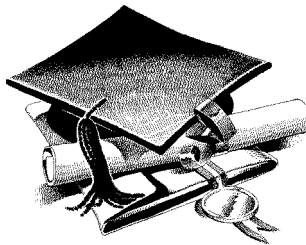


# Post Baccalaureate Certificates for Business Professionals

Accounting  
Economics  
Finance  
General Business  
Information and Operations Management  
Management  
Marketing



Indiana University Southeast  
School of Business  
Hillside Hall, Room 214  
4201 Grant Line Road  
New Albany, IN 47150  
(812) 941-2362

### **To begin your studies...**

- Students must have completed a bachelor's degree prior to enrolling in any post baccalaureate program.
- Schedule an advising appointment by calling the School of Business at 941-2362.

### **For students new to IUS...**

- Send the completed the IUS Undergraduate application with the application fee to School of Business, Indiana University Southeast, 4201 Grant Line Road, New Albany, Indiana 47150.
- Submit an official transcript from the institution that conferred the Bachelor's Degree.

### **For students with a degree from IUS...**

Complete an Information Data Sheet.  
To ensure timely enrollment in classes...  
Be sure to submit the application and  
transcript at least two weeks prior to the

### **Policies regarding successful completion of the Certificate...**

- 2.0 overall GPA required
- All courses must be taken at IUS
- Must earn at least a C- in all courses

Before beginning the last semester of course work, complete a certificate application in the School of Business, Hillside Hall, Room 214.

## Post-Baccalaureate Certificate in Accounting

The certificate in accounting is designed to assist those employed in accounting or finance who possess an undergraduate degree in a non-accounting field. Students may select courses that best match the needs of both student and employer. The certificate program is not the equivalent of a four year program in accounting and therefore will not provide the same level of preparation as a bachelor's degree in accounting. The certificate in accounting can be completed by selecting courses from the list below.

### Requirements

Select 12 credit hours (cr) from the following list:

- A311 Intermediate Accounting I (3 cr)
- A312 Intermediate Accounting II (3 cr)
- A325 Cost Accounting (3 cr)
- A328 Taxation for Individuals (3 cr)
- A337 Computer-Based Accounting Systems (3 cr)
- A339 Advanced Taxation (3 cr)
- A410 International Accounting (1.5 cr)
- A413 Governmental and Not for Profit  
Accounting (1.5 cr)
- A424 Auditing (3 cr)
- A437 Advanced Managerial Accounting (3 cr)

**Note:** Non-business graduates must also complete A201, A202 and E100,E200 prior to enrolling in upper level post-baccalaureate courses.

# Post-Baccalaureate Certificate in Economics

**Economics is a social science with models for organizing facts and thinking more effectively. This empowers its students to make well-reasoned decisions - in analyzing business problems and in drawing informed conclusions about public policy - based on comprehensive analysis of the costs and benefits of alternatives.**

**In addition, people like to be informed about important subjects. Few if any disciplines are equal to economics in preparing one to be an interested, interesting, and understanding observer of current events.**

## **Requirements**

Select four courses from the following list:

E321	Intermediate Micro
E322	Intermediate Macro
E323	Urban Economics
E340	Labor Economics
E350	Money and Banking

**Note:** Non-business graduates are required to complete E100 and E200 prior to enrolling in upper level post-baccalaureate courses.

# Post-Baccalaureate Certificate in Finance

The certificate in finance offers courses in three broad finance areas: financial management, financial services and investments, and financial institutions. Students may select the group of courses that best fits one's needs. The certificate is intended to introduce students to the rapidly changing world of finance in a formal academic setting. Working professionals add value to their careers and their respective employers by combining academic theories with applications. The certificate is especially valuable to the finance professional with a non-finance undergraduate degree.

## Requirements

Select four courses from the following list:

- F302 Financial Decision Making
- F420 Equity and Fixed Income Securities
- F494 International Finance
- F446 Management of Commercial Banks  
and Other Institutions
- E350 Money and Banking

**Note:** Non-business graduates may pursue the certificate in finance by completing A201, E100, and F301 prior to enrolling in upper level post-baccalaureate finance courses.

# Post-Baccalaureate Certificate in General Business

The certificate in general business is suited for business professionals with non-business undergraduate degrees. The program is designed to give business professionals an introduction to business fundamentals and can also prepare qualified students for an MBA program. Post baccalaureate students enroll in for-credit academic courses with other undergraduate and graduate students.

Depending on a student's academic background, the academic advisor may recommend other courses that will successfully prepare the student for completion of the certificate program. The eight course, 24 credit hour program can be completed in the evening and includes the following courses:

## Requirements

### One course in Accounting

A201 - Introduction to Financial Accounting

**or**

A202 - Introduction to Managerial Accounting

### One course in Economics

E100 - Current Economic Topics

**and**

### General Business Requirements

E280 - Applied Statistics for Business Economics I

L201 - Legal Environment of Business

F301 - Financial Management

M301 - Introduction to Marketing Management

K321 - Management Information Systems

P301 - Operations Management

**Note:** Admission requirements for the MBA program are different and include additional courses.

Students who have taken one or more of these courses in undergraduate work can substitute other courses from the business curriculum.

# Post-Baccalaureate Certificate in Information and Operations Management

**This certificate can bring an existing business degree up-to-date with current topics in the areas of information systems and operations management. The courses are concerned with the management of systems rather than the technical aspects of systems.**

## **Requirements**

Select four courses from the following list:

BUS K330 Contemporary Topics in Information Technology

BUS K335 Telecom/Database Systems

BUS K430 E-Business

BUS P330 Project Management

BUS P430 Total Quality Management

**Note:** Non-business graduates can pursue a certificate in information and operations management by completing Production and Operations Management (P301), Management Information Systems (K321), and Applied Statistics for Business and Economics I (E280) prior to enrolling in upper level post-baccalaureate IOM courses.

# **Post-Baccalaureate Certificate in Management**

**The courses available for this post-baccalaureate certificate are concerned not only with the broad aspects of management and organization, but also with developing skills for dealing with problems of motivation, organization, human resource allocations, and small business management.**

## **Requirements**

Select four courses from the following list:

BUS D300 International Business  
BUS W311 Small Business Entrepreneurship  
BUS W430 Organizations and Organizational Change  
BUS Z440 Personnel-Human Resource Management  
BUS Z441 Wage and Salary Administration

Note: Non-business graduates can pursue a certificate in management by completing Managing and Behavior in Organizations (Z302), Introduction to Financial Accounting (A201), and Applied Statistics for Business and Economics I (E280) prior to enrolling in upper level post-baccalaureate management courses.

# Post-Baccalaureate Certificate in Marketing

**The certificate in marketing offers an overview of marketing. The certificate is designed to accommodate marketing professionals with either business or non-business undergraduate degrees.**

## **Requirements**

Select four courses from the following list:

D300 International Business Administration

M303 Marketing Research

M405 Consumer Behavior

M415 Advertising and Promotion

M450 Marketing Strategy

**Note:** Non-business graduates can pursue a certificate in marketing by completing Current Economic Topics (E100) and Introductory Marketing (M300 or M301).

These courses must be completed prior to enrolling in upper level courses. Recommended additional study: Introductory Accounting (A201) and Statistics (E280).

## Course Descriptions

### Business (BUS)

All courses are three credit hours unless otherwise noted.

#### **A201 - Introduction to Financial Accounting**

Concepts and issues of financial reporting for business entities: analysis and recording of economic transactions.

#### **A202 - Introduction to Managerial Accounting**

Concepts and issues of management accounting; budgeting; cost determination and analysis.

#### **A311 - Intermediate Accounting Theory**

Theory of asset valuation and income measurement. Principles underlying published financial statements. P: A202.

#### **A312 - Intermediate Accounting Problems**

Application of intermediate accounting theory to problems of accounting for economic activities P: A311.

#### **A325 - Cost Accounting**

Conceptual and technical aspects of management and cost accounting. Product costing, cost control over projects and products; profit planning.P: A202.

#### **A328 - Taxation of Individuals**

Internal Revenue Code and Regulations. Emphasis on income, exclusions from income, deductions, and credits. Use of tax forms in practical problem situations. P: A202

#### **A337- Computer-Based Accounting Systems**

Impact of modern computer systems on analysis and design of accounting information systems. Discussion of tools of systems analysis, computer-based systems, and internal controls and applications; computer orientation. Spring Sem. P: A202.

#### **A339 - Advanced Taxation**

Internal Revenue Code and Regulations; advanced aspects of income, deductions, exclusions, and credits, especially as applied to tax problems of estates, trusts, partnerships, and corporations. Tax forms and practical tax-problem situations. Formation and liquidation of corporations, partnerships, estates, and trusts. P: A328.

#### **A410 - International Accounting (1.5 credits)**

In-depth study of harmonization of standards, the standards issued by international bodies, particularly the IFAC and IASC, differences in accounting principles between countries as influenced by culture and tradition, and the impact of these matters in the socio-economic philosophies of these countries. P: A312.

#### **A413 - Governmental and Not-for-Profit Accounting (1.5 credits)**

Financial management and accounting for non-profit seeking entities; state, municipal, and federal governments, schools, hospitals, and philanthropic entities. Includes study of GAAP for these entities promulgated by the FASB and GASB. P: A312

**A424 - Auditing**

Provides an understanding of the audit environment and public expectations of an audit, the operation of public accounting firms, risk analysis in conducting the audit, internal control and the quality control procedures of public accounting organizations. P: A312, A325.

**A437 - Advanced Managerial Accounting**

Deals with the need to adapt traditional costing and cost analysis methods as changes take place in the new business environment characterized by flexible manufacturing, JIT, automation, and international competition. Strategic focus; writing intensive; interaction with practitioners. Field research. P: A325.

**D300 - International Business Administration**

Foreign environment for overseas operations; U.S. government policies and programs for international business; international economic policies; and management decisions and their implementation in international marketing, management, and finance.

**F301 - Financial Management**

Corporate finance emphasizing investment, dividend, and financing decisions. Topics include analysis of financial statements, risk and rate of return, discounted cash flow analysis, stock and bond valuation, capital budgeting, cost of capital, capital structure, dividend policy, short-term financial management. P: A201, E107

**F302 - Financial Decision Making**

Application of financial theory and techniques of analysis in the search for optimal solutions to financial management problems. P: F301

**F420 - Equity & Fixed Income Security**

Individual investment policy and strategy, security analysis and portfolio management, investment performance, measurement tools, basic and derivative securities used in the investment process, survey of ethics in the investment profession, and experience in trading practices through simulation. P:F301

**F446 - Management of Commercial Banks and Other Financial Institutions**

Management policies and decisions including asset, liability, and capital management within the legal, competitive, and economic environment. P:F301

**F494 - International Financial Management**

Financial management of foreign operations of the firm. Financial constraints of the international environment and their effect on standard concepts of financial management. Study of international currency flows, forward cover, and international banking practices. P: F301

**K321 - Management Information Systems**

Design and development of information systems. Information as a management tool. Use of microcomputers in information system development.

**K330 - Contemporary Topics in Information Technology**

This course will focus on the key business and information technology issues that exist in the business world that must be managed, dealt with, and resolved. Such issues include running IS like a business, technology leadership and partnership, outsourcing, IS resources & staffing, client server systems management, telecommunications, and the appropriate IT infrastructure to support business initiatives. P: K321.

**K335 - Telecom/Database Systems**

The focus of this course is on two key technologies being leveraged by businesses today, namely, telecommunications and database management systems (DRMSs). The course is designed to improve the understanding and knowledge of these two technologies as well as how to best implement and manage such systems. Areas covered include: LANs, MANs, WANs, internet/intranets/extranets, the logical and physical design of databases, database management systems (DBMSs), and the key principles and issues associated with data management. P: K321.

**K430 - E-Business**

Includes an historical perspective of e-business as well as emerging principles. Focuses on two primary aspects of e-business: marketing and supply chain management. Teams of students conduct research into the impact of e-business on their functional area of business. In addition, the interrelated topics of business ethics and privacy are presented and discussed. P: At least one of F301, K321, M301, and P301.

**L201 - Legal Environment of Business**

Law of business organizations and their liabilities: tort, antitrust, agency, partnership, and corporation law.

**M300 - Introduction to Marketing**

Examination of the U.S. market economy and marketing institutions. Decision making and planning from a manager's point of view; impact of marketing actions from a consumer's point of view.

**M301 - Introduction to Marketing Management**

Marketing planning and decision making examined from firm's point of view; marketing concept and its company-wide implications; integration of marketing with other functions. Market structure and behavior and their relationship to marketing strategy. Marketing system viewed in terms of both public and private policy in a pluralistic society. P: E107 or E108

**M303 - Marketing Research**

Focuses on the role of research in marketing decision making. Topics include research ethics, problem formulation, research design, data collection procedures, design of data collection forms, sampling issues, data analysis, and the interpretation of results. P: M301

**M405 - Buyer Behavior**

Buyer behavior relevant to marketing decisions. Logic of marketing segmentation, recognizing customer heterogeneity. Buyer behavior analyzed in terms of decision-making process and models of individual and aggregate behavior. Specific attention given to consumer behavior in retail markets and to procurement behavior in industrial markets. P: M301

**M415 - Advertising and Promotion Management**

Basic advertising and sales-promotion concepts. The design, management, and integration of a firm's promotional strategy. Public policy aspects and the role of advertising in marketing communications in different cultures. P: M301

**M450 - Marketing Strategy and Policy**

Ideally taken in student's last semester. Draws on and integrates materials previously taken. Focuses on decision problems in marketing strategy and policy design and application of analytical tools for marketing and decision making. P: M301, M303, M405

**P301 - Operations Management**

Production and its relationship to marketing, finance, accounting, and personnel functions are described. Forecasting demand, aggregate planning, master scheduling, capacity planning, and material planning provide the basis for linking strategic plans to operations plans. Other topics include facilities design, performance measurement, productivity improvement, quality control, JIT, TOC, and project management. P: E280

**P330 - Project Management**

This course will introduce the student to the full range of project management topics, concerns, problems solution methods and decision processes. These areas include: project selection, project organizational structures, negotiation, project planning, project scheduling and resource loading, project budgeting, project monitoring and control, project auditing, and, project termination. P: P301.

**P430 - Total Quality Management**

Introduces students to concepts of total quality management. Methods and application of quality control techniques commonly used in manufacturing and service organizations are presented. Research and theory relevant to quality concepts such as the economics and measurement of quality, the evolution of total quality management, team building and employee empowerment, vendor relations, elementary reliability theory, customer relations and feedback, quality assurance systems, statistical quality control, preventive maintenance programs, and product safety and liability are discussed. P: P301.

**W311 - Small Business Entrepreneurship**

Primarily for those interested in creating a new business venture or acquiring an existing business. Covers such areas as choice of a legal firm, problems of the closely held firm, sources of funds, preparation of a business plan, and negotiating.

**W430-Organizations and Organizational Change**

Analysis and development of organizational theories with emphasis on environmental dependencies, socio-technical systems, structural design, and control of the performance of complex systems. Issues in organizational change, such as appropriateness of intervention strategies and techniques, barriers to change, organizational analysis, and evaluation of formal change programs. P: Z302.

**Z440 - Personnel-Human Resource Management**

Nature of human resource development and utilization in modern organizations. Establishment and operation of a total human resource program. Includes recruitment, selection, training and development, performance appraisal, reward systems, benefit programs, role of personnel department, and role of government. P: Z302

**Z441 - Wage and Salary Administration**

Survey of problems faced by modern managers of compensation systems. In-depth look at the roles of company, government, union, and employee in the design and administration of total compensation systems. A description of the type of wage and salary systems currently in use, their advantages and disadvantages and extent of current use. P: Z302

**Economics (ECON)****E100 - Current Economic Topics**

First semester combined course in macroeconomics and microeconomics with an emphasis on intuition and economic concepts. Explains macroeconomic issues such as economic growth and the benefits and costs of government activism in trying to regulate the business cycle. Explains microeconomic topics such as demand/supply and market structures. Will also cover a variety of applied topics such as pollution, drug legalization, education, discrimination, poverty, health care, Social Security, and international issues. Many universities offer a different two-semester sequence of Principles of Economics. If you want to take two semesters of Economics and plan to transfer, then take both semesters at IUS or wait until you transfer.  
P: new students must have full admit status OR test into M117; returning students must have minimum 2.0 gpa OR jr. standing OR minimum math grade (c- in M007/T101 OR completion of M117 or higher/T102 or higher)

**E200 - Fundamentals of Economics**

Second semester combined course in macroeconomics and microeconomics with an emphasis on the more graphical and theoretical aspects of Principles of Economics. Further explains macroeconomic issues such as economic growth and the benefits and costs of government activism in trying to regulate the business cycle. Further explains microeconomic topics such as demand/supply and market structures. Will also cover international issues and a variety of policy applications.  
P: minimum grade of b- in E100 OR minimum grade of c- in E107/108 OR completion of E100/107/108 and a minimum math grade (b- in M007/T101; c- in M117/T102/T103 d- in M118 or higher).

**E280 - Applied Statistics for Business Economics I**

Summary measures of central tendency and variability. Basic concepts in probability and important probability distributions. Sampling, and sampling distributions. Basic estimation concepts.  
P: M122 College Algebra

**E281 - Applied Statistics for Business Economics II**

Simple linear regression and multiple linear regression. Quality control improvement. Time series and forecasting methods. Price and quantity indexes. Nonparametric procedures. (Statistical software required.)  
P: E280

**E321 - Intermediate Micro**

Microeconomics covering the theory of demand; the theory of production, pricing under conditions of competition and monopoly; allocation and pricing of resources; partial and general equilibrium.

**E322 - Intermediate Macro**

Theory of income, employment, and the price level. Study of counter-cyclical and other public policy measures. National income accounting. P: E107-E108.

**E323 - Urban Economics**

Introduction to basic concepts and techniques of urban economic analysis to facilitate understanding of urban problems; urban growth and structure, poverty, housing, transportation, and public provision of urban services. P: E107-E108.

**E340 - Labor Economics**

Economic problems of the wage earner in modern society; structure, policies, and problems of labor organizations; employer and governmental policies affecting labor relations. P: E107-E108.

**E350 - Money and Banking**

Monetary and banking system of the U.S.; problems of money and prices, of proper organization and functioning of commercial banking and Federal Reserve systems, of monetary standards, and of credit control; recent monetary and banking trends. P: E107-E108.

## **Faculty**

### **Accounting, Finance, and Business Law**

Barney, Douglas K., Ph.D. (*University of Mississippi, 1993*), C.P.A. (*Indiana*), C.M.A., C.F.M., *Associate Professor of Business Administration*

Bjornson, Chris, Ph.D. (*University of Illinois, 1993*), *Associate Professor of Business Administration*

Christiansen, Linda, J.D. (*Indiana University, 1987*), C.P.A. (*Indiana*), *Assistant Professor of Business Administration*

Dufrene, Uric, Ph.D. (*University of Mississippi, 1992*), *Dean, Associate Professor of Business Administration*

French, George, R., Ph.D. (*University of Mississippi, 1990*), C.P.A. (*Kentucky*), *Associate Professor of Business Administration*

Meredith, Vicki A., D.B.A. (*University of Kentucky, 1985*), C.P.A. (*Indiana*), C.M.A., *Professor of Business Administration*

Tipgos, Manuel A., Ph.D. (*Louisiana State University, 1974*), *Professor of Accounting*

Wong, Alan, Ph.D. (*University of North Texas, 1986*), *Associate Professor of Business Administration*

### **Economics**

Else, Janardhanan A., Ph.D. (*University of Wisconsin-Milwaukee, 1993*), *Associate Professor of Economics*

Altmann, James L., Ph.D. (*University of Wisconsin-Milwaukee, 1978*), *Professor of Economics and Business Administration*

Faulk, Dagny, Ph.D. (*Georgia State University, 1999*), *Assistant Professor of Economics*

Schansberg, D. Eric, Ph.D. (*Texas A&M University, 1991*), *Professor of Economics*

Swartz, Brenda Kimmey, M.B.A. (*University of Louisville, 1981*), *Director of Regional Economic Development Resource Center (REDRC), Adjunct Lecturer in Economics*

## **Marketing and International Business**

Beckman, Eugene T., Jr., M.B.A. (*University of Louisville, 1975*),  
*Director of Master of Business Admin. Program, Lecturer in Business Admin.*

Little, Eldon L., Ph.D. (*University of Nebraska, 1981*), *Prof. of Business Admin.*

Wadsworth, Frank H., Ph.D. (*University of Wisconsin-Madison, 1995*),  
*Associate Professor of Business Administration*

Wheat, Jerry E., D.B.A. (*Indiana University, 1973*), *Prof. of Business Admin.*

## **Management**

Ash, Robert, Ph.D. (*Arizona State University, 1995*), *Assist. Professor of Business Admin.*

Ernstberger, Kathryn, Ph.D. (*Indiana Univ. , 1992*), *Assoc. Prof. of Bus. Admin.*

Griffith, Miriam L., M.Ed. (*University of Louisville, 1976*), *Academic Adviser for Business and Economics, Lecturer in Business*

Kalmey, Donald, Ph.D. (*Ohio State Univ., 1975*), *Assoc. Prof. of Bus. Admin.*

Keefe, Thomas J., Ph.D. (*State University of New York at Buffalo, 1988*),  
*Associate Professor of Business Administration*

Pittman, Paul H., Ph.D. (*University of Georgia, 1994*), CPIM (American  
Production and Inventory Control Society), *Assist. Prof. of Business Admin.*

Rakich, Jonathon S. Ph.D. (*St. Louis Univ., 1970*), *Professor of Management*

Ramsey, Gerald D., Ph.D. (*Purdue Univ., 1973*), *Assoc. Prof. of Bus. Admin.*

## **Faculty Emeriti**

Braden, Samuel E., Ph.D. (*University of Wisconsin, 1941*), LL.D. (*Illinois State Univ., 1975*), LL.D. (*Indiana Univ., 1983*), *Prof. Emeritus of Economics*

Briscoe, John P., Ph.D. (*Univ. of Lou., 1977*), *Prof. Emeritus of Bus. Admin.*

Crooks, Edwin W., D.B.A. (*Indiana University, 1959*), *Chancellor Emeritus of Indiana University Southeast and Professor Emeritus of Business Admin.*

Felton, Marianne V., Ph.D. (*Indiana University, 1978*), *Professor Emeritus of Economics*

Greckel, Fay E., Ph.D. (*Indiana University, 1969*), *Prof. Emeritus of Economics*

Hotopp, Robert J., JD. (*Indiana University, 1973*), C.P.A. (*Indiana*) *Associate Professor Emeriti of Business Administration*

5/2001

# INDIANA UNIVERSITY SOUTHEAST

*Excellence Close to Home*

## School of Business

### VISION

“To be the premier school of business in our region.”

### MISSION

“Quality education for a lifetime of achievement.”

Accomplished by:

1. Providing a supportive learning environment and service-oriented atmosphere that enable students and organizations to achieve their potential.
2. Providing superior professional business and economics education to traditional and nontraditional students and organizations by offering high quality and fully accredited undergraduate and graduate degree programs.
3. Continuously enhancing instructional effectiveness and faculty's intellectual capital.
4. Contributing to the advancement of knowledge through applied research and other scholarly activity.
5. Enriching the community through professional activities and service.
6. Offering management development programs that meet the needs of organizations in the community.

