

# William S. Spears School of Business

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Today's business world is one of excitement and challenge. It offers individuals a professional future as well as an opportunity for meaningful social involvement and civic service. The mission and goals of the William S. Spears School of Business (SSB) are guiding principles to help the School prepare students to meet the demands of new developments in technology, economics, innovations in management techniques and social responsibility. The students of the SSB are provided the opportunity for specialized study in selected areas of business.

The mission of the William S. Spears School of Business, with internationally recognized areas of excellence and innovation, is to serve its stakeholders through its role as a professional school in Oklahoma's comprehensive land-grant university. The following six goal statements help direct the strategic mission of the School.

1. To prepare undergraduate, masters and doctoral students to excel in professional careers and leadership roles in a dynamic environment.
2. To conduct and publish scholarly research.
3. To develop and provide life-long learning programs that serve the needs of professionals.
4. To build strategic partnerships that support the School's mission.
5. To utilize leading-edge technologies in the pursuit of excellence in School activities.
6. To create and disseminate knowledge that is of value to stakeholders and that fosters the economic vitality and development of Oklahoma.

The SSB provides students with a broad educational experience by including studies in social sciences, communications, humanities, fine arts, natural science and mathematics. In addition, the student is provided with an under-



standing of the functions of business and how they integrate within organizations.

## Accreditation

The William S. Spears School of Business at Oklahoma State University is fully accredited by The Association to Advance Collegiate Schools of Business (AACSB International).

## High School Preparation

Although a sound high school program is adequate preparation, prospective business students will benefit from a strong background in English and mathematics. Also, course work in history and government, science, geography, computer science, foreign language and public speaking will be quite valuable.

## Scholarships

Oklahoma State University has an extensive scholarship program for entering freshmen, and applications should be sent to the OSU Office of Scholarships and Financial Aid by February 1 during one's senior year in high school. William S. Spears School of Business scholarships are primarily designated for sophomores, juniors and seniors. Scholarship awards are based on academic performance, leadership and need, and applications must be received by the beginning of February.

## Academic Advisement and Enrollment Procedure

Students plan their study in conference with a staff adviser in the Office of Student Services of the SSB.

The associate dean for undergraduate programs, as well as the director of the Office of Student Services, is available to all students for counseling on special problems.

## Academic Programs

**Undergraduate Programs.** *The Bachelor of Science in Business Administration* degree is offered by the six departments and one school. Departmental majors are listed below.

*Accounting*, with a major in accounting.

*Economics and Legal Studies in Business*, with majors in economics and an option in business economics and quantitative studies; and general business. An option in pre-law is available with a major in either economics or general business.

*Finance*, with a major in finance and an option in commercial bank management.

*Management*, with a major in management and options in human resource management, sports management, and entrepreneurship and business development.

*Management Science and Information Systems*, with majors in management information systems; and management science and computer systems.

*Marketing*, with majors in marketing and international business.

Additional information about the undergraduate programs in the SSB can be found on the Internet (<http://www.Spears.okstate.edu/undergraduate/index.htm>).

Outstanding students in the William S. Spears School of Business who meet the requirements of The Honors College may earn The Honors College degree while completing their undergraduate degree in this school. For more information, please refer to The Honors College information in this *Catalog*.

**Master's Degree Programs.** Two types of master's degrees are available to students desiring to undertake

advanced work in the business area, specialized masters of science degrees and the interdisciplinary Master of Business Administration degree.

*The Master of Business Administration* degree allows concentrations in management, management science and computer systems, marketing or finance. The following identifies where additional information about this degree can be found in this *Catalog*:

**The Master of Business Administration Degree** (see “Business Administration”)

The *Master of Science* degree requires completion of a graduate major in accounting, economics, Management Information Systems, quantitative financial economics, or telecommunications. The following identifies where additional information about these degrees can be found in this *Catalog*:

**Master of Science in Accounting Degree.** (See “School of Accounting.”)

**Master of Science in Economics Degree.** (See “Department of Economics and Legal Studies in Business.”)

**The Master of Science in Management Information Systems(MIS) Degree.** (See “Department of Management Science and Information Systems.”)

**Master of Science in Quantitative Financial Economics Degree.** (See “Department of Finance.”)

**Master of Science in Telecommunications Management Degree.** (See “Department of Management Science and Information Systems.”)

**Doctor of Philosophy Degree Programs.** Graduate work toward the Doctor of Philosophy degree with a major in economics is offered in the Department of Economics and Legal Studies in Business. Graduate work toward the Doctor of Philosophy degree with a major in business administration is offered in the departments of Finance, Management, Management Science and Information Systems, Marketing, and the School of Accounting.

Additional information about Ph.D. programs can be found in the “Business Administration” section as well as in the various departmental sections.

## Career Services

Representatives of more than 200 business and industrial concerns and governmental agencies annually interview graduating seniors and graduate students of the William S. Spears School of Business. The School has both undergraduate and graduate career services consultants available.

## General Education Requirements

The minimum general education requirements are summarized as follows: not less than 40 semester hours, including six hours of English composition, and 34 hours in the breadth areas. These include: six hours in American history and government and six hours in each of the areas—Social and Behavioral Sciences, Humanities, and Analytical and Quantitative Thought, and seven hours in the area of Natural Sciences, with one of the hours in Scientific Investigation.

An additional requirement is an “International Dimension.” This may be met in any part of the student’s program, and thus do not necessarily add to the number of hours required. The International Dimension simply requires each student to learn something about cultures and societies outside the United States. The Scientific Investigation requirement involves some kind of laboratory experience with student involvement. More detail concerning these and other requirements is found in the next section, “Lower-division Requirements.”

## Lower-division Requirements

Work in the freshman and sophomore years is planned in such a way as to give the student basic information in the general areas of (1) behavioral and social sciences, (2) communications, (3) humanities and fine arts, (4) natural science and mathematics, and (5) business foundation courses. The student may also select additional hours from courses in these areas, with the opportunity of achieving either further breadth or a certain degree of depth by concentrating these hours in a particular area of interest. As part of the student’s general education, one course must be selected that is identified as satisfying the International Dimension requirement.

During the freshman and sophomore years the student will complete courses in each of the following areas:

*Behavioral and social sciences:* American history, three semester credit hours; American government, three hours; and six hours elected from courses identified by the University as satisfying social science (S) credit.

*Humanities and fine arts:* Six semester credit hours elected from courses identified by the University as satisfying humanities (H) credit.

*Natural science and mathematics:* A minimum of 10-13 semester

credit hours with the specific number of required hours in mathematics and natural science varying with the major chosen. Specific requirements for each major are published by the University in the book *Undergraduate Programs and Requirements*.

*Communications:* English composition, six semester credit hours, and introduction to speech communication, three hours.

*Business core:* All undergraduate business majors must compete the following business core course requirements: ACCT 2103, ACCT 2203, BADM 4513, ECON 2103, 2203, FIN 3113, LSB 3213, MGMT 3123, MKTG 3213, MSIS 2103, 3223, and STAT 2023. For non-business students, the University prerequisite for upper-division courses applies. (See “Academic Regulations” elsewhere in the *Catalog*.)

*General electives:* In addition, the student may elect courses from any area except lower-division aerospace studies and military science and LEIS and HHP activity courses to complete lower-division requirements.

Credits earned during the freshman and sophomore years at a two-year college may not be substituted for junior and senior course requirements in majors in the William S. Spears School of Business.

## Departmental Clubs and Honor Societies

African American Business Students Association  
Association of Information Technology Professionals  
Association of Women in Business  
Beta Alpha Psi (accounting honor society)  
Beta Gamma Sigma (business administration honor society)  
Business Honors Organization  
Business Student Council  
Delta Pi Epsilon  
Delta Sigma Pi (professional business organization)  
Economics Club  
Financial Management Association  
Financial Management Association National Honor Society  
Human Resource Management Association  
International Business Club  
Iota Kappa  
ITask Force  
Marketing Club  
MBA Association  
MSTM Association

Multinational Club  
Phi Beta Lambda (business leadership)  
Society for Advancement of  
Management  
Taking Care of Business (business  
student club)

# School of Accounting

**Professor and Head**  
**Don R. Hansen, Ph.D., CMA**

The School of Accounting offers three degree programs in accounting: (1) B.S. in Business Administration with a major in accounting, (2) M.S. in accounting, and (3) Ph.D. in business administration with emphasis in accounting.

The common objective of the B.S. and M.S. in accounting programs is to educate students to commence and continue to develop in a wide range of professional accounting careers. The specific objective of the B.S. in accounting program is to provide basic conceptual and business knowledge as a foundation for accounting career development; the objective of the M.S. in accounting is to provide candidates with a greater breadth and depth in accounting than is possible in the B.S. program, in order to prepare graduates for careers as professional accountants in financial institutions, industry, nonbusiness organizations, and public practice.

Students who are considering a professional accounting career should have above-average aptitudes in mathematics and English, disciplined work habits, an interest in working with people and an attitude of service.

Currently, the B.S. in accounting is acceptable in lieu of three years of required public accounting experience required before a candidate may sit for the Uniform Certified Public Accountants Examination in Oklahoma. However, candidates will be required to complete 150 hours of education, including 30 hours of accounting beyond principles of accounting, before they may sit for the CPA exam in Oklahoma. Students desiring to become CPAs are strongly encouraged to consider graduate education in accounting. The M.S. in accounting earned at Oklahoma State University satisfies educational requirements for C.P.A. candidates in all jurisdictions of the United States.

Considerable electives are available in both degree programs. Specialization in external reporting, internal reporting, or taxation is possible in the M.S. in

accounting program. The M.S. in MIS is available for students desiring a specialization in systems.

Candidates for either of these degrees are encouraged to select some electives in quantitative and behavioral science areas.

## Graduate Programs

**The Master of Science in Accounting Degree.** The specific objectives of the M.S. in accounting are to provide candidates with a greater breadth and depth than is possible in the B.S. program, in order to prepare graduates for careers as professional accountants in financial institutions, industry, nonbusiness organizations, and public practice, and to develop judgmental ability in accounting and related areas. Advanced courses provide a theoretical base for insight into significant problems confronting the accounting profession. In addition, a specialty in financial reporting, professional accounting services, or taxation is available for interested candidates. The candidate receives assistance from the faculty in selecting a pattern of courses designed to prepare the student according to the chosen professional goals.

Graduates of recognized colleges and universities whose records indicate adequate intellectual capacity and desirable personal characteristics may qualify for admission. The typical applicant admitted to the program has a GMAT score of 575 or above and an undergraduate grade-point average of 3.50 or above.

**Prerequisites.** The following are required: 15 hours of advanced accounting and 15 hours of supporting course work. The supporting course work consists of three semester hours each in designated courses in economics, legal studies in business, marketing, management, and statistics. As many as eight semester hours of course deficiencies may be removed within the 32 semester hours required for the degree.

**The Doctor of Philosophy Degree.** The Ph.D. in the William S. Spears School of Business with a major in accounting emphasizes flexibility to meet the particular needs and objectives of individual candidates. The program is designed to provide the highest degree of preparation for the individual student, enabling the student to make significant professional contributions in research, teaching, or in business or government positions.

Graduates of recognized colleges and universities whose records indicate adequate intellectual capacity and desirable personal characteristics may qualify if they have a good academic record and achieve satisfactory scores on the

GMAT. Admission is competitive.

The Ph.D. program is designed so that a candidate may, at his or her option, specialize in one of the following accounting areas: auditing, managerial accounting, financial accounting systems, or taxation. All candidates are required to take a series of seminars that provide an overview of relevant academic literature. These seminars are restricted to Ph.D. candidates. Two minor areas, one of which may be outside the William S. Spears School of Business, are required, in addition to competence in economics and quantitative analysis. The candidate's advisory committee is responsible for assisting in the development of a plan of study encompassing the above areas. Students in residence are required to do teaching or research on a quarter-time basis while earning the degree.

# Business Administration

## Graduate Programs

**The Master of Business Administration Degree.** The Master of Business Administration program provides graduate professional education for individuals preparing for administrative careers in either the private or public sector. It is a comprehensive, yet flexible program providing the knowledge and analytical tools to cope with the complexities of management within diverse environments.

The program develops fundamental knowledge in the areas of accounting, finance, information systems, management, marketing and economics. Further, it provides critical analytical and research capabilities through research design and computer-based decision courses. The program is a 52-hour, self-contained program. The length of the program for a full-time student is normally two years, but the degree may be earned in less time by attendance in summer session courses. Degree requirements may be reduced by a maximum of 13 credit hours. To be eligible for this waiver, students must have earned a baccalaureate degree in business administration at an AACSB-accredited institution.

The individual course of study follows a personalized, interdepartmental curriculum developed in conjunction with the graduate adviser. Students may use elective courses either to continue broad managerial development or to emphasize studies in a functional

area (accounting, finance, management, marketing, information systems, telecommunications or electronic commerce).

Outstanding students with baccalaureate degrees in any field of study may apply. The M.B.A. is an advanced studies program that assumes a fair degree of sophistication in mathematics, statistics, and computer technology.

Admission is granted to those students whose potential for successful graduate study is clearly indicated by the undergraduate grade-point average, the score on the Graduate Management Admissions Test, letters of recommendation from three sources, past work experience, extracurricular and community activities, and stated career goals.

#### **The Doctor of Philosophy Degree.**

The Ph.D. in business administration is an interdepartmental program in the William S. Spears School of Business, including Accounting, Finance, Management, Management Science and Information Systems, and Marketing. The degree emphasizes flexibility to meet the particular needs and objectives of individual candidates. The program is designed to provide the highest degree of preparation for the individual student, enabling him or her to make significant professional contributions in research, teaching, or in business or governmental positions.

*Requirements.* Students select *one major* area of study from either accounting, finance, management, management information systems/management science or marketing, and *two minor* areas. The dissertation is usually written in the student's major area. One of the minor areas must be taken in the William S. Spears School of Business. The second minor may be taken from another department within the William S. Spears School of Business or from a department outside the SSB.

All candidates for the Ph.D. degree in business administration are expected to have a basic competence in all the major functional areas of business administration—accounting, economics, finance, management, management information systems/management science and marketing. In addition, basic competence is expected in finite mathematics, calculus and statistics. Students who possess a recent master's degree in business from a program accredited by the Association to Advance Collegiate Schools of Business (AACSB International) will generally have satisfied most of the basic competence requirements in these areas.

*Administration.* The program is administered by the dean of the Graduate College and the department in which

the student enrolls with the assistance of a faculty advisory committee.

*Major and Minor Areas.* The candidate's advisory committee is responsible for assisting in the development of a plan of study that assures competence in the major and minor areas and in economics and quantitative analysis. All Ph.D. students in residence are required to do teaching or research on a quarter-time basis, for at least one semester, while earning the degree.

For additional information about the Ph.D., see the respective departments.

## Economics and Legal Studies in Business

### **Professor and Head**

**Ronald L. Moomaw, Ph.D.**

Economics is a science of choice. The study of economics centers around individuals' attempts to improve their living standards. It provides a comprehensive view of how a society is organized to transform the limited resources available into want-satisfying goods and services. It investigates the principles underlying the operation of the economic system, and seeks to determine its weaknesses and to prescribe policy measures that will improve its operation. In the process it ranges over a host of the most important problems confronting contemporary society—the causes of and remedies for economic depression and inflation, the determinants of and methods for improving income distribution, poverty problems and welfare measures, the role of the government in economic activity, the requisites for economic growth and development, pollution and congestion and their control.

The primary objectives sought in the undergraduate curriculum are to develop a broad understanding and perspective of the economic aspects of people's activities, coupled with thorough training in the fundamental tools of economic analyses. Toward these ends, the development of elementary mathematical and statistical skills is highly desirable, as is complementary study in the social and behavioral sciences, accounting and business administration.

A major in economics prepares students for positions with business firms, nonprofit private organizations and government agencies—both national and international. It provides an excel-

lent background for the study of law and international relations. It qualifies competent students to undertake the graduate work necessary for professional positions in economic research and college or university teaching. An international economic relations option is also offered. A degree option in business economics and quantitative studies is offered to provide additional training in analytical methods and communication skills for both public and private sector occupations. An option in pre-law is offered.

## General Business

The general business program gives students a broad, comprehensive type of business education preparing them to enter employment in a wide range of administrative positions in private business, government, or non-profit organizations. The scope of their educational experience enables these graduates to assume management positions in organizations of varying sizes and ranges of operations.

Students majoring in general business will take general education or foundation course work in behavioral and social sciences, communications, humanities and fine arts, natural science, mathematics, and statistics, as well as business foundation courses in accounting, business communications, business law, economics, finance, management information systems, management, and marketing.

This major, which provides for a high degree of individual student choice, includes required upper-division course work beyond the business core in each of the business disciplines as well as substantial work in business or business-related courses, selected by the student in consultation with his or her major adviser. A pre-law option is offered.

## Graduate Programs

The department offers work leading to the Master of Science degree and the Doctor of Philosophy degree. The graduate program in economics prepares economists for academic careers as well as research and administrative positions in business and government agencies.

Graduate fields of specialization include regional and urban economics, public finance, international economics, and economic development. In addition, graduate courses are offered in industrial organization, labor, and environmental economics and econometrics.

The initial admission to a graduate

program is determined by an elected graduate studies committee on the basis of the applicant's previous academic record; verbal, quantitative and analytical scores of the Graduate Record Examination; and three letters of recommendation.

**The Master of Science Degree.** Admission to the master's program in economics is granted to college graduates with superior academic records whose preparation has been broad and thorough. They need not have majored in economics as undergraduates but must be well grounded in economic theory. A good background in one or more such fields as history, philosophy, mathematics, statistics, political science, English, sociology, accounting, finance, psychology, or management is particularly helpful to the graduate student in economics. An applicant whose prior preparation is deficient in some respect, may, if otherwise qualified, be admitted to the program but will be required take prerequisite courses for non-graduate level credit. A total of 30-33 graduate credit hours is required to earn an M.S. in economics.

Each graduate student is guided in the preparation of a plan of study by the graduate adviser. At the master's level, there are two options. One provides the student with a well-rounded program that does not specialize in a particular area of economics. The second option is applied economics, which stresses communication skills, quantitative analysis and course work from other disciplines related to a career objective. The candidate for the master's degree is required to show competence in basic economic theory and statistical methods, together with an understanding of the fundamental institutional operations of the United States economy.

Each program contains enough electives to permit considerable choice among areas of emphasis. A research report or thesis is required of all students who take only the M.S. degree. Those accepted for the Ph.D. program have the option of applying for and receiving the M.S. degree without a research report upon successful completion of the Ph.D. qualifying examinations and successful presentation of a dissertation proposal. A foreign language is not required.

**The Doctor of Philosophy Degree.** Admission to the doctoral program in economics is granted to college graduates who have superior academic records. A total of 60 graduate credit hours is required to earn a Ph.D. with a previously earned M.S. degree. A total of 90 graduate credit hours is required to earn a Ph.D. without a previously

earned M.S.

The Ph.D. program stresses balanced preparation in economic theory, mathematics and statistics, as well as competence in subject-area fields of specialization. The student is required to pass qualifying examinations in the theory core and in one field of specialization. (The theory core is not considered a field of specialization.) Competence must be demonstrated in a second field of specialization through course work. The graduate adviser helps the student develop a plan of study to achieve these objectives. A foreign language is not required.

A dissertation based upon original research is required of the candidate for a Ph.D. degree in economics. The final oral examination is the dissertation defense.

## Finance

### Associate Professor and Head Janice W. Jadlow, Ph.D.

There are financial implications in virtually all organizational decisions, whether the organization is a business firm, a nonprofit organization, or a government. Thus, financial executives are of central importance to overall planning and control, and nonfinancial executives must know enough finance to work the financial implications into their areas of expertise. The increasing importance of finance for any organization has accompanied the evolution of the field of finance itself.

Finance has evolved since the early 1900s from a descriptive to an analytical discipline recognized as a genuine science. Finance builds on economic theory to focus on both sides of the organization's balance sheet, asset analysis and the optimal mix of liabilities and equity, including the implications of investor portfolio theory for the firm. Finance consists of three interrelated core areas: financial markets and institutions, investments and portfolio theory, and managerial (business) finance. Other topics interwoven within these core areas include international finance, derivative securities, bank management, insurance, real estate, risk management, and personal finance. Recent issues of emphasis include deregulation of financial institutions, markets, and industry sectors, the implications of telecommunications on financial information and decisions, innovative methods of financing long-term investments, and the influence of inflation on interest rates.

The primary objective of the undergraduate finance curriculum is to develop a broad understanding of the financial aspects of the activities and decisions and to provide thorough training in the fundamental tools of financial analysis. Toward these ends, the study of finance is complemented with the development of elementary mathematical and statistical skills and with study in economics, accounting, and business administration. The major in finance is intended to prepare students for positions with a wide variety of organizations that require special understanding of financial analysis, financial management and financial systems.

Finance majors entering the corporate world may begin in one of several positions. A career in financial management can lead to a major executive position, including chief executive officer. The positions within managerial finance include capital budgeting analyst, daily cash manager, credit analyst, financial analyst (who works closely with accountants), and risk manager.

Alternatively, finance majors may choose to enter the financial services industries. Career possibilities include: the banking industry as a loan officer, retail bank manager, or a member of the trust department; the securities industry as a stockbroker or account executive, a securities analyst, investment banker, or financial planner; and the insurance industry as an agent or underwriter.

## Graduate Programs

Concentrations in finance are offered through the Master of Business Administration, and Doctor of Philosophy degrees.

**The Master of Business Administration Degree.** (See "Business Administration.")

**The Master of Science in Quantitative Financial Economics Degree.** The discipline of quantitative finance has evolved tremendously in recent years, spurred by business and financial institution demand for quantitative skills. Oklahoma State University offers a Master of Science Degree in Quantitative Financial Economics (MSQFE) to meet this demand. The objective of the MSQFE is to produce graduates with mathematical and statistical modeling skills necessary to support advanced financial and economic applications.

The MSQFE is a William S. Spears School of Business degree program that draws on the combined expertise of five OSU departments—Finance, Economics, Mathematics, Statistics, and Agricultural Economics. The program is designed to enable students to participate in deci-

sion processes and develop solution techniques for applications encountered in current and future financial environments. The program focuses on the analytical methods necessary for effective participation in the fields of risk management and financial engineering. Significant course work is devoted to the development of mathematical and statistical skills. These skills are necessary to evaluate the uncertain outcomes found in financial applications. The program provides students the opportunity to apply their knowledge and skills to projects that utilize quantitative financial tools and techniques. The MSQFE program seeks to develop student competencies in risk evaluation methods, empirical estimation techniques, valuation theory and techniques, mathematical solution methods, capital budgeting, demand analysis, and risk management.

The MSQFE is a 33-semester hour program. The core 24 hours consist of classes required of all students in the program. Students may elect to complete a Master's thesis. This option would reduce the number of elective hours from nine to three.

The admission requirements include an earned undergraduate degree from a college or university of recognized standards. In addition to the Oklahoma State University Graduate College's standard requirements, the program's Curriculum Committee will consider the applicant's letters of recommendation, GMAT or GRE score, previous academic performance, and financial/statistical modeling experience. The background necessary to complete the program with only 33 hours of course work includes ten hours of calculus, differential equations, statistical methods, intermediate microeconomics, and principles of finance.

Additional information about the program is available on the Internet (<http://Spears.okstate.edu/msqfe/index>).

**The Doctor of Philosophy Degree.** A Ph.D. in business administration with concentration in finance prepares the student for careers in academia, business or government.

The program is designed to meet the needs and objectives of individual students, but all students will seek an in-depth understanding of the theoretical foundations of financial economics and develop research competency, and will develop teaching skills. The small class size provides a supportive environment conducive to the exchange of ideas and the development of new insights by both faculty and students.

Students will select finance as their major area of study. Two areas of con-

centration are also to be selected. As support for the major field of study, each student is required to attain graduate level competence in economic theory and quantitative methods.

Prerequisites for admission to the program are appropriate basic courses in calculus, statistics and computer science.

Competence in planning and executing research is demonstrated by a dissertation. In addition, each candidate must pass comprehensive qualifying examinations and a final oral examination on the dissertation itself.

Outstanding students with degrees in any field of study may apply. Applications for admission are evaluated on the basis of (1) undergraduate and graduate grade-point averages, (2) score on the Graduate Management Admissions Test, (3) a two- or three-page statement describing goals and academic interests, (4) three letters of recommendation, (5) evidence of research potential, and (6) a personal interview when feasible. It is the applicant's responsibility to see that all materials related to these criteria are received by the Department of Finance.

## Management

**Associate Professor and Head  
Kenneth K. Eastman, Ph.D.**

The majority of accomplishments in contemporary society are created through organization and group effort. Whether the goals are to realize success in business or solve the pressing problems of society, organizational systems must be effectively managed to maximize the probability of success.

As an area of study, the field of management offers dynamic, exciting possibilities to students. The field of management is concerned with the analytical process and the application of relevant theory and research to creative problem solving. Examples of such challenges include designing organizational systems; leadership; motivating people; planning courses of action; and efficiently allocating and utilizing resources. Since people in the field of management deal with real-world problems, the student should have a deep interest in applying knowledge in problem-solving situations.

The Department of Management offers an undergraduate major in management. In addition, the department offers three options under the management major. These options are entrepreneurship and business develop-

ment (EBD), human resource management (HRM), and sports management. Students may choose the general management major, or they can pursue a more focused study in one of the three options. The department also offers graduate studies leading to an MBA degree and the Ph.D. degree in business administration in management.

## Management

The disciplines spanned by these majors offer dynamic, exciting possibilities to students at all levels. Students may look forward to both intellectual growth and the development of individual capabilities that are in high demand in today's competitive business world.

Each of the majors is concerned with the analytical process and the application of relevant decision tools and information systems, relevant theory and applications, to creative problem solving. While the topics vary from one major to another, the common thread running through each major is the rational process of building systems that make management effective in problem-solving and creating teamwork and productivity.

The major in management offers dynamic, exciting possibilities for study and employment. It prepares students for leadership careers with business or nonprofit organizations. It involves the study of knowledge bases and applications relevant to management careers. The discipline of management utilizes analytical processes to apply relevant theory and applications to creative problem solving. Some examples of topics include leadership dynamics, strategic management, planning courses of action, organizational behavior and performance, resource allocation and administration, and building management systems. Majors are typically employed by organizations of all types and sizes as managers or staff specialists. The major has flexibility so that the student may elect work in allied fields, including entrepreneurship and new venture development. The management major has much to offer for those interested in leadership roles in business and public sector organizations.

## Entrepreneurship and Business Development

Many students today are intrigued by the idea of starting their own business or by helping an existing business grow. Entrepreneurs are vital to our economy and are responsible for the majority of new job creation. This option is designed to give students with an entre-

preneurial spirit the business skills they need to succeed. Students will learn about the challenges faced by entrepreneurs and managers who are attempting to expand their existing businesses. Classes examine the important managerial actions needed to start and develop business ventures. Specific attention is given to the unique requirements of small business, developing a business plan, securing venture capital and managing growth. The classes under this option emphasize the application of theory to practice and provide students with hands-on experiences with new businesses.

## Human Resource Management

The work in human resource management is organized as an option under the management major. It is designed to prepare students for careers in human resource management or for management careers in a variety of venues. Students pursuing the HRM option study many topics pertaining to the management and well-being of an organization's workforce. This includes topics such as compensation administration, forecasting demand for personnel, labor relations and collective bargaining, recruitment of potential employees, and training and development, and others. For those who enjoy working with people, a career as an HRM professional offers many opportunities for career satisfaction and personal development.

## Sports Management

The sports industry is a growing segment of our economy. Whether it is at the amateur, college, minor league or professional level, sports organizations are in need of graduates with business savvy. Sports enterprises are becoming increasingly concerned with their "bottom line" and they need employees who have expertise in both business management and the sports industry. As a competitive advantage, our sports management program is one of the few in the country that is housed within a business management department. Our classes offer students the opportunity to gain important business management skills, while learning about the unique nature of sports organizations.

## Graduate Programs

The Department of Management offers work leading to the Master of Business Administration and the Doctor of Philosophy in business administration degrees.

**The Master of Business Administration Degree.** (See "Business Administration.")

### **The Doctor of Philosophy Degree.**

The Ph.D. in business administration program administered through the Department of Management provides intensive study in management. It prepares the student for significant professional contributions in university teaching and research.

The program is flexible and individually structured to meet the needs and objectives of the candidate. Emphasis is placed on understanding the analytical and theoretical foundations of business administration, applications in the depth area of specialization, and development of research capabilities in the discipline.

The student selects a major such as management (concentrations are available in organizational behavior or strategic management) and two minors. One of the minor areas must be taken in the William S. Spears School of Business. The second minor area may or may not be taken outside the William S. Spears School of Business. As support for the major and minor fields of study, each student is required to attain graduate level competence in economics, quantitative and research methods.

As prerequisites to the program, all candidates are to have completed appropriate basic courses in calculus and statistics. Likewise, candidates are expected to have a basic competence in the major functional areas of business—accounting, finance, management, management information systems, management science, and marketing. Competence in the functional areas is usually attained by documenting that the student has recently completed an appropriate graduate course in each area through a program accredited by the Association to Advance Collegiate Schools of Business (AACSB International).

Competence in planning and executing research must be demonstrated in a dissertation. In addition, each candidate must pass a series of comprehensive qualifying examinations, both written and oral, and a separate, final oral examination of the dissertation itself. To enhance teaching skills, all Ph.D. students in residence are required to teach on a quarter-time or half-time basis for at least one semester while earning the degree.

Outstanding students with master's degrees in any field of study may apply. The application for admission to the program is evaluated on the basis of (1) undergraduate and graduate grade-point averages, (2) the score on the Graduate Management Admissions Test, (3) a two- or three-page statement describing goals and academic interests, (4) three letters of recommendation,

(5) evidence of research potential, and (6) a personal interview when feasible. It is the responsibility of each applicant to ensure that all material related to the above criteria is received by the department.

# Management Science and Information Systems

**Professor and Head  
Rick L. Wilson, Ph.D.**

There is little doubt that emerging technologies of the 21<sup>st</sup> Century will continue to dramatically alter the way business is conducted. Those who wish to have a leadership role in developing next generation systems should consider a career in information systems and telecommunications. The need for knowledge workers with expertise in information systems will continue to increase at substantial rates for the foreseeable future. In fact, a Department of Labor forecast projected that six of the top nine (and four of the top five) fastest growing occupations for the next decade require at least a bachelor's degree in the management science and information systems area.

The Department of Management Science and Information Systems offers undergraduate majors in management information systems (MIS) and management science and computer systems (MSCS) and graduate studies leading to master's degrees in business administration (MBA), telecommunications management (MSTM), and management information systems (MIS). Also, Ph.D. degrees in business administration with an option in MIS, telecommunications management, management science and operations management can be earned.

Undergraduate degrees in MIS and MSCS require a common foundation of work in disciplines such as mathematics, statistics, behavioral sciences and communications. A second tier of required work consists of the courses required for all William S. Spears School of Business students, such as economics, marketing, accounting and management. The third tier of classes are core MIS courses that develop information technology expertise in students.

# Management Information Systems (MIS)

The MIS degree focuses on the business applications of information technology. This includes emphasizing necessary skills required in the analysis, development, evaluation and implementation of various information and communication technologies critical for today's Internet-enabled organizations. The integration of information technology throughout all aspects of business coupled with the critical need for responsive information systems has created a strong demand for graduates with expertise in information systems and business administration.

Once MIS students satisfy the first two tier requirements mentioned above, they will focus on specialized courses in areas such as systems analysis and design, business programming, database design and management, expert and decision support systems, data mining applications, data communications and network security, management science methods, enterprise resource planning systems, and electronic commerce.

# Management Science and Computer Systems (MSCS)

The MSCS degree is similar to the MIS degree with a minor, yet significant differences do exist. This degree places additional emphasis on developing aptitudes in quantitative tools that are especially critical in today's data-driven organization. Additional course work in statistics, operations research, decision analysis and quantitative analysis is possible with an MSCS degree.

In summary, the MIS and MSCS degrees foster growth in students to become the 'builder of systems' specialist that is so critical to organizations today. Both degrees provide the student with unique business, technical and project management skills, making them candidates for fast career advancement in the information-driven marketplace of the 21<sup>st</sup> Century.

## Graduate Programs

The Department of Management Science and Information Systems offers courses that lead to the completion of the Master of Business Administration (MBA), the Master of Science in

telecommunications management (MSTM), the Master of Science in management information systems (MIS) and the Doctor of Philosophy in business administration (Ph.D.).

**The Master of Business Administration (MBA) Degree.** (See "Business Administration.")

**The Master of Science in Telecommunications Management (MSTM) Degree.** In response to industry's need for skilled and knowledgeable telecommunications management graduates, Oklahoma State University offers a Master of Science degree in telecommunications management. This program is offered not only through traditional means to on-campus students but also via distance learning technologies to students at remote locations.

The program is currently housed in the William S. Spears School of Business. However, the telecommunications management program draws on the combined expertise of three OSU colleges—the College of Arts and Sciences; the William S. Spears School of Business; and the College of Engineering, Architecture and Technology. As a result, the telecommunications management student will have a traditional home department to achieve a depth of knowledge in one discipline while developing broad knowledge in business, technical and communication disciplines.

This program prepares graduates for managing the telecommunications technologies, as well as managing in a competitive environment with telecommunications systems. The graduates of this program are likely to be employed by providers or users of telecommunications technologies.

*Telecommunications Management Curriculum.* The program curriculum consists of a minimum of 35 credit hours, including six core courses, one laboratory, one practicum and four electives. Students may choose either a part-time or full-time sequence. Full-time students can complete the program in one and one-half years while part-time students may complete it in two years.

MSTM degree candidates have the opportunity to develop broad knowledge in specific elective areas chosen to best fit their career aspirations. The program is the result of interdisciplinary input and cooperation, drawing on the combined expertise of three OSU colleges: the William S. Spears School of Business; the College of Engineering, Architecture and Technology; and the College of Arts and Sciences.

*Admission Requirements.* Qualified graduates of colleges and universities

of recognized standards are eligible to seek admission to the OSU Graduate College. Applicants must submit the completed application form to the Graduate College with official transcripts of all academic work and degrees received.

In addition to the OSU Graduate College's standard requirements, the telecommunications management program admissions committee will consider students' letters of recommendation, GMAT or GRE scores, previous academic performance, and telecommunications experience.

Information about the program is available on the Internet (<http://www.mstm.okstate.edu>).

**The Master of Science in Management Information Systems (MIS) Degree.** This degree program combines strong theoretical concepts with intense hands-on instruction, helping graduates to not only understand business processes and the concepts behind the information systems they work with, but also develop, modify, use and protect these rapidly-changing computing systems through their technical expertise.

The M.S. in MIS is a 33-hour program featuring a core of 18 hours, including a business practicum, plus three options to highlight different interest areas: digital business systems, knowledge management systems, and information assurance and security. These three options afford the student opportunities, respectively, to focus on software design and implementation, information retrieval and analysis, or management of network and information system security to protect information systems against unauthorized intrusion.

Admission requirements for the M.S. in MIS are similar to the admission requirements for the other master's programs in the William S. Spears School of Business.

Information about the program is available on the Internet (<http://spears.okstate.edu/msmis/>).

**The Doctor of Philosophy (Ph.D.) Degree.** The Ph.D. in business administration program administered through the Department of Management Science and Information Systems provides intensive study in management information systems, management science, operations management and telecommunications management. It prepares the student for significant professional contributions in university teaching and research.

The program is flexible and individually structured to meet the needs and objectives of the candidate. Emphasis is placed on understanding the analytical and theoretical foundations of busi-



ness administration, applications in the depth area of specialization, and development of research capabilities in the discipline.

As prerequisites to the program, all candidates are to have completed appropriate basic courses in calculus and statistics. Likewise, candidates are expected to have a basic competence in the major functional areas of business—accounting, finance, management, management information systems, management science and marketing. Competence in the functional areas is usually attained by documenting that the student has recently completed the appropriate graduate courses in each area through a program accredited by the Association to Advance Collegiate Schools of Business (AACSB International).

Competence in planning and executing research must be demonstrated in a dissertation. In addition, each candidate must pass a series of comprehensive qualifying examinations, written and oral, and a separate, final oral examination of the dissertation. To enhance teaching skills, all Ph.D. students in residence are required to teach on a quarter-time or half-time basis for at least one semester while earning the degree.

Outstanding students with master's degrees in any field of study may apply. The application for admission to the program is evaluated on the basis of (1) undergraduate and graduate grade-point averages, (2) the score on the Graduate Management Admissions Test, (3) a two- or three-page statement describing goals and academic interests, (4) three letters of recommendation, (5) evidence of research potential, and (6) a personal interview when feasible. It is the responsibility of each applicant to ensure that all material related to the above criteria is received by the department.

## Marketing

**Professor and Head**  
**Joshua L. Wiener, Ph.D.**

The Department of Marketing provides two quite significant majors within the SSB. One of these is marketing. This is an exciting field of study leading to a variety of job opportunities both in the private sector and in not-for-profit organizations. Also, it provides an excellent career path to top management within an organization.

The second major provided by the department is international business.

Almost every business has international operations or is affected by events, competitors and conditions in the global economy. This opens career opportunities in the field and prepares one for successful management within the domestic economy.

## Marketing

Marketing is concerned with the identification of wants and needs by buyers and the development of products, distribution channels, price and communication methods to best satisfy those wants and needs. The buyers may be individuals or organizations, and their buying may include products or services. Since the economic system is dependent on the ability of organizations to match resources with marketplace needs, marketing is gaining in prominence every year.

A marketing graduate will likely be involved in performance and management of many traditional areas of decision-making—sales, advertising, logistics and marketing research. In addition, one frequently assists in product planning, developing marketing information systems, and general management. Since these tasks are necessary for all types of organizations, employers of marketing graduates include manufacturers, banks, hospitals, retailers and not-for-profit organizations.

The effective marketing manager must possess a perspective and capability that reflect a three-dimensional program of study: (1) a liberal education in the sciences, humanities, behavioral and social sciences, mathematics and communications; (2) an adequate knowledge of the major functional areas of business; and (3) a high-level competency in marketing.

One's liberal education is emphasized during the freshman and sophomore years. The study of the functional areas of business begins in the sophomore year and continues into the junior year. During the junior and senior years, the focus is on marketing. In addition to the introductory course that provides an overview of the field of marketing, the student takes courses in areas such as consumer behavior, promotion, sales management, services marketing, electronic commerce, marketing research, channels and international marketing. While studying marketing, one typically selects courses in other fields such as international business, management, information systems, finance, advertising and public relations, and other fields to support a particular career choice within the marketing field.

## International Business

The major in international business provides a fundamental understanding of the global business environment and develops decision-making capabilities in the international setting. It spans cultures, economic conditions, political and legal systems, and competitive climates.

This major has the same General Education and Common Body requirements as all other SSB majors. In addition, it includes specific international business courses, international environment courses, modest foreign language competency, and a minor field in any business field. Students are encouraged to seek study abroad opportunities and other avenues for expanding their cross-cultural understanding. The international business major requires 39 credit hours.

## Graduate Programs

The Department of Marketing offers work leading to the Master of Business Administration and the Doctor of Philosophy in business administration degrees.

**The Master of Business Administration Degree.** (See "Business Administration.")

**The Doctor of Philosophy Degree.** The Ph.D. in business administration program through the Department of Marketing provides intensive study in marketing. It prepares the student for significant professional contributions in university teaching and research, or staff positions in business or government.

The program is quite flexible and individually structured to meet the needs and objectives of each candidate. The program is designed to create scholars and researchers in the field of marketing. Highly student oriented, the program focuses on training individuals in current marketing theory and research techniques. Collaboration between students and faculty is strongly encouraged.

*Program Content.* The student will take 15 hours of Ph.D. seminars in marketing. The student must also complete a nine-hour minor in another discipline, such as economics, management, sociology or psychology. As support for the major and minor fields of study, extensive course work (normally 18 credit hours) in the area of quantitative/research methodology is required. In addition, each student must attain graduate level competence in economic theory.

Each candidate must pass a series of written comprehensive qualifying examinations that address knowledge in the major and minor fields. An oral examination will be held on the dissertation itself. To enhance teaching skills, all Ph.D. students who plan to teach in the United States are required to teach on a quarter-or half-time basis for at least one semester while earning the degree.

As prerequisites to the program, all candidates are to have completed appropriate basic courses in calculus and statistics. Likewise, candidates are expected to have a basic competence in the major functional areas of business— accounting, finance, operations management, organizational theory, economics, and marketing. Competence in the functional areas is usually assumed for candidates having recently completed an appropriate graduate course in each area in an M.B.A. program accredited by the Association to Advance Collegiate Schools of Business.

*Application Procedure.* Outstanding undergraduate or graduate students from any field of study may apply. For those with an M.B.A., the program will normally consist of two years of course work and two years of dissertation work. For those without a master's degree, the plan of study for the Ph.D. degree will typically allow for the granting of an M.B.A. prior to completion of the Ph.D. degree. Applications for admission to the program are evaluated on the basis of (1) undergraduate and graduate grade-point averages, (2) the score on the Graduate Management Admissions Test or Graduate Record Examination, (3) a two- or three-page statement describing goals and academic interests, (4) three letters of recommendation, (5) evidence of research potential, and (6) a personal interview when feasible. It is the responsibility of each applicant to ensure that all material related to the above criteria is received by the Department of Marketing. Application forms and detailed explanation of the Ph.D. degree in business administration with an emphasis in marketing are available through the department.