

Shidler College of Business



Administration

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General Information

The Shidler College of Business (Shidler College) prepares students for business leadership in Hawai'i and the Pacific basin. Students receive a solid foundation, both theoretical and practical, in the structures, functions, and objectives of business enterprise. Shidler College provides one of the two degrees in business (BBA) and the only MBA in the state of Hawai'i that are accredited by AACSB-International.* The

primary emphases of Shidler College are international business, information technology, and entrepreneurship.

Shidler College offers both undergraduate and graduate degrees, including the bachelor of business administration (BBA), the master of business administration (MBA), the master of accounting (MAcc), the executive MBA (EMBA), the Japan-focused MBA (JEMBA), the China International MBA (CIMBA), US International MBA (USIMBA), the neighbor island MBA (NIMBA), the executive MBA Vietnam (Ho Chi Minh and Hanoi), the master of financial engineering (MFE), the master of human resource management (MHRM), and the PhD in international management. Several professional development programs are also offered through Shidler College's Executive Education Center.

Mission

To create a premier learning and research community that prepares students to be leaders in a global business environment that is multicultural, entrepreneurial, and technologically advanced.

The special role of Shidler College in UH Mānoa is to serve as the center of advanced graduate and professional studies in business administration while emphasizing research and providing excellence in undergraduate programs.

Accreditation and Affiliations

Shidler College is accredited by AACSB-International* and is a member of the Graduate Management Admissions Council (GMAC).

Degrees

Bachelor's Degrees: BBA with concentrations in accounting, finance, human resources management, international business (double major only), management, management information systems and marketing, as well as a flexible program. (A concentration negotiated with a faculty committee is available to superior classified students. Inquire at the Shidler College Office of Student Academic Services for details.)

Master's Degrees: MBA, Japan-focused MBA, China International MBA, US International MBA, Executive MBA, Executive MBA Vietnam (Ho Chi Minh and Hanoi), MAcc, 3/2 Master of Accounting, Master of Human Resource Management

Doctoral Degree: PhD in international management

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*(AACSB): The Association to Advance Collegiate Schools of Business

Advising

Academic advisors at the Shidler College Office of Student Academic Services (OSAS) assist students with program planning and course selection; learning UH Mānoa policies and procedures; fulfilling graduation requirements in a timely manner; and exploring transfer credit, study abroad exchange, and other educational opportunities, resources, and options. Students, while responsible for their own academic progress, should consult their advisors on a regular basis to monitor their academic status and progress toward degree completion.

Advising for undergraduate students, including mandatory advising for newly admitted undergraduate students, is available in BusAd B-101, (808) 956-8215, email: business@hawaii.edu. Advising for graduate students is available in BusAd G-202, (808) 956-8266, email busgrad@hawaii.edu.

Undergraduate Programs

The Shidler College of Business offers a professional, upper division program designed to give students a broad liberal arts background and a sound education in the essentials of business management. The BBA degree program, therefore, is comprised of three integral parts: (a) general education, (b) business fundamentals, and (c) a specialized major area of business. Students may select a major that complements their interests, aptitude, and career goals from such fields as accounting, finance, human resources management, international business, management, entrepreneurship, management information systems and marketing. A double major and/or minor are also options, as well as a flexible major program.

Admission Requirements

Students transfer into Shidler College upon the successful completion of the following admission requirements:

1. Minimum of 55 credit hours of college-level work (junior standing);
2. Minimum cumulative GPA of 2.5 in all courses attempted (combined UH Mānoa and transfer GPA from all other colleges attended) and a minimum cumulative GPA of 2.0 at UH Mānoa (if courses have been attempted at UH Mānoa). If 30 or more credits with a 2.5 cumulative GPA have been completed at UH Mānoa, the transfer GPA will not be used to determine admission.
3. Completion of the following pre-business courses with a combined GPA of at least 2.5, with no grade below C. (C- grades will not be accepted for admission.) Pre-business courses: ENG 100/101/ELI 100 or ENG 200; SP 151 or 251; ACC 201 and 202; NREM 203, BUS 250 or MATH 203, 215, 241 or 251A; and ECON 130 and 131;
4. Minimum grade of C in ICS 101 (or equivalent); and
5. If three or more business courses (or equivalents) beyond the pre-business courses (e.g., business law, statistics, management, etc.) have been attempted, a combined GPA of at least 2.5 is required in those courses.

Important: The Diversification-Social Sciences requirement in the General Education Core is met by completing ECON 130, 131 and PSY 100 or SOC 100 (which is the prerequisite to BUS 315 in the business core).

Application Procedures

Students currently enrolled as classified students at UH Mānoa can contact the Shidler College of Business, Office of Student Academic Services (OSAS), BusAd B-101, for application materials.

Non-UH Mānoa students or unclassified students enrolled in Outreach College must submit the System Application Form to the Office of Admissions and Records, 2600 Campus Road, Room 001, Honolulu, HI 96822 (or visit the website at manoa.hawaii.edu/admissions/).

Application Deadlines

The application deadlines for classified UH Mānoa students are **November 1** for the spring semester and **May 1** for the fall semester.

New and transfer students should consult with the Office of Admissions and Records for the application deadlines. Information is available online or call (808) 956-9875.

College Requirements

1. Completion of 124 non-repeated credit hours, including the General Education Core Requirements (see the “Mānoa General Education Core and Graduation Requirements” section for more information) and the following College curriculum requirements:
 - a. Pre-business courses (see “Admission Requirements”);
 - b. Required business courses: BLAW 200, BUS 310, 311, 312, 313, 314, 315, 345;
 - c. Requirements for the major;
 - d. BUS 209 or ENG 209;
 - e. An upper division course in international business; and
 - f. 15 credits of non-major elective courses (beyond the introductory level) which may include a minor and up to 3 credits of BUS 395.
2. GPA of 2.0 in all UH Mānoa registered credit hours.
3. GPA of 2.0 in all required business courses (and their equivalents) and Shidler College major courses completed at UH Mānoa.
4. Grades of C- or higher in any required business courses (and their equivalents) and Shidler College major courses completed at UH Mānoa.
5. Residency requirements for BBA degree include both:
 - a. University residency requirement of 30 credit hours at UH Mānoa and
 - b. Minimum of eight upper division business courses (24 credit hours), including a minimum of three courses in the student’s major and BUS 345, after admission to Shidler College.

Students interested in applying to Shidler College should contact the Office of Student Academic Services for current information on admission and program requirements.

Modification of Hawaiian/Second Language Requirement for Shidler College Students

Shidler College students must complete one or a combination of the following options to satisfy the Hawaiian/Second language requirement:

1. A four-semester sequence of a single language (or proven competency via a language requirement waiver or completion of 202/212);

2. Participation in a study abroad or international exchange program of 12 credits or more;
3. 12 credits of international culture/area courses, from one culture of study, to be chosen from an approved list of courses provided by the Shidler College Curriculum and Program Committee and the Office of Student Academic Services.

Major Requirements

See appropriate departments in this *Catalog* for specific major requirements leading to a BBA degree.

Academic Policies

Sequence of Courses

Shidler College undergraduates must take BUS 310 and 311 in their first semester in the Shidler College. Furthermore, Shidler College students must consult the course descriptions in this *Catalog* for prerequisites and proper sequencing of business and major courses toward graduation.

Minimum Standards for GPA

The minimum acceptable academic performance for Shidler College undergraduates at UH Mānoa is (a) cumulative UH Mānoa GPA of 2.0; (b) GPA of 2.0 in all required business courses (and their equivalents) and Shidler College major courses completed at UH Mānoa; (c) Grades of C- or higher in any required business courses (and their equivalents) and Shidler College major courses completed at UH Mānoa.

Probation

Shidler College students are placed on probation at the end of any semester for any of the following reasons:

1. The student's cumulative GPA falls below 2.0
2. The student's GPA in required business courses and major falls below 2.0
3. The student fails to complete BUS 310 and 311 in the first semester in the Shidler College with a grade of C- or higher.
4. Satisfactory progress toward graduation is not being made.

Students on probation will be required to meet with their academic advisor.

Double Major

Students may pursue a double major to enhance their educational spectrum and professional marketability. To qualify for a double major, students must have a minimum cumulative UH Mānoa GPA of 3.0 and a minimum UH Mānoa GPA of 3.0 in each of the two proposed majors. At the time of declaration, the student must have completed at least one course in each major. A double major shall consist of 27 or more credits which lead to a specialization in two fields of study. Courses must meet the requirements for a major in each of the fields, and may not be used to meet the non-introductory electives requirement. (**Note:** International Business is offered only as a double major.) After successfully meeting the double major requirements, students may officially declare a double major in the Office of Student Academic Services.

Transfers

Students completing their first two years of study at a community college or at another four-year institution should

take only those business courses offered at the freshman or sophomore level (e.g., introductory accounting, business law). Business courses taught at community colleges may not be used to satisfy upper division course requirements in Shidler College (e.g., business statistics). Junior-level and senior-level business courses are accepted only from colleges accredited by the AACSB and select foreign universities.

Seniors

Seniors must file a graduate application one semester prior to their final graduation semester. Seniors who plan to finish their program requirements during the summer session will need to indicate on their graduation application if they would prefer their name to be printed in the spring commencement program **or** the fall commencement program. Application forms and deadline information is available as OSAS.

Withdrawal Deadline

Shidler College strictly enforces a three-week withdrawal deadline for upper-division business classes. Please note that this deadline is not the same as that for non-business classes. In general, exceptions regarding late drop requests will not be granted.

Dual/Concurrent Degrees

Shidler College students may choose to pursue a concurrent degree in any other UH Mānoa school or college. The consideration of an additional field of study can increase knowledge, diversify perspectives, and enhance personal education as well as professional growth. Requirements for admission include a cumulative GPA of 3.25, approval from the current advisor, and a statement of purpose from the applicant. Current Shidler College students considering a dual degree or students interested in admission to the Shidler College as a concurrent degree candidate should meet with an advisor in the Office of Student Academic Services to discuss individual academic programs.

Second Baccalaureate Degree

Priority for admission is given to students seeking their first undergraduate business degree. Shidler College welcomes students pursuing a second bachelor's degree, however, students who have already completed a bachelor's degree in business will be denied admission to Shidler College of Business. Students should complete the application form (available online) and submit the appropriate required documents to the Office of Admissions and Records in QLCSS 001 or call (808) 956-8975.

Minors

Shidler College students may choose a minor offered in another UH Mānoa college to complement their business program. A minor course of study consists of a minimum of 15 credit hours of non-introductory or upper division coursework that is completed with a grade of C (not C-) or better. Shidler College students may use a minor to replace the non-introductory electives requirement. Minor course work must be approved by the respective department advisor.

Minor in Business Administration

The Shidler College offers a minor in Business Administration to non-business majors. This minor will provide students with a greater understanding of business in preparation

for their entrance into the workforce. Applicants must meet the following requirements:

1. Classified undergraduate student not enrolled in the Shidler College of Business
2. Junior standing (55 or more college-level credits)
3. 2.5 cumulative GPA
4. Completion of the following courses with a C (not C-) or better:
 - a) ICS 101 (or equivalent)
 - b) ECON 120 or 130 or 131
 - c) ACC 201
 - d) Calculus (or equivalent: NREM 203 or MATH 203 or 241 or 251 or BUS 250) or Statistics (or equivalent: NREM 310 or ECON 321 or PSY 225 or SOCS 225)
 - e) PSY 100 or SOC 100

For more information and to receive an application, please contact the Shidler College Office of Student Academic Services in BusAd B-101 or at (808) 956-8215.

Graduate Programs

Shidler College of Business offers the only AACSB-International accredited MBA and MAcc programs in Hawai'i. The AACSB seal of approval guarantees students that their programs satisfy the expectations of a wide range of quality standards relating to strategic management of resources, interactions of faculty and students in the educational process, and achievement of learning goals in degree programs. There are less than 550 AACSB accredited institutions worldwide, and Shidler College of Business is proud to be one of them.

Application Deadlines

Master's Degree Programs:

The MBA and MAcc programs both admit students during the fall semester. The fall application deadline is **March 1** for international students and students interested in scholarships and **May 1** for all other students. The fall deadline for the Master of Human Resources and the Executive MBA program is **June 1**. The fall deadline for the Executive MBA-Vietnam program is **July 1**.

The MAcc program is the only program that admits students during the spring semester. The spring application deadline for the MAcc program is **November 1**. The deadline for the Waseda MAcc program is **January 1**.

Master of Business Administration

Full-time MBA—The full-time MBA program offers students a comprehensive foundation in business fundamentals with an Asia-Pacific focus. The full-time MBA program features a first-year cohort experience designed to help students learn the inner-workings of group dynamics crucial for the leaders of today's organizations. The MBA curriculum is predominantly focused in international business and focuses on developing the skills and breadth of judgment required of top-level managers and executives in both the private and public sectors.

Students spend their first year learning the principles and theories of management strategies through a sampling of courses in various functional areas. Next, students spend the

summer taking part in an internship experience allowing them to build upon the foundation created during their first year. The second year is spent customizing their degree through the completion of seven elective courses. With the assistance of an advisor, students select courses that fit their personal and professional goals and interests.

Part-time MBA—The part-time MBA program provides working professionals a way to leverage their education while maintaining full-time employment. The global business environment is constantly undergoing changes, therefore the part-time MBA program stresses the development of analytical skills and their application to decision-making rather than simply reviewing current practices. Students gain a solid academic foundation for professional careers in management.

Students in the part-time program generally take two courses per semester with classes held once a week per subject area. Classes meet during the weekday evenings and are offered each semester and during both summer sessions. Students in the part-time program enjoy the flexibility of being able to complete their degree at their own pace. Depending on the number of courses taken each semester, part-time students can usually complete their degree in three years.

Joint Programs—The Shidler College of Business also offers four joint MBA programs. The JD/MBA, MS in Civil Engineering/MBA, MS in Nursing Administration/MBA and the MS in Public Administration/MBA. Applicants must meet the admission requirements and apply to both programs to be eligible for joint programs.

Executive MBA

The Executive MBA (EMBA) program is a 22-month degree program designed for highly motivated managers who want to increase their knowledge and acquire the skills needed to assume broader corporate responsibility. A total of 48 credit hours is completed during this accelerated degree program. Classes are uniquely scheduled to allow working individuals to participate with maximum convenience to themselves and their sponsoring organizations. The program consists of a short residence session at the start of the first academic year, with classes meeting every Tuesday evening and alternate Saturdays. An undergraduate degree, GMAT exam, at least five years of progressively successful work experience, and a current management position are required for admission. A new EMBA class begins in August of alternate years.

China International MBA

The Shidler College of Business in partnership with Sun Yat-Sen University School of Business in China have developed a full-time 21-month program leading to a China-focused MBA. While learning the fundamentals of business management, students reap the benefits of multicultural immersion in both Hawai'i and China.

Students spend their first year taking core MBA courses in addition to world-class Mandarin language and cultural training at Shidler College of Business. Integrated throughout the program are intensive Mandarin training courses aimed at developing language proficiency within a business context and in-country survival skills. The next nine months are then spent in China completing MBA elective coursework at Sun Yat-Sen University, one of the top five business schools in China.

Students also gain valuable cultural experience interning with a business or company in China, bringing to the forefront the business knowledge, language, and intercultural skills learned throughout their coursework. Moreover, students have the opportunity to establish their own network of contacts in China.

U.S. International MBA

The Shidler College of Business in partnership with Sun Yat-Sen University School of Business in China has developed a full-time 20-month program leading to a U.S. International MBA. While learning the fundamentals of business management, students reap the benefits of multicultural immersion in both the U.S. and China. This program is designed for students living in China and who want to learn more about U.S. business practices.

Students spend their first year taking core MBA courses and cultural training at Sun Yat-Sen University in China. The next eight months are then spent in Hawai'i where students complete MBA elective coursework at Shidler College of Business. Students also gain valuable cultural experience interning with a business or company in Hawai'i, bringing to the forefront the business knowledge, language, and intercultural skills learned throughout their coursework.

Japan focused MBA

The Shidler College of Business in partnership with JAISMS (Japan-America Institute of Management Science) offers students interested in learning more about Japanese business culture the opportunity to earn a Japan focused MBA. This specialized MBA program enables students to earn their degree in 21 months while gaining first hand experience with global business.

Students spend their first 18 months studying MBA core and elective courses at Shidler College of Business. Business language and cultural training are also integrated into this full-time program. Students then spend the remaining three months gaining valuable insight into the Japanese business culture through a corporate internship in Japan. Hawai'i's unique location offers students the ultimate multicultural setting to build their international network while preparing for business success in Asia. Through this program students become proficient in business Japanese, providing them competitive advantage needed to be successful in today's global business environment.

Neighbor Island MBA (NIMBA)

The Neighbor Island MBA is a three-year program designed to meet our neighbor islands' business demands by providing advanced business training to their residents. The 48-credit hour program is geared toward individuals who have shown leadership or management potential. It enables students from the neighbor islands to pursue a graduate degree without having to travel and with limited interruption to their professional obligations or family life. A variety of delivery modalities are used, including video over IP and the web-enabled PolyCom system. The NIMBA has the same instructors, curriculum and academic standards as our regular evening UH MBA program. As such, it requires the completion of 48 semester credit hours of graduate level courses divided into two parts: the required



core and elective courses. Electives will be determined by the NIMBA students as a group based on collective needs. NIMBA students taking 6 credit hours per semester and per summer can graduate in two years and eight months.

Executive MBA–Vietnam (Ho Chi Minh City and Hanoi)

The Executive MBA-Vietnam (EMBA) is a 22-month degree program in business administration, conducted in cooperation with the International University in Ho Chi Minh City and the Hanoi School of Business in Hanoi. Both institutions are part of the Vietnam National University. The 48-credit-hour program is modeled after the Executive MBA conducted in Honolulu, with the same faculty and curriculum. Faculty members teach courses in Ho Chi Minh City and Hanoi in one-month modules, partly as distance learning. Participants in the program are established Vietnamese executives, some Americans, East Asians, and other expatriates. EMBA has Asian business as its focus but constant consideration is given to the impact of globalization on business and economics in the region.

MBA Requirements

All MBA students are expected to enter the program with computer competency and English language proficiency. Up to six courses of English as a second language may be required of international students depending upon placement exam results. These courses must be completed prior to enrollment in BUS 625, 626, 627, and 628.

The MBA program consists of 21 credit hours of core courses: BUS 621, 622, 623, 624, 625, 626, 627, 628, 629, 630, and 631; 21 credits hours of electives; the capstone experience, which consists of BUS 632 Business Policy and Strategy (3 credit hours) and BUS 696 MBA Consulting Practicum (3 credit hours); and a non-credit Professional Development course.

Required Core Courses

- BUS 601 Professional Development (0)
- BUS 621 Business Statistics (1.5)
- BUS 622 Economic Foundations of Strategy (1.5)
- BUS 623 Marketing Management (3)
- BUS 624 Accounting for Decision-making (3)
- BUS 625 Leadership and Communication (1.5)
- BUS 626 Organizational Behavior (1.5)

- BUS 627 Business, Government and External Environment (1.5)
- BUS 628 Ethics (1.5)
- BUS 629 Managerial Finance (3)
- BUS 630 Managing Information Technology for Strategic Advantage (1.5)
- BUS 631 Operations and Supply Chain Management (1.5)

Electives (21 credit hours)

Of the required 21 credit hours, only two may be at the 400-level. Students may also take graduate electives from outside the college as long as at least nine elective credits are completed within Shidler College.

Professional Development (0 credit hours)

- BUS 601 Professional Development (two semesters)

Integrative Capstone (6 credit hours)

- BUS 632 Business Policy and Strategy (3)
- BUS 696 MBA Consulting Practicum (3)

Thesis Option

In consultation with their advisor, a student may opt to do a research thesis in place of BUS 696 and three elective credits. Thesis students enroll in BUS 700 Thesis Research.

MBA Admission Requirements

For admission into the MBA graduate programs, Shidler College of Business prefers applicants must take the GMAT, have a minimum GPA of 3.0 and at least two years of full-time post-baccalaureate work experience (five years for Executive MBA and Executive MBA-Vietnam applicants). Applicants must also submit a Statement of Objective, resume, two letters of recommendation, and as part of the admission decision, some candidates may be invited for an interview. Admission is highly competitive. Thus, the college is not always able to admit all qualified applicants.

All applicants who received a bachelor's and/or master's degree in a country where English is not the primary language of instruction are required to take the TOEFL or IELTS. Test scores may not be more than two years old. International applicants who earned a bachelor's degree (or an equivalent) within the last five years at a regionally accredited or recognized institution in the U.S., Australia, Canada (excluding Quebec), New Zealand, Singapore or the United Kingdom are exempt from the TOEFL. The minimum TOEFL score is 550 for the Executive MBA and U.S. International MBA, 500 for the Executive MBA-Vietnam, and 600 for all other MBA programs.

Information about the TOEFL may be obtained from the Educational Testing Service at www.toefl.org. Information about the IELTS may be found at www.ielts.org. Information regarding the GMAT may be found at www.mba.com.

Admission requirements for the Master of Accounting programs are found in the "Accounting" section within the Shidler College of Business. Admission requirements for the PhD program in International Management are found in the "PhD in International Management" section of this *Catalog*.

For detailed information regarding the MBA programs, contact the Shidler College of Business Office of Student Academic Services, 2404 Maile Way #G202, Honolulu, HI 96822;

(808) 956-8266; email: mba@hawaii.edu; or web: www.shidler.hawaii.edu.

For detailed information regarding the Executive MBA programs, contact the Shidler College of Business Executive Education Center, 2404 Maile Way #B201, Honolulu, HI 96822; (808) 956-8135; email: emba@hawaii.edu; web: www.shidler.hawaii.edu.

Master of Accounting

The Master of Accounting (MAcc) degree provides an advanced education in taxation, financial accounting, and auditing necessary for students to pursue leading positions in public practice, business, government, and related fields.

The program offers students the opportunity to adequately prepare for today's multifaceted accounting practice by strengthening their understanding of the body of accounting knowledge, as well as preparing them for the complexities and new technology facing the accounting profession. The objectives of the program include: a) providing the educational opportunity necessary for students to become qualified professional accountants for leading positions in public practice, business, not-for-profit organizations, government, and related fields; b) enhancing students' intellectual and analytical skills with research skills necessary to further educate themselves after graduation, including exposure to leading high technology; and c) enhancing students' professional communication skills necessary for success in a contemporary accounting environment.

MAcc students may choose one of two suggested concentrations: (tax or financial reporting) or create their own.

3/2 Master of Accounting

The 3/2 Master of Accounting (MAcc) program is an integrated, five-year 154-credit hour program designed for students who want to earn both undergraduate and graduate degrees in accounting. Students in this program gain the skills necessary to build a successful career in the multifaceted, dynamic practice of accounting. Current undergraduate students may apply to the program during their junior year. This program is for students who wish to enter professional careers in the public practice, business, non-profit organizations, and government sectors. Completion of this program will fulfill the State of Hawai'i's 150 credit hour requirement to take the Certified Public Accountant Examination. In addition, there are opportunities available to study abroad (Asian Field Study), as well as internships (up to 3 graduate level credits), and career development services to further enrich and support your undergraduate and graduate accounting studies.

MAcc students may choose one of two suggested concentrations: tax or financial reporting.

Admission requirements for the MAcc program are found in the "Accounting" section within the Shidler College of Business. Email: macc@hawaii.edu.

Master of Financial Engineering

The Shidler College of Business offers a one-year Master in Financial Engineering program. This rigorous program collaborates with related disciplines in math, computer science, and ocean and earth sciences, and focuses part of its curriculum on environmental finance and weather derivatives.

Class sizes will be small, with a maximum of 35 students. State of the art facilities as high-tech classrooms, Bloomberg terminal and latest software and Visual Studio, MatLab, C, etc. The program will prepare students to compete in today's complex financial environment.

Master of Human Resource Management

The Master of Human Resource Management (MHRM) degree is for individuals who are in human resource management functions and want to upgrade their skills, or individuals who want to move into the profession. The program is also offered to the neighbor islands via video conferencing.

Over the last several decades, HRM has become a much more demanding profession, requiring specialized training and appropriate work experience. Job specialties in HRM include training, staffing, compensation and health benefits, health and safety, organizational development, and career development. Each of the specialties is overseen by demanding legislation and the push to optimize the competitiveness of the organization. The human resource management curriculum is interdisciplinary in its approach, integrating other disciplines – especially organizational behavior, management systems, and labor and employment legislation.

Admission criteria are as follows:

- A bachelor's degree from an accredited college/university or equivalent.
- A grade point average of 3.0 in the last 60 hours of undergraduate work, if within the last five years.
- A satisfactory interview with the director of the MHRM program.
- A biographical sketch describing pertinent activities/accomplishments.
- Two years' professional/managerial post-baccalaureate employment preferred.
- TOEFL score of 500 for graduates of foreign universities.

The program consists of thirty academic credit hours, or ten courses. The curriculum will include the foundation courses (compensation, staffing, training, industrial relations, and health and safety) leadership, organizational development, negotiations, an integrative capstone experience, and an elective. The MHRM is a cohort program where students will go through the entire program as a group. The classes will be offered on every other Saturday and one evening per week. The program should take approximately 16 months.

PhD in International Management

The PhD Program in International Management offers an academically challenging and rigorous program designed to prepare highly motivated and intellectually gifted students for a career in research, teaching, and service with a particular focus on Asia and the Pacific. This full-time program emphasizes a strong foundation in both methodological and theoretical training. A teaching opportunity supported by ongoing seminars in pedagogy will give students valuable experience in the classroom. Collaborative work with faculty will enhance research and learning opportunities. Students will also gain valuable computing, quantitative, and methodological skills vital to effective research.

Doctoral candidates work closely with Shidler College faculty in areas of specialization that often parallel the strengths of

faculty members. These areas include International Accounting, Asian Finance, Global Information Technology Management, International Marketing, and International Organization and Strategy.

The program is small and individualized, which enables students to pursue their own areas of interest. Admission, for the fall semester only, is highly competitive, and only full-time study is allowed. The expected completion time for the doctoral degree is four to five years.

For admission to the PhD in International Management, the candidate applicant should meet the following criteria. The deadline for application is **March 1**. (Note that admission to the doctoral program is not automatic, and will be determined on a case-by-case basis by a faculty committee.)

Minimum Qualifications

- Master's degree or bachelor's degree. Subject matter of the foundation courses in business or accounting obtained at an accredited school.
- GMAT or GRE in the top 25th percentile
- GPA of 3.2 or above on a 4.0 scale
- TOEFL (computer-based) of 250 or the equivalent score on the IELTS
- 3 letters of reference
- Exceptions to the above requirements may be made by the PhD Admissions Committee on a case-by-case basis.
- Meeting the above minimum requirements is necessary for consideration, but does not automatically assure admission. Admission is granted on a case-by-case basis by the PhD Admissions Committee.

Recommended Qualification

- Personal interview or telephone interview
- Teaching potential as demonstrated by previous teaching performance, if available.
- Research interests compatible with Shidler College faculty research
- Example of previous research paper or essay written by candidate, if available.

Desirable Qualifications

- International experience
- Foreign language ability in area of desired specialization
- International area academic studies, such as Japan or China area studies

For further detailed information, please contact the PhD Program in International Management at (808) 956-6723; email: imphd@hawaii.edu; web: www.shidler.hawaii.edu/phd.

Special Professional Programs

See www.shidler.hawaii.edu

Asia-Pacific Economic Cooperation (APEC) Studies Center

The APEC Studies Center was formed in July 1994 as a joint venture of UH Mānoa and the East-West Center and is one of the founding members of the U.S. APEC Study Center Consortium. APEC has become the primary vehicle for developing a sense of economic community in the Asia Pacific region. The 18 countries that currently comprise APEC

constitute about half of the world's total annual output in terms of GNP and represent more than 40 percent of the world's total merchandise trade.

Asia-Pacific Financial Markets (FIMA) Research Center

The FIMA Research Center conducts academic and policy research on financial markets in the Asia-Pacific region. It serves the securities and banking industries, academia, and government sector through four major programs:

The Asian Shadow Financial Regulatory Committee (ASFRC) is a group of independent experts on economic policy issues relevant to financial markets and the financial industry of the Asia-Pacific region. ASFRC members are independent of any of the members' affiliated institutions. The policy recommendations of ASFRC are its own. Typically, ASFRC tries to translate concepts drawn from academic literature into concrete policy recommendations.

The *Pacific-Basin Finance Journal* publishes the highest quality theoretical and empirical research on financial markets of the region.

The FIMA Financial Executive Program is intended for market regulators and financial executives to develop a better understanding of the financial markets in the region as well as in the developed economies in light of state-of-the-art finance theories.

The PACAP Databases Program creates, maintains, and distributes capital market databases of Asia, including China, Hong Kong (SAR), Indonesia, Japan, Korea, Malaysia, Philippines, Singapore, Taiwan, and Thailand. The program is jointly undertaken by FIMA and the University of Rhode Island PACAP Research Center. The FIMA Research Center assumes a leadership role as the front office by acting as a liaison with participating financial institutions from the region. The PACAP Research Center, in turn, provides the back office function of maintaining, updating, and distributing the databases.

The Center for International Business Education and Research (CIBER)

The UH CIBER goal is to promote international business research and development activities within the UH System and the community. As one of 31 such centers at major universities across the U.S., the UH CIBER serves as a national resource for improved international business techniques and strategies as well as a regional resource providing training and research designed to meet the needs of companies doing business with the Asia-Pacific.

Working with faculty and researchers from various disciplines across the Mānoa campus and from the UH System, CIBER has promoted the creation of interdisciplinary courses, research and programs. Other activities supported include the innovative Field Study in Asia course, the annual PAMI Summer Program, faculty research projects on international business topics, studies abroad and overseas internships by students and travel support for faculty and doctoral students to present papers at national and international conferences. Outreach and executive education initiatives include working with various community organizations to sponsor workshops and other training activities.

Executive Education Center

The Executive Education Center is responsible for the Shidler College's executive masters programs as well as custom and open-enrollment programs. Our programs develop the critical skills and leadership capacities of individuals, teams, and organizations to sustain a competitive advantage in a global economy.

We design and deliver custom programs to support organizations in achieving their strategic goals. Our open-enrollment programs are offered to flexibly serve individuals and organizations seeking breakthrough learning opportunities. For more information, or to speak with an executive education staff member, please email execed@hawaii.edu or call (808) 956-8135.

Family Business Center of Hawai'i

The Family Business Center of Hawai'i is a partnership between Hawai'i's family business community and the UH's Shidler College of Business. The mission of the Family Business Center is "equipping, educating, and celebrating families in business." The center provides opportunities for the families to address many of the challenges they face by providing educational seminars and a forum for the exchange of information between families so that they can survive and thrive into and through the 21st century.

Pacific Asian Center for Entrepreneurship and E-Business (PACE)

The goal of PACE is to foster the entrepreneurial spirit among students, faculty and the community. The center supports the inclusion of entrepreneurship-related courses in the UH Mānoa curriculum and offers a summer certificate in international entrepreneurship. In addition, PACE also supports the student Entrepreneurship Club and numerous outreach programs, including statewide business plan competitions at the high school and college levels, the Kauffman Entrepreneurial Internship Program, a distinguished lecture series, the Hawai'i Entrepreneurs Bootcamp, and programs for Native Hawaiian entrepreneurs.

Pacific Asian Management Institute (PAMI)

PAMI was established in 1977 as an institute of international management education and research bridging the East and the West. Students, faculty, managers, and government officials from more than 170 companies and 200 institutions in 22 countries have attended cross-cultural, international management courses, and training programs developed by PAMI.

For a modest fee in addition to the summer course tuition, two certificate programs—in International Management and International Entrepreneurship—are offered by PAMI during the Summer Sessions. The curriculum features traditional (classroom-based) and online international business courses in management, marketing, finance, business economics, entrepreneurship and human resource management and these are taught by faculty from UH Mānoa and from some of the best business schools in the U.S. and around the world. The programs are open to undergraduate and graduate students from any discipline, to Americans and foreigners, who are admitted by the Summer Session Office.

The Pacific Asian Lecture Series (PALS), open to the public, is part of the PAMI summer program, as are occasional field trips and site visits. The highlight of PAMI's summer is the annual N.H. Paul Chung Luncheon and Lecture, held in honor of PAMI's founder and features a renowned international business speaker.

PAMI is the secretariat for the Pacific Asian Consortium on International Business Education and Research (PACIBER), with 33 member universities in the U.S., Canada, Asia, and Oceania.

Pacific-Basin Finance Journal

The *Pacific-Basin Finance Journal* is an academic journal published five times a year by Elsevier Science publishers B.V. (North-Holland) in collaboration with the Shidler College of Business. The journal provides a specialized forum for the publication of the highest quality theoretical and empirical research on capital markets of the Asia-Pacific region and represents a significant milestone in the FIMA Research Center's program and objectives as it effectively reaches a broader audience in terms of current developments in Asian and Pacific capital markets. Its primary emphasis will be placed on the following areas:

- investment and portfolio management
- theories of market equilibrium
- valuation of market equilibrium
- behavior of asset prices in financial sectors
- normative theory of financial management
- capital markets development
- market mechanism

Pacific Business Center Program

The Pacific Business Center Program, sponsored by UH Mānoa and the Economic Development Administration of the U.S. Department of Commerce, provides businesses, government agencies, and community groups, a variety of business consultant services at moderate cost. PBCP offers university students opportunities to work with its staff to assist its clients solve a wide variety of business problems. Such work includes market research, feasibility studies, product development, strategic and financial planning, loan packaging, and management consultation. PBCP serves clients in Hawai'i, the Territories of American Samoa and Guam, the Commonwealth of the Northern Mariana Islands, the Republics of Palau and of the Marshall Islands, and the Federated States of Micronesia.

Pacific Research Institute for Information Systems and Management (PRIISM)

PRIISM is a center for research and educational activities. Drawing on a variety of academic disciplines, PRIISM focuses on information systems and technologies and management of organizations. Its primary objective is to promote research on the development, implementation, and use of information and communication technologies in organizations.

Career Development & Internships

The Career Development & Internship Office at Shidler College of Business provides career-related internships to gain real world experience while earning academic credits. Through

the internship program, students strengthen their employment opportunities in the marketplace after graduation and gain greater insight into the selection of a career path, and network with professionals in their chosen field.

The Career Development Office provides extensive on-campus interview programs, career fairs, and workshops. The office is dedicated to assisting students in their career growth and development, and to helping employers identify and select highly qualified candidates. A broad range of services are offered to enhance our students' employment marketability. From career search and information sources to skills development workshops, we seek to educate, train, and advise our students to ensure successful preparation for entry in the business job market, and assist students in making the right career decisions.

The office maintains a business and alumni network that provides a link between recruiters and students, to maximize the potential for successful internship and permanent job placement.

For more information on the various programs, contact the director Rick Varley at rvarley@hawaii.edu or (808) 956-6972. Questions regarding graduate-level internships and career development should be directed to Verna Wong at vernaw@hawaii.edu or (808) 956-3122, and questions on undergraduate career placement directed to Patrick Stuart at jpstuart@hawaii.edu or (808) 956-9330.

International Study

In addition to the study abroad programs offered through the UH Mānoa Study Abroad Center (see the "Student Life" section for more information), the following Shidler College sponsored programs are available.

Asian Field Study

Shidler College offers two Asian Field Study courses, a summer 10 week, 6 credit course (BUS 477/677) which includes three weeks in Asia, and a variable credit course (BUS 476/676), which includes one to three weeks in Asia. Students visit companies, factories, economic agencies and government offices to learn more about organizational structure, government policies and international competition and their effect on these units. Classes are held on campus before and after the field study. Some Shidler College scholarships are available on a competitive basis to help defray the costs.

Shidler College International Exchange Agreements

Shidler College students can apply to study abroad in connection with several official exchange agreements between the Shidler College and foreign universities. These universities are: Aarhus School of Business in Denmark; Chulalongkorn University in Thailand; Copenhagen Business School in Denmark; Hitotsubashi University in Japan; Hong Kong University of Science and Technology; Keio University (Keio Business School) in Japan; WHU Koblenz-Otto Besheim Graduate School of Management in Germany; Korea University School of Business; Reims School of Management in France (summer only); National Sun Yat Sen University in Taiwan; National University of Singapore; Seoul National University in Korea; Thammasat University in Thailand;

Waseda University in Japan; and Yonsei University in Korea. In most cases, courses are offered in English for international students, language training is available, and the schools plan instructional excursions for visiting students. Students enroll in BUS 099/667 at UH Mānoa and host school tuition is waived. Some scholarship assistance is available on a competitive basis to help defray travel costs. The student arranges his or her own travel and housing. For more information, contact the Office of Student Academic Services in BusAd B-101 or (808) 956-8215.

Student Organizations

Active student organizations within Shidler College provide students with opportunities to interact socially, academically, and professionally. These organizations include Accounting Club, American Marketing Association, Beta Alpha Psi, Business Executive Society of Tomorrow, Entrepreneurs Club, Financial Management Association, Information Technology Management Association, Inter-Business Council, Pi Sigma Epsilon, and Society of Human Resource Management. Students with superior academic records are invited for membership in Beta Gamma Sigma, the national honor society for business majors, Mu Kappa Tau for marketing majors, and Beta Alpha Psi for accounting majors.

The Graduate Business Student Association is a focal point of graduate student life at Shidler College. All graduate business students are members. Net Impact is another graduate student organization. Its purpose is to foster student leadership ability and promote socially responsible business practices.

Guest speakers, tours of local businesses, workshops, seminars, and internships are supported by the various student organizations—many of which have earned national recognition and awards for their contributions to the professional development of Shidler College students.

Honors and Awards

Shidler College of Business and its departments provide scholarships and awards to exceptional students. For a list of these scholarships, see the “Tuition, Fees, and Financial Aid” section of this *Catalog*. Detailed information on scholarships can be obtained from the Office of Student Academic Services, BusAd B-101, (808) 956-8215.

Accounting

School of Accountancy
BusAd C-306
2404 Maile Way
Honolulu, HI 96822
Tel: (808) 956-7332
Fax: (808) 956-9888
Web: www.hawaii.edu/soa

Faculty

- *L. Guan, PhD (Director)—accounting
- *S. Daniel, PhD—accounting
- *R. Debreceny, PhD—accounting

- *B. Jung, PhD—accounting
- M. Kaiama, MAcc—accounting
- D. Mescall, PhD—accounting
- *T. Pearson, LL.M./JD—accounting
- *H. Pourjalali, PhD—accounting
- *J. Sun, PhD—accounting
- *J. N. Teruya, PhD—accounting
- *J. Wendell, PhD—accounting
- M. Woollen, MAcc—accounting
- *D. C. Yang, PhD—accounting

Degrees Offered: BBA in accounting, MAcc, PhD, International Management, International Accounting concentration

The Academic Program

The School of Accountancy within the Shidler College of Business offers the bachelor of business administration (BBA) with a major in accounting (ACC) and the master of accounting (MAcc) degrees. The undergraduate accounting program provides students with an educational foundation for entry into a wide range of accounting careers and enables students to pursue graduate or advanced professional education. The MAcc program provides advanced education in taxation, financial accounting, and auditing necessary for students to pursue leading positions in public practice, business, not-for-profit organizations, government, and related fields.

An accounting background will provide a competitive edge for those aspiring to become chief executive officers. Students often study accounting even though their major interests may be in other areas of business. This enables these students to have a salable skill for easy entry into a business firm.

Mission

The mission of the School of Accountancy is to provide students with an accounting and business education relevant to a technologically advanced global economy with emphasis on the Asia-Pacific region; to advance accounting and business knowledge through research; and to instill students with skills and a sense of moral, ethical, and professional obligations to society.

Accounting Careers

The accounting profession may be divided into the following two major segments.

Public Accounting

Specialties in this area include auditing, tax, and management advisory services. Some of the larger firms have reorganized these activities along industry lines. Students entering public accounting should prepare to become a Certified Public Accountant (CPA). Many students who graduate with an accounting degree are employed by national or international CPA firms, or by local CPA accounting firms. Some open their own independent practices after they become certified.

Other Accounting Jobs

Accounting positions in industry are available in firms engaged in manufacturing, wholesaling, retailing, banking, transportation, insurance, and real estate, as well as in hotels,

entertainment enterprises, and restaurants. Positions in these organizations can be found in the areas of financial accounting, managerial accounting, internal auditing, tax accounting, and accounting information systems. Graduates also find employment as accountants in various branches of federal, state, or local governments or in not-for-profit organizations.

Undergraduate Study

BBA in Accounting

Major Requirements

- ACC 321, 323, 401, 409, 418, and 460

Graduate Study

MAcc Degree

Admission Requirements

In addition to the Shidler College of Business graduate admission requirements, students without an undergraduate degree in accounting are required to complete the following undergraduate deficiencies in accounting: ACC 201 and 202 prior to admission to the MAcc program, and ACC 321, 323, 401, 409, and 418 prior to graduation.

Admission to the MAcc program is competitive. The school seeks individuals who have the potential for outstanding achievement in accounting, auditing, or taxation. The admissions committee primarily considers the candidate's academic record and GMAT score and places emphasis on strong communication skills.

Generally, students admitted to the MAcc program have a GPA exceeding 3.3, GMAT scores in the mid-500s, and above average verbal scores on the GMAT.

Degree Requirements

The MAcc degree requires 30 credits (10 courses)

Required Accounting courses (15 credits)

- ACC 413 Law for the Accountant
- ACC 415 Advanced Financial Accounting
- ACC 616 Accounting Theory and Development
- ACC 625 Accounting and Tax Research
- ACC 660 Analysis and Decision-making

Elective Accounting courses, three of the following (9 credits)

Students can take any 400-600 level Accounting course except those used to fulfill deficiency or core requirements. No more than two elective courses may be from the 400-level. The following tracks are recommended:

Tax concentration (any three of the following)

- ACC 407 Taxation of Business Entities
- ACC 631 Tax of Partners/Partnerships
- ACC 638 Estate and Gift Taxation and Planning

Financial Reporting concentration (any three of the following)

- ACC 619 Advanced Auditing
- ACC 620 Global Accounting

- ACC 635 Advanced Public Sector Accounting
- ACC 640 International Auditing and Assurance

Additional Elective courses (6 credit hours)

Students may take any two of the following:

- Courses from the Tax or Financial Reporting tracks provided that they are not fulfilling ACC Elective requirements
- ACC 690 Current Topics in Accounting
- ACC 695 Internship (only three credit hours of an internship course can be taken for credit)
- 400- to 600-level courses from the College of Business (BLAW, FIN, ITM, MGT, MKT, RE), Law, or Speech (Business courses may not include MBA core classes BUS 621-632, BUS 696, HRM 668 or MGT 650)

Students must complete a minimum of 30 credits to earn the Master of Accounting degree. If a course is waived, another course in the same area of study and of the same or higher level must be substituted.

Thesis Option

In consultation with their advisor, a student may opt to do a research thesis in place of ACC 660 and three elective credits. Thesis students enroll in ACC 700 Thesis Research.

Financial Economics and Institutions

Department of Financial Economics and Institutions
BusAd E-305
2404 Maile Way
Honolulu, HI 96822
Tel: (808) 956-6675
Fax: (808) 956-9887
Web: fei.shidler.hawaii.edu/

Faculty

*E. Mais, PhD (Chair)—finance
J. Ai, PhD—risk management and insurance
*R. Chang, PhD—finance
D. Cost, JD—business law
*S. M. Dawson, PhD—finance
*W. Huang, PhD—finance
D. Hunter, PhD—finance
*Q. Liu, PhD—finance
*J. B. Marsh, PhD—business economics
G. Meissner, PhD—financial engineering
*M. Misawa, PhD—international finance and banking
*N. Ordway, PhD—real estate
*G. Rhee, PhD—finance
*J. P. Suyderhoud, PhD—business economics
J. Wong—finance

Degrees Offered: BBA in finance

The Academic Program

The department offers courses in finance, business law, real estate, and insurance.

Undergraduate Study

BBA in Finance

The major in finance (FIN) develops analytical skills in the planning, management, and control of financial resources to achieve the financial goals of the organization. Central to that task is the evaluation of the risk and return consequences of financial decisions. The major financial decisions studied are the selection of assets (equipment, buildings, inventories, securities, etc.) and the choice among financing alternatives (selling stock, borrowing from a bank, issuing bonds, etc.). Students may select course sequences that concentrate on business financial management, investment management, personal financial planning, Asian finance, and real estate finance.

The major prepares students for positions and career advancement in financial institutions, retail, wholesale, and manufacturing firms; securities institutions; and personal financial planning.

Requirements

- FIN 311
- Four elective courses from FIN 301, 305, 307, 321, 331, 341, 412, 415, 444, 450, 490; RE 300, 310, 320, 330, 351, 390; INS 300, 411, 431

Information Technology Management

Department of Information Technology Management
BusAd E-303
2404 Maile Way
Honolulu, HI 96822
Tel: (808) 956-7430
Fax: (808) 956-9889
Email: shidleritm@hawaii.edu
Web: itm.shidler.hawaii.edu/

Faculty

- *E. Davidson, PhD (Chair)—information systems
- *T. Bui, PhD—information systems
- *H. M. Chen, PhD—information systems
- *W. G. Chismar, PhD—information systems
- X. Deng, PhD—information systems
- *F. N. Kazman, PhD—information systems
- Y. Liu, PhD—information systems
- *R. R. Panko, PhD—information systems
- *D. Port, PhD—information systems
- *W. E. Remus, PhD—decision sciences
- *R. H. Sprague, DBA—information systems
- *R. G. Worthley, PhD—statistics

Degrees Offered: BBA in management information systems

The Academic Program

The focus of the Department of Information Technology Management (ITM) is the use of information technology

and quantitative methods to improve the management of organizations.

Undergraduate Study

BBA in Management Information Systems

The subject of management information systems (MIS) encompasses the entire system of information flows in an organization. It addresses the design, development, and implementation of the “information-based nervous system” for the organization. It deals with information as an organizational resource and information-related management functions at the operational, tactical, and strategic levels. Upon graduation, the MIS major is qualified for positions such as information analysts/programmers in organizations, field service and marketing representatives for information technology companies, and consultants who provide services to organizations about information system development. The market demand for MIS students continues to grow.

Requirements

- ITM 352, 353, 354, 366, 431
- One technical elective. The technical elective may be used to meet the college’s non-introductory elective requirement, but it must be taken with A-F grading.

Management and Industrial Relations

Department of Management and Industrial Relations
BusAd C-301
2404 Maile Way
Honolulu, HI 96822
Tel: (808) 956-8485
Fax: (808) 956-2774
Web: mir.shidler.hawaii.edu/

Faculty

- *E. Bailey, EdD—human resources management, organizational behavior
- *D. Bangert, PhD—strategy, management
- *D. H. Bess, PhD—organizational behavior, transportation
- *D. Bhawuk, PhD—organizational behavior, international management
- *R. Brislin, PhD—international management, intercultural communications
- J. Butler, PhD—entrepreneurship
- *R. H. Doktor, PhD—international business, organizational behavior, strategy
- H. Folk, PhD—human resources management, international business, industrial relations
- *K. Ito, PhD—international business, management and human resource management
- *M. Rhee—organization theory, entrepreneurship
- *J. Richardson, PhD—strategy, international business, entrepreneurship
- *R. Robinson, PhD—angel investing, entrepreneurship and negotiations

Degrees Offered: BBA in human resources management, BBA in international business, BBA in management, Master of Human Resource Management

The Academic Program

The Department of Management and Industrial Relations teaches courses in the following areas: international management, comparative management, entrepreneurship, organizational behavior, human resources management (HRM), and industrial relations (IR). The department offers majors in human resources management, international business, and management (MGT).

Undergraduate Study

BBA in Human Resources Management

Requirements

- HRM 351
- HRM 361
- Three elective courses from
 - HRM 353, 354, 453, 455
 - HRM 463, 465, 467, 469
 - MGT 341, 344

BBA in International Business (Double major only)

Requirements

- FIN 321
- MKT 381
- MGT 342 or MGT 343
- Two elective courses from
 - ANTH 416
 - ASAN 312, 320
 - BUS 477
 - BLAW 360
 - ECON 410, 415, 460, 461
 - FIN 331, 444, 470
 - HRM 469
 - MGT 342, 344 (with international focus), 350 (with international focus), 460
 - MKT 361 (with international focus) or 411B
 - POLS 306, 315, 316
 - TIM 324, 325
 - TIM 442
 - Third-year foreign language
- Integrative, international experience

BBA in Management

Requirements

- HRM 351
- MGT 320
- MGT 341
- Two electives from
 - MGT 321, 342, 343, 344, 345, 348, 399, 450, 461; HRM 353, 354, 361, 453, 455, 463, 465, 467, 469; MKT 321 if double majoring with Marketing

Marketing

Department of Marketing
 BusAd C-303
 2404 Maile Way
 Honolulu, HI 96822
 Tel: (808) 956-6692
 Fax: (808) 956-9886
 Email: mktg@hawaii.edu
 Web: mkt.shidler.hawaii.edu/

Faculty

- *D. L. Alden, PhD—marketing communications, healthcare marketing, cross-cultural consumer behavior
- J. Chandler, PhD—marketing strategy, business markets (B2B) network theory, international marketing, marketing communications, retail management
- *Q. Chen, PhD—e-commerce, online consumer behavior, consumer well-being
- R. Garrity, MS—principles of marketing, global sales management, cross-cultural consumer behavior
- E. M. Okada, PhD—marketing strategy, consumer decision making, new ventures marketing
- *A. P. Palia, DBA—international business
- *N. E. Synodinos, PhD—consumer behavior, marketing research
- *S. L. Vargo, PhD—marketing theory, service-encounter evaluation, buyer-seller relationships, brand evaluation and extension
- *J. R. Wills Jr., DBA—international marketing, technology marketing, marketing strategy
- *X. Zhao, PhD—advertising and society, consumer culture and materialism, globalization and marketing issues in China, cross-cultural research and international marketing

Degrees Offered: BBA in marketing

The Academic Program

Marketing (MKT) involves studying the ways that organizations create and maintain mutually satisfying exchanges between themselves and their customers. Marketing course work helps students learn how to effectively and efficiently manage components of the marketing mix: product, distribution, communications, and price.

Marketing offers courses in marketing research, marketing information systems, consumer behavior, personal selling, advertising and promotion, entrepreneurial marketing, retailing, and multinational operations. After completing the marketing major, the student should possess knowledge that is applicable to a wide range of professional careers. These careers include advertising account executive, marketing manager, sales manager, and marketing research manager.

Undergraduate Study

BBA in Marketing

Requirements

- MKT 311, 321, and 391
- Two elective courses from MKT 331, 332, 341, 351, 352, 361, 362, 363, 372, 381, 410, 411