

Collat School of Business

Dean: Christopher L. Shook, Ph.D.

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UAB's Collat School of Business was the first named school at UAB and is a world-renowned academic research center. We offer nine 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 supplemental AACSB International accreditation for our undergraduate and master's programs in accounting, an accomplishment held by less than 2% of business schools worldwide.

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, entrepreneurship, 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.

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.

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 Core Curriculum Requirements

[Refer to Core Curriculum](#)

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

1. MA 105, MA 106, MA 107, MA 125, or MA 126 as part of Quantitative Literacy requirements.
2. EC 210 and EC 211 as part of Humans and their Societies requirements.

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, including both lower level and upper level. To attempt upper-level business courses (numbered 300 and above), 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 200.

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, AC 200, 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
Accounting Lower-Level Requirements	
AC 200 Financial Accounting Foundations	3
AC 201 Introduction to Decision-Driven Accounting	3
Accounting Upper-Level Requirements	
AC 300 Financial Accounting I	3
AC 304 Accounting Information Systems	3
AC 401 Cost Strategies and Decision-Making	3
AC 402 Introduction to Income Taxation	3
or AC 413 Internal Audit Theory and Practice	
Total Hours	18

Minor in Business Administration

Requirements	Hours
Business Administration Lower-Level Requirements	
Must earn a grade of "C" or better in these courses	
BUS 101 Introduction to Business	3
or BUS 102 Business Foundations	
Business Administration Upper-Level Requirements	
Must earn a grade of "C" or better in BUS 310 & 311 and have overall GPA of 2.0 in all courses required for this minor.	
BUS 310 Accounting and Finance for Nonbusiness Majors	3
BUS 311 Creating & Delivering Customer Value	3
Business Administration Electives ^{1, 2}	
Select three courses from any 300/400 level business courses. Students may also choose one class from EC 210, EC 211, or LS 246.	9
Total Hours	18

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

² 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
Economics Lower-Level Requirements	
EC 210 Principles of Microeconomics	3
EC 211 Principles of Macroeconomics	3
Economics Upper-Level Requirements	
EC 304 Intermediate Microeconomics	3
EC 305 Intermediate Macroeconomics	3
Economics Upper-Level Electives	
Select two 300-level or higher Economics (EC) course.	6
Total Hours	18

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
Course requirements for Non-business Majors	
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 ¹	
Elective ²	
Course requirements for Business Majors	
ENT 270 The Entrepreneurial Mindset	15
ENT 421 Entrepreneurial Marketing and Sales	
ENT 425 Entrepreneurial Engagement Seminar	
ENT Practicum Experience ¹	
Elective ²	

¹ ENT Practicum Experience choices: ENT 426, ENT 445, ENT 450, ENT 499

² 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
Finance Lower-Level Requirements	
AC 200 Principles of Accounting I	3
EC 210 Principles of Microeconomics	3
BUS 101 Introduction to Business	3
or BUS 102 Business Foundations	
Finance Upper-Level Requirement	
FN 310 Fundamentals of Financial Management	3
Finance Upper-Level Elective	
Select three 300-level or higher Finance (FN) courses.	9
Total Hours	21

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
Total Hours	15

IS Minor #2 for Computer Science Majors

Requirements	Hours
Information Systems Lower-Level Requirements	
BUS 101 Introduction to Business or BUS 102 Business Foundations	3
IS 303 Information Systems	3
Information Systems Upper-Level Electives 9	
IS 302 Business Data Communications	
IS 321 Systems Analysis	
MG 417 Project Management	
LS 471 Legal Elements of Fraud Investigation	
AC 472 Information Technology Auditing	
AC 473 Fraud Examination	
IS 491 Current Topics in Information Systems	
Total Hours	15

IS Minor #3 for All Other Majors

Requirements	Hours
Information Systems Lower-Level Requirements	
BUS 101 Introduction to Business or BUS 102 Business Foundations	3
IS 204 Introduction to Business Programming	3
Information Systems Upper-Level Requirements	
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 425 Managing Through Leadership	3
Management Electives	
Select two 300-level or higher Management (MG) courses. ¹	6
Total Hours	12

¹ 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 or BUS 102 Business Foundations	3
MG 302 Management Processes and Behavior	3
MG 401 Organizational Behavior	3
Management Electives	
Select three 300-level or higher Management (MG) courses. ¹	9
Total Hours	18

¹ 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 or BUS 102 Business Foundations	3
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 Human Resource Management

Not available for Management Majors.

Requirements	Hours
Required Courses	
BUS 101 Introduction to Business or BUS 102 Business Foundations	3
MG 302 Management Processes and Behavior	3
MG 409 Human Resource Management	3
Human Resource Management Upper-level Electives (select three) 9	
MG 411 Compensation Administration	
MG 412 Organizational Staffing	
MG 413 Employment Law	
MG 414 Talent Development	
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:		15
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 320	Global Innovation	
IB 439	Global Business Communications	
IB 495	Business Study Abroad	
WLL 120	World Cultures	
Foreign Language ³		
Requirements for Non-Business Majors		18
EC 210	Principles of Microeconomics	3
Select 3 hours from:		3
BUS 310	Accounting and Finance for Nonbusiness Majors ²	
	or BUS 310 Creating & Delivering Customer Value	
Select 6 hours from:		6
AC 440	International Accounting: From a User's Perspective ¹	
EC 407	International Economics ¹	
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 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.

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
Total Hours		18

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
Lower level requirement		
BUS 101	Introduction to Business	3
	or BUS 102 Business Foundations	
Upper level requirements		
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
Total Hours		18

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
GPA requirement		
A 2.5 overall GPA is required in certificate courses.		
Certificate Courses		
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
Total Hours		12

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

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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 200 Principles of Accounting I	3
AC 201 Principles of Accounting II	3
AC 300 Financial Accounting I	3
AC 304 Accounting Information Systems	3
AC 310 Financial Accounting II	3
AC 401 Cost Accounting	3
AC 402 Income Taxation I	3
AC 430 Financial Accounting III	3
Total Hours	24

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
Total Hours	12

Interprofessional Nonprofit Leadership Undergraduate Certificate

Requirements	Hours
MG 305 Nonprofit Organization Mgmt/SL	3
MG 405 Nonprofit Strategy and Entrepreneurship	3
Electives	6
Courses must be selected outside the major course of study as listed below.	
BUS 311 Creating & Delivering Customer Value	
BUS 350 Business Communications	
MG 302 Management Processes and Behavior	
MG 401 Organizational Behavior	
MG 409 Human Resource Management	
MG 425 Managing Through Leadership	
CHHS 350 The Human Services Professional	
CHHS 415 Case Management in Human Services	
CHHS 420 Microskills & Coaching in Community Health and Human Services	
CHHS 425 Community Mobilization in Human Services	
CHHS 452 Evaluation and Grantsmanship in Health Education/Promotion Programs	
CHHS 455 Fundraising and Philanthropy in Human Services	
CHHS 460 Management of Human Services Organizations	
CJ 400 Drugs and Society	
CJ 343 Community-Based Corrections	
CJ 403 Restorative Justice	
CJ 442 Race, Crime, and Social Policy	
PSC 221 American State and Local Government	
PSC 316 Human Rights	
PUH 201 Introduction to Public Health	
PUH 202 Introduction to Global Health	
PUH 220 Environmental Factors in Public Health	

PUH 405 Managing Public Health Programs

Total Hours 12

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
Elective Leadership Courses		9
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	

Total Hours 15

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****GPA Requirement**

A minimum GPA of 2.0 is required in each certificate course.

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.

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 JAB'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 200 Principles of Accounting I	3
AC 201 Principles of Accounting II	3
AC 300 Financial Accounting I	3
AC 304 Accounting Information Systems	3
AC 310 Financial Accounting II	3
AC 401 Cost Accounting	3
AC 402 Income Taxation I	3
AC 430 Financial Accounting III	3
Total Hours	24

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
Total Hours	15

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
Elective Leadership Courses	9
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	
Total Hours	15

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

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.

The course covers basic financial accounting with an emphasis on recording transactions and preparing financial statements. Topics include the accounting cycle, accrual accounting, and the preparation of the income statement, balance sheet, and statement of cash flows.

Prerequisites: MA 105 [Min Grade: C](Can be taken Concurrently) or MA 106 [Min Grade: C](Can be taken Concurrently) or MA 107 [Min Grade: C](Can be taken Concurrently) or MA 125 [Min Grade: C] (Can be taken Concurrently) or MA 126 [Min Grade: C](Can be taken Concurrently) and AC 200 [Min Grade: B]

AC 304. Accounting Information Systems. 3 Hours.

Transaction processing cycles of accounting system; internal control, development, and control of information systems; emerging development of information technology.

Prerequisites: (AC 201 [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 for Corporate Careers. 3 Hours.

The course explores the major components of the balance sheet elements assets, liabilities and equity as well as revenue recognition.

Prerequisites: AC 300 [Min Grade: C]

AC 310. Financial Accounting II. 3 Hours.

Continuation of AC 300. Inventories, plant assets, intangible assets, current liabilities, long-term debt and stockholders' equity.

Prerequisites: AC 300 [Min Grade: B]

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.

Using financial data to make cost determinations, cost allocations, and budget-based decisions. Covers a variety of quantitative techniques to assist in managerial decision making.

Prerequisites: AC 201 [Min Grade: C]

AC 402. Introduction to Income Taxation. 3 Hours.

Introductory fundamentals and basic concepts of taxation.

Prerequisites: AC 200 [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]

AC 408. Advanced Topics in Regulation. 3 Hours.

This course provides an integrated understanding of the federal taxation of individuals, entities, and property transactions. In addition, this course covers ethical and professional responsibilities in tax as well as business law concepts. 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]

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]

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] or IS 303 [Min Grade: C]

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

Budgetary and fund accounting as applied to municipalities, other governmental units, and institutions operating as nonprofit entities.

Prerequisites: (AC 300 [Min Grade: C] and AC 304 [Min Grade: C])

AC 423. External Auditing. 3 Hours.

This course covers the major phases of an external audit including preliminary engagement procedures, planning the audit, evaluation of ICFR, substantive audit procedures, and reporting.

Prerequisites: AC 309 [Min Grade: C](Can be taken Concurrently) or AC 310 [Min Grade: C](Can be taken Concurrently)

AC 430. Financial Accounting III. 3 Hours.

Accounting for Dilutive Securities and Earnings per Share, Investments, Revenue Recognition, Income Taxes, Pensions and Post-retirement Benefits, Leases, Accounting Changes and Error Analysis, and the Statement of Cash Flows.

Prerequisites: AC 310 [Min Grade: B]

AC 440. International Accounting: From a User's Perspective. 3 Hours.

Development of international accounting knowledge needed to make informed decisions in a global business environment.

Prerequisites: AC 300 [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. 1-3 Hour.

Work experience enabling students to better integrate academic knowledge with practical applications by exposure to accounting practice and business environment.

Prerequisites: AC 300 [Min Grade: C] and AC 304 [Min Grade: C] and AC 310 [Min Grade: C] and (AC 402 [Min Grade: C] or AC 423 [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. Advanced Accounting. 3 Hours.

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

Prerequisites: AC 430 [Min Grade: B]

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 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 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 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])

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

An introduction of managerial and marketing principles used to create and deliver customer value in organizations. Not open to majors in the Collat School of Business.

Prerequisites: (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]) or EH 107 [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 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])

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.

Introduction to basic problems, concepts and management practices of distribution firms and manufacturing relationships. History of types of distributor organizations, functions and role of industrial distribution in the economy.

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

DB 400. Analytics in Distribution. 3 Hours.

This course provides tools and approaches to measure the effectiveness of distributor strategies and tactics and 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 QM 215 [Min Grade: C]

DB 410. Creative Solutions in Distribution. 3 Hours.

This course focuses on enhancing 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]

DB 430. Distribution Operations. 3 Hours.

The course emphasizes distribution operations decision making. There are heavy emphases on profitability analysis, margin management, pricing and price negotiations, and managing inventory investments.

Prerequisites: DB 320 [Min Grade: C] and AC 200 [Min Grade: C] and AC 201 [Min Grade: C] and EC 210 [Min Grade: C] and EC 211 [Min Grade: C] and QM 214 [Min Grade: C] and LS 246 [Min Grade: C] and QM 215 [Min Grade: C] and (BUS 101 [Min Grade: C] or BUS 102 [Min Grade: C]) and BUS 110 [Min Grade: C]

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

The course examines 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]

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.

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 microeconomic analysis. Students will learn why markets often function well without any centralized control and reasons why they sometimes do not, and why basic microeconomic models often are able to explain, predict and improve the world around us. The emphasis is on how the intuitive notions of optimization and equilibrium provide a unifying framework for understanding human behavior, as well as simple ways in which economists use real-world data to answer specific questions. This course meets Blazer Core Curriculum Humans and their Societies.

EC 211. Principles of Macroeconomics. 3 Hours.

This course is an introduction to macroeconomic analysis, which pertains to the overall economy. We study economy-wide phenomena such as the growth rate of national economic output, rates of inflation and unemployment, and learn how macroeconomists design government policies that improve aggregate economic performance. 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.

Money supply, banking system, and other financial institutions; how money affects aggregate economic activity.

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

EC 302. Law and Economics. 3 Hours.

This is an introduction to Law and Economics, that is, the application of economic analysis to legal questions. The course offers a survey of core issues (including property, contracts, and torts), an exposition of alternative approaches to those issues, and a discussion of important implications for economics, law, political science, philosophy, public administration, and sociology. The instructor encourages students to concurrently sign up for the course Cooperation and Competition (EC 330).

Prerequisites: EC 210 [Min Grade: C]

EC 303. Labor Economics. 3 Hours.

Economic analysis in dealing with major aspects of such problems as employment, wages, hours, unionism, labor-management relations, and social security. Influence of psychological and institutional factors.

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

EC 304. Intermediate Microeconomics. 3 Hours.

Advanced economic principles underlying value and production with additional training in application of these principles to problems of analysis.

Prerequisites: EC 210 [Min Grade: C]

EC 305. Intermediate Macroeconomics. 3 Hours.

Forces determining income and employment in economic systems, with special reference to the United States and other Industrialized Countries. Causes of unemployment and inflation. Role of government in maintaining stable prices and sustained growth.

Prerequisites: EC 211 [Min Grade: C]

EC 306. Health Care Economics. 3 Hours.

This course seeks to apply economic analysis to issues in health care. Students will review the basic tools of economic analysis and discuss the evolving trends and institutional features in the health care industry. Students will then use an economic way of thinking to address contemporary health care issues from an economic perspective. This will include consideration of the supply and demand for health care, hospitals, insurance and managed care, health labor markets, chronic disease, prescription drugs, and government policy.

Prerequisites: EC 210 [Min Grade: C]

EC 308. Economics of Environment. 3 Hours.

Use of economic analysis to examine interaction between economic institutions and physical environment. Specific topics: social costs and benefits of economic growth, interactions between private business and public welfare, and socioeconomic systems and goals.

Prerequisites: EC 210 [Min Grade: C]

EC 310. Managerial Economics. 3 Hours.

Economic theory and its application to managerial decision making process. Demand analysis, estimation, cost analysis, market analysis, pricing strategy.

Prerequisites: (EC 211 [Min Grade: C] and EC 210 [Min Grade: C] and GPAO 2.00)

EC 314. Natural Resource Economics. 3 Hours.

Natural resource economics applies the tools of economics to the problems facing the environment. This ranges from non-renewable resource extraction and pollution control, to non-market valuation and sustainable development. The focus is to encourage students, regardless of major, to apply foundational economic tools (taught and/or refreshed in the first few weeks) to an area where normative assessments are typically applied.

EC 320. Behavioral Economics. 3 Hours.

Incorporation of psychology into models of economic behavior. These models are applied to a variety of fields including industrial organization, marketing, and negotiation.

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

EC 330. Game Theory. 3 Hours.

This course studies strategic interaction between economic agents. Topics include finding Nash equilibria in sequential- and simultaneous-move games, game-changing strategic moves & their credibility, manipulating information, cooperation & coordination, auctions, bargaining, voting and incentives. The emphasis is on developing strategic intuition and understanding how and why results in experimental and real-world play often differ from those predicted by the underlying theory.

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

EC 401. Mathematical Approach in Economics and Business. 3 Hours.

Mathematical approach in economics and business.

Prerequisites: (EC 304 [Min Grade: C] or EC 310 [Min Grade: C])

EC 402. Law and Economics. 3 Hours.

Let's say that you own a home on a nice half-acre lot. What does that ownership mean? Can you do anything you wish with your property? Can you add on 5 additional levels to your home, making it a 7-story monolith? Can you start a chicken farm on your land? If you can't, then is it really your property? Law and economics explains property rights and the appropriate rules for competing uses of property. What if you slip on a grape in the fruit section at the local grocery store and break your hip? Is the store responsible for your medical expenses or are you? Should the justice system require that the store make sure that nobody ever slips on a stray grape? How much responsibility does the shopper have to take the proper amount of care in walking through a produce section? Law and economics helps to analyze the effects of different rules regarding accidents and liability. What is the best way to punish a murderer? Is the same punishment appropriate for someone who has engaged in securities fraud? If not, what is the best way to punish the fraudulent broker? Is punishment supposed to be a deterrent or is it meant to be retribution? Does your answer to the previous question lead you to different punishment conclusions? Law and economics helps determine what are efficient and effective punishment rules.

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 404. Topics in Public Policy. 3 Hours.

Topics in Public Policy.

Prerequisites: (EC 304 [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.

Analysis of theoretical principles underlying international trade and investment, and international monetary relations. Study includes the effects on domestic and foreign economies of commercial, monetary and fiscal policies. (Also IB 407).

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

EC 408. Topics in the History of Economic Theory. 3 Hours.

The development of economic thought from antiquity to the end of the twentieth century, with emphasis on the synthesis of evolving ideas constituting current economic theory.

Prerequisites: (EC 211 [Min Grade: C] and EC 210 [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 450. Economics, Institutions & Law. 3 Hours.

The course will study the microeconomic and macroeconomic consequences of different institutional environments and arrangements of designed incentives. This will include political, regulatory and legal structures and rules, both as pertain to actual institutions at the macro level (e.g., the Federal Reserve, the IMF, the World Bank) and regulated structures at the micro level (households and firms). The presumed conceptual frameworks will be based on intermediate microeconomics and introductory macroeconomics. Normative justification of institutional designs will be addressed. EC 320 is a recommended prerequisite.

Prerequisites: (EC 211 [Min Grade: C] and EC 304 [Min Grade: C])

EC 460. Economics Internship. 1-3 Hour.

The economics internship program offers qualified students the opportunity to gain first-hand experience in local organizations for a term while receiving academic credit. Participating organizations are expecting to receive high-quality work from the students they sponsor. The active participation by students in actual business decisions of the sponsoring organization is the primary interest of the internship.

Prerequisites: EC 304 [Min Grade: C] and EC 305 [Min Grade: C] and EC 210 [Min Grade: C] and EC 211 [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] and (BUS 310 [Min Grade: C] or FN 310 [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: (MK 303 [Min Grade: C] or BUS 311 [Min Grade: C]) and 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 102. Money and Society. 3 Hours.

The basic principles of the use of money in society are presented in a decision making framework. The objective of this course is to provide students with the tools necessary to analyze financial issues from a global and societal perspective.

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 305. Entering the Profession. 1 Hour.

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

FN 310. Fundamentals of Financial Management. 3 Hours.

Basic principles of financial management emphasizing the time value of money, stock and bond valuation, and capital budgeting; risk/return analysis, cost of capital, capital structure and cash flow analysis.

Prerequisites: AC 200 [Min Grade: C] and EC 210 [Min Grade: C]

FN 320. Financial Research Methods. 3 Hours.

Introduction to commercial and publicly available financial research databases and the basics of data analysis.

Prerequisites: FN 310 [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.

Fundamentals of investments with an emphasis on equity and fixed-income securities.

Prerequisites: FN 310 [Min Grade: C]

FN 351. Bond Portfolio Management. 3 Hours.

Fixed income markets and instruments, including valuation and portfolio strategies. Derivatives of fixed income securities.

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

FN 357. Securities Analysis. 3 Hours.

This course focuses on the fundamental principles and techniques of security analysis. Investment theory with emphasis on valuation of equity investment instruments.

Prerequisites: FN 310 [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: FN 310 [Min Grade: C] and FN 350 [Min Grade: C] or FN 490 [Min Grade: C]

FN 370. Principles of Real Estate. 3 Hours.

Upper division course designed to provide the student with a solid foundation for making real estate decisions. Course involves computer-based assignments.

Prerequisites: AC 200 [Min Grade: C] and EC 210 [Min Grade: C] and QM 214 [Min Grade: C]

FN 410. Corporate Finance. 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.

Financial analysis and decision making in international context. All traditional areas of corporate finance explored.

Prerequisites: FN 310 [Min Grade: C] or BUS 310 [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 452. Management of Financial Intermediaries. 3 Hours.

Roles, activities, and functions of financial institutions and their interrelationships.

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.

A work experience 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 496. Business Analysis and Valuation Using Financial Statements. 3 Hours.

This case-based accounting and finance capstone course articulates the linkage between accounting and finance and provides a framework for using financial statement data in business analysis and valuation contexts. Topics include business strategy, accounting and financial analysis, financial forecasting, and an introduction to business valuation.

Prerequisites: FN 410 [Min Grade: C] or AC 300 [Min Grade: C] or AC 320 [Min Grade: C]

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.

An advanced business communications course for undergraduates focusing on global communication skills required of students entering today's international business environment.

Prerequisites: EH 101 [Min Grade: C] and EH 102 [Min Grade: C] and BUS 350 [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.

Academic course of study in a business discipline which takes place in a foreign location. UAB GPA minimum 2.7 and permission of Collat School of Business faculty sponsor.

Prerequisites: GPAO 2.00

IS-Information Systems Courses**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 introductory course on database management systems. Emphasis is placed on providing students with the fundamental knowledge necessary to model business data needs, design logical data models, and design, implement, and use of a physical database in application development.

Prerequisites: IS 321 [Min Grade: C]

IS 302. Business Data Communications. 3 Hours.

A study of data communications technologies used for business. The technologies include local and wide area networks, as well as telephony. Network management and security are also emphasized.

IS 303. Information Systems. 3 Hours.

A survey course covering the theory and application of management information systems in business environments. Includes planning, development and implementation of business strategies that leverage information systems for competitive advantage.

IS 321. Systems Analysis. 3 Hours.

Focuses on the planning, decision making tasks and requisite skills necessary for the analysis of information systems.

IS 413. Introduction to Information Security. 3 Hours.

This course serves as an introduction to the field of information security where students will develop a basic understanding of the information security principles. Students will be able to understand the business value of information security and its legal/ ethical considerations. Students will also gain an appreciation for security planning and risk management and how risk may be mitigated through technical, physical, and administrative controls.

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

Primary objectives of the course are for the student to develop an understanding of key information security concepts, develop an understanding of how people, technology, and organizational policies should be developed and managed to safeguard an organization's information resources, learn how to manage under uncertainty and risk, develop policies and procedures to make information systems secure, and learn how to audit and recover from security breaches.

Prerequisites: IS 413 [Min Grade: C]

IS 417. Introduction to Business Intelligence. 3 Hours.

This course covers topics of knowledge management and business intelligence from an organizational IT perspective. The content of the course includes discussion of and readings on the nature of knowledge; knowledge discovery, generation, capture, transfer, sharing, and application; and includes discussion of the core IT capabilities necessary to deliver Business Intelligence in organizations. The development and use of data warehouses and data marts to support business analytics is discussed.

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

A course in Business Analytics focusing on the extraction and preparation of data for analysis, applying analysis methods, and reporting analysis results. Students will also examine issues related to data stewardship and provenance.

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 is required for all students in the Collat School of Business. Students acquire a general knowledge of the legal environment of business.

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: (LS 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: (LS 246 [Min Grade: C])

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

Introductory course covering the four functions of management: planning, organizing, leading, and controlling. Strategic planning, teamwork, decision-making, and communication are emphasized.

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.

The purpose of this course is to expose students to the historical origins of NPOs/NGOs, their favored tax status, and demands of transparency and accountability of achieving their stated missions. This course also exposes students to the challenges of managing a voluntary workforce, identifying revenue streams to fund activities, and developing strategies to ensure value creation in the nonprofit setting. This course is experiential. Students will explore the various aspects of the nonprofit sector academically and will also get 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. Wizarding 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.

Organizational behavior is the study of individuals and their behavior in the workplace. The course looks at behaviors across individual, group, and organizational levels. Broad topics include organizational behavior and leadership, understanding individuals in organizations, motivating employees, building relationships, 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.

Primary focus is 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 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 know about international business. We will consider cultural, political, and geographic differences and develop strategies to attempt to maximize business opportunities in view of these differences.

Prerequisites: MG 302 [Min Grade: C] or BUS 311 [Min Grade: C]

MG 416. Supply Chain Management. 3 Hours.

Course takes operational view of the mechanism for matching supply and demand through the management of material and information flow. This framework is used to understand strategic, design and operational issues insupply management.

Prerequisites: (MG 403 [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. This is a service/experiential learning designated course.

MG 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.

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. Must be a management major, at least junior standing, C or better in MG 302 and GPA of 2.0 overall. Sponsoring business may require additional courses.

Prerequisites: MG 302 [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. Management Seminar/SL. 3 Hours.

Selected management topics. This is a designated service-learning course integrating academic learning, civic learning and meaningful service to the community.

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.

Survey course of the modern business process for planning, distributing, promoting and pricing of products (goods and services) for domestic and international organizations.

Prerequisites: GPAO 2

MK 310. Consumer Behavior. 3 Hours.

This course focuses on models and concepts that help managers understand and act upon consumer behavior. The course is designed to enhance student understanding of consumer behavior, and provide opportunities for students to apply this knowledge. The course is presented from the perspective of a marketing manager.

Prerequisites: MK 303 [Min Grade: C]

MK 312. Retail Marketing. 3 Hours.

Business to consumer marketing with consideration for location, organization, buying, receiving stock inventory and control, policies, pricing, services, control and personnel management within retail establishments.

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

MK 330. Professional Selling. 3 Hours.

The course focuses on the fundamentals of professional selling and the professionalization of the field. The course combines personal selling theory with actual practice. Students develop the analytical and communicative skills useful in their future business relationship-building activities. Analytical skills are developed through an assignment that requires students to research, design, and present their own comprehensive sales scenario. Students practice their communicative skills through in-class role playing.

MK 333. Sports Marketing. 3 Hours.

Strategic analysis, positioning and marketing of professional and amateur sports events and organizations. The goal is to provide students with a comprehensive view of all that is required to successfully market a sporting organization or event. Junior standing required.

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 405. Marketing Analytics. 3 Hours.

This course focuses on the analysis and use of data to make better strategic and tactical marketing decisions.

Prerequisites: MK 303 [Min Grade: C] and QM 215 [Min Grade: C]

MK 408. Marketing Research. 3 Hours.

Research techniques in marketing with application of research findings to decision making and formulation of marketing strategies.

Prerequisites: (MK 303 [Min Grade: C] and AC 201 [Min Grade: C] and EC 211 [Min Grade: C] and LS 246 [Min Grade: C] and QM 215 [Min Grade: C])

MK 410. Integrated Marketing Communication. 3 Hours.

Considers the organizations coordinated and strategic use of communication tools used in marketing including 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] and AC 201 [Min Grade: C] and EC 211 [Min Grade: C] and LS 246 [Min Grade: C] and QM 215 [Min Grade: C] and CS 101 [Min Grade: C])

MK 416. International Marketing. 3 Hours.

International marketing activities, including environmental issues, marketing strategy and tactical considerations in entering foreign markets.

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

MK 418. Digital Marketing. 3 Hours.

Overview of various digital marketing strategies, tools, and metrics used to deliver value to businesses and consumers.

Prerequisites: MK 303 [Min Grade: C]

MK 419. Services Marketing. 3 Hours.

Understanding service customers, customer satisfaction, motivating service employees, improving service quality and role of services in strategy planning.

Prerequisites: (MK 303 [Min Grade: C] and AC 201 [Min Grade: C] and EC 211 [Min Grade: C] and LS 246 [Min Grade: C] and QM 215 [Min Grade: C] and CS 101 [Min Grade: C])

MK 420. Sales Management. 3 Hours.

The course focuses on the fundamentals of professional selling and the professionalization of the field. The course combines personal selling theory with actual practice. Students develop the analytical and communicative skills useful in their future business relationship-building activities. Analytical skills are developed through an assignment that requires students to research, design, and present their own comprehensive sales scenario. Students practice their communicative skills through in-class role playing.

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

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

Emerging Trends in Professional Selling is a module-based course that focuses on advanced selling topics in the business-to-business context that are both relevant and timely. The course will introduce students to these topics while focusing on the skills necessary for success as it relates to each topic. Topics may include, but are not limited to, inside selling, virtual selling, social selling, team-based selling, strategic account management, customer relationship management (CRM) software utilization, and sales negotiations. Topics focused upon will be reviewed on an annual basis to ensure relevance in relation to industry, and corresponding student, needs.

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 440. Small Business Consulting and Research. 3 Hours.

Applied field work integrating functional business fields of management, finance, accounting, marketing, economics, production policy, and decision making related to small business enterprises.

Prerequisites: FN 310 [Min Grade: C] and MG 302 [Min Grade: C] and MK 303 [Min Grade: C]

MK 445. Marketing Internship. 1-3 Hour.

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

Prerequisites: (MK 303 [Min Grade: C] and AC 201 [Min Grade: C] and EC 211 [Min Grade: C] and LS 246 [Min Grade: C] and QM 215 [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: (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: (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 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 QM 215 [Min Grade: C] and EC 210 [Min Grade: C]