

# JENNINGS A. JONES COLLEGE OF BUSINESS

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**Accounting • Business Education, Marketing Education, and Office Management  
• Computer Information Systems • Economics and Finance • Management and Marketing**

The Jennings A. Jones College of Business seeks to provide the intellectual foundation for our students' lifelong learning and success. Drawing students extensively from the regional population with an increasing emphasis on national and international diversity, the Jones College uses traditional and technology-based pedagogies to create a positive teaching/learning environment.

In addition to a sustaining emphasis on quality teaching and learning through classroom research, student professional organizations, and advisory activity, the faculty of the Jones College also contributes to business, professional, and civic affairs through public service and intellectual pursuits.

Specific departmental objectives, requirements for majors and minors, and descriptions of courses follow each departmental listing.



## Guiding Principles

To achieve our mission, the faculty of the Jennings A. Jones College of Business commits to these guiding principles:

### Quality

Students experience quality learning opportunities that are enhanced by faculty committed to effective teaching and expanding knowledge in their disciplines through research. The college provides quality facilities and access to technology used in the business world. Course offerings and course content are regularly reviewed to maintain currency. Student and faculty interaction with the business community further contributes to educational quality.

### Accessibility

We are the college of opportunity in middle Tennessee, offering a wide variety of courses, programs, and degrees in support of our constituencies. We offer traditional campus courses as well as evening, off-campus, and distance learning courses. Faculty members are accessible on campus and through electronic mail, faculty Web sites, and the University computer network. Students have access to both full-time college advisors and faculty advisors.

### Value

The college is a gateway to knowledge, providing a foundation for lifelong learning and the success of our students. Awarding degrees is an important recognition of student accomplishment in the learning process. Value is added by a faculty that demonstrates quality teaching, scholarly research, and service to the profession, the community, the region, and beyond. This linkage of scholarship, teaching, and learning is our bond with students, the public, and the business community. Value to our constituencies is strengthened through a philosophy of responsiveness and accountability.

### Learning Goals

The Jones College builds upon the University's general education foundation to prepare students to

1. be lifelong learners
2. influence free enterprise concepts and principles
3. think logically, critically, and creatively
4. communicate clearly and precisely
5. behave ethically and make sound moral judgments
6. acquire fundamental knowledge of their selected disciplines or areas of focus

### Jones College Goals

Accordingly, the Jones College will

1. commit to quality, accessibility, and value as guiding principles
2. prepare students for technology literacy in the commercial world
3. recruit high-ability students and faculty members
4. encourage faculty and students to maintain lifelong commitments to learning and creativity
5. develop appropriate partnerships with business, industry, and government

The Jones College acknowledges the value of ethnic, cultural, geographic, and racial diversity and seeks to promote such diversity within the faculty and student populations. The college embraces change and adheres to continuous improvement principles in every aspect of its operation, including student admission standards.

With respect to accessibility as a guiding principle, the Jones College desires to attract a balanced, diverse, student population with ever-improving entrance level potential and exit level abilities.

### Jones College Structure

One of the six undergraduate colleges of the University, the Jones College has a traditional, discipline-based structure of five academic departments. Decisions for the college are made by the chief academic/administrative officer, in appropriate consultation with an executive committee consisting of department chairs and associate deans. A broader steering committee, which adds the faculty chairs of all standing committees, is consulted when appropriate. Much of the work of the college is conducted through its standing committee structure.

Committed to continuous improvement, the Jones College believes that structure should facilitate the accomplishment of goals. If structure hinders programs of continuous improvement, it should be reviewed and modified to enhance goal attainment.

### Departments and Programs

The Jennings A. Jones College of Business has five academic departments:

- Accounting
- Business Education, Marketing Education, and Office Management
- Computer Information Systems
- Economics and Finance
- Management and Marketing

Specific departmental objectives, requirements for majors and minors, and descriptions of courses follow each departmental listing.

The Jennings and Rebecca Jones Business and Economic Research Center is an integral part of the Jennings A. Jones College of Business. The center coordinates research studies for the college; publishes the journal *Tennessee's Business* and newsletters *Mid-State Economic Indicators* and *Global Commerce*, monographs, and conference papers; acts as a repository of business and economic data; and assists faculty, students, and the broader community with research needs.

The college also supports or houses the following centers, projects, and endowments:

- Stock Market Game
- INROADS
- Tennessee Small Business Development Center
- Tommy T. Martin Chair of Insurance
- Jack O. Weatherford Chair of Finance
- Japan Program of MTSU

- Economic Education Center
- Jennings A. Jones Chair of Excellence in Free Enterprise
- Jennings and Rebecca Jones Chair of Excellence in Urban and Regional Planning
- Leadership Middle Tennessee

The Jones College's business and accounting programs are accredited by AACSB International, The Association to Advance Collegiate Schools of Business.

## Degree Requirements

The Jennings A. Jones College of Business offers undergraduate programs leading to the Bachelor of Business Administration (B.B.A.) and the Bachelor of Science (B.S.) degrees. Each program includes courses for a specific minor. Specified minors cannot be omitted, but additional minors outside the Jennings A. Jones College of Business may be elected. The same courses may not be used to meet degree requirements in more than one major or minor. B.B.A. degrees are accredited by the AACSB International—The Association to Advance Collegiate Schools of Business. Degree programs are offered in

- Accounting (B.B.A.)
- Business Administration (B.B.A.)
- Business Education (B.S.)
- Economics (B.B.A.)
  - Concentrations in Public Finance and Labor Relations
- Economics (B.S.)
- Entrepreneurship (B.B.A.)
- Finance (B.B.A.)
  - Concentrations in Business Finance, Financial Institution Management, Insurance, and Real Estate
- Information Systems (B.B.A.)
- Management (B.B.A.)
- Marketing (B.B.A.)
- Office Management (B.B.A.)

We do not offer an online business degree.

### Bachelor of Business Administration (B.B.A.) Degree

Each candidate for a Bachelor of Business Administration (B.B.A.) degree must meet the following:

1. the University Degree Requirements (see page 60);
2. the General Education requirements (see pages 64–67);
3. the following business courses:
  - ACTG 2110, 2120, Principles of Accounting I and II, 6 hours
  - ECON 2410, 2420, Principles of Economics, Macroeconomics and Microeconomics, 6 hours
  - Q M 2610, Statistical Methods I, 3 hours
  - BLAW 3400, Legal Environment of Business, 3 hours\*
  - BMOM 3510, Business Communication, 3 hours
  - BMOM 4510, Business Report Writing, or
  - ECON 3210, The Financial System and the Economy, 3 hours\*
  - FIN 3010, Business Finance, 3 hours\*
  - INFS 3100, Principles of Management Information Systems, 3 hours\*
  - MGMT 3610, Principles of Management, 3 hours\*
  - MGMT 3620, Production and Operations Systems, 3 hours
  - MKT 3820, Principles of Marketing, 3 hours\*
  - Q M 3620, Statistical Methods II, 3 hours
  - B AD 4980, Business Policy, 3 hours
4. a major consisting of a minimum of 24 semester hours of courses as specified by each department in the college;

5. a minimum of 50 percent of required business hours must be taken at MTSU;
6. a minimum of 50 percent upper-division hours in the major and 3 upper-division hours in the minor must be taken at MTSU;
7. a minimum of 60 of the total 120 semester hours of coursework must be taken outside the Jennings A. Jones College of Business (ECON 2410, 2420, 3210; Q M 2610, 3620 are counted as non-business courses);
8. Business Policy, B AD 4980, must be taken at MTSU during the last semester of coursework (students will not be permitted to enroll until completion of courses marked with an asterisk (\*) in item 3 above);
9. two separate majors in business cannot be completed simultaneously.

### Bachelor of Science (B.S.) Degree

Each candidate for a Bachelor of Science (B.S.) degree must meet the following:

1. the University Degree Requirements (see page 60);
2. the General Education Requirements (see pages 64–67);
3. the specific requirements for the B.S. degrees as listed under departmental sections of the catalog for the following programs:
  - a. Business Education major includes a minor in Secondary Education leading to licensure to teach business subjects;
  - b. Business Education major with a required minor in Business Administration for students not seeking licensure to teach business subjects;
  - c. Economics liberal arts major without a specific required minor.

### Second Bachelor's Degree

Students seeking a second bachelor's degree should review the requirements in this catalog (see page 61).

All students seeking a second bachelor's degree in business must have completed or complete

- HIST 2010, 2020, or 2030, 6 hours;
- 24 or more hours in major plus auxiliary course requirements;
- 42 hours listed in item 3 under B.B.A. degree above.

A minimum of 50 percent of the total business hours required for a second degree must be taken at MTSU.

### Technology Proficiency

Students should be proficient in keyboarding and basic computer skills. The following courses may be elected by students to develop basic proficiency:

- BMOM 1310, Keyboarding, 3 hours
- INFS 2200, Introduction to Microcomputing, 3 hours

### Prerequisites

All students must complete or be enrolled in all lower-division requirements prior to enrolling in upper-division business courses. Individual courses may have additional prerequisites identified in the course descriptions in the catalog.

### Transfer Credit

Middle Tennessee State University accepts all transfer college credit from institutions of higher learning (see page 30). When transcripts are received, an Applicant Transfer Credit

Evaluation Form is sent to the applicant identifying how transfer courses equate to MTSU courses.

Applicants should meet with an advisor in the Jennings A. Jones College of Business for assistance in identifying which courses apply toward a business degree. All transfer credits may not meet specific course requirements, but they can often be used to meet elective requirements.

The Jennings A. Jones College of Business permits a lower-division transfer course to satisfy a specific upper-division business course requirement after a student successfully passes an MTSU comprehensive examination on the course under consideration.

Approval to take a comprehensive exam is granted by the department chair. The decision is based on a review of the educational background of the student to assess the probability that the student has gained enough knowledge from a similar course or courses to be likely to pass the exam. A proficiency level of 70 percent or higher must be attained to pass such an exam. A copy of the exam results will be retained in the department office. When a student passes such an exam, the department chair will recommend a course

substitution using the lower-division transfer course or courses to meet an upper-division course requirement.

Students may attempt the test two times provided at least four months have passed since the last test was attempted.

Comprehensive exams are available for the following courses:

BLAW 3400, Legal Environment of Business, 3 hours

BMOM 3510, Business Communication, 3 hours

BMOM 4510, Business Report Writing, 3 hours

ECON 3210, The Financial System and the Economy, 3 hours

FIN 3010, Business Finance, 3 hours

INFS 3100, Principles of Management Information Systems, 3 hours

MGMT 3610, Principles of Management, 3 hours

MGMT 3620, Production and Operations Systems, 3 hours

MKT 3820, Principles of Marketing, 3 hours

Q M 3620, Statistical Methods II, 3 hours

Other courses at the discretion of the department chair

### Cooperative Education

The college participates in the Cooperative Education program of the University. Business students interested in cooperative education hours should consult the appropriate section of this catalog. Cooperative Education (2930, 2940, 3970, 3980) can be used for elective credit only and will not count for credit in a major or minor in business.

