

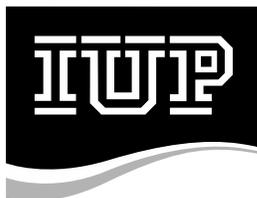
UNDERGRADUATE CATALOG 2017–18

EBERLY COLLEGE OF BUSINESS AND
INFORMATION TECHNOLOGY

www.iup.edu/business

This document is a direct extract from the full 2017–18 *Undergraduate Catalog*. As a result, the original page numbering will appear.

For information on other colleges at IUP, or about specific courses, please consult the full 2017–18 catalog, available at www.iup.edu/registrar/catalog. Earlier catalogs are also available at this web address.



Indiana University of Pennsylvania

The Eberly College of Business and Information Technology

Robert C. Camp, Dean

Kara K. Romance, Assistant Dean for Undergraduate Student Services

Cynthia L. Strittmatter, Assistant Dean for Administration

Prashanth N. Bharadwaj, Dean's Associate

Website: www.iup.edu/business

In the spring of 1994, the College of Business was renamed to commemorate the generous commitment of the Eberly family through the Eberly Family Trust to the developmental needs of the college. Departments within the Eberly College of Business and Information Technology (ECOBIT) include Accounting, Finance and Legal Studies, Management, Information Systems and Decision Sciences, and Marketing.

College Majors and Concentrations

- **Accounting**
- **Finance**
- **Human Resource Management**
- **International Business**
- **Management** (Tracks: General Management, Energy Accounting and Finance, Energy Management, Entrepreneurship and Small Business Management, Supply Chain Management, and Professional Land Resource Management)
- **Management Information Systems** (Tracks: Information Systems, Information Technology)
- **Marketing**

Mission Statement

The mission of the Eberly College is to provide students with a broad range of high-value undergraduate and graduate business programs aimed at fostering ethical behavior and entrepreneurial spirit, and developing skills vital to their success in today's world.

The college enrolls a highly diverse student body from Pennsylvania, other states, and from many countries around the world. The college provides a student-centered and technologically integrated learning environment. The college maintains a global focus and provides opportunities for real-world exposure and cross-cultural experience.

The Eberly College is especially committed to high-quality instruction. It is committed to research activities which enhance the quality of instruction and contribute to both the applied and basic literature of business.

Committed to the economic vitality of the region, the Eberly College engages in service activities that include opportunities for involvement of both faculty and students with the business community.

Vision Statement

The Eberly College of Business and Information Technology aspires to be a premier business school, recognized worldwide for excellence through applied learning, leadership development, cross-cultural enrichment, scholarship, and service.

Accreditation

AACSB International—the Association to Advance Collegiate Schools of Business—has accredited the undergraduate and graduate business degree programs offered by the ECOBIT. Accreditation shows that a school fulfills its mission, meets its objectives, and maintains the high standards set by AACSB International. The outcome is managers and business professionals who know how to think, communicate, solve problems, and provide leadership in the global marketplace.

Bachelor of Science Degree

For those pursuing the bachelor of science degree, IUP's training will provide a broad liberal background in the behavioral sciences; a keen perception of the socioeconomic world in which we live and work; a foundation of general professional education for personally fruitful and socially useful

careers in the varied fields of business; and an opportunity to obtain the specialized knowledge and skills essential to future occupational growth and advancement. There are seven bachelor of science degree programs offered in business—Accounting, Finance, Human Resource Management, International Business, Management (General Management, Energy Accounting and Finance, Energy Management, Entrepreneurship and Small Business Management, Supply Chain Management, and Professional Land Resource Management), Management Information Systems (Information Systems, Information Technology), and Marketing. Each program includes a variety of business and business-related courses designed to enrich the student's understanding of the modern business system.

A student may not pursue course work in the ECOBIT with the expectation of graduating from the college unless he/she has been accepted as a degree candidate in the college.

Enrollment in all ECOBIT courses at the 300 and 400 level is restricted to students with junior or senior standing. All students, regardless of major or program affiliation, must meet course prerequisite requirements to enroll in a given course.

Students may, in consultation with their advisors, plan their program of study to obtain a minor in an area of business specialization other than their major or a related area outside the ECOBIT.

Students can also pursue a BS degree in all of the ECOBIT's majors and concentrations by completing the first 75 credits of the IUP BS program at the campus of People's Education Society (PES) in Bangalore, India. Upon successful completion of these 75 credits, students can transfer these 75 PES credits to IUP and complete the remaining 45 credits at IUP and receive a BS degree in one of the majors offered by the ECOBIT at IUP. Contact the ECOBIT for further details.

Business Minors for ECOBIT Students

The Accounting, Finance, Management, Management Information Systems, and Marketing minors are offered only for students who are majoring in one of the other majors in the ECOBIT and assume the common 36-credit business core.

Pre-law Interdisciplinary Minor

Successful lawyers possess excellent skills in writing and speaking and can analyze a problem and explain its solution in clear, logical terms. The Pre-law Interdisciplinary minor prepares the student especially well in these areas and provides the skills and knowledge needed to do well in the law school admissions examination. This minor may be taken with any major in the ECOBIT. Although a pre-law minor is not required for law school admission, this interdisciplinary minor will provide students with the prerequisite skills for law school. Interested students should contact the Department of Finance and Legal Studies.

Pre-law Interdisciplinary Minor

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Seven courses, including at least one from each of the areas (no courses with student's major prefix):

<i>Business:</i>	ACCT 201, ACCT 202, BLAW 235
<i>Criminology:</i>	CRIM 210, 215, 225, 255
<i>Economics:</i>	ECON 121, 122, 332
<i>English:</i>	ENGL 212, 227, 265, 310, 321
<i>History:</i>	HIST 320, 341, 342, 346, 475
<i>Philosophy:</i>	PHIL 101, 122, 130, 221, 270, 320, 450
<i>Political Science:</i>	PLSC 358, 359, 361, 405

Minor in Business Administration for Nonbusiness Majors

The ECOBIT offers, as a joint effort of its departments, a 21-credit minor for nonbusiness majors. The program is designed to give nonbusiness majors a general background in business with 12 credits of prescribed Liberal Studies courses and 21 credits of required business courses.

Minor—Business Administration for Nonbusiness Majors 21

Prescribed Liberal Studies:

Mathematics: MATH 214 or 217

Social Science: ECON 121

Liberal Studies Electives: BTED/COSC/IFMG 101, ECON 122

Required Business Courses: 15

ACCT 201	Accounting Principles I	3cr
ACCT 202	Accounting Principles II	3cr
FIN 310	Fundamentals of Finance	3cr
MGMT 310	Principles of Management	3cr
MKTG 320	Principles of Marketing	3cr

Other Requirements: 6

Two of the following courses with advisement:

BCOM 321	Business and Interpersonal Communications	3cr
BLAW 235	Legal Environment of Business	3cr
IFMG 300	Information Systems: Theory and Practice	3cr
MGMT 330	Production and Operations Management	3cr

Effective Teamwork and Communication Minor

The Effective Teamwork and Communication minor is an interdisciplinary program that aims to better prepare students for a competitive job market by instilling interpersonal, teamwork, and communication skills for use in their field. Employers of today seek job candidates who possess a strong set of technical skills, but strongly prefer someone who can also work in a team environment. Ninety percent of employers believe that team skills are equally, or even more important, than technical skills when hiring. This minor provides students with ways to stand out from the crowd.

The addition of the minor is practical for all majors, particularly those programs with few free electives. The minor draws expertise from appropriate faculty across the university to introduce and relate in-demand teamwork attributes to core foundation theories of communication, leadership, sociology, and theater. Students further develop their teamwork and communication skills as they solve current, real-world problems in in-major projects within their required classes. The direct connections of the liberal courses and in-major coursework minimizes the course load for students who wish to enhance their education and future job prospects and emphasizes the application of a liberal studies education.

The coursework of the minor will expose students to understanding how their beliefs, attitudes, and actions affect the team as well as how the diversity of the team adds strength and additional perspective to solve complex problems facing society. Students will learn how to engage audiences with nontechnical and technically rich content, frame and present arguments, and develop the ability to speak about their work and its significance. Traits of good team members and leaders will be examined. Capstone projects, coupled with required in-major courses, provide a direct opportunity for students to develop their skills within their chosen field. Students will reflect on the personal qualities and attributes they bring to a team and prepare materials that best illustrate these skills to future employers.

Minor—Effective Teamwork and Communication 18-20

Required Courses: 12

COMM 261	Teamwork and Communication Skills for College and Career (1)	3cr
LDSP 361	Introduction to Leadership	3cr

SOC 161	Foundations of Sociology: Social Relations in Groups and Organizations (2, 3)	3cr
THTR 161	Introduction to Theater: Interpersonal Practices (4)	3cr

Interdisciplinary Teamwork Course: (5) 3-4

One course approved as a Teamwork-Intensive section (T-Course) course. 3-4cr

Capstone Courses: (6) 2-3

TMWK 461	Teamwork and Communication in Research (7)	1cr
	And one to two credits of independent study, honors thesis, or undergraduate research (8)	1-2cr

- (1) COMM 261 counts as a Liberal Studies Elective in Oral Communication and Information Literacy requirements.
- (2) SOC 161 counts toward the Liberal Studies Social Science requirement.
- (3) SOC 161 and 151 are interchangeable for pass/repeat. SOC 161 is required for the minor.
- (4) THTR 161 counts toward the Liberal Studies Fine Arts requirement. THTR 161 and 101 are interchangeable for pass/repeat. THTR 161 is required for the minor.
- (5) Any teamwork-intensive course can count towards a student's minor. Students are encouraged to take a teamwork-intensive course that is a required course or elective in their major.
- (6) Students need a minimum 6cr of 300- and 400-level course work. This requirement is completed using one of the two following approaches:
 - 1) LDSP 361 and a 3cr 300- or 400-level teamwork intensive course or
 - 2) LDSP 361, TMWK 461, and 2cr of a 300- or 400-level independent studies/honors thesis/undergraduate research.
- (7) TMWK 461 is a required course for the minor. The independent studies/honors thesis/undergraduate research course is a co-requirement (or may be taken as a prerequisite) for TMWK 461.
- (8) Students who take a 3cr teamwork-intensive course need 2cr of independent study, honors thesis, or undergraduate research.

ECOBIT Honors Program Track

The ECOBIT Honors Program Track is a highly selective academic program of 30 credits that provides students with increased challenges and unique learning experiences. The program emphasizes special curricula, leadership opportunities, and student/faculty interaction that are necessary to develop fully those students who possess the capacity and motivation to excel. This honors program is particularly encouraged for students who intend to seek admission to graduate or professional schools. The program includes a varying number of exclusive courses in the freshman through the senior years.

Admission to the honors program will be based on a holistic approach, including SAT scores, secondary school GPA, secondary school class rank, and a self-statement describing the student's academic and career goals. Selection will be made by an ECOBIT Honors Selection Committee, with representation from administration, faculty, and students.

To remain in the program, a student must maintain a cumulative 3.25 GPA and a 3.25 GPA in the business courses. The program requires 30 credits. Included in the 30 credits also are mentoring and service experiences.

Honors course work is recorded on university transcripts, and students completing the ECOBIT honors program will be recognized at departmental commencement ceremonies.

ECOBIT Academic Policies

Academic Integrity Pledge

ECOBIT continually strives to strengthen the integrity and ethical conduct of both students and faculty. Majors in the ECOBIT, therefore, are required to sign a student pledge of academic honesty. The purpose of the student pledge is to build trust among students and faculty while fostering an academic environment of shared values.

Junior Standing

To be accepted for junior standing, a business major must have:

- accumulated 60 credits or more of academic credit,
- achieved a minimum 2.0 cumulative GPA,
- successfully completed the following courses: ACCT 201, 202, BLAW 235, BTED/COSC/IFMG 101, ECON 121, 122, ENGL 101, 202, MATH 115, 214, PSYC 101, and QBUS 215.

Business majors are required to have achieved junior standing before enrolling in 300- or 400-level courses in the ECOBIT. Students who have not completed the junior standing requirements may, with permission from the dean or dean's designee, enroll in 300- or 400-level courses in ECOBIT; however, they may be expected to schedule courses during the winter and/or summer sessions to meet the requirements in a timely manner.

Note to Business Majors: All business core classes must be successfully completed before MGMT 495 Business Policy can be taken. No exceptions are being made. These classes include ACCT 201, ACCT 202, BCOM 321, BLAW 235, FIN 310, IFMG 300, MGMT 310, MGMT 330, MKTG 320, and QBUS 215.

Residency Requirement

All of the college's majors must take a minimum of 50 percent of their required business* credits in IUP course work. IUP credits earned by examination, such as CLEP, are counted toward IUP residency.

Restriction for Nonbusiness Majors

Students not majoring in business may count a maximum of 30 credits in business* course work toward the 120-credit-degree minimum. Business credits in excess of 30 will be permitted only as credits beyond the 120 for graduation.

*For purposes of all policies above, "business" course work consists of all ECOBIT courses except IFMG 101 and QBUS 215. ECON 334 is also treated as a "business" course. "Nonbusiness" course work consists of IFMG 101, QBUS 215, and all non-ECOBIT courses except ECON 334.

The Corporate Relations and Internship Office

IUP offers one of the largest business internships programs in Pennsylvania. Students can choose from a wide range of organizations to gain real-world experience while earning academic credit. Internship advisors are available to counsel students regarding internship prerequisites, procurement of the internship position, and scheduling to maximum benefit.

Office of Academic Services

This office provides academic assistance to lower-division and probationary students and is directed by the assistant dean of the ECOBIT. Staff members are available to answer questions on the processes related to registration, change of major, removal of incompletes, grade appeals, etc.

School of International Management

With the increasing demand for cross-cultural knowledge and international competence, the ECOBIT has committed itself to a comprehensive strategy of providing future business leaders with a global foundation so they may become the world-class managers of tomorrow. The School of International Management offers a rich program that will strengthen business students and provide regional businesses with personnel who have a global perspective and internationally competitive management skills. This global perspective is provided to students through broad exposure to cross-cultural course work, integration of international concepts in selected business courses, direct exposure to individuals from other cultures, and a period of residency in another country.

Business Advisory Council

Eberly College's Business Advisory Council is a select group of more than 100 business leaders. The council helps the college in its educational and service mission through counsel and feedback on matters such as program objectives, curriculum development, program development and promotion, and recruitment and retention of students and faculty.

College of Business Student Advisory Council

This council consists of the presidents and vice presidents of all of the business student organizations. Its mission is to provide a representational body for the students of the ECOBIT. This is accomplished through representatives from each of the college's organizations in addition to business students. It provides a foundation for activities and functions with the college.

ECOBIT Student Organizations

- Association for Operations Management
- Association of Management Information Systems
- Finance Association
- Future Entrepreneurs Club
- Graduate Business Student Association
- International Business Association
- Management Association
- Mock Trial Club
- Phi Beta Lambda
- Phi Gamma Nu
- Society for Human Resource Management
- Student Accounting Association
- Student Managed Investment Portfolio
- Student Marketing Association
- Student Operations Management Association

Service Units

The **Management Services Group (MSG)** is a confederation of consulting units instituted in 1991 by the ECOBIT in support of ongoing and start-up businesses in the Indiana County region. An integral objective of the group is to provide educational opportunities through an ongoing schedule of seminars and workshops for local businesses. The MSG consulting units are listed below.

The **Small Business Development Center** offers free business consulting to existing and start-up businesses in the preparation of business plans. The staff helps pull together a business plan suitable for presentation to a bank. This includes working with the client to put together a complete set of financial projections.

The **Indiana County Small Business Incubator** was established in 1986 as a joint effort of IUP, the Indiana County commissioners, and several county and state agencies. The Ben Franklin Partnership has provided operational capital and other support services since the incubator's inception. The incubator provides small start-up businesses with consultation, services, and space.

The **Small Business Institute (SBI)** was established to assist existing small businesses with various types of problem resolution. Through the SBI, undergraduate and graduate business students work under close supervision of faculty members to assist clients with accounting systems, market studies, computer system installation, business planning, and operations management.

The **Government Contracting Assistance Program** helps area businesses identify and respond to federal and state requests for bids for products and services. The program is funded by the Department of Defense. Contract sales generated through this program add to the vitality of the local economy.

The **Center for Family Business** was designed to serve the unique needs of family-owned businesses. Issues such as performance compensation, establishment of an effective corporate board, conflict resolution, management of siblings and cousin teams, succession, and estate planning are critically important and virtually ignored by other educational forums. The center provides an educational program consisting of four meetings per year that focus on the topics outlined.

The **IUP ExcEL Center (Excellence in Entrepreneurial Leadership)** was established to enhance the culture of entrepreneurship, innovation, and new venture creation through IUP and the local community. The center provides students across all academic disciplines with opportunities to pursue an

entrepreneurial path while continuing their education. The center allows IUP students to have a full range of entrepreneurial experiences through delivery of undergraduate and graduate entrepreneurship course work, student involvement in entrepreneurial activities, and entrepreneurial community outreach programs.

The **WEDnetPA GFT Program** provides for the training of Pennsylvania's workers for a growing economy. It offers a comprehensive collection of workforce skill development tools as well as a Workforce Learning Resource Center, specifically designed to serve business and industry. Employers can tap into the program for training and grant funding initiatives, advice for planning job training to meet company goals and objectives, the latest research on best industry practices, complete online and instructor-led training courses, and rental facilities.