Collat School of Business

Dean: Eric P. Jack, Ph.D.
Senior Associate Dean: Karen N. Kennedy, Ph.D.
Associate Dean for Research, Innovation, and Faculty Success: Molly McLure Wasko, Ph.D.

UAB’s Collat School of Business is the only named school at the University of Alabama at Birmingham, a world-renowned academic research center. We offer eight undergraduate and three graduate degree programs in Face-to-Face and Online formats to serve the varying needs of students.

Located in the heart of Alabama’s business center, the Collat School of Business offers an engaging learning environment with classrooms extending well beyond the walls 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, real-world experience through a wide variety of internships and other opportunities 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 separate AACSB International accreditation for our undergraduate and master’s programs in accounting, an accomplishment held by only 187 other U.S. business schools.

Our programs are designed to meet the many diverse educational needs of modern organizations. Additionally, our faculty members are involved in research and service activities that advance knowledge in business, mentor students and assist our stakeholders in accomplishing their unique goals.

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, finance, human resource management, industrial distribution, information systems, management and marketing. Each program combines a broad exposure to the arts and sciences with comprehensive preparation in all areas of business. In addition, recognizing the undeniable advantage of practical experience as part of a rich academic program, all degree-seeking students engage in 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.

At the graduate level, the Graduate School of Management offers programs of study leading to the Master of Business Administration, Master of Accounting or Master of Science in Management Information Systems degrees. Programs resulting in a dual degree are offered in cooperation with the School of Public Health (MPH/MBA), the School of Health Professions (MSHA/MBA), the School of Dentistry (MD/MBA), the School of Optometry (OD/MBA). The Ph.D. degree in administration/health services is offered in cooperation with the School of Health Professions.

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.

Shared Values

- Integrity – We act ethically and do what is right.
- Respect – We treat others with courtesy and civility.
- Diversity and inclusiveness – Everybody counts every day. We actively seek varied perspectives in our decision-making.
- Collaboration – We trust each other and work cooperatively across disciplinary boundaries in the spirit of shared governance.
- Excellence and achievement – We constantly innovate, solve problems and improve ourselves and others through learning.
- Stewardship – Fiscal and environmental sustainability guide our decisions.
- Accountability – We are answerable to each other and act with the best interests of the university in mind.

Admission Requirements

Beginning Freshmen

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

Two-Year College Transfers

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

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

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

Transfers from Other Institutions

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

**Transfers within UAB**

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

**Students Readmitted to UAB**

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

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

**Non-Degree Seeking Students**

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

The following policies apply:

1. Post-baccalaureate students not seeking a UAB business degree will be classified in the major that was selected on the application or as a Collat School of Business undeclared major. They may enroll in any undergraduate business course in which the stated course prerequisite(s) has been completed with a minimum grade of C. Students having less than a C in prerequisite courses or those who completed the prerequisites many years earlier are advised to repeat the prerequisites (see specific major for any deviation).
2. Post-baccalaureate students seeking a UAB undergraduate business degree will be classified in the appropriate major. Once the decision to seek a business degree is made, post-baccalaureate students are expected to meet all catalog requirements in effect at the time of their admission or readmission to UAB.
3. Students are responsible for providing transcripts to their advisors for verification of prerequisites.

**Transient Students**

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

1. It is the student’s responsibility to verify with the advisor at the home institution that courses taken at the Collat School of Business will transfer back to the home institution.
2. Note that if enrolled in a business course that fills and there is degree-seeking student demand, the transient students are withdrawn from the filled class.

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

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

**Admission Classification**

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

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

**Curriculum Outline**

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

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

**UAB CORE CURRICULUM REQUIREMENTS**

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

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

1. **Core Curriculum Area II: Humanities and Fine Art**: CMST 101.
2. **Core Curriculum Area II**: Humanities and Fine Art, select one of the following:
   a. ARH 101 The Art Experience
   b. MU 120 Music Appreciation
   c. THR 100 Introduction to the Theatre.
3. **Core Curriculum Area III**: Natural Science and Mathematics, select one of the following:
   a. MA 105 Pre-Calculus Algebra
   b. MA 125 Calculus I.
4. **Core Curriculum Area IV: Social and Behavioral Science**, EC 210 Principles of Microeconomics and EC 211 Principles of Macroeconomics. EC 210 and EC 211 satisfy the Common Core six-semester hour sequence requirement for all business majors.
Lower Level Collat School of Business Requirements

Requirements

GPA Requirement

Students must have at least:

- 2.0 overall GPA (includes all UAB and transfer courses);
- 2.0 UAB GPA (all courses);

Obtain a minimum grade of C in all lower-level business courses.

The UAB forgiveness policy may be applied only once to each of four different courses with a C or below. See major listing for specific grade requirements relating to selected major.

Communication Studies / Business Calculus Requirements

CMST 101 Public Speaking 3
MA 105 Pre-Calculus Algebra (Satisfies the Core Curriculum Area III: Math Requirement) 3

Lower Level Business Courses

Must earn a grade of C or better in each course, see above GPA requirement:

AC 200 Principles of Accounting I 3
AC 201 Principles of Accounting II 3
EC 210 Principles of Microeconomics 3
EC 211 Principles of Macroeconomics 3
LS 246 Legal Environment of Business 3
QM 214 Quantitative Analysis I 3
QM 215 Quantitative Analysis II 3
BUS 101 Introduction to Business 3
or BUS 102 Business Foundations 3
BUS 110 Essentials of Financial Literacy 3

Total Hours 33

1 Mathematical Economics Concentration (and Math Minor) require substitute courses.

Upper Level Collat School of Business Requirements

Requirements

Hours

Required Courses

BUS 305 Professional Development for Today’s Workplace 1 1
or AC 305 Professional Development in Accountancy 1
BUS 350 Business Communications 3
FN 310 Fundamentals of Financial Management 3
MG 302 Management Processes and Behavior 3
MG 403 Operations Management 2 3
or DB 320 Distribution Management 3
IS 303 Information Systems 3
MK 303 Basic Marketing 3
International Business 3

Select one of the following:

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

Major Courses 4 21-27
Major Capstone Course 5 3
Experiential Requirement 6 0-3

Electives 6-12
Total Hours 52-67

1 Accounting majors complete AC 305. All other business majors complete BUS 305
4 See requirements listed under individual majors.
5 Capstone courses: Marketing majors take MK 450. All other majors take BUS 450 as their capstone course.
6 All business majors are required to participate in experiential education. Experiential education can carry 0 - 3 credit hours. This requirement may be met by satisfactory completion of EC 364, AC 464, AC 474, BUS 496, DB 495, EC 460, ENT 445, ENT 426, FN 460, FN 358, FN 359, IB 495, IS 464, MG 445, MK 425, or MK 445. Other courses may be approved by your Program. You may access details about options for satisfying this degree requirement here: http://www.uab.edu/business/home/degrees-certificates/undergraduate/experiential-learning-requirement. Please see your academic advisor for specific requirements for your major.

Academic Requirements

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

1. To attempt upper-level business courses (numbered 300 and above), students must have 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.
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.

Accounting, Finance and Information Systems Majors

1. Earn at least a cumulative 2.0 GPA in all accounting, finance, and information systems major courses.
2. Earn a minimum grade of C in all courses used in the accounting, finance, and information systems majors.
3. Earn a cumulative 2.0 GPA (transfer and UAB courses) and a 2.0 GPA at UAB
4. Earn a 2.0 in all Business courses attempted.

Students may opt to utilize the university’s course forgiveness policy to calculate the GPA for the accounting, finance, and information systems majors. Using this policy, courses taken at UAB may be repeated at UAB, and the grade for the first attempt will be excluded from the calculation of the GPA. Only courses for which the student has received a grade of C or below may be repeated with this option. The transcript will show the original grade for the course and the repeated grade for the course,
Minors in Business

The Collat School of Business offers minors in accounting, business administration, economics, entrepreneurship, finance, 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 minors in international business and sports and entertainment marketing. These minors are available to all systems, management, marketing, social media strategies for business, administration, economics, entrepreneurship, finance, information systems minors have additional requirements.

The Collat School of Business offers minors in accounting, business administration, economics, industrial distribution, management, and marketing majors. Using this policy, courses taken at UAB may be repeated at UAB, and the grade for the first attempt will be excluded from the calculations of the GPA. Only courses for which the student has received a grade of C or below may be repeated with this option. The transcript will show the original grade for the course and the repeated grade for the course, however, only the grade points and credit hours earned when the course is repeated, will be counted toward degree completion an averaged into the student’s GPA. The forgiveness policy may be used a maximum of four (4) times, only once for any course, allowing a student to use the forgiveness policy for four different courses.

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

Residency Requirement

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

Minor in Accounting

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

Requirements

<table>
<thead>
<tr>
<th>Accounting Lower-Level Requirements</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>AC 200 Principles of Accounting I</td>
<td>3</td>
</tr>
<tr>
<td>AC 201 Principles of Accounting II</td>
<td>3</td>
</tr>
<tr>
<td>BUS 101 Introduction to Business</td>
<td>3</td>
</tr>
<tr>
<td>or BUS 102 Business Foundations</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Accounting Upper-Level Requirements</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>AC 300 Financial Accounting I</td>
<td>3</td>
</tr>
<tr>
<td>AC 304 Accounting Information Systems</td>
<td>3</td>
</tr>
<tr>
<td>AC 310 Financial Accounting II</td>
<td>3</td>
</tr>
<tr>
<td>or AC 309 Intermediate Accounting for Corporate Careers</td>
<td></td>
</tr>
<tr>
<td>AC 401 Cost Accounting</td>
<td>3</td>
</tr>
</tbody>
</table>

Total Hours: 21

Minor in Business Administration

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

Requirements

<table>
<thead>
<tr>
<th>Business Administration Lower-Level Requirements</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>BUS 101 Introduction to Business</td>
<td>3</td>
</tr>
<tr>
<td>or BUS 102 Business Foundations</td>
<td></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Business Administration Upper-Level Requirements</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>BUS 310 Accounting and Finance for Nonbusiness Majors</td>
<td>3</td>
</tr>
<tr>
<td>BUS 311 Creating &amp; Delivering Customer Value</td>
<td>3</td>
</tr>
<tr>
<td>BUS 410 Integrating Business Functions</td>
<td>3</td>
</tr>
</tbody>
</table>

Business Administration Electives

Select two courses from the following. Alternate 300/400 business courses may be selected with advisor approval (must earn an overall GPA of 2.0 in these courses.):

| BUS 350 Business Communications                      |       |
| EC 210 Principles of Microeconomics                  |       |
Minor in Economics

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

Requirements

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Name</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>EC 210</td>
<td>Principles of Microeconomics</td>
<td>3</td>
</tr>
<tr>
<td>EC 211</td>
<td>Principles of Macroeconomics</td>
<td>3</td>
</tr>
</tbody>
</table>

Minor in Entrepreneurship

The Minor in Entrepreneurship is intended to prepare students for new economic realities by providing a foundation in business and entrepreneurial thinking. It is intended to complement the core knowledge they are gaining in their chosen major so that they can find new opportunities to practice within their field. The primary objective is to provide students with the tools they need to think and act entrepreneurially.

Eligibility

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

Course Requirements

Requirements

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Name</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>IS 204</td>
<td>Introduction to Business Programming</td>
<td>3</td>
</tr>
<tr>
<td>IS 301</td>
<td>Introduction to Database Management Systems</td>
<td>3</td>
</tr>
<tr>
<td>IS 302</td>
<td>Business Data Communications</td>
<td>3</td>
</tr>
<tr>
<td>IS 321</td>
<td>Systems Analysis</td>
<td>3</td>
</tr>
<tr>
<td>MG 417</td>
<td>Project Management</td>
<td>3</td>
</tr>
</tbody>
</table>

Total Hours 15
IS 301  Introduction to Database Management Systems  3
IS 303  Information Systems  3
IS 321  Systems Analysis  3
MG 417  Project Management  3
Total Hours  18

Minor in Management for Business Majors

Not available for Human Resource Management Majors.

Requirements                      Hours
MG 401  Organizational Behavior  3
MG 409  Human Resource Management  3
MG 413  Employment Law  3
MG 425  Managing Through Leadership  3
Total Hours  12

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
MG 409  Human Resource Management  3
MG 413  Employment Law  3
MG 425  Managing Through Leadership  3
Total Hours  18

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
Marketing Upper-Level Electives
Select three 300-level or higher Marketing (MK) courses.  9
Total Hours  18

Minor in Management - Human Resources

Not available for Management Majors.

Requirements                      Hours
BUS 101  Introduction to Business  3
or BUS 102  Business Foundations
MG 302  Management Processes and Behavior  3
MG 409  Human Resource Management  3
MG 411  Compensation Administration  3
MG 412  Organizational Staffing  3
MG 413  Employment Law  3
Total Hours  18

Minor in International Business

Students with strong professional skills and an understanding of international business are in high demand in today’s global economy.

The international business minor is available to undergraduate majors as a complement to the student’s major course work. Students will enhance their knowledge and understanding of the global context and practices of international business and will develop skills necessary to compete in a culturally-diverse, global business world.

This minor is interdisciplinary with course work from U.S. and non-U.S sources, in-classroom and outside-of-classroom experiences, and course work from across the UAB campus. The IB minor encourages students to gain perspectives and to experience other cultures by studying abroad. The IB program director ensures that students gain international business exposure and network with global industry professionals.

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
Requirements for Business Majors  18
EC 210  Principles of Microeconomics  3
Select 15 hours from:
AC 440  International Accounting: From a User’s Perspective  1
EC 407  International Economics  1
FN 412  International Financial Management
MG 415  International Business Dynamics
MK 416  International Marketing
IB 495  Business Study Abroad
FLL 120  Foreign Cultures
Foreign Language  3
Requirements for Non-Business Majors  18
EC 210  Principles of Microeconomics  3
Select 3 hours from:
BUS 310  Accounting and Finance for Nonbusiness Majors  2
or BUS 311  Creating & Delivering Customer Value
Select 6 hours from:
AC 440  International Accounting: From a User’s Perspective  1
EC 407  International Economics  1
FN 412  International Financial Management
MG 415  International Business Dynamics
MK 416  International Marketing
Select 6 hours from:
FLL 120  Foreign Cultures
IB 495  Business Study Abroad
Foreign Language  3

1 EC 407 and AC 440 have additional prerequisites.
2 Take BUS 310 as prerequisite for AC 440 or 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.
3 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.

<table>
<thead>
<tr>
<th>Requirements</th>
<th>Hours</th>
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<tbody>
<tr>
<td>BUS 101 or BUS 102</td>
<td>3</td>
</tr>
<tr>
<td>IS 415</td>
<td>3</td>
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<tr>
<td>IS 416</td>
<td>3</td>
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<tr>
<td>IS 417</td>
<td>3</td>
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<tr>
<td>MK 303 or MK 471</td>
<td>3</td>
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<tr>
<td>MK 401</td>
<td>3</td>
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<tr>
<td>Total Hours</td>
<td>18</td>
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</tbody>
</table>

Minor in Sports and Entertainment Marketing

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

<table>
<thead>
<tr>
<th>Requirements</th>
<th>Hours</th>
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</thead>
<tbody>
<tr>
<td>BUS 101 or BUS 102</td>
<td>3</td>
</tr>
<tr>
<td>MK 303</td>
<td>3</td>
</tr>
<tr>
<td>MK 330</td>
<td>3</td>
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<tr>
<td>MK 401</td>
<td>3</td>
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<tr>
<td>MK 433 or MG 430</td>
<td>3</td>
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<td>Total Hours</td>
<td>18</td>
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</table>

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/businesscertificates/professional-sales-certificate

- 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

<table>
<thead>
<tr>
<th>Requirements</th>
<th>Hours</th>
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<tbody>
<tr>
<td>GPA requirement</td>
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<tr>
<td>Certificate Courses</td>
<td></td>
</tr>
<tr>
<td>MK 330</td>
<td>3</td>
</tr>
<tr>
<td>MK 420</td>
<td>3</td>
</tr>
<tr>
<td>MK 425</td>
<td>3</td>
</tr>
<tr>
<td>One course covering industry structure</td>
<td>3</td>
</tr>
<tr>
<td>DB 320</td>
<td></td>
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<tr>
<td>DB 495</td>
<td></td>
</tr>
<tr>
<td>FN 452</td>
<td></td>
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<tr>
<td>Total Hours</td>
<td>12</td>
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</table>

Benefits

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

Contacts

Dr. Mike Wittmann  wittmann@uab.edu
Dr. John Hansen   jdhansen@uab.edu
Dr. Karen Kennedy knk@uab.edu
Dr. Kenneth Miller klmiller@uab.edu

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.

<table>
<thead>
<tr>
<th>Requirements</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>Students choose 4 of the 5 course option below to equal 12 hours</td>
<td>12</td>
</tr>
<tr>
<td>IS 415</td>
<td>Social Media &amp; Virtual Communities</td>
</tr>
<tr>
<td>IS 416</td>
<td>Web Analytics</td>
</tr>
<tr>
<td>IS 417</td>
<td>Introduction to Business Intelligence</td>
</tr>
<tr>
<td>MK 401</td>
<td>Social Media in Marketing</td>
</tr>
<tr>
<td>A social media course from any other program at UAB with approval of advisor</td>
<td></td>
</tr>
<tr>
<td>Total Hours</td>
<td>12</td>
</tr>
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</table>
Interprofessional Nonprofit Leadership Undergraduate Certificate

Requirements

<table>
<thead>
<tr>
<th>Requirements</th>
<th>Hours</th>
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</thead>
<tbody>
<tr>
<td>MG 305 Nonprofit Organization Mgmt/SL</td>
<td>3</td>
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<tr>
<td>MG 405 Nonprofit Strategy and Entrepreneurship</td>
<td>3</td>
</tr>
<tr>
<td>Electives 1</td>
<td>6</td>
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</tbody>
</table>

Courses must be selected outside the major course of study.

1 Electives may be selected from: BUS 311, BUS 350, MG 302, MG 409, MG 401, MG 425, CHHS 350 BUS 300, BUS 311, CHHS 310, CHHS 350, CHHS 450, CHHS 580, CHHS 452, CJ 400, CJ 401, CJ 402, CHHS 420, CHHS 425, CHHS 455, CHHS 510, CHHS 580, CHHS 452.

Undergraduate 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

<table>
<thead>
<tr>
<th>Requirements</th>
<th>Hours</th>
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<tbody>
<tr>
<td>GPA Requirement A minimum GPA of 2.0 is required in each certificate course</td>
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</table>

Required Coursework

| BUS 350 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     |

Total Hours 18

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.

Contact

Dr. Jack Howard jhoward@uab.edu
Dr. Paul Di Gangi pdigangi@uab.edu

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: baweck@uab.edu

BUS-Business Courses

BUS 101. Introduction to Business. 3 Hours.

This course will enable students to understand the breadth of business opportunities and careers as well as assist in their transition to college and the Collat School of Business through the inclusion of First Year Experience (FYE).
BUS 102. Business Foundations. 3 Hours.
This course will enable students to understand the breadth of business opportunities and careers as well as introduce them to the Collat School of Business.

BUS 110. Essentials of Financial Literacy. 3 Hours.
An introductory course dealing with the mathematics of money and financial literacy.

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

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

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

BUS 310. Accounting and Finance for Nonbusiness Majors. 3 Hours.
An introduction to accounting, financial reporting and the basic principles of business finance. Not open to majors in the Collat School of Business.
**Prerequisites:** (BUS 101 [Min Grade: C] or BUS 102 [Min Grade: C]) and (GPAT and GPAO 2.00) or (BUS 102 [Min Grade: C] or BUS 101 [Min Grade: C]) and (GPAU 2.00 and GPAO 2.00)

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

BUS 350. Business Communications. 3 Hours.
BUS 350 provides effective communication skills for business contexts. This course is writing intensive and emphasizes grammar, mechanics, word usage, formatting, and style appropriate for professional business messages.
**Prerequisites:** (EH 102 [Min Grade: C] and GPAT and GPAO 2.00) or (EH 102 [Min Grade: C] and GPAU 2.00 and GPAO 2.00) or (EH 107 [Min Grade: C] and GPAT and GPAO 2.00) or (EH 107 [Min Grade: C] and GPAU 2.00 and GPAO 2.00)

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

BUS 410. Integrating Business Functions. 3 Hours.
Course integrates various elements that impact the success of business enterprises. Not open to majors in the Collat School of Business.
**Prerequisites:** (GPAT and GPAO 2.00 and BUS 310 [Min Grade: C] and BUS 311 [Min Grade: C]) or (GPAU 2.00 and GPAO 2.00 and BUS 310 [Min Grade: C] and BUS 311 [Min Grade: C])

BUS 450. Strategic Management Capstone Experience. 3 Hours.
Senior seminar integrating functional business fields of accounting, economics, finance, information systems, management, marketing, production policy and decision making. This course is writing intensive and students must demonstrate an ability to write to appropriate audiences and incorporate pertinent external sources. Strong emphasis on ethical reasoning and decision-making and relating material to contemporary business events and issues. Must be senior in last term.
**Prerequisites:** (FN 310 [Min Grade: C] and GPAT and GPAO 2) or (FN 310 [Min Grade: C] and GPAU 2 and GPAO 2)

BUS 495. Business Honors Seminar, I. 3 Hours.
Study of the strategy-setting process for a business or other complex organization with emphasis on role of chief executive officer and other leaders in that process. Research, analysis, communications and presentation skills practiced.

BUS 496. Business Honors Seminar, II. 3 Hours.
Continuation of BUS 495, overview of business ethics and emphasis on skills required to complete final work project for the Collat School of Business Honors Program. Good standing in the Collat School of Business Honors Program and second semester senior standing required.
**Prerequisites:** (GPAT and GPAO 2.00) or (GPAU 2.00 and GPAO 2.00)

ENT-Technology Entrepreneurship Courses

ENT 270. Introduction to Entrepreneurial Management. 3 Hours.
This introductory course in entrepreneurship is intended to expose students to the entrepreneurial life cycle of a high growth start-up from opportunity identification, to funding and growth, through to harvesting the rewards. Students will learn to think like entrepreneurs, be exposed to entrepreneurial decision making, and learn the dynamics of customer validation through the Lean Startup model.

ENT 420. Entrepreneurial Finance. 3 Hours.
Examine the elements of entrepreneurial finance, focusing on technology-based start-up ventures and the early stages of company development. This course addresses key questions which challenge all entrepreneurs: How much money can and should be raised and from whom; what is a reasonable valuation of the company; and how should funding, employment contracts and exit decisions be structured.
**Prerequisites:** ENT 270 [Min Grade: C] and (FN 310 [Min Grade: C] or BUS 310 [Min Grade: C])

ENT 421. Entrepreneurial Market Analysis and Planning. 3 Hours.
This course is designed to help students identify and validate market opportunities and to develop business ideas and business models to match those opportunities. Students will learn to analyze markets, industries and business environments. They will also learn to generate innovative ideas. Finally, they will learn to develop plans to take their ideas to market.
**Prerequisites:** MK 303 [Min Grade: C] or BUS 311 [Min Grade: C] and ENT 270 [Min Grade: C]
ENT 422. Strategic Operations for Entrepreneurs. 3 Hours.  
This course will explore the strategic decisions that early stage entrepreneurial managers face in growing their business. With a focus on the Lean Startup methodology, students will learn how to develop the assumptions behind their business model, create measurable tests for these assumptions, and make critical decisions based on customer data.  
Prerequisites: ENT 270 [Min Grade: C]

ENT 424. New Product Development. 3 Hours.  
This course is part one of a two semester course, taught jointly with the Department of Biomedical Engineering. In this course business students are paired with senior biomedical engineering students in a two semester, team-based learning experience in which the teams conceive, design and build a prototype medical device and the accompanying business plan and design to bring the product to market. The course will focus on business planning activities including market research, competitive analysis, intellectual property protection, basic finances and business model design. In addition, instruction, feedback and coaching on interdisciplinary teamwork will be incorporated throughout the semester.

ENT 425. Entrepreneurial Leadership. 3 Hours.  
This course focuses on the attributes of successful entrepreneurial leaders and the factors that differentiate them from less successful ones. Students learn the principles and application of leading entrepreneurial organizations through selected case studies and face-to-face presentations and discussions with locally and nationally known entrepreneurs.  
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.  
Prerequisites: GPAO 2.00

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 on-line or face-to-face.

IB-International Business Courses

IB 495. Business Study Abroad. 3 Hours.  
Academic course of study in a business discipline which takes place in a foreign location. Sophomore standing, UAB GPA minimum 2.7 and permission of Collat School of Business faculty sponsor.  
Prerequisites: (GPAT and GPAO 2.00) or (GPAU 2.00 and GPAO 2.00)