:	3
AC 402      Income Taxation I	
AC 413      Internal Audit Theory and Practice	
AC 423      External Auditing	
AC 472      Information Technology Auditing	
AC 473      Fraud Examination	
<b>Total Hours</b>	<b>18</b>

## Minor in Business Administration

Requirements	Hours
<b>Business Administration Lower-Level Requirements</b>	
Must earn a grade of "C" or better in these courses	
BUS 101      Introduction to Business	3
or BUS 102      Business Foundations	
<b>Business Administration Upper-Level Requirements</b>	
MG 302        Management Processes and Behavior	3
MG 401        Organizational Behavior	3
Must earn a grade of "C" or better in MG 302 and 401 and have an overall GPA of 2.0 in all courses required for this minor.	
<b>Business Administration Electives</b> <sup>1, 2</sup>	
Select three courses from any 300/400 level business courses. Students may also choose one class from EC 210, EC 211, or BUS 246.	9
<b>Total Hours</b>	<b>18</b>

<sup>1</sup> Students wanting a broad business knowledge are encouraged to take courses from different disciplines.

<sup>2</sup> Non-business majors earning more than one business minor cannot double count more than two courses.

## Minor in Economics

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

Requirements	Hours
<b>Economics Lower-Level Requirements</b>	
EC 210        Principles of Microeconomics	3
EC 211        Principles of Macroeconomics	3
<b>Economics Upper-Level Requirements</b>	
EC 304        Intermediate Microeconomics	3
EC 305        Intermediate Macroeconomics	3
<b>Economics Upper-Level Electives</b>	
Select two 300-level or higher Economics (EC) course.	6
<b>Total Hours</b>	<b>18</b>

## Minor in Entrepreneurship

The entrepreneurship minor UAB's J. Frank Barefield, Jr. Entrepreneurship Program prepares students for professional career successes in a wide range of environments. Rooted in the discipline of a strong entrepreneurial mindset, the entrepreneurship minor complements and extends the knowledge gleaned from any major across UAB, with a transformational impact on one's primary career path.

## Eligibility

This minor is open to all students. Students must also have a minimum overall 2.0 GPA.

## Course Requirements

Requirements	Hours
<b>Course requirements for Non-business Majors</b>	
ENT 270      The Entrepreneurial Mindset	15
BUS 310      Accounting and Finance for Nonbusiness Majors	
ENT 421      Entrepreneurial Marketing and Sales	
ENT 425      Entrepreneurial Engagement Seminar	
ENT Practicum Experience <sup>1</sup>	
Elective <sup>2</sup>	
<b>Course requirements for Business Majors</b>	
ENT 270      The Entrepreneurial Mindset	15
ENT 421      Entrepreneurial Marketing and Sales	
ENT 425      Entrepreneurial Engagement Seminar	
ENT Practicum Experience <sup>1</sup>	
Elective <sup>2</sup>	

<sup>1</sup> ENT Practicum Experience choices: ENT 426, ENT 445, ENT 450, ENT 499

<sup>2</sup> ENT Electives: Select from: ENT 320, ENT 422 or MK 330, ENT 426, ENT 445, ENT 450, or ENT 499.

## Minor in Finance

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

Requirements	Hours
<b>Finance Lower-Level Requirements</b>	
BUS 302 Business Foundations: Finance	3
EC 210 Principles of Microeconomics	3
BUS 101 Introduction to Business	3
or BUS 102 Business Foundations	
<b>Finance Upper-Level Requirement</b>	
FN 310 Fundamentals of Financial Management	3
<b>Finance Upper-Level Elective</b>	
Select three 300-level or higher Finance (FN) courses.	9
<b>Total Hours</b>	<b>21</b>

## Minor in 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

Requirements	Hours
IS 204 Introduction to Business Programming	3
IS 301 Introduction to Database Management Systems	3
IS 302 Business Data Communications	3
IS 321 Systems Analysis	3
MG 417 Project Management	3
<b>Total Hours</b>	<b>15</b>

### IS Minor #2 for Computer Science Majors

Requirements	Hours
<b>Information Systems Lower-Level Requirements</b>	
BUS 101 Introduction to Business	3
or BUS 102 Business Foundations	
IS 303 Information Systems	3
<b>Information Systems Upper-Level Electives</b>	
IS 302 Business Data Communications	3
IS 321 Systems Analysis	3
MG 417 Project Management	3
LS 471 Legal Elements of Fraud Investigation	3
AC 472 Information Technology Auditing	3
AC 473 Fraud Examination	3
IS 491 Current Topics in Information Systems	3
<b>Total Hours</b>	<b>15</b>

### IS Minor #3 for All Other Majors

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

## Minor in Management for Business Majors

Not available for Human Resource Management Majors.

Requirements	Hours
MG 302 Management Processes and Behavior	3
MG 401 Organizational Behavior	3
<b>Management Electives</b>	
Select two 300-level or higher Management (MG) courses. <sup>1</sup>	6
<b>Total Hours</b>	<b>12</b>

<sup>1</sup> Students minoring in both management and human resource management cannot double count more than two of the following HRM courses: MG 409, MG 411, MG 412, MG 413, or MG 414.

## Minor in Management for Non-Business Majors

Requirements	Hours
BUS 101 Introduction to Business	3
or BUS 102 Business Foundations	
MG 302 Management Processes and Behavior	3
MG 401 Organizational Behavior	3
<b>Management Electives</b>	
Select three 300-level or higher Management (MG) courses. <sup>1</sup>	9
<b>Total Hours</b>	<b>18</b>

<sup>1</sup> Students minoring in both management and human resource management cannot double count more than two of the following HRM courses: MG 409, MG 411, MG 413, or MG 414.

## Minor in Marketing

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

Requirements	Hours
BUS 101 Introduction to Business	3
or BUS 102 Business Foundations	
EC 210 Principles of Microeconomics	3
MK 303 Basic Marketing	3
<b>Marketing Upper-Level Electives</b>	
Select three 300-level or higher Marketing (MK) courses.	9
<b>Total Hours</b>	<b>18</b>

## Minor in Human Resource Management

Not available for Management Majors.

Requirements	Hours
<b>Required Courses</b>	
BUS 101 Introduction to Business	3
or BUS 102 Business Foundations	
MG 302 Management Processes and Behavior	3
MG 409 Human Resource Management	3
<b>Human Resource Management Upper-level Electives (select three)</b>	
MG 411 Compensation Administration	3
MG 412 Organizational Staffing	3

MG 413	Employment Law	
MG 414	Talent Development	
<b>Total Hours</b>		<b>18</b>

## Minor in International Business

Cultivate cultural awareness, adaptability, emotional intelligence, and strong communication skills by earning a minor in International Business. Understanding how global economies interact and operate in worldwide markets can open lucrative career opportunities in the United States and abroad. Students from all majors can enhance their degree programs by selecting five international business courses, up to two of which can be study abroad experiences. Working with their academic advisors and the International Business program director, students select courses and experiences that greatly impact their college careers and beyond.

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	Hours
<b>Requirements for Business Majors</b>	<b>18</b>
EC 210 Principles of Microeconomics	3
Select 15 hours from:	15
EC 407 International Economics <sup>1</sup>	
FN 412 International Financial Management	
MG 415 International Business Dynamics	
MK 416 International Marketing	
IB 320 Global Innovation	
IB 439 Global Business Communications	
IB 495 Business Study Abroad	
WLL 120 World Cultures	
Foreign Language <sup>2</sup>	
<b>Requirements for Non-Business Majors</b>	<b>18</b>
EC 210 Principles of Microeconomics	3
Select 3 hours from:	3
BUS 310 Accounting and Finance for Nonbusiness Majors <sup>1</sup>	
or BUS 311 Creating & Delivering Customer Value	
Select 6 hours from:	6
EC 407 International Economics <sup>1</sup>	
FN 412 International Financial Management	
IB 320 Global Innovation	
IB 439 Global Business Communications	
MG 415 International Business Dynamics	
MK 416 International Marketing	
Select 6 hours from:	6
WLL 120 World Cultures	
IB 495 Business Study Abroad	
Foreign Language <sup>2</sup>	

<sup>1</sup> Take BUS 310 as prerequisite for FN 412; take BUS 311 as prerequisite for MG 415 or MK 416. Take either BUS 310 or BUS 311 as prerequisite for EC 407.

<sup>2</sup> A maximum of 6 credit hours in Foreign Language courses may be used toward the 18 required credit hours for the International Business minor.

## Minor in 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	Hours
BUS 101 Introduction to Business (Available Fall, Spring)	3
or BUS 102 Business Foundations	
MK 410 Integrated Marketing Communication	3
MK 436 Digital Marketing Analytics	3
IS 417 Introduction to Business Intelligence (Available Fall)	3
MK 303 Basic Marketing (Available Fall, Spring)	3
or MK 471 Health Care Marketing	
MK 401 Social Media in Marketing (Available Spring)	3
<b>Total Hours</b>	<b>18</b>

## Minor in Sports and Entertainment Marketing

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

Requirements	Hours
<b>Lower level requirement</b>	
BUS 101 Introduction to Business	3
or BUS 102 Business Foundations	
<b>Upper level requirements</b>	
MK 303 Basic Marketing	3
MK 330 Professional Selling	3
MK 401 Social Media in Marketing	3
MK 333 Sports Marketing	3
MG 430 Management and Leadership in Sports and Entertainment Organizations	3
<b>Total Hours</b>	<b>18</b>

## 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 CSB 257 or online at <https://www.uab.edu/business/home/programs/certificates/undergraduate/professional-sales>

- Achievement of an overall 2.5 G.P.A. and be in good academic standing with the university;
- Commitment to extra-curricular involvement in the Professional Sales Program activities;

## Professional Sales Certificate Requirements

Requirements	Hours
<b>GPA requirement</b>	
A 2.5 overall GPA is required in certificate courses.	
<b>Certificate Courses</b>	
MK 330 Professional Selling	3
MK 425 Advanced Professional Selling	3
MK 423 Emerging Trends in Professional Selling	3
One industry application course approved by the Program Director	3
<b>Total Hours</b>	<b>12</b>

## 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.

## Contact

John Hansen, Ph.D. [jdansen@uab.edu](mailto:jdansen@uab.edu)

## Certificate in Accounting

The Accounting Certificate provides students with a solid foundation in accounting principles and how to apply them in practice.

## Who Should Complete the Accounting Certificate

Prospective students who are looking to transition into the accounting industry, gain accounting knowledge to enhance their already established career and /or enter [UAB's Master of Accounting \(MAc\) Program](#).

The Accounting Certificate is designed to prepare students for success in the Master of Accounting program. The MAc program requires completion of the AC certificate with a grade of B or better in all courses for those who do not already have a bachelor's degree in accounting from a regionally accredited university, or have a bachelor's degree in accounting that was received more than five years before desired term of enrollment or a GPA below 3.0 and/or below a grade of B in accounting courses.

In some cases, prospective MAc students may be able to waive the Accounting Certificate requirement through appealing to the [Director of Accounting Programs](#). Applicants might be able to waive all eight courses, take some of the courses, or have the appeal denied.

## The Accounting Certificate Curriculum

The Accounting Certificate requires that students earn a C or better in the following eight courses. Some courses require a minimum grade of B for prerequisite coursework. See all minimum grade requirements listed in the prerequisites for each course:

Requirements	Hours
AC 300 Financial Accounting I	3
BUS 202 Know Your Accounting Numbers	3

AC 304	Accounting Information Systems	3
AC 309	Intermediate Accounting I	3
AC 310	Intermediate Accounting II	3
AC 401	Cost Strategies and Decision-Making	3
AC 402	Income Taxation I	3
AC 430	Intermediate Accounting III	3
<b>Total Hours</b>		<b>24</b>

## Undergraduate Certificate in Social Media

### Purpose

The objective of the social media certificate is to help our students and working professionals advance in their careers by improving understanding about how to use the latest social media technologies to benefit organizational stakeholders, such as managers, organizations, employees, customers and partners. Our emphasis is on the application of new and emerging social media technologies, to serve those currently working in IS and marketing related fields, and to prepare individuals from other fields to build the skills needed to succeed in social media careers.

### 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.

Requirements	Hours
IS 417 Introduction to Business Intelligence	3
or IS 418 Applied Data Science for Information Systems	
MK 401 Social Media in Marketing	3
MK 410 Integrated Marketing Communication	3
MK 449 Integrated Marketing Communications Practicum	3
<b>Total Hours</b>	<b>12</b>

## Interprofessional Nonprofit Leadership Undergraduate Certificate

Requirements	Hours
MG 305 Nonprofit Organization Mgmt/SL	3
MG 405 Nonprofit Strategy and Entrepreneurship	3
<b>Electives<sup>1</sup></b>	<b>6</b>
Courses must be selected outside the major course of study.	

<sup>1</sup> Electives may be selected

from: [BUS 311](#), [BUS 350](#), [MG 302](#), [MG 409](#), [MG 401](#), [MG 425](#), [CHHS 350](#), [CHHS 351](#)

### Certificate in Organizational Leadership

Requirements	Hours
A grade of C or better is required for all courses applying to the certificate.	
MG 425 Managing Through Leadership	3
MG 440 Advanced Leadership Theory and Practice	3
<b>Elective Leadership Courses</b>	<b>9</b>
MG 305 Nonprofit Organization Mgmt/SL	
MG 306 Managing Innovation	
MG 309 Wizarding and Superhero Leadership Academy	
MG 405 Nonprofit Strategy and Entrepreneurship	
MG 414 Talent Development	
MG 417 Project Management	

MG 430	Management and Leadership in Sports and Entertainment Organizations	
MG 438	Managerial Communication Skills	
MK 330	Professional Selling	
ENT 425	Entrepreneurial Engagement Seminar	
IB 439	Global Business Communications	
<b>Total Hours</b>		<b>15</b>

## Certificate in Information Systems

### Purpose

The objective of the Certificate in Information Systems (IS) is to recognize post-graduate students who successfully complete a rigorous program of six undergraduate IS courses that are required for entry into our graduate Management Information Systems (MIS) program. These students have an undergraduate degree in a different field and are interested in a career change to information systems.

### Eligibility

The entry requirements for the Certificate in IS are an undergraduate degree from a regionally accredited university with a grade point average equivalent to that required to be accepted as a degree seeking student in the Collat School of Business (completed undergraduate degree with a GPA of 2.0 or higher).

The certificate will require the successful completion of 18 credit hours (6 courses), with a grade of 2.0 or better for each course.

### Information Systems Certificate Requirements

Requirements	Hours
<b>GPA Requirement</b>	
A minimum GPA of 2.0 is required in each certificate course.	
<b>Required Coursework</b>	
BUS 350	Professional Business Communications 3
IS 204	Introduction to Business Programming 3
IS 301	Introduction to Database Management Systems 3
IS 302	Business Data Communications 3
IS 303	Information Systems 3
IS 321	Systems Analysis 3
<b>Total Hours</b>	<b>18</b>

### Benefits

This certificate serves as an intermediary credential for these students as they transition into the IT industry and/or continue their studies. Earning a Information Systems Certificate differentiates students in a competitive hiring environment.

## Certificate in Real Estate

Requirements	Hours
FN 370	Principles of Real Estate 3
FN 460	Finance Internship 3
FN 470	Real Estate Finance 3
FN 475	Real Estate Investment Analysis 3
MK 330	Professional Selling 3
<b>Total Hours</b>	<b>15</b>

## Certificate in Organizational Leadership

Requirements	Hours
A grade of C or better is required for all courses applying to the certificate.	
MG 425	Managing Through Leadership 3
MG 440	Advanced Leadership Theory and Practice 3
<b>Elective Leadership Courses</b>	
MG 305	Nonprofit Organization Mgmt/SL
MG 306	Managing Innovation
MG 309	Wizarding and Superhero Leadership Academy
MG 405	Nonprofit Strategy and Entrepreneurship
MG 414	Talent Development
MG 417	Project Management
MG 430	Management and Leadership in Sports and Entertainment Organizations
MG 438	Managerial Communication Skills
MK 330	Professional Selling
ENT 425	Entrepreneurial Engagement Seminar
IB 439	Global Business Communications
<b>Total Hours</b>	<b>15</b>

## Undergraduate Certificate in Organizational Communication

Requirements	Hours
BUS 350	Professional Business Communications 3
MG 438	Managerial Communication Skills 3
IB 439	Global Business Communications 3
<b>Electives</b>	
MG 302	Management Processes and Behavior <sup>1</sup>
MG 304	Managerial Spreadsheet Analytics
MG 414	Talent Development
MG 425	Managing Through Leadership
MG 430	Management and Leadership in Sports and Entertainment Organizations
MG 440	Advanced Leadership Theory and Practice
ENT 350	Social and Community Enterprise
IS 302	Business Data Communications
MK 330	Professional Selling
MK 425	Advanced Professional Selling
CHHS 421	Health Communications & Advocacy
CMST 310	Communications and Teamwork
CMST 311	Organizational Communication
EH 340	Developing Digital Documents
PUH 399	Special Topics in Public Health
<b>Total Hours</b>	<b>15</b>

<sup>1</sup> Elective approved for non-business students only

## Undergraduate Certificate in Wellness Program Design & Management

Requirements	Hours
MG 414	Talent Development 3
MG 448	Workplace Wellness Program Design, Management and Assessment 3
PUH 204	Social and Behavioral Determinants of Health 3
<b>Electives</b>	
	<b>6</b>

**Business Major Options**

PUH 230	Public Health Data and Methods
NTR 121	Well Being and You
NTR 201	Healthy People, Healthy Planet
NTR 222	Nutrition and Health
NTR 433	Health and Wellness in the Information Age
KIN 222	Concepts of Health and Fitness

**Non-Business Major Options**

MG 306	Managing Innovation
MG 417	Project Management
MG 425	Managing Through Leadership
MG 430	Management and Leadership in Sports and Entertainment Organizations
MG 438	Managerial Communication Skills
MG 440	Advanced Leadership Theory and Practice
IB 439	Global Business Communications

**Other Elective Options <sup>1</sup>**

CHHS 421	Health Communications & Advocacy
CHHS 141	Lifelong Health & Wellness
CHHS 343	Behavioral Theory in Health Education/Promotion
CHHS 431	Planning and Implementing Health Education/Promotion Programs
CHHS 420	Microskills & Coaching in Community Health and Human Services
CHHS 402	Mental Health, Stress Management & Wellness Promotion

**Total Hours** 15

<sup>1</sup> These elective options can be applied to both business and non-business majors

## Honors in Business

### Purpose

The Collat School of Business Honors Program is designed 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 Business Courses;
- Have earned a 3.0 GPA overall;
- Have a major or minor 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 and transcript evaluation.

## 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 496, Business Honors Seminar II (Independent Research), for three credit hours
- Enroll Spring Semester of senior year in BUS 495 Business Honors Seminar I (Strategic Leadership), for three credit hours
- Present your research in a public forum, such as at the Undergraduate Research Expo.

## Benefits

In addition to educational benefits and enhanced credentials for graduate school or professional pursuits, students with business majors or minors 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

Dr. Barbara A. Wech • 710 13th Street South • Birmingham, AL • E-mail: [bawech@uab.edu](mailto:bawech@uab.edu)

## AC-Accounting Courses

### AC 200. Financial Accounting Foundations. 3 Hours.

Ever wondered how businesses keep track of their money, assets, and expenses? Dive into "Introductory Accounting" and unravel the mysteries behind the numbers. This beginner friendly course is your first step into the dynamic world of accounting, designed especially for those who are new to the subject.

**Prerequisites:** BUS 110 [Min Grade: C]

### AC 201. Introduction to Decision-Driven Accounting. 3 Hours.

Ever wondered how businesses make big decisions, like setting prices, choosing suppliers, or evaluating employees? Managerial accounting decisions often have significant business and ethical implications on investors, customers, employees, and other stakeholders. This course you will introduce you to techniques and tools for managing such decisions.

**Prerequisites:** AC 200 [Min Grade: C]

**AC 264. Taxation and the Working Poor. 3 Hours.**

Students will gain a basic understanding of how certain components of the U.S. federal tax system impact the working poor. The focus will be almost totally on the Earned Income Tax Credit that lifts millions of taxpayers over the poverty level each year. In addition, students will study common misperceptions of those living in poverty, some of the causes of poverty, and barriers to prosperity. The course will consist of readings and discussions and numerous guest speakers that deal with various pieces of poverty, homelessness, food insecurity, education, and other topics in the central Alabama (or statewide) area. Students will complete training in basic income tax return preparation, pass a certification exam, and volunteer at a VITA site preparing tax returns for low-income taxpayers that are eligible for the Earned Income Tax Credit. The course is open to both business and non-business majors and assumes no prior knowledge of accounting or tax. This is a service-learning course. This course meets Blazer Core City as a Classroom requirement with flags in High Impact: Service Learning and Civic Engagement.

**AC 265. Financial Oversight for Not-for-Profit Organizations. 3 Hours.**

Students will explore the basics of financial oversight for nonprofit organizations (NPOs) with emphasis on the overall fiduciary duty of the Board of Directors to protect the assets of the NPO. Special emphasis will be placed on cash management. Students will consider the risks for fraud and embezzlement and the steps that can be taken to reduce those risks. Students will work as teams (mentored by a local financial professional) to assess the risk of loss due to weak policies and procedures. Students will identify those risks and make recommendations to mitigate them. This could have a significant impact on the organization, as many NPOs are the target for theft and/or fraud. This is a service-learning course and assumes no prior knowledge of NPOs or accounting/financial controls. It is open to both business and non-business majors.

**AC 300. Financial Accounting I. 3 Hours.**

Gain essential financial accounting skills to support strategic business decisions. This course introduces the accounting process, double-entry accounting systems, and the preparation of financial statements. Students will analyze key balance sheet accounts and learn how financial data drives informed decision-making.

**Prerequisites:** BUS 202 [Min Grade: C]

**AC 304. Accounting Information Systems. 3 Hours.**

Develop skills that allow you to contextualize and apply concepts to understand how various systems and technologies come together to support a successful organization. Apply current technology to accounting information systems, investigating complex organizational operations, implementing effective security measures, reporting meaningful information to users, and designing accounting systems.

**Prerequisites:** BUS 202 [Min Grade: C]

**AC 305. Professional Development in Accountancy. 1 Hour.**

This course will introduce students to the accounting profession, the recruitment process for internships and entry-level positions in accounting; the traditions, expectations and ethical demands of the profession; and the availability of diverse career options.

**AC 309. Intermediate Accounting I. 3 Hours.**

Gain a foundational understanding of accounting frameworks and revenue recognition principles. Learn to prepare and analyze detailed financial statements, including earnings, comprehensive income, and cash flows. Explore key concepts and standards governing complex business transactions involving cash, receivables, and inventory.

**Prerequisites:** AC 300 [Min Grade: B]

**AC 310. Intermediate Accounting II. 3 Hours.**

Examine the accounting and reporting standards for investments, long-term assets, liabilities, contingencies, and debt, including bonds and notes. Develop a deeper understanding of stockholders' equity and explore time value of money concepts in the context of financial accounting.

**Prerequisites:** AC 309 [Min Grade: C]

**AC 364. Taxation and the Working Poor. 3 Hours.**

Students will explore the objectives and consequences of the U.S. federal tax system in relation to the working poor. Topics covered will include the Earned Income Tax Credit, progressive and regressive taxes, and income redistribution as the result of tax provisions. In addition, students will study common mis-perceptions of those living in poverty. The course will consist of classroom instruction, tax preparation training, completion of a tax certification test, and volunteer tax preparation at a community-based site. This course is open to both business and non-business majors and assumes no prior knowledge of accounting or tax. The course is a service-learning course and will satisfy the experiential-learning requirement in the Collat School of Business.

**AC 401. Cost Strategies and Decision-Making. 3 Hours.**

Utilize financial data for cost analysis, allocation, and budget-based decision-making. Explore various quantitative techniques designed to enhance managerial decision-making.

**Prerequisites:** BUS 202 [Min Grade: C]

**AC 402. Income Taxation I. 3 Hours.**

Relying on U.S. tax codes, regulations and laws, learners will define the types of income, deductions, exclusions, and losses essential to the preparation of income tax returns. This course includes strategies for effective tax planning and compliance. Successful students will design a framework for incorporating tax considerations into personal and business decisions.

**Prerequisites:** AC 300 [Min Grade: C]

**AC 407. Seminar in Financial Accounting. 3 Hours.**

This course provides an integrated understanding of the financial accounting and reporting issues for companies, not-for-profit organizations, and governments, with a particular emphasis on identifying issues, analyzing facts, evaluating the accounting literature, and determining the appropriate response.

**Prerequisites:** AC 430 [Min Grade: C] or AC 510 [Min Grade: C]

**AC 408. Advanced Topics in Taxation. 3 Hours.**

This course provides an integrated understanding of the federal taxation of individuals, entities, and property transactions. A particular emphasis will be placed on identifying issues, analyzing facts, evaluating the accounting literature, and determining the appropriate response.

**Prerequisites:** AC 402 [Min Grade: C] or AC 502 [Min Grade: C]

**AC 409. Professional Standards for CPAs. 3 Hours.**

This course provides an integrated understanding of the audit, attestation, review, compilation, and other standards followed by CPA firms during professional engagements for companies, not-for-profit organizations, and governments, with a particular emphasis on identifying issues, analyzing facts, evaluating the professional literature, and determining the appropriate response.

**Prerequisites:** AC 423 [Min Grade: C] or AC 523 [Min Grade: C]

**AC 413. Internal Audit Theory and Practice. 3 Hours.**

Dive into the dynamic world of internal auditing, where you'll master the art of enhancing organizational operations, reporting and compliance through systematic evaluations. This course unveils the secrets of governance, risk management, and controls, while also exploring fraud risks and the diverse services offered by internal auditors.

**Prerequisites:** AC 304 [Min Grade: C]

**AC 414. Governmental and Not-for-Profit Accounting. 3 Hours.**

Learn the essential skills and unique aspects of accounting and financial reporting for state and local governments, colleges and universities, hospitals, and not-for-profit organizations. Gain insights into budgetary and fund accounting, and external financial reporting crucial for managing public funds and ensuring transparency.

**Prerequisites:** AC 309 [Min Grade: C]

**AC 423. External Auditing. 3 Hours.**

Explore the step-by-step procedures auditors follow to examine financial records and ensure financial integrity. Learners will gain an understanding of all phases of external auditing including preliminary engagement procedures, planning the audit, evaluation of ICFR, substantive audit procedures, and reporting.

**Prerequisites:** AC 300 [Min Grade: C] (Can be taken Concurrently)

**AC 430. Intermediate Accounting III. 3 Hours.**

Examine advanced financial accounting topics, including long-term contracts, lease accounting, income taxes, and share-based compensation. Gain an overview of pension and post-retirement benefits accounting, and delve into the reporting requirements for earnings per share, accounting changes, and error corrections. Prepares students to navigate complex real-world financial reporting issues.

**Prerequisites:** AC 310 [Min Grade: C]

**AC 452. Income Taxation II. 3 Hours.**

Completion of fundamentals of taxation for individuals. Basic concepts and laws applicable to partnerships and corporations. Tax research techniques and tax planning concepts.

**Prerequisites:** (AC 402 [Min Grade: C])

**AC 464. Accounting Internship. 3 Hours.**

This course offers a unique opportunity for students to gain hands-on experience in the dynamic field of accounting, while building a professional network with industry experts and peers, enhancing both their technical skills and professional development. Internship experience enables students to better integrate academic knowledge with practical applications.

**Prerequisites:** AC 300 [Min Grade: B] and AC 304 [Min Grade: C]

**AC 472. Information Technology Auditing. 3 Hours.**

Introduction to the practice of information technology auditing. An emphasis is placed on information technology auditing standards and methodology, as well as guidance on auditing general computer controls and application controls.

**Prerequisites:** AC 304 [Min Grade: C]

**AC 473. Fraud Examination. 3 Hours.**

Advanced forensic accounting concepts with a primary focus on occupational fraud and abuse--its origins, perpetration, prevention, and detection.

**Prerequisites:** AC 304 [Min Grade: C] and AC 300 [Min Grade: C]

**AC 480. Corporate Financial Reporting and Analysis. 3 Hours.**

Business combinations, consolidated financial statements, multinational accounting, and partnerships.

**Prerequisites:** AC 430 [Min Grade: C] or AC 530 [Min Grade: C]

**AC 490. Advanced Topics in Accounting. 3 Hours.**

Contemporary professional accounting issues. Preq: Permission of instructor.

**AC 495. Data Analytics for Accounting. 3 Hours.**

This course focuses on how data analytics is utilized across a variety of accounting disciplines. Students will learn the fundamentals of data analysis and interpretation of output. Students who complete this course will obtain an introductory framework regarding the various ways data analytics is utilized in the accounting profession.

**Prerequisites:** (AC 300 [Min Grade: C] and AC 304 [Min Grade: C]) and AC 310 [Min Grade: C] and AC 401 [Min Grade: C] and AC 402 [Min Grade: C] and AC 413 [Min Grade: C]

**AC 499. Directed Readings. 1-3 Hour.**

Readings and independent study in selected areas.

## 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). This course meets Blazer Core Local Beginnings with a flag in Wellness/Wellbeing and First Year Experience.

**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. This course meets the Blazer Core Local Beginnings requirement with a flag in first year experience.

**BUS 110. Essentials of Financial Literacy. 3 Hours.**

An introductory course dealing with the mathematics of money and financial literacy.

**BUS 200. Principles of Ethics. 3 Hours.**

This course provides an integrated understanding of the consequences of ethical reasoning. This includes the consideration of societal, cultural, economic and regulatory effects on ethical behavior. Students will review core principles of established codes of conduct and use this to develop and apply their own decision-making process in resolving ethical dilemmas. In addition, students will consider how personal factors, including psychological factors and unconscious bias, affect ethical reasoning. This course meets Blazer Core Reasoning requirement.

**BUS 201. Introduction to Artificial Intelligence. 3 Hours.**

This course is for students interested in Artificial Intelligence (AI) in their professional lives. It aims to provide an in-depth understanding of AI, its wide range of applications, and the value it can generate. This course emphasizes both theoretical and practical aspects of AI and discusses both the potential benefits and challenges stemming from applications of AI. No prior knowledge of AI is required.

**BUS 202. Know Your Accounting Numbers. 3 Hours.**

This course covers essential accounting concepts from both financial and managerial accounting, relevant to all business majors. Students will learn to analyze financial information to make informed business decisions. Key foundational components of business management are also included.

**Prerequisites:** BUS 101 [Min Grade: C] or BUS 102 [Min Grade: C]

**BUS 203. Working with Data and Disruptive Technologies. 3 Hours.**

This course introduces business majors to essential information technologies that enable organizational decision analytics. Students will learn to leverage analytical tools and technologies as the course covers foundational concepts in data analysis, data management, and the impact of disruptive technologies on business.

**BUS 204. Business Analytics Applications. 3 Hours.**

Harness the power of data-driven decision-making with this course that equips the learner with practical skills to navigate complex business challenges using spreadsheets. Identify and demonstrate the best techniques of applied business problem-solving including data analysis, visualization, optimization, and decision support tool development. Extract insights from spreadsheet models and use those insights to communicate and justify decisions within various business domains such as management, marketing, finance, information systems, accounting, economics, healthcare, entrepreneurship, and supply chains.

**BUS 210. Artificial Intelligence and Society. 3 Hours.**

This course explores the complex ethical challenges of implementing Artificial Intelligence (AI) in various domains. Through a multidisciplinary approach, students will explore the ethical implications of AI Technologies, analyze real-world cases, and develop a comprehensive understanding of how to navigate the ethical landscape in AI. By the end of this course, students will be equipped to evaluate how AI's design, development, and deployment will impact their careers and society. Meets Blazer Core Curriculum Reasoning.

**BUS 214. Introduction to Business Statistics. 3 Hours.**

This course explores an overview of data, data processing, probability distribution, regression analysis, and modern technologies of analytics to decision making in business. Upon successful completion of this course, by using analytics technologies and data visualization techniques, students will be able to understand sources of variation in data, summarize data graphically and numerically, and conduct statistical inference along with regression analysis.

**Prerequisites:** MA 105 [Min Grade: C] or MA 106 [Min Grade: C] or MA 109 [Min Grade: C] or MA 125 [Min Grade: C]

**BUS 215. Foundations in Business Analytics. 3 Hours.**

Discover the essential role that data analytics plays in informed organizational decision making. Students will explore the tools, methods, and latest trends in analytic technologies and will develop skills in efficiently preparing data, selecting appropriate analytics models, conducting statistical analyses, and communicating findings in a concise manner to stakeholders.

**Prerequisites:** QM 214 [Min Grade: C] or BUS 214 [Min Grade: C]

**BUS 246. Legal Environment of Business. 3 Hours.**

This course provides a broad overview of the laws and ethical considerations that govern the daily actions of businesses, both large and small, corporate entities and entrepreneurial ventures. Among the many topics covered, you will delve into the laws that help businesses negotiate their relationships with employees, constitutional rights of business, the effects of criminal law on businesses and individual professionals, and the impact of international law on business operations and growth.

**BUS 250. Foundations of Business Communications. 3 Hours.**

Foundations of Professional Communication is designed to meet the essential communication needs of students either planning careers in business or with an interest in improving their ability to communicate in a professional setting. The course covers the foundational principles and underlying best practices of effective professional communication. This course meets Blazer Core Communicating in the Modern World and Post Freshman Writing requirements, and the Undergraduate Research flag.

**BUS 270. Urban Neighborhood Revitalization and Community Development/CAC. 3 Hours.**

This course provides an overview of current community development practice and implementation of urban neighborhood revitalization efforts. The course will discuss the origin of various development approaches, housing, economic, social, and political aspects of community development as well as the key actors and funding sources. This course meets Blazer Core City as a Classroom requirements.

**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.

**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.

**BUS 302. Business Foundations: Finance. 3 Hours.**

Learners become familiar with the principles of finance and the tools applied in financial decision-making. Key topics for discussion include how the value of money changes over time (time value of money), diversification of financial assets, loans, bonds, stocks, and financial statement analysis. In addition, students have an opportunity to explore specialized careers within the field of Finance. Overall, students will understand how sound financial strategies impact organizational and personal success.

**Prerequisites:** BUS 202 [Min Grade: C]

**BUS 303. Introduction to Organizational Management and Marketing. 3 Hours.**

Introductory course exploring the role of management and marketing in achieving organizational objectives and their interrelationships with other business functions. Students will gain a holistic understanding of organizational and marketing strategies and their implications for other functions. Students will be introduced to the legal considerations, ethical dilemmas, human resource management practices, and global decisions commonly confronting organizations.

**BUS 304. Operations and Supply Chain Management. 3 Hours.**

Master the art of optimized business practices and transform the way you think and lead! Explore the way organizational functions work together through operations, streamline global supply chains, and optimize operations with cutting-edge tools and technologies. You'll gain hands-on experience solving real-world challenges, building systems that are profitable, resilient, and sustainable. Whether you're passionate about environmental impact, global logistics, or driving operational excellence, this course is your gateway to becoming a forward-thinking leader in any industry.

**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 306. Professional Development and Personal Branding. 3 Hours.**

This course is designed to prepare students for an insightful self-discovery of strengths and purpose, develop their professionalism and professional network, and learn to promote their personal brand. Throughout the semester, they will craft a comprehensive digital portfolio to showcase their unique skills, experience, and personal brand, enabling them to stand out and captivate potential employers. They will also learn to optimize their work relationships, improving engagement and productivity, and plan for a successful college and post-degree career. All activities, readings, exercises, and assignments are designed to help students succeed as business professionals and to personally thrive.

**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 101 [Min Grade: C] or BUS 102 [Min Grade: C])

**BUS 311. Creating & Delivering Customer Value. 3 Hours.**

An introduction to the marketing and management functions of an organization, specifically designed for those who participate in creating and delivering customer value and growing a successful business. Learners will develop skills to build high-functioning teams and execute plans for generating revenue and competitive advantage. This course is required in the minor in Business Administration, available only to non-business majors. It will not count as credit toward any business major.

**Prerequisites:** (BUS 102 [Min Grade: C]) or BUS 101 [Min Grade: C]

**BUS 315. International Business Dynamics. 3 Hours.**

As an aspiring business leader, you will benefit from a global mindset because the world and business trade are more interconnected today than ever. At the same time, rapid and sometimes unexpected changes in the world's political and economic environments, along with transformative shifts in technological advances in communication, transportation, and other areas such as artificial intelligence, have introduced new challenges and opportunities that you need to consider. Given recent worldwide political and economic changes, this course is particularly relevant to your development and will provide you with tools to navigate the complexities of the global business environment.

**BUS 325. Self Leadership and Team Dynamics: Building Professional Excellence. 3 Hours.**

This course equips students with the essential skills and practices needed for professional and personal development in the modern workplace. Students will explore self-leadership techniques to better manage time and stress, teamwork, professional and personal development, and individual performance while developing critical thinking skills. Emphasis is on team dynamics, providing students with the tools to manage meetings and enhance effectiveness in diverse team settings, including traditional, hybrid, and remote environments.

**BUS 350. Professional Business Communications. 3 Hours.**

Overview of current business communications principles and practices, especially professional writing. Topics include interpersonal, intercultural, and collaborative communication, business etiquette, creating effective business messages, and interviewing skills. Learners also develop skills in English grammar, mechanics, word usage, style, and formatting appropriate for professional business messages. Writing assignments include informational messages, negative messages, persuasive messages, and correspondence pertaining to the application/interview process.

**Prerequisites:** (EH 102 [Min Grade: C]) or EH 107 [Min Grade: C]

**BUS 351. Innovative Communication Strategies. 3 Hours.**

This course is designed to empower students with the skills and strategies necessary to communicate effectively in the business world. Emphasis will be placed on developing written, oral, and digital communication proficiency. Students will learn to utilize generative AI tools to enhance business communications, master essential interviewing techniques, apply active listening strategies, and deliver impactful business presentations.

**BUS 360. Business Communication Skills for Professional Presentations. 3 Hours.**

A business communication course for undergraduates focusing on the professional business writing and presentation skills necessary to compete in today's highly competitive job market.

**BUS 361. Storytelling with Data. 3 Hours.**

This course focuses on the essential techniques and principles for effectively communicating data-driven insights. Students will learn to articulate the critical role of effective communication with data in their personal lives and professional careers.

**Prerequisites:** BUS 214 [Min Grade: C]

**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])

**BUS 438. Managerial Communication Skills. 3 Hours.**

An advanced business communications course for undergraduates focusing on the verbal and nonverbal communication skills required of managers in today's business environment.

**BUS 450. Strategic Management Capstone: Achieving Sustained Competitive Advantage. 3 Hours.**

This comprehensive and integrative learning experience allows students to apply what they have studied in previous courses to master the skills needed to solve complex business problems and thrive in a career beyond the classroom. Through an award-winning simulation and collaboration with peers, faculty, and industry leaders, students will practice strategic planning and responsible implementation for organizational success.

**Prerequisites:** BUS 202 [Min Grade: C] and BUS 302 [Min Grade: C] and BUS 303 [Min Grade: C]

**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.

## DB - Distribution Courses

### DB 305. Entering the Profession. 1 Hour.

This course will prepare students to enter the industrial distribution profession. Professional development topics include: resume building, soft-skills and interview preparation, internships, expectations for entry-level positions and career paths, as well as expectations and ethical demands of the profession.

### DB 320. Distribution Management. 3 Hours.

Gain a comprehensive understanding of industrial and medical distribution channels in this introductory course in distribution management. Students learn the history of distributor organizations, the functions and role of industrial distribution in the U.S. economy, essentials of distributor pricing and profitability, and best practices for creating and managing successful supplier relationships.

**Prerequisites:** MK 303 [Min Grade: C](Can be taken Concurrently)

### DB 400. Distribution Analytics. 3 Hours.

Students learn the best tools and approaches to measure the effectiveness of distributor strategies and tactics and to support data-driven decision-making. A central theme of the course is "what to measure" and "how to measure" with regard to customer-facing, supplier-facing, and internal activities. The course also focuses on constructing and interpreting performance "dashboards" that highlight the performance indicators most relevant to a distributor.

**Prerequisites:** DB 320 [Min Grade: C] and BUS 214 [Min Grade: C] or QM 215 [Min Grade: C]

### DB 410. Creative Solutions in Distribution. 3 Hours.

Students learn to apply creative solutions to the increasingly complex problems in the relationship between manufacturers and distributors. An experimental approach to problem solving and data gathering, methods of visualization and journey mapping enhance students' abilities to use design approaches and tools for identifying and implementing innovation and growth opportunities in the channel of distribution for business-to-business firms.

**Prerequisites:** DB 320 [Min Grade: C](Can be taken Concurrently)

### DB 430. Distribution Operations. 3 Hours.

Students gain confidence in their understanding of distribution operations decision making. Topics of emphasis include profitability analysis, margin management, pricing and price negotiations, and managing inventory investments. Through lectures, discussion, applied problem solving and group-based simulations, students learn to apply inventory management tools to meet sales expectations, understand the importance of distributor pricing and profitability, and identify best practices for creating and managing successful supplier relationships.

**Prerequisites:** DB 320 [Min Grade: C]

### DB 435. Distribution Policies and Quality Issues. 3 Hours.

Students examine issues involved in customer relationship strategy and management in industrial and medical business markets. Topics include channel strategy and management, B2B e-commerce strategy and applications, strategic account management processes and systems, customer profitability and lifetime value, multi-channel selling models, negotiations and other operational strategies and technologies used by distributors and manufacturers.

**Prerequisites:** DB 320 [Min Grade: C] and BUS 303 [Min Grade: C](Can be taken Concurrently)

### DB 440. Medical Device Selling. 3 Hours.

The course emphasizes the sales process in interpersonal sales for medical devices. In doing so, the course focuses on the dynamics of the U.S. healthcare market, buyer decision processes in the U.S. healthcare market, and the success characteristics and sales processes of high performing health care sales professionals.

**Prerequisites:** MK 330 [Min Grade: C]

### DB 445. Distribution: The Professions. 3 Hours.

Students focus on advanced topics in various business-to-business channels of distribution that are both relevant and timely. The course will introduce students to these topics while focusing on the unique industry requirements necessary for success as it relates to each topic. Topics may include the changing nature of distribution culture across industries, environmental considerations, and organizational and product-related factors, among others, as this dynamic industry grows and changes.

**Prerequisites:** DB 320 [Min Grade: C]

### DB 495. Distribution Directed Studies Practicum. 3 Hours.

Issues in managing distributors, both as suppliers for and customers of manufacturers and other businesses. Students work with host distributor/manufacturer on current and future distribution problem areas. Students develop an in-depth research analysis of the host distributor/manufacturer.

## EC-Economics Courses

### EC 110. Economics and Society. 3 Hours.

Economic principles and development of economic analysis. Combines key elements of EC 210 and EC 211. Primarily intended for majors in School of Education seeking to meet certification requirements; also open to students outside School of Business who wish to survey economics in one course. Not open to entering freshmen; not open to majors in School of Business or economics majors in the College of Arts and Sciences.

### EC 210. Principles of Microeconomics. 3 Hours.

This course is an introduction to the tools of microeconomic analysis and how they are used to explain, predict, and improve the world around us. Learners will understand the economic principles of optimization and equilibrium and how they provide a unifying framework for interpreting human behavior. Successful completion of this course will result in skills for more effective problem solving. This course meets Blazer Core Curriculum Humans and their Societies.

### EC 211. Principles of Macroeconomics. 3 Hours.

An introduction to the principles and tools used to understand the economy as a whole. Topics include economy-wide phenomena like the growth rate of national economic output, rates of inflation and unemployment, and how monetary and fiscal policy affects households, organizations, and markets simultaneously. This course meets the Blazer Core Curriculum Humans and their Societies.

### EC 220. Economic Impacts, Equity and History of Birmingham. 3 Hours.

Ever wondered what makes the "Magic City" so magical? Where did Birmingham come from and where is it going? This course examines the unique economic history of Birmingham, the economic and social impacts of the ongoing effort for racial equity, and studies, initiatives and policies aimed for growth, as well as the challenges inherent in managing sustainable growth. This course meets Blazer Core Curriculum City as a Classroom with a flag in Undergraduate Research.

**EC 300. Economic History of the U.S.. 3 Hours.**

This course spans the economic history of the U.S. from colonial times to present. Topics covered include the U.S. Constitution, national economy, wars, ethnicity, race, gender, distribution of wealth and power, social conflict and reform, entrepreneurs, workers, workplace, popular culture, and foreign affairs.

**EC 301. Money and Banking. 3 Hours.**

Explore the interplay between money, financial markets, financial institutions, and The Federal Reserve and examine their collective impact on the economy. Understand how central banks manipulate the money supply to trigger interest rate movements and ultimately affect macro goals of inflation stability, economic growth, low unemployment, and stable foreign exchange rates.

**Prerequisites:** EC 210 [Min Grade: C] and EC 211 [Min Grade: C]

**EC 303. Labor Economics. 3 Hours.**

Explore the wide range of practical applications where labor economics plays a crucial role. Learners discover the economic implications of labor supply, labor demand, wages, unemployment, unionism, labor-management relations, and social security, and the influence of psychological and institutional factors.

**Prerequisites:** EC 210 [Min Grade: C] and EC 211 [Min Grade: C]

**EC 304. Intermediate Microeconomics. 3 Hours.**

Take a deep look at the principles of microeconomics underlying production, competition, pricing, market structure, and consumer behavior. Learners explore how individuals make choices based on preferences and constraints and uncover the secrets behind firms' production decisions. Connect the dots across markets to understand how individual decisions ripple through the entire economy.

**Prerequisites:** EC 210 [Min Grade: C]

**EC 305. Intermediate Macroeconomics. 3 Hours.**

Examine forces that contribute to long-term economic growth, with specific reference to the United States and other industrialized countries. Discuss the effects of government spending, taxation, and budget deficits on the economy. Investigate the causes of business cycles (recessions and expansions) and the role of productivity in shaping a nation's standard of living.

**Prerequisites:** EC 211 [Min Grade: C]

**EC 306. Health Care Economics. 3 Hours.**

Apply economic analysis to issues in health care. Learners will review and use the tools of economic analysis to understand and discuss evolving trends and institutional features in the health care industry. Topics for consideration include supply and demand for healthcare, hospitals, insurance, managed care, chronic disease, health labor markets, prescription drugs, and government policy.

**Prerequisites:** EC 210 [Min Grade: C]

**EC 308. Economics of Environment. 3 Hours.**

Using the tools of economic analysis, students examine issues such as scarcity, market efficiency, pollution, renewable and nonrenewable resource management, and sustainability. Specific topics of concern from an economic viewpoint include the social costs and benefits of economic growth, interactions between private business and public welfare, and socioeconomic systems and goals. Learners will develop an ability to think about and discuss pressing environmental and resource challenges in economic terms.

**Prerequisites:** EC 210 [Min Grade: C]

**EC 310. Managerial Economics. 3 Hours.**

Bridging theory and practice, this course delves into the intersection of economics and organizational decision-making. Gain practical tools for understanding market dynamics, pricing and quantity determination, game theory, competition, and the various market structures. Learners will also explore how incremental changes impact decision-making.

**Prerequisites:** EC 211 [Min Grade: C] and EC 210 [Min Grade: C]

**EC 314. Natural Resource Economics. 3 Hours.**

An introduction to the foundational tools of economic analysis applied to the problems facing our environment. Learners from all academic majors will gain confidence in applying fact-based knowledge to critique/discuss environmental and natural resource issues like non-renewable resources extraction, pollution control, non-market valuation and sustainability development. No prerequisite knowledge needed.

**EC 320. Behavioral Economics. 3 Hours.**

Learn how people truly make decisions. Explore the relationship between psychology and other social sciences, and economics. Learners will be introduced to cognitive biases that influence decision-making, how people evaluate potential gains and losses, and how behavioral insights are used to drive policies and organizational decisions. Applications span various fields, including industrial organization, healthcare, marketing, and negotiation.

**Prerequisites:** (EC 210 [Min Grade: C])

**EC 330. Game Theory. 3 Hours.**

Develop strategic intuition and understand how and why results in experimental and real-world scenarios like political campaigns, market competition, and conflict among nations often differ from those predicted by the underlying theory. Topics include finding Nash equilibria in sequential and simultaneous-move games, auctions, manipulating information, bargaining, voting and incentives. Gain the essential tools to understand and predict behavior.

**Prerequisites:** (EC 210 [Min Grade: C])

**EC 402. Law and Economics. 3 Hours.**

Practicing the tools of economic analysis, learners will dive into the study of laws pertaining to property, contracts, torts, and criminal law. Economic tools are used both to understand the basic structure of the law and to suggest how the law might be made more efficient. This course is recommended for students planning graduate study in law or who are interested in how the law impacts behavior and economic outcomes.

**EC 403. Monetary Economics. 3 Hours.**

Current theories of monetary policy and management, historical development of theory and practice, contemporary policies employed by monetary authorities, institutions concerned, evaluation of policies and reform, and interrelations between monetary factors and economic processes.

**Prerequisites:** (EC 304 [Min Grade: C] and EC 301 [Min Grade: C] or EC 305 [Min Grade: C])

**EC 405. Economic Development and Growth. 3 Hours.**

Problems of economic development; growth of less developed economies compared with those of advanced economies. Theories of economic development. Policy measures to promote development of growth, with emphasis on measures to accelerate development of countries.

**Prerequisites:** (EC 304 [Min Grade: C])

**EC 407. International Economics. 3 Hours.**

Why and what do countries trade and how does open trade impact the location of production, industries, occupations, and innovation? Analyze the theoretical principles impacting international trade and investment, and international monetary relations. Gain a deep understanding of global economic interactions, trade dynamics and the impact of policy choices on individuals, countries, and the world economy.

**Prerequisites:** (EC 210 [Min Grade: C] and EC 211 [Min Grade: C])

**EC 409. Econometrics. 3 Hours.**

This course is an introduction to micro-econometric empirical methods. Students will learn how to specify and estimate regression equations, various econometric models and the appropriate situations for using them, the implications of estimated parameters, and the conditions under which causal effects are identified. The focus is on application, i.e. conceptualization, interpretation and hands-on data analysis.

**Prerequisites:** EC 210 [Min Grade: C] and QM 214 [Min Grade: C]

**EC 411. Public Finance. 3 Hours.**

Principles of taxation, government expenditures, borrowing, and fiscal administration.

**Prerequisites:** (EC 304 [Min Grade: C])

**EC 413. Urban Economics. 3 Hours.**

Economic issues and structure of metropolitan areas. Economic growth and decay of urban regions. Specific topics: housing, education, employment, political economy, and public safety.

**Prerequisites:** EC 210 [Min Grade: C] and EC 211 [Min Grade: C]

**EC 414. Industrial Organization. 3 Hours.**

Structure and performance of monopolistic and oligopolistic industries, emphasizing efficiency, pricing policies, and investment decisions. Extent and nature of concentration in economy as whole.

**Prerequisites:** (EC 304 [Min Grade: C])

**EC 415. Sports Economics. 3 Hours.**

The study of the economics of sports allows the student to see how various tools and theories can actually be applied to solving problems the student may see presented frequently in the mainstream news. By studying the economics of sports it is hoped that the student can approach economics in the context of a subject the student already finds interesting. Furthermore, In the end this class is not only designed to be interesting, but also a rigorous introduction to the application of economic theory.

**Prerequisites:** EC 210 [Min Grade: C]

**EC 420. Applied Forecasting. 3 Hours.**

Practical use of various forecasting techniques on business and economic data. Topics include dynamic regression models, exponential smoothing, forecast criteria, moving averages, seasonality, and univariate Box Jenkins ARIMA modeling.

**Prerequisites:** (EC 210 [Min Grade: C])

**EC 425. Applied Regression Analysis. 3 Hours.**

Simple, multilinear, and polynomial regression analysis. Model selection, inferential procedures, and application with computer.

**Prerequisites:** (QM 215 [Min Grade: C])

**EC 440. Economics for Educators. 3 Hours.**

Students will gain an understanding of both basic economic principles and entrepreneurship and learn innovative methods of transferring economic knowledge to elementary and secondary students. Students will also become well-versed in the National and Alabama State standards of learning. Only open to education majors and certified teachers in K-12. This class is not open to economics or business majors.

**EC 460. Economics Internship. 1-3 Hour.**

Bridge the gap between academic theory and practical application with hands-on experience in the dynamic field of economics. Interns work closely with experienced professionals, actively participating and gaining insights into economic analysis, policy-making, and market research while building connections with industry leaders, alumni, and peers.

**Prerequisites:** EC 304 [Min Grade: C] and EC 305 [Min Grade: C] and EC 210 [Min Grade: C] and EC 211 [Min Grade: C] and BUS 305 [Min Grade: C] or BUS 306 [Min Grade: C]

**EC 490. Advanced Topics in Economics. 3 Hours.**

Selected topics in economics.

**EC 499. Directed Readings in Economics. 1-3 Hour.**

Investigation of specific areas in economics.

## ENT- Entrepreneurship Courses

**ENT 270. The Entrepreneurial Mindset. 3 Hours.**

The course instills an entrepreneurial mindset by teaching students high-impact entrepreneurship concepts, transformational entrepreneurial paradigms, and bold professional practices. Risky and uncertain environments, personal authenticity and confidence, project failure and success, creativity, stimulating and leading growth, building a team, and making money and impact are among the topics.

**ENT 320. Entrepreneurial Accounting and Finance. 3 Hours.**

Students will learn how key principles of accounting and finance relate to entrepreneurial career paths and how these functions relate to each other in the context of entrepreneurial ventures. The course covers a diverse range of topics within this realm, including financial statements, assembling a team of advisors, entrepreneurial investing, building a business case, company valuation, pro forma statements, and entrepreneurial fundraising.

**Prerequisites:** ENT 270 [Min Grade: C]

**ENT 350. Social and Community Enterprise. 3 Hours.**

Entrepreneurial ventures often perform outside non-profit or for-profit realms and can make impact in economic, social, and natural environments simultaneously. These social enterprises feature novel business models and unique environments such as technology-based communities, institutional and legal contexts, public good scenarios, monopoly situations, and market failure cases where traditional for-profit ventures fail but social enterprises thrive.

**Prerequisites:** ENT 270 [Min Grade: C]

**ENT 421. Entrepreneurial Marketing and Sales. 3 Hours.**

This course helps students identify, validate, and engage entrepreneurial opportunities in market settings. Based on individual-level sales and firm-level marketing concepts, students learn to formulate business ideas, build business models, and transact business. Students also learn to analyze markets and conduct research in industrial settings, entrepreneurial sectors, and other environments.

**Prerequisites:** ENT 270 [Min Grade: C]

**ENT 422. Entrepreneurial Strategy and Operations. 3 Hours.**

This course explores strategic decisions that early-stage entrepreneurs face when building and growing their businesses. From a very practical and experiential perspective, students learn how to formulate new venture business models, research competitive environments, examine venture assumptions, develop strategic plans. They also learn how to structure new ventures, conceptualize supply and value chains, and measure venture performance.

**Prerequisites:** ENT 270 [Min Grade: C]

**ENT 424. Entrepreneurial New Product and Service Development. 3 Hours.**

Students will learn how entrepreneurs develop various types of innovations (e.g., technological, mechanical, algorithmic, process, etc.) into new products or services ready to enter markets or community environments in the context of entrepreneurial ventures. This course begins by focusing on the output of innovation activity - innovations themselves - and clarifies the process of developing them into market-ready product or service applications.

**Prerequisites:** ENT 270 [Min Grade: C]

**ENT 425. Entrepreneurial Engagement Seminar. 3 Hours.**

This course revisits selected entrepreneurship concepts from ENT 270, adds a model of strategic entrepreneurship, and undertakes team-based outreach consulting projects, with entrepreneurial ventures in the Birmingham region. The entrepreneur clients appraise the effects of the team deliverables on their ventures, which assists with grading. The course yields unmatched networking experiences and real-world practical application of entrepreneurship concepts.

**Prerequisites:** ENT 270 [Min Grade: C]

**ENT 426. Practicum in Commercialization. 3 Hours.**

This course offers qualified students the chance to gain first hand experience in product commercialization while receiving academic credit. Students work in cross-disciplinary teams with senior engineering students to develop a commercialization plan corresponding to an original product design.

**ENT 445. Entrepreneurial Internship. 3 Hours.**

Standard internship with entrepreneurial business or organization. Junior standing and 2.0 minimum overall GPA. Must be currently enrolled in the Collat School of Business as a degree-seeking student or declared minor in business.

**ENT 450. I-Corps Lean Startup. 3 Hours.**

Student teams will execute the Lean Startup approach to develop a business model following the highly successful I-Corps methodology. This is a team-based course where students will spend the semester exploring the viability of a new business venture. Students will be organized into startup teams and be expected to fully execute all areas of the business model canvas by testing their business assumptions through customer/stakeholder interviews. Students must apply for enrollment with the instructor. This course has a major group project component.

**ENT 499. Directed Study in Entrepreneurship. 3 Hours.**

Supervised project in a specific area of entrepreneurship. This is an experiential course for completion of a minor in entrepreneurship. Course may be online or face-to-face.

**FN-Finance Courses****FN 101. Personal Finance. 3 Hours.**

Selected aspects of finance encountered by an individual during his or her lifetime. Lower-level elective credit only. Not applicable to the finance major. Open to all UAB students.

**FN 103. Money Management 101. 1 Hour.**

Covers selected aspects of financial planning encountered by an individual during his or her lifetime. Cannot count as credit toward the finance major. Cannot be taken if FN 101 has been taken.

**FN 104. Debt Management 101. 1 Hour.**

Covers selected aspects of managing credit and insurance needs that an individual might encounter during his or her lifetime. Does not count toward the finance major. Cannot be taken if FN 101 has been taken.

**FN 105. Saving and Investing 101. 1 Hour.**

Covers selected aspects of managing investments that an individual might encounter during his or her lifetime. Does not count toward the finance major. Cannot be taken if FN 101 has been taken.

**FN 201. Investigations into Financial Inclusion. 3 Hours.**

This course applies a structured process of change to individual and societal issues of financial inclusion. Students co-investigate what constitutes financial stability personally and in relation to their broader community. Assessment, analysis, and planning for change are key components of the course. This course satisfies Blazer Core City as a Classroom requirement and Justice flag.

**FN 310. Fundamentals of Financial Management. 3 Hours.**

This course provides an introduction to the essential principles and practices of financial management. Students will explore the core concepts of finance, including financial analysis, planning, and control, capital budgeting and financial statement analysis.

**Prerequisites:** BUS 302 [Min Grade: C]

**FN 320. Financial Research Methods. 3 Hours.**

This course is an eclectic mixture of financial economics, econometrics, computer programming, and information systems. Students learn through interactive practice with multiple commercial and publicly available databases and gain confidence in the core principles of evaluating a company's financial health through balance sheets, income statements, and cash flow analysis.

**Prerequisites:** BUS 302 [Min Grade: C]

**FN 325. Financial Analysis & Forecasting. 3 Hours.**

This course provides the student with a broad study of the basic concepts and tools of finance statement analysis from the point of view of the corporate financial manager. It is a decision-oriented course designed to present a working knowledge as well as a theoretical understanding of the essentials of financial statement analysis and forecasting.

**Prerequisites:** FN 310 [Min Grade: C]

**FN 330. Financial Modeling. 3 Hours.**

This course provides an overview of the tools and skills required to build financial and valuation models. Students will develop a three-statement (balance sheet, income statement, cash flow statement) model, project a firm's future financial data, and use this information to then build valuation models, focusing on the Discounted Cash Flow (DCF) model.

**Prerequisites:** FN 310 [Min Grade: C]

**FN 350. Investments. 3 Hours.**

Discover strategies for building and managing a diversified investment portfolio and gain insights into how financial markets operate and how to analyze market trends. Emphasis is on equity and fixed-income securities.

**Prerequisites:** BUS 302 [Min Grade: C]

**FN 351. Bond Portfolio Management. 3 Hours.**

Dive into the world of fixed income investing with this comprehensive course on Bond Portfolio Management. Students get to construct and manage a fixed income portfolio comprised of twenty corporate bonds. Course topics include valuation and portfolio strategies and derivatives of fixed income securities.

**Prerequisites:** BUS 302 [Min Grade: C]

**FN 357. Securities Analysis. 3 Hours.**

Investment theory with emphasis on valuation of equity investment instruments. Students take a quantitative approach to security analysis, including the theory of financial statement analysis and valuation of the firm. The course also includes analysis of business and economic conditions, industry analysis, and ratio analysis.

**Prerequisites:** BUS 302 [Min Grade: C]

**FN 358. Green and Gold Fund Financial Analyst. 1 Hour.**

The Green and Gold Fund is UAB's innovative, student-managed investment portfolio. Students gain real-world portfolio management and security analysis experience through the application of professional investment strategies and sound risk management principles. Students enrolled in FN 358 must hold the position of Analyst.

**FN 359. Green and Gold Fund Portfolio Management. 1-3 Hour.**

The Green and Gold Fund is UAB's innovative, student-managed investment portfolio. Students gain real-world portfolio management and security analysis experience through the application of professional investment strategies and sound risk management principles. Students enrolled in FN 359 must hold the position of CIO, Chief Economist or Portfolio Manager. Permission of the Green and Gold Fund faculty advisor required.

**Prerequisites:** BUS 302 [Min Grade: C]

**FN 370. Principles of Real Estate. 3 Hours.**

This course offers a comprehensive overview of the real estate market, investment strategies, and the financial principles that drive this exciting field. Students learn how to analyze real estate markets, assess property values, and identify investment opportunities.

**FN 410. Advanced Financial Management. 3 Hours.**

Analysis of long-term corporate financial management; detailed stock and bond valuation, cost of capital, capital budgeting, cash-flow analysis, capital structure, and dividend policy.

**Prerequisites:** (FN 310 [Min Grade: C])

**FN 412. International Financial Management. 3 Hours.**

A comprehensive exploration of the international financial arena including foreign exchange theory and practice, interest rate risk management, international investment decisions, and import/export financing and funds management. Learners will convert currencies using spot, future, and cross rates, forecast exchange rates based on the congruence between inflation and interest rates, and identify opportunities for trade in a global economy.

**Prerequisites:** BUS 302 [Min Grade: C]

**FN 429. Short-Term Financial Management. 3 Hours.**

This course covers the principles of short-term financial management. Specific topics include liquidity, management of working capital, corporate cash management, and short term investing and borrowing.

**FN 430. Financial Modeling. 3 Hours.**

Students will learn Excel skills used within the finance profession, as well as how to build financial and valuation models from scratch. Emphasis is on topics such as time value of money applications, capital budgeting, risk and return, capital asset pricing model, cost of capital, asset pricing, and portfolio analysis. Students gain knowledge and skills to apply the theories and applications in a real-world setting.

**Prerequisites:** FN 310 [Min Grade: C]

**FN 452. Management of Financial Intermediaries. 3 Hours.**

Students discover the essential roles that banks, insurance companies, investment firms, and other financial intermediaries play in the global economy and get to explore how these institutions manage various types of risks, including credit, market, and operational risks. The interrelationships of these financial institutions is a key focus of this course.

**Prerequisites:** FN 310 [Min Grade: C]

**FN 453. Derivatives. 3 Hours.**

Domestic and international risk management issues. Tools to measure and manage interest rate; exchange rate and commodity price risks.

**Prerequisites:** (FN 350 [Min Grade: C] and FN 410 [Min Grade: C])

**FN 460. Finance Internship. 1-3 Hour.**

Work experience designed to enable students to better integrate academic knowledge with practical applications and to enhance students' educational experiences by making subsequent study more meaningful. Permission of the instructor required.

**Prerequisites:** FN 310 [Min Grade: C]

**FN 470. Real Estate Finance. 3 Hours.**

A study of the instruments, techniques and institutions of real estate finance and the use of financial analysis in real estate decisions.

**Prerequisites:** (FN 370 [Min Grade: C])

**FN 475. Real Estate Investment Analysis. 3 Hours.**

A study of investment analysis for real estate decisions, including taxation, risk, financial leverage, land use and market analysis will be covered in depth.

**Prerequisites:** FN 370 [Min Grade: C]

**FN 490. Advanced Topics in Finance. 3 Hours.**

Issues and problems in selected areas of finance.

**FN 499. Directed Readings in Finance. 1-3 Hour.**

Supervised study of specific areas of finance.

## IB-International Business Courses

**IB 320. Global Innovation. 3 Hours.**

This course provides students with fundamental knowledge of world economies, the nature of innovation, and the cultural and country characteristics that drive innovation. Students engage in self-assessment and self-reflection to identify and develop their cultural intelligence. Furthermore, students learn research tools to conduct comparative analysis of countries based on the key success factors of an innovation "ecosystem."

**Prerequisites:** EC 211 [Min Grade: C]

**IB 439. Global Business Communications. 3 Hours.**

Discover current trends in verbal and non-verbal communication across cultures around the world and understand the relationship between intercultural communication theory and practice. Learners will gain confidence in areas of cultural intelligence and all forms of international communication. Specific topics include international business meeting etiquette, negotiation tactics, accepted design and composition of international business documents, and global business research.

**Prerequisites:** EH 101 [Min Grade: C] and EH 102 [Min Grade: C] and BUS 350 [Min Grade: C] or BUS 351 [Min Grade: C]

**IB 490. Special Topics in International Business. 3 Hours.**

Selected international business topics not covered in other international business courses.

**IB 495. Business Study Abroad. 3 Hours.**

Reach beyond the classroom with our business study abroad opportunities. Learners will be immersed in international markets, cultures, and strategies and will understand how cultural nuances impact decision-making, negotiation, and collaboration. This experience will enhance the student's appreciation of the unique challenges and rewards of doing business abroad.

**Prerequisites:** GPAO 2.00

## IS-Information Systems Courses

**IS 103. Applied Information Technology. 3 Hours.**

Use of microcomputers, business applications in office automation, analysis of business problems, and retrieval and presentation of information.

**Prerequisites:** MA 105 [Min Grade: C](Can be taken Concurrently) or MA 107 [Min Grade: C] or (A02 23 and HSCG 3.50) or (A02 24 and HSCG 3.00) or (A02 25 and HSCG 2.50) or (A02 26 or S02 540 and HSCG 3.50) or (S02 560 and HSCG 3.00) or (S02 580 and HSCG 2.50) or S02 600 or MAC1 17

**IS 204. Introduction to Business Programming. 3 Hours.**

An introductory course addressing the concepts, structures, and use of an event-driven programming language to implement business solutions. Emphasis is placed on developing general problem-solving strategies and implementing solutions through algorithm development.

**Prerequisites:** MA 105 [Min Grade: C]

**IS 301. Introduction to Database Management Systems. 3 Hours.**

An introduction to the intricacies of managing and querying structured information. This course provides a solid foundation for understanding the concepts and tools used in the field of database management. Learn data modeling using the ER approach (entity-relationship) and practice writing SQL queries for data retrieval and manipulation. Create data models that incorporate business rules and entities relevant to the organization's goals. Gain confidence in the design and construction of a relational and adaptable database and understand the use of databases in business analytics and web technologies.

**Prerequisites:** BUS 203 [Min Grade: C]

**IS 302. Business Data Communications. 3 Hours.**

Delve into the movement of information (data) from one device to another using various transmission systems such as electrical, optical, radio, or satellite. This course provides a solid foundation for understanding the network architecture, concepts, terminology, and management issues related to modern networking and data communications in organizations. Learners will explore common communication protocols, network management, network security and best practices for solving business problems.

**IS 303. Information Systems. 3 Hours.**

An examination of information systems technology topics such as network effects, social media, telecommunications, software, and security. Learners will understand how organizations use information technology as a change agent, and to support critical decision making. Includes planning, development and implementation of strategies that leverage information systems for competitive advantage.

**IS 321. Systems Analysis. 3 Hours.**

Delve into the concepts, methods, and techniques essential for systems analysts. Learn how to assess user requirements using interviewing and testing techniques to update existing or design new information systems. Estimate system development costs and create systems that meet clients' needs.

**IS 413. Introduction to Information Security. 3 Hours.**

Explore the fast-growing field of information security and learn how to protect valuable organizational assets. This introductory course provides students with a foundational understanding of cybersecurity principles. You will develop an understanding of how businesses safeguard sensitive data, navigate legal and ethical challenges, and prepare for emerging threats. Gain knowledge in security planning and risk management, learning how to mitigate risks using logical, physical, and administrative controls. This course is perfect for students looking to develop critical skills for a career in cybersecurity or any tech-driven field.

**IS 414. Information Security Planning and Management. 3 Hours.**

Understand how technology and organizational policies are developed to best safeguard an organization's critical information resources. Advanced topics include how to manage in an environment of uncertainty, analyze risk and develop policies and procedures to make information systems secure, and audit and recovery processes following a security breach.

**Prerequisites:** IS 413 [Min Grade: C]

**IS 417. Introduction to Business Intelligence. 3 Hours.**

Explore principles and techniques in business intelligence and analytics, including descriptive and predictive analytics. Learn the qualitative and graphical understanding of core concepts in business analytics from the perspective of business users. This course requires an emerging and powerful data visualization tool and the usage of data mining platform for assignments. Discover how useful information can be extracted from large volumes of structured data and represented as data mining models to improve business decision making.

**IS 418. Applied Data Science for Information Systems. 3 Hours.**

Discover how useful information can be extracted from large volumes of unstructured data and represented as various text mining models to improve business decision making. This course delves into principles and techniques in data science, such as natural language processing, and text mining (e.g., topic modeling), deep learning and artificial intelligence. It emphasizes the qualitative and graphical understanding of the core concepts in data science from the perspective of business users.

**IS 464. IS Internship. 1-3 Hour.**

Work experience enabling students to better integrate academic knowledge with practical applications by exposure to information systems and the business environment. 2.0 GPA in IS courses and permission of instructor required. Must be an Information Systems major. Sponsoring business may require additional courses.

**Prerequisites:** GPAO 2.00

**IS 491. Current Topics in Information Systems. 3 Hours.**

A study of selected current developments in information systems emphasizing development and managerial implications. Permission of instructor required.

**IS 499. Directed Readings. 1-3 Hour.**

Readings and independent study in selected areas.

## LS-Legal Studies Courses

**LS 246. Legal Environment of Business. 3 Hours.**

This course provides a broad overview of the laws and ethical considerations that govern the daily actions of businesses, both large and small, corporate entities and entrepreneurial ventures. Among the many topics covered, you will delve into the laws that help businesses negotiate their relationships with employees, constitutional rights of business, the effects of criminal law on businesses and individual professionals, and the impact of international law on business operations and growth.

**LS 457. Business Law for Accountants. 3 Hours.**

Legal forms of business organization, including partnerships and corporations. Commercial paper, especially negotiable instruments; sales under Uniform Commercial Code; other CPA examination material. Junior standing required.

**Prerequisites:** (BUS 246 [Min Grade: C])

**LS 471. Legal Elements of Fraud Investigation. 3 Hours.**

Key legal principles and courtroom procedures relevant to forensic accounting, and survey of related topics--criminology theories, evidence management, and litigation services.

**Prerequisites:** BUS 246 [Min Grade: C]

**MG-Management Courses****MG 302. Management Processes and Behavior. 3 Hours.**

Unlock the secrets of effective leadership and organizational success.

This course is the gateway to understanding the theories and best practices for managing in dynamic environments. Emphasis is on strategic planning, communication in traditional and virtual settings, social responsibility, and motivation to foster individual and team development.

**MG 304. Managerial Spreadsheet Analytics. 3 Hours.**

This course provides an introduction to concepts and methods of business analytics with a focus on the application of spreadsheet modeling and analysis to managerial decision making.

**Prerequisites:** QM 214 [Min Grade: C]

**MG 305. Nonprofit Organization Mgmt/SL. 3 Hours.**

Explore the unique challenges and opportunities of the nonprofit sector including managing a voluntary workforce and developing mission-driven strategies for organizational growth. Create outcome-focused goals and performance metrics, evaluate program effectiveness, and explore budgeting, financial reporting and resource allocation at an academic level. Learners also gain first-hand experience with a chosen NPO/NGO.

**MG 306. Managing Innovation. 3 Hours.**

This course addresses selected challenges and opportunities related to managing innovation. The purpose of this course is to provide an overview of the role of creativity and innovation in organizations, examine the managerial strategies and tactics for fostering innovation, and to help students enhance their own ability to innovate.

**MG 309. Wizingard and Superhero Leadership Academy. 3 Hours.**

Marvel movies and the Harry Potter book/movie series are full of insights about life matters. They also teach us about how to be better business managers in addressing adversity, success, leadership, and ethics. In this class, we will examine various leadership theories and popular management books and understand them in terms of the characters and situations presented in the Marvel movies and the Harry Potter book/movie series.

**MG 401. Organizational Behavior. 3 Hours.**

Learn how to navigate and influence the workplace culture as you gain insight into and apply the principles of individual behavior in organizations. Topics for discussion include diversity, attitudes, job satisfaction, emotions, moods, and how group dynamics influence culture. Successful students gain tools for motivating employees, building relationships, inspiring high functioning teams, and creating change.

**Prerequisites:** MG 302 [Min Grade: C]

**MG 403. Operations Management. 3 Hours.**

This course covers the strategic, tactical, and integrative roles of Operations in the management of service and manufacturing organizations in a globally competitive economy. Students will learn how to maximize efficiency and value in a business environment. Topics include productivity, design and process strategies, sustainability, ethics, quality management, supply chain strategies, scheduling, forecasting, inventory management, facilities location and layout strategies, maintenance and reliability.

**Prerequisites:** AC 201 [Min Grade: C] and EC 210 [Min Grade: C] and EC 211 [Min Grade: C] and LS 246 [Min Grade: C] and QM 215 [Min Grade: C] and MG 302 [Min Grade: C]

**MG 405. Nonprofit Strategy and Entrepreneurship. 3 Hours.**

This course takes students on the journey from a promising program idea through the steps necessary to create a viable strategic plan for your program's business model. Working as individuals and small teams, students will work with an assigned nonprofit organization (NPO) start-up, or established NPO, seeking the next steps for their program idea. These steps include analyzing and defending a suggested business model and strategic analysis where individuals or teams suggest improvements and next steps for this NPO. Along the way students will meet and interact with local nonprofits and engage in thought-provoking brainstorming sessions with some of Birmingham's most innovative and creative nonprofits.

**MG 409. Human Resource Management. 3 Hours.**

This course covers managerial problems associated with the acquisition, development, motivation, and compensation of human resources. Personnel problems such as employment, employee education and training, labor relations, industrial health and safety, and wage and salary administration.

**Prerequisites:** (MG 302 [Min Grade: C])

**MG 410. Labor-Management Relations. 3 Hours.**

Analysis of managerial issues and opportunities associated with the development of labor-management relations policy. The impact of public policy, significance of pressure groups, negotiations and administration of the collective bargaining agreements, along with the role of the National Labor Relations Board (NLRB) and Labor Relations(LA) as a matter of policy.

**Prerequisites:** (MG 302 [Min Grade: C])

**MG 411. Compensation Administration. 3 Hours.**

This course covers compensation administration in public and private organizations, with emphasis on determination of range, salary levels, and structures. Job evaluation, pay systems, and wage and benefits legal issues are covered.

**Prerequisites:** (MG 409 [Min Grade: C])

**MG 412. Organizational Staffing. 3 Hours.**

Students focus on the employee recruiting and selection functions within organizations. Strategic staffing, Federal laws and regulations impacting staffing activities, recruitment and selection practices, hiring decision approaches, job analysis and measurement in selection will also be covered in detail.

**Prerequisites:** MG 409 [Min Grade: C] and BUS 215 [Min Grade: C] or QM 215 [Min Grade: C]

**MG 413. Employment Law. 3 Hours.**

Management of legal risks arising from hiring, promotion, and other human resources transactions, including risks arising under anti-discrimination laws (e.g., Title VII of Civil Rights Act of 1964) and income security laws (e.g., Fair Labor Standards Act and Family Medical Leave Act).

**MG 414. Talent Development. 3 Hours.**

This course focuses on strategies and practices for training and developing employee capabilities that improve individual and organizational success. Specific focus is placed on building personal, professional, and organizational capabilities that fosters growth. Topics include talent development methods and assessment, learning styles, delivery methods including eLearning, and employee development.

**Prerequisites:** MG 409 [Min Grade: C]

**MG 415. International Business Dynamics. 3 Hours.**

Essential information that managers need to conduct business in an international setting. Students will consider the cultural, political, and geographic differences presented and will learn how to develop strategies to maximize opportunities considering these differences. Topics for discussion include global leadership practices, international monetary systems and financial forces, international trade, foreign direct investment, and the global supply chain.

**Prerequisites:** BUS 303 [Min Grade: C] or BUS 311 [Min Grade: C]

**MG 416. Supply Chain Management. 3 Hours.**

This course provides an operational view of the supply chain - a mechanism for matching supply and demand through the management of material and information flows - and uses this framework to understand the strategic, design, and operational issues in supply chain management. Some of the themes explored are: How is operational performance measured in a supply chain context? How do suppliers, producers and distributors interact and coordinate? Are there ways to leverage product design for competitive advantage?.

**Prerequisites:** MG 403 [Min Grade: C] or BUS 304 [Min Grade: C]

**MG 417. Project Management. 3 Hours.**

The course covers project management principles, methods, techniques, and tools from the perspective of the manager who must plan, schedule, organize and control non-routine activities to achieve schedule, budget and performance objectives. It traverses the life-cycle of a project and the knowledge areas that are applicable at each stage.

**Prerequisites:** MG 302 [Min Grade: C]

**MG 418. Quality Management. 3 Hours.**

Concepts, techniques, and organizational requirements to ensure that quality is provided to consumer. Breadth of quality efforts, statistical quality control methods, quality circle principles, and quality assurance activities in various enterprises.

**Prerequisites:** MG 403 [Min Grade: C]

**MG 425. Managing Through Leadership. 3 Hours.**

Provide students with a comprehensive understanding of leadership as a phenomenon, with an emphasis on developing the skills to lead others. Major theories of leadership will be examined and students will gain insights about their individual strengths and weaknesses. Through hands-on experiences and workshops, students will develop and acquire the skills to lead high-performance teams that can optimize their productivity and deliver high-quality results.

**MG 430. Management and Leadership in Sports and Entertainment Organizations. 3 Hours.**

Students will gain an understanding of leadership requirements and challenges in the sports and entertainment industries. Topics include: problem solving and decision making, culture, human resource management, teams, communication, motivation, leadership, facilities and events.

**MG 440. Advanced Leadership Theory and Practice. 3 Hours.**

This course builds on MG 425 by incorporating additional leadership theories and practices that are relevant for leaders, managers, and supervisors in either profit or non-profit organizations. Students also learn about strategic leadership and the importance of collaboration. Students develop their skills and abilities to create positive and meaningful change in others and their organizations, which has implications for the broader community. Students complete a variety of hands-on activities to develop their leadership capabilities to create desirable results for constituents.

**Prerequisites:** MG 425 [Min Grade: C]

**MG 445. Management Internship. 1-3 Hour.**

Offers qualified undergraduate students the chance to gain first-hand experience in a local business while receiving academic credit. Sponsoring business may require additional courses.

**Prerequisites:** BUS 325 [Min Grade: C] or BUS 305 [Min Grade: C] or BUS 306 [Min Grade: C]

**MG 448. Workplace Wellness Program Design, Management and Assessment. 3 Hours.**

The purpose of this course is to build professional capacity for creating, implementing, managing, and assessing workplace wellness programs.

**MG 490. Current Topics in Management. 3 Hours.**

Selected management topics designed to allow students to gain knowledge in new areas of focus not currently covered in other classes.

**Prerequisites:** MG 302 [Min Grade: C]

**MG 492. Current Topics in Production and Operations Management. 3 Hours.**

Selected topics in production and operations management.

**Prerequisites:** (MG 403 [Min Grade: C])

**MG 493. Current Topics in Human Resource Management. 3 Hours.**

Current development and issues in human resource management.

**Prerequisites:** (MG 409 [Min Grade: C])

**MG 499. Directed Study in Management. 1-3 Hour.**

Specific areas in management.

## MK-Marketing Courses

**MK 101. Introduction to Consumer Marketing. 3 Hours.**

Survey course designed to provide understanding of business marketing practices and consumer decision making processes. Open to all UAB students.

**MK 303. Basic Marketing. 3 Hours.**

Explore what goes into understanding customer needs, creating value, and building relationships. In this foundational course, students learn the key principles and strategies that drive successful marketing in domestic and international organizations. Topics discussed include positioning products effectively, pricing products (goods and services) to benefit both customers and the organization and creating an effective mix of communication efforts.

**Prerequisites:** GPAO 2

**MK 310. Consumer Behavior. 3 Hours.**

Discover the factors that influence consumer decision making and apply this knowledge from the perspective of the marketer. Understanding theories from disciplines like psychology, economics, and cultural anthropology, students explore how perception, learning, memory, emotion, lifestyle, and self-concept impact consumers' choices.

**Prerequisites:** MK 303 [Min Grade: C]

**MK 312. Retail Marketing. 3 Hours.**

Learn best practices for sustained success in business to consumer marketing. Examine the impacts of location, pricing, product layout, and stock availability to meet customer demand. Learners will also delve into the operation, organizational policies, and procedures for stock inventory and control that define a thriving retailer.

**Prerequisites:** (MK 303 [Min Grade: C])

**MK 330. Professional Selling. 3 Hours.**

Learn professional selling theory and gain confidence in analytical and communication skills through actual practice with in-class role playing. Develop and implement effective sales strategies tailored to different customer needs and apply ethical principles to build long-term client relationships. Students also learn to manage and lead a sales team to achieve organizational goals.

**MK 333. Sports Marketing. 3 Hours.**

Practice strategic analysis, positioning and marketing of professional and amateur sports events and organizations. Study the role of sponsorships and partnerships in sports marketing and how to create mutually beneficial relationships. Explore techniques for engaging and retaining fans and dive into the principles and techniques for building strong brands.

**MK 401. Social Media in Marketing. 3 Hours.**

Survey course of the unique aspects of marketing through social media. The focus is on the application of new and emerging social media communications systems and practices that are becoming major elements in integrated marketing communication programs.

**Prerequisites:** MK 303 [Min Grade: C]

**MK 403. Content Marketing for the Digital Age. 3 Hours.**

Students complete this course equipped with cutting-edge strategies in content marketing, grounded in purpose, ethics, and values. Students will also explore the ways AI can be used to enhance the creation, distribution, and optimization of marketing content that is not only effective but also meaningful.

**Prerequisites:** MK 303 [Min Grade: C]

**MK 405. Marketing Analytics. 3 Hours.**

Learn how to harness data to drive strategic marketing decisions. Gain the skills to analyze consumer behavior, forecast future marketing trends and outcomes, present data in a clear, compelling manner, and develop marketing plans based on analytic output.

**Prerequisites:** MK 303 [Min Grade: C] and QM 215 [Min Grade: C] or BUS 215 [Min Grade: C] or BUS 204 [Min Grade: C]

**MK 406. Brand Management. 3 Hours.**

This is an in-depth exploration of the exciting field of brands, brand equity, and strategic brand management. Students will learn how to identify and evaluate compelling brands, understand core principles in strategic branding, as well as how to cultivate brands that will inspire consumers. Students will learn how to create profitable brand strategies, including the design and implementation of marketing programs and activities to build, measure, and manage brand equity. Students will also learn how to leverage brands to gain corporate competitive advantages.

**Prerequisites:** MG 303 [Min Grade: C]

**MK 408. Marketing Research. 3 Hours.**

From problem definition to analysis and interpretation, students will gain insight into all research techniques in marketing. Upon completion of this course, students will be able to confidently present a research project to a chosen organization.

**Prerequisites:** MK 303 [Min Grade: C] and QM 24 [Min Grade: C] or BUS 214 [Min Grade: C]

**MK 410. Integrated Marketing Communication. 3 Hours.**

This course provides an in-depth exploration of Integrated Marketing Communication (IMC) strategies and practices. Students will learn how to effectively coordinate various marketing communication tools to deliver a consistent and compelling brand message across multiple channels. Topics include advertising, sales promotion, direct marketing, interactive media, publicity/public relations, sponsorship marketing, point-of-purchase communications and personal selling.

**Prerequisites:** MK 303 [Min Grade: C]

**MK 416. International Marketing. 3 Hours.**

Gain insights into diverse cultures, consumer behavior, market trends and political environments across continents to understand how businesses adapt to succeed in a global economy. Study actual examples from multinational companies to learn the factors leading to success or failure in the global marketplace. Students get to work together with local companies to create a marketing plan for a product not currently offered abroad.

**Prerequisites:** MK 303 [Min Grade: C] or BUS 303 [Min Grade: C]

**MK 418. Digital Marketing. 3 Hours.**

Understand how digital marketing elements fit into a comprehensive marketing strategy with this course. Explore essential topics such as online advertising, websites, search engine optimization (SEO), social media, and mobile and email marketing. Develop the skills necessary to understand metrics used to gauge digital marketing effectiveness.

**Prerequisites:** MK 303 [Min Grade: C]

**MK 419. Services Marketing. 3 Hours.**

Explore the unique challenges and opportunities in marketing services as opposed to physical products. Students will learn how to develop and implement effective marketing strategies tailored to service-based businesses, focusing on customer experiences, relationship management and service quality.

**Prerequisites:** MK 303 [Min Grade: C]

**MK 420. Sales Management. 3 Hours.**

Prepare for the responsibilities likely encountered in a career in sales management. Topics include recruitment, selection, training, evaluation, and compensation of a diverse team of salespeople along with best practices in leadership and motivation. Learners also explore the evolution of professional selling and practice the fundamental skills of research, design, and presentation in a sales scenario.

**Prerequisites:** MK 330 [Min Grade: C] (Can be taken Concurrently)

**MK 423. Emerging Trends in Professional Selling. 3 Hours.**

Stay ahead in the competitive business-to-business sales market while gaining practical insights into emerging trends in professional selling. Industry experts share up to the minute knowledge of selected topics like advanced sales techniques and technologies, social selling, virtual selling, customer relationship management (CRM), team-based selling, and sales negotiations.

**Prerequisites:** MK 330 [Min Grade: C]

**MK 425. Advanced Professional Selling. 3 Hours.**

This course builds upon the basic selling skills learned in MK 330 and other communications courses. The students will focus on enhancing value-adding selling skills and developing long-term, mutually-beneficial customer relationships in a B2B context.

**Prerequisites:** MK 330 [Min Grade: C]

**MK 436. Digital Marketing Analytics. 3 Hours.**

Exploration of measuring and analyzing digital marketing strategies. Students will acquire industry certification in addition to creating an online marketing strategy with an emphasis on campaign optimization.

**Prerequisites:** MK 303 [Min Grade: C]

**MK 445. Marketing Internship. 1-3 Hour.**

An internship is ideal for students who are passionate about marketing, eager to learn, and ready to take on new challenges. Interns connect with industry leaders, building valuable connections while working on live projects, applying classroom knowledge to real marketing challenges. Instructor's permission required.

**Prerequisites:** MK 303 [Min Grade: C] and BUS 303 [Min Grade: C] or BUS 306 [Min Grade: C]

**MK 449. Integrated Marketing Communications Practicum. 3 Hours.**

Students will use their marketing knowledge to create social media marketing plans for local organizations, primarily focusing on the tactical aspects of integrated marketing communications. This practicum is a requirement for those seeking to obtain an undergraduate social media marketing certificate.

**Prerequisites:** MK 303 [Min Grade: C]

**MK 450. Strategic Marketing. 3 Hours.**

Course addresses problems of marketing management with emphasis on planning, implementing and controlling marketing activities with individual firms.

**Prerequisites:** (BUS 350 [Min Grade: C] and FN 310 [Min Grade: C] and MK 312 [Min Grade: C] and MK 320 [Min Grade: C] and MK 408 [Min Grade: C] and MK 410 [Min Grade: C])

**MK 471. Health Care Marketing. 3 Hours.**

This class is designed for upper level students with an interest in and/or who seek employment in the healthcare industry. It is also appropriate for seniors in Medical Equipment Sales and Distribution. The primary objective of this course is to provide students with a comprehensive overview of the marketing fundamentals in the health care environment. The course examines health care organizations as customers in a Business to Business environment as well as the special challenges in implementing marketing strategies.

**MK 490. Special Topics in Marketing. 3 Hours.**

Selected marketing topics not covered in other marketing courses.

**Prerequisites:** (MK 303 [Min Grade: C])

**MK 499. Directed Readings in Marketing. 1-3 Hour.**

Specific areas in marketing.

**QM-Quantitative Methods Courses****QM 101. Introduction to Analytics Tools. 3 Hours.**

This course explores analytics tools for data preprocessing, exploration, and visualization, and presenting and reporting results. Topics include data manipulation and transformation for conducting basic exploratory data analytics and visual analytics. The skills learned will be applicable across a wide range of domains and industries. No prior knowledge of data analytics is required.

**QM 214. Introduction to Business Statistics. 3 Hours.**

This course provides an overview of data, probability, sampling, and its application to decision making in business. Upon successful completion of this courses, students will be able to summarize data graphically and numerically, understand sources of variation in data, and be able to conduct one-sample statistical inference.

**Prerequisites:** (MA 105 [Min Grade: C] or MA 106 [Min Grade: C] or MA 109 [Min Grade: C] or MA 125 [Min Grade: C]) and BUS 110 [Min Grade: C]

**QM 215. Foundations in Business Analytics. 3 Hours.**

This course provides a foundation for the use of data for analytical decision making in business. Topics include comparison of independent samples, linear regression, business forecasting and data mining. Emphasis is on analysis of real data with computer implementation and communication of results.

**Prerequisites:** QM 214 [Min Grade: C] or MA 180 [Min Grade: C]

**QM 350. Quantitative Methods for Finance. 3 Hours.**

Development of the mathematical foundations of undergraduate level financial modeling and analysis, including applications of calculus, probability theory, linear algebra and Monte Carlo simulation to the measurement of asset returns and the assessment of risk, to the pricing of options and other financial derivatives, and to the solution of important financial optimization problems.

**Prerequisites:** BUS 204 [Min Grade: C] or QM 215 [Min Grade: C] and CS 101 [Min Grade: C]

**QM 420. Applied Forecasting. 3 Hours.**

Practical use of various forecasting techniques on business and economic data. Topics include dynamic regression models, exponential smoothing, forecast criteria, moving averages, seasonality, and univariate Box Jenkins ARIMA modeling. Completion of all pre-business requirements required.

**Prerequisites:** (BUS 202 [Min Grade: C] or AC 201 [Min Grade: C]) and EC 210 [Min Grade: C] and EC 211 [Min Grade: C] and (BUS 246 [Min Grade: C] or LS 246 [Min Grade: C]) and (BUS 215 [Min Grade: C] and QM 215 [Min Grade: C]) and CS 101 [Min Grade: C]

**QM 490. Advanced Topics in Statistics/Management Science. 3 Hours.**

Statistics/management science application to problems in business and economics.

**QM 499. Directed Readings in Quantitative Methods. 1-3 Hour.**

Readings and independent study in selected areas.

**Prerequisites:** EC 211 [Min Grade: C] and (BUS 204 [Min Grade: C] or BUS 215 [Min Grade: C]) or QM 215 [Min Grade: C] and EC 210 [Min Grade: C]