



COLLEGE
OF
COMMERCE

**COLLEGE OF COMMERCE
ADMINISTRATION**

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COLLEGE OF COMMERCE

GENERAL INFORMATION

Established in the autumn of 1912, the College of Commerce began classes on January 13, 1913. It ranks among the ten oldest business schools in the United States. The college offers the degree Bachelor of Science in Commerce (B.S.C.) in its Day and Evening divisions. The evening division meets the needs of both the degree and nondegree seeking part-time student. An evening division student may complete all course requirements in the evening (and Saturdays when available) at the downtown campus. In addition, Evening division students may take courses offered in the day or courses offered at the Lincoln Park Campus. The undergraduate College of Commerce staff provides academic assistance to both divisions throughout the year. From its inception, the college has placed highest priority on maintaining quality programs that combine both general and specialized learning experiences. To provide its students with a broad understanding of the multi-faceted forces shaping their world, the college concentrates a significant amount of their academic work in the Liberal Studies. Specifically, the general learning experiences are distributed throughout six learning domains of liberal education: Understanding the Past; Scientific Inquiry; Religious Dimensions; Philosophical Inquiry; Self, Society, and the Modern World; and Arts and Literature. To prepare them for entry into a professional career in business, industry, government, or non-profit institutions, the college offers students basic and advanced learning experiences in the specialized fields of Accountancy, E-Business, Economics, Finance, Management, Management Information Systems and Marketing. True to the Vincentian heritage of DePaul University, the college includes within these experiences the study of the moral and ethical issues impacting upon public and private institutions in society as well as the individual. The high quality of DePaul University's business programs is validated by the fact that both the undergraduate and graduate programs are accredited by AACSB International the Association to Advance Collegiate Schools of Business. This distinction is held by only a limited number of schools of business in the United States.

THE COLLEGE OF COMMERCE AND CHICAGO

For nearly a century, the college has been committed to an urban and a metropolitan identification and to the recognition that its past, present, and future are linked inextricably to the stability and vitality of the city of Chicago. For students in the College of Commerce, this means studying and working in Chicago, one of the most dynamic business and financial centers in the world. For graduates of the College of Commerce, this means abundant career choices and opportunities after leaving DePaul. Truly, DePaul has been the developer of Chicago's business leaders for over eight decades.

FACULTY

Approximately 200 men and women serve on the faculty of the college. These individuals are committed to providing DePaul students with a challenging, high quality classroom learning experience. This commitment has led over 85% of the faculty to earn doctoral degrees in their respective disciplines. In addition, many of the faculty have demonstrated their technical competence by earning professional certifications in their special fields. Among the certifications held by the faculty are the following: Certified Public Accountant (CPA), Chartered Financial Analyst (CFA), Certificate in Management Accounting (CMA), Certificate in Data Processing (CDP), Accredited Personnel Specialist (APS), Chartered Property and Casualty Underwriter (CPCU), Associate in Risk Management (ARM).

UNIVERSITY LIBRARIES

The DePaul Libraries provide resources and services through six different units: the Loop Campus Library, the Lincoln Park Campus Library, the Law Library, the O'Hare Campus Library, the Naperville Campus Library and the South Campus Library. The Loop Campus Library primarily focuses on business materials to support the programs of the College of Commerce but

also has core collections of materials in other subjects. The combined collection of the University Libraries includes over 727,000 volumes, 306,000 microform volumes, and over 15,000 current serial subscriptions and a varied microcomputer software and audiovisual collection. In addition,

Illinet Online is an online catalog and circulation system for materials in the libraries of 45 other colleges and universities in Illinois. For a fuller description of the resources and services of the University Libraries, consult the Handbook of Undergraduate Studies portion of the Bulletin.

ADMISSION

Candidates interested in admission to the college should direct all inquiries to the Office of Admission, DePaul University, 1 E. Jackson Boulevard, Chicago, Illinois 60604. Telephone (312) 362-8300; e-mail admitdpu.depaul.edu; or apply online at www.depaul.edu. The Office of Admission will provide each candidate with the required forms and instructions for filing the application. A non-refundable application fee is required of each applicant.

Candidates seeking admission to the College must present credentials which demonstrate that they are capable of high academic achievement. Specifically, to succeed in the study of business, students must possess a number of academic qualities. Students must be able to think analytically and reason to valid conclusions relying on both quantitative and nonquantitative information. Particular attention is therefore given to the mathematical and verbal abilities of candidates.

BACHELOR OF SCIENCE IN COMMERCE

MISSION

The mission of the College of Commerce is to be a leader in the application and dissemination of knowledge as it relates to business and its role in a global society. Our primary objective is to be responsive to our markets through innovative programs and research that address current issues and anticipate the future. The college serves individuals and organizations seeking access to the highest quality business education as a means for achieving intellectual and professional goals. The college strives to provide the knowledge, experience, and opportunity for students, staff and faculty to dedicate themselves in a cooperative effort to identify and solve the problems of a global society.

PROGRAM OBJECTIVES

Graduates of DePaul's undergraduate College of Commerce will:

- Possess detailed knowledge of basic business practices, specific skills in a selected major field, and an understanding of the interdependence of functional areas in contemporary business organizations.
- Understand the nature of, and interaction among, the ethical, social, legal, technological, political, economic and other factors which influence business activity.
- Be capable of applying appropriate analytic techniques to business decision making.
- Have the knowledge and ability to communicate effectively.
- Be capable of using relevant technology for data acquisition and analysis, decision making, and information dissemination.

CURRICULUM

The student's academic program consists of two parts: courses in the College of Commerce and courses in the College of Liberal Arts and Sciences. Together, these two components contribute to the common purpose of all study in the College, namely professional preparation grounded in liberal education.

The student's course of study in the college is in turn comprised of a Common Core, courses required of all students regardless of major field, and a number of major field courses in either the School of Accountancy & MIS, or the Departments of Economics, Finance, Management, or Marketing. A minimum of 192 quarter hours is necessary for graduation. The student should consult the entries which follow for a detailed description of the particular major field programs.

LIBERAL STUDIES PROGRAM

The student's course of study in the Liberal Studies Program is part of the undergraduate program devoted exclusively to liberal education. The program seeks to balance and, when necessary, augment the student's course of study in the major field. In addition to the 16 quarter hours required in the First Year Program, all students in the college are required to complete courses distributed through domains in departments or schools designated by the Liberal Studies Program. (For further information on the purposes and curriculum of the Liberal Studies Program—including a list of approved courses—consult a commerce academic advisor.) The particular requirements are as follows:

Core: 28 quarter hours required; 16 quarter hours in the First Year Program (4 quarter hours in Discover Chicago or Explore Chicago and 4 quarter hours in Focal Point Seminars and 8 quarter hours in Composition and Rhetoric), 4 quarter hour sophomore seminar on Multiculturalism in the United States, 4 quarter hour junior year experiential learning requirement, and 4 quarter hour senior capstone requirement.

Courses available for selection to satisfy the following six learning domain requirements are listed in the Liberal Studies portion of the Schedule of Courses and the first section of this bulletin.

Arts and Literature: 12 quarter hours required. No more than 2 courses from the same department or program.

Philosophical Inquiry: 8 quarter hours required.

Religious Dimensions: 8 quarter hours required. One course from Patterns and Problems and one course from Traditions in Context.

Note: *One course either of the Philosophical Inquiry or Religious Dimensions domains must be taken in ethics.*

Students may select from Phl/Rel/Mgt 228, Phl 200, Phl/Rel 229, Phl 241, Rel 222 and Rel 283.

Scientific Inquiry: 12 quarter hours required; 4 quarter hours with a lab component, 4 quarter hours with a quantitative component, and 4 quarter hours scientific inquiry elective. (Please note: commerce students may receive SI elective credit for Mathematics 150, 151, 160, 161, 170, or 171. Also, students should consult a commerce academic advisor for preferred course recommendations.)

Self, Society and the Modern World: 4 quarter hours required.

Understanding the Past: 8 quarter hours required; 4 quarter hours of history pre-1800 and 4 quarter hours of history primarily between 1800-1945. In addition, courses must be from two different categories:

- 1) Asia, 2) Latin America, 3) Africa, 4) North America or Europe and 5) intercontinental or comparative.

INTERNATIONAL PERSPECTIVE

International Perspective: 3 courses (12 quarter hours).

To fulfill the International Perspective (IP) requirement students may choose one of three curricular options:

Students who wish to study a modern language may choose the Liberal Studies language option.

Students may substitute a three course language sequence for two domain courses and elective.

- Students who wish to study abroad may select an approved program of study to use as IP credit.
- Students may select three approved courses from the Liberal Studies domains identified as available for IP credit by the college. Selected courses must focus on cultures outside of the United States. Students may need to submit written proposals for their IP option. Students should see a commerce advisor for assistance.

COLLEGE OF COMMERCE REQUIREMENTS

COMMON CORE

All students in the college must have background in the areas of accountancy, mathematics, economics, business law, finance, management, management information systems and marketing. Students also are required to complete additional studies in the Liberal Arts. Courses in these departments are distributed in the following manner:

PHASE I

Within the first two years of study all students must take the following commerce and liberal arts courses and earn a grade of C- or better in each course provided the cumulative G.P.A. in these courses is not less than 2.0 (the minimum required for admission to Phase II of the baccalaureate degree):

Accountancy: 101 Principles of Accounting I; 102 Principles of Accounting II.

Business Law: 201 Legal Environment of Business.

Business Mathematics and Statistics: 125 Business Calculus I; 126 Business Calculus II; 142 Business Statistics.

Economics: 105 Principles of Microeconomics; 106 Principles of Macroeconomics.

Students are expected to complete the Business, Mathematics and Statistics sequence in the freshman year. The remainder of Phase I courses are to be completed in the sophomore year.

PHASE II

The final two years of study in the college include the following required courses:

English: 202 Professional Writing for Business.

Finance: 310 Financial Management I.

Economics: 315 Money and Banking. (Students in the department of Finance must take Finance 320 Money and Banking in place of Economics 315.) Interdisciplinary Commerce Studies: 392 Senior Seminar (grade of C or better, satisfies liberal studies capstone course requirement) and 394 Entrepreneurship Strategy or 395 Management Strategy.

Management: 300 Managerial Concepts and Practices I; 301 Managerial Concepts and Practices II.

Management Information Systems: 340 Management Information Systems. (Not required for MIS and E-business students)

Marketing: 301 Principles of Marketing; 310 Consumer Behavior.

Quantitative Methods of Business: Course number, title and content may vary by department of major. Students should see an advisor for assistance.

The final two years of study in the college also include four elective courses of the student's choice. Electives should be chosen in consultation with the student's departmental academic advisor.

ADDITIONAL REQUIRED COURSES

Communication: 220 Public Speaking or 212 Small Group Communication.

ACADEMIC ADVISEMENT

All degree-seeking students receive academic advisement in the college. Academic advisors are available to provide information concerning curriculum, course selection, registration, academic regulations and University policies and procedures. Academic advisors will also make appropriate

referrals to help students in the use of college and university resources according to individual needs. Students are encouraged to consult their academic advisor periodically during the year.

Faculty can assist in the selection of major field electives and business electives which will best compliment a student's major and career orientation.

ADMISSION TO PHASE II

Students apply for admission to Phase II of the College of Commerce degree program upon successful completion of Phase I. A grade of C- or better in all Phase I courses, provided the cumulative G.P.A. in these courses is not less than 2.0, and English 103 and 104 and an overall cumulative grade point average of 2.0 is required for admission to Phase II. Students must meet with their advisors prior to taking Phase II courses.

DECLARATION OF MAJOR FIELD

Declaration of the major field is required by the end of the second quarter in the junior year. A grade of C- or better is required in each major field course whether taken as an elective or as a required course provided the cumulative G.P.A. in the major field courses is not less than 2.0. All grades earned in the major field, regardless of application, are used to calculate a student's major GPA. Students must also have earned a C- or better in all Phase I courses provided the cumulative G.P.A. in these courses is not less than 2.0. Adjustments in a program may be made on recommendation of advisors and upon agreement with chairs of the departments concerned. The major field electives may be taken outside of the College of Commerce with the written approval of the department chair.

EXTERNAL CREDIT AND RESIDENCY

A Student who has been admitted to the College of Commerce begins residency with the college as of the first day of classes of the term to which the student has been admitted. Students in residence in the College of Commerce, whether attending on a full-time or part-time basis, may not take courses away from DePaul University without the written permission of the college. Permission should be obtained in advance of registration to avoid loss of credit or residency in the college.

JUNIOR STANDING

A prerequisite of junior standing means that the student must have completed a minimum of 88 quarter hours of coursework and have successfully completed Phase I and English 103 and 104 with a C- or better provided the cumulative G.P.A. in these courses is not less than 2.0. Students who have not earned junior standing may not register for courses to which the prerequisite applies.

BASIC INFORMATION TECHNOLOGY SKILLS

Prior to attaining junior status, all students must know and be able to use standard microcomputer software for business solutions. This includes understanding and using the operating system; communicating through and navigating the Internet; and using word processing, spreadsheet, and presentation programs. The list of required technology skills may be modified from time to time; a list of minimum proficiencies will be maintained on the college web page. Faculty who require facility with all of these programs will expect that work submitted for assessment will meet professional standards.

PASS-FAIL POLICY

A purpose of the pass-fail option is to encourage students to seek educational experiences in courses which are not required in the student's program. In conformity with the university policy on pass-fail, students in the College of Commerce may only take open electives pass-fail and then only as long as they are courses outside of the student's major/minor field, and may take only one pass-fail per discipline. Degree seeking students in the college must enroll for a letter grade in all parts of the Liberal Studies Sequence, the Commerce Core and in all major/minor field courses. Students must be in good standing, i.e. 2.0 grade point average or above, in order to apply for pass/fail, and may take a maximum of one pass-fail class per quarter. Grades of A to D are considered passing grades.

PRELAW

Pre-law study in the College of Commerce is intended for those students who, in addition to satisfying the requirements of a major field, also want to develop those capacities and skills essential for satisfactory performance in law school.

The Association of American Law Schools, while not prescribing specific courses for students planning to study law, has described certain skills that it believes essential for the later success of students preparing for a career in law. These skills are to speak and write clearly; to think clearly, critically and independently in situations involving problem-solving and sound judgment; and to understand business, social and political institutions. Consistent with developing these abilities, Pre-law study in the College of Commerce provides students with an understanding of the background and operation of business institutions, with communication and mathematical skills, and a solid general studies education designed to develop analytical habits.

Individual programs of study adapted to the unique interests and aspirations of students preparing for a legal career are designed with the assistance of the College of Commerce Pre-Law advisor, Alexander Devience, J.D.

CONTINUING COMMERCE STUDIES

The College of Commerce encourages the undergraduate student to consider further studies at the graduate level. The Master of Business Administration, Master of Science in Human Resources, Master of Accountancy, Master of Science in Accountancy and Master of Science in Taxation degrees can usually be earned in a year if a student enrolls on a full-time basis in the three regular quarters and in both Summer Sessions following graduation from the undergraduate program. It is possible to earn one of these degrees in one year since a commerce student will have completed all prerequisite work required by the Graduate School of Business. The Graduate Management Admission Test (GMAT) is required for entrance into graduate studies and should be taken early in the senior year. Additional information and application materials are available at www.kellstadt.depaul.edu.

DOUBLE MAJOR

It is possible for a student to obtain a double major by meeting the requirements for two of the major field areas within the College of Commerce. This is accomplished by choosing to use the advanced-level electives in the second major area and taking the additional courses beyond the normal 49 courses required before the student accepts an undergraduate degree. An academic advisor should be consulted for specific information.

MINOR

A minor is a combination of courses that provides a cohesive introduction to an area of study. Students in the College of Commerce may elect to develop a minor in a Commerce, Computer Science, or a Liberal Arts and Science discipline. The following minors are available to Commerce students..

COMMERCE MINORS:

Accountancy
E-Business
Economics
Finance
International Business
Management
Management Information Systems
Marketing

COMPUTER SCIENCE AND LIBERAL ARTS AND SCIENCES MINORS:

Please refer to the appropriate department pages of this bulletin for the specific requirements of minors.

The following policies apply to minors: (1) in order to declare a minor, a student must have a cumulative GPA of 2.0, (2) a grade of C- or better is required in each minor course provided the cumulative G.P.A. in the minor field courses is not less than 2.0, (3) courses in a minor may not

be taken pass/fail, (4) a student may not take a minor offered by the department of his or her major.

Students electing to pursue a minor should consult their academic advisor concerning application of these courses to the Commerce curriculum.

BUSINESS MINORS FOR NON-COMMERCE STUDENTS

Commerce minors are available to students majoring in disciplines other than business. Students can select from the following business minors: Accounting, Business Administration, E-Business, Economics, Management, MIS, Marketing, and Pre-MBA. The Pre-MBA Minor consists of the following commerce courses: BMS 125, 126, 142; ACC 101, 102; BLW 201; ECO 105,106,306,315; MGT 300,301,302 and MIS 340. The requirements of the other listed minors can be found in the corresponding departmental descriptions. Students interested should contact their individual college or consult a commerce academic advisor for more information.

MANAGEMENT DEVELOPMENT CENTER

The Management Development Center (formerly The Center for Professional Education) officially became a part of the College of Commerce on September 1, 1984. Its purpose is to provide continuing professional education to members of the Chicago-area business community. The Center seeks to offer a broad range of programs that will enhance professional development at all levels of management through both public and in-house presentations.

Seminars, workshops, short courses, full courses, and longer running certificate programs covering a variety of traditional and current business topics will be offered to accomplish this purpose. For more information on the center, please contact the Management Development Center, DePaul University, 1 E. Jackson Boulevard, Chicago, IL 60604; (312) 362-6780.

SCHEDULING INFORMATION

After each course description, information is given regarding the quarter in which the course is *tentatively* scheduled to be offered.

This scheduling information represents the best effort of the college to indicate when particular courses are to be offered; *it does not represent a guarantee or legal obligation*. Scheduling for any course may change without notification. Given the vagaries of enrollment and staffing, a course may be offered more or less frequently than indicated.

SCHOOL OF ACCOUNTANCY AND MANAGEMENT INFORMATION SYSTEMS

Known for its innovative programs in accounting, the School of Accountancy and Management Information Systems has been a major source of graduates for professional accountancy and management information systems careers in public accounting, business and industry, and the public sector. The School is a member of the Federation of Schools of Accountancy, is one of the largest accounting programs in the United States, and is separately accredited by the Association to Advance Collegiate Schools of Business International.

The School of Accountancy and Management Information Systems strives to serve students, the public interest and professionals through teaching excellence, service and research. The School of Accountancy serves by (1) providing qualified students through undergraduate and graduate degree programs with the education necessary to commence and continue their careers as professionals in public accounting, business and industry, and the public sector; (2) providing all students in the College of Commerce with a fundamental knowledge of accounting and information systems as a vital element in the management of complex organizations; (3) providing the public with education in accounting and management information systems that serves needs including courses for continuing professional education and professional certification; and (4) promoting applied and theoretical research of significance to the accounting and management information systems professions.

The objectives of the Bachelor of Science in Commerce-Accountancy curriculum are to provide students with a solid foundation in the theory, principles, and procedures of the discipline and professional practice of accountancy, including the study of financial, managerial and tax accounting as well as auditing and systems; to encourage and prepare students for professional certification; to foster an understanding of the profession of accountancy and its role in modern business environments; and to develop an awareness of the need for continuing intellectual development through either professional or academic means.

FACULTY

RAY WHITTINGTON, PH.D., C.P.A., C.M.A., C.I.A.,
Professor and Ledger & Quill Director
University of Houston

PATRICIA L. MCQUEEN, M.B.A., C.P.A.,
Coordinator of Faculty and Curriculum
DePaul University

TIMOTHY J. LOCKYER, PH.D.,
Assistant to the Director
Pennsylvania State University

JOHN T. AHERN, JR., D.B.A., C.P.A.,
Associate Professor
University of Kentucky

EDWIN COHEN, PH.D., C.P.A.,
Professor
Michigan State University

SASHA DEKLEVA, PH.D.,
Associate Professor
University of Belgrade

EDWARD C. FOTH, PH.D., C.P.A.,
*Associate Professor and KPMG
Faculty Fellow*
Michigan State University

MARK L. FRIGO, PH.D., C.P.A., C.M.A.,

*Eichenbaum Foundation Distinguished
Professor of Strategy and Leadership
Northern Illinois University*

- DELVIN GRANT, PH.D.
*Associate Professor
State University of New York
at Binghamtom*
- NANCY THORLEY HILL, PH.D., C.P.A., C.M.A.
*Associate Professor
University of Wisconsin*
- GAIL C. KACIUBA, PH.D., M.B.A., C.P.A.,
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Northwestern University*
- HOWARD A. KANTER, ED.D., M.S.A.,
C.P.A.,
C.D.R., C.I.S.A., C.S.P.,
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- SUSAN LUEDERS, M.S.A., C.P.A.,
*Visiting Instructor
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- STANLEY C. MARTENS, PH.D., C.P.A.,
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- MARK A. MCCARTHY, J.D., M.A.S.,
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*Assistant Professor
DePaul University*
- JOHN MCENROE, D.B.A, C.P.A.,
*Ledger & Quill Distinguished Professor
University of Kentucky*
- HENRY S. MOSS, M.S.A., C.P.A., C.D.P.,
*Professor Emeritus
Long Island University*
- ELIZABETH A. MURPHY, PH.D., C.P.A.,
*Assistant Professor
University of Kentucky*
- BELVERD E. NEEDLES, JR., PH.D.,
C.P.A., C.M.A.,
*Professor
University of Illinois*
- DENISE NITTERHOUSE, D.B.A., C.P.A.,
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C.M.A.,
Associate Professor
Northwestern University

MICHELENE D. WENDORF, M.S.ED.,
C.P.A.,
Visiting Instructor
University of Wisconsin, Oshkosh

DISTINGUISHED PROFESSORSHIP, SCHOLARSHIP AND INTERSHIP

DELOITTE & TOUCHE ALUMNI

DISTINGUISHED PROFESSORSHIP OF ACCOUNTANCY

Through the generosity of the alumni and friends at Deloitte & Touche, this named chair was established in 1988 and has been held by Professor Robert M. Peters in recognition of his superior teaching and leadership in accounting education at DePaul University.

LEDGER & QUILL

DISTINGUISHED RESEARCH PROFESSORSHIP OF ACCOUNTANCY

Through the generosity of Ledger & Quill, the alumni and friends organization of the School of Accountancy, this named chair was established in 1990 and is currently held by Professor John E. McEnroe in recognition of his superior teaching and leadership in accounting education at DePaul University.

KPMG FACULTY FELLOW

Through the generosity of alumni and friends at KPMG, this named fellowship was established in 1998 and is held by Professor Edward C. Foth in recognition of his leadership of and contribution to advanced professional education in taxation.

JOSEPH K. AND INEZ EICHENBAUM FOUNDATION

DISTINGUISHED PROFESSOR OF STRATEGY AND LEADERSHIP

Through the generosity of Sidney Eichenbaum, the Eichenbaum Family and the Eichenbaum Foundation, this named chair was established in 1999 and is held by Eichenbaum Foundation Distinguished Professor of Strategy and Leadership Mark L. Frigo, in recognition of superior teaching, research and leadership in accounting education at DePaul University.

SCHOOL OF ACCOUNTANCY SCHOLARSHIPS

The Scholarship Selection Committee of the School evaluates applicants for these awards on the basis of academic achievement, high school record, ACT/SAT scores, and extracurricular activities. A personal interview with the Committee also is part of the selection process for these scholarships.

LEDGER & QUILL SCHOLARSHIPS

Ledger & Quill is the support organization for the DePaul University School of Accountancy, formed by friends and alumni to encourage excellence in teaching, research, service and study.

L & Q provides significant financial assistance to students through the following programs:

- The merit-based L & Q Scholarships, renewable for four years, are awarded annually to incoming first year students. Awards vary in number and amount.
- The L & Q Multicultural Award, a renewable scholarship, is available for a first year student with a multicultural background. The award varies in number and amount.
- The L & Q Achievement Awards program provides multiple \$1500 awards for superior accounting students who have made significant contributions to DePaul, the School, or their community.

ELDRED STROBEL SCHOLARSHIPS

The Strobel Scholars Honors Program also offers scholarships, including the four-year renewable Strobel Scholarship. Generated by the Strobel Endowment Fund, Strobel Scholarships are available to students in the Strobel Scholars Program.

EICHENBAUM FOUNDATION SCHOLARSHIPS

Through the generosity of the Eichenbaum Family and Foundation, variable amount awards are annually provided for superior students.

CHARLES AND SELMA MELVOIN SCHOLARSHIPS

Funded by the Charles and Selma Melvoyn Fund in the School of Accountancy, one variable amount, renewable Melvoyn Scholarship, is offered yearly to a selected incoming first year student.

THE CNA FOUNDATION SCHOLARSHIP

Through the generosity of the CNA Foundation, two renewable scholarships for upper-level Accounting student are annually provided.

THE HOWARD AND ROBERTA GOSS SCHOLARSHIPS

Through gifts provided by DePaul alumni Howard and Roberta Goss and the Transco Foundation, partial scholarship funds for superior students from the Greater Chicago Area are available on a needs basis to students studying in the School of Accountancy

GUY ACCETTURA ENDOWED SCHOLARSHIPS

The gift of the Accettura Family, the Guy Accettura Scholarships are provided for superior students in DePaul's College of Commerce studying Accounting or Finance.

THE DELOITTE & TOUCHE MINORITY SCHOLARSHIP INTERNSHIP PROGRAM

The school, in conjunction with Deloitte & Touche, offers scholarships and summer internships to selected minority students interested in a public accounting career.

THE PRICEWATERHOUSECOOPERS MINORITY SCHOLARSHIP INTERNSHIP PROGRAM

The school, in conjunction with PricewaterhouseCoopers, offers a scholarship/ internship program to selected superior minority accounting majors.

BP SCHOLARSHIPS

Through the generosity of DePaul friends and alumni at British Petroleum and its predecessor firm the Amoco Corporation and the Amoco Foundation, partial annually renewable scholarships are provided to superior incoming first-year minority accounting students.

THE SUCCESS THROUGH SCHOLARSHIP ENDOWMENT FUND

Through the ongoing generosity of DePaul friends and alumni Belverd E. Needles (Professor of Accountancy), William B. Snow and Ernest R. Wish, (DePaul trustees) and with the participation of the Illinois CPA Society, Ledger & Quill, and the University, the endowed Accounting Education Fund provides scholarships and other financial support for superior students at DePaul.

The school also provides scholarships and awards through its Accountancy Scholarship Fund, the Accounting Club Awards, and the Beta Alpha Psi Awards. Additional awards are offered though the Gerry Newman/McDonald's Scholarship, the Baitman Scholarship, and the James Kidd and Helene Ramanauskas Prizes. Total value of school-based scholarships and awards exceeds \$100,000 yearly.

SCHOOL OF ACCOUNTANCY INTERNSHIPS

The School of Accountancy maintains strong relations with the Chicago accounting and business communities, making possible a wide variety of both credit and non-credit internship and part-time employment opportunities for School students. Options include:

- Internship listings: the School maintains a list of currently-available opportunities from large and small businesses in the area for accounting majors.
- Accounting 393: provides students with academically-supervised professional work experience closely coordinated with course and curriculum content.
- Industry-sponsored programs: the School participates in ongoing internship programs (some of which include scholarships) sponsored by such firms as Abbott Laboratories, Deloitte & Touche, KPMG and PricewaterhouseCoopers.

ACCOUNTANCY PROGRAM REQUIREMENTS

Students must complete the following courses for the accounting major: 300 Business Processes, Information Systems and Controls; 303 Cost and Managerial Accounting; 304 Financial Reporting I; 305 Financial Reporting II; 360 Taxation; 350 Information for Decision Making; 396 Internal and External Consulting, and two advanced electives in accounting.

CPA EXAM REQUIREMENTS

Candidates taking the Uniform Certified Public Accountant's examination after December 31, 2000, must have completed at least 150 semester hours (225 quarter hours) of acceptable credit, which must include a baccalaureate or higher degree and include the equivalent of an accounting concentration. Since the usual number of hours required for an undergraduate business degree at DePaul is 192, additional hours will be required to be eligible to take the exam.

DePaul University's College of Commerce and Kellstadt Graduate School of Business offer a variety of full-time, evening, and weekend programs that enable the individual graduating with an accounting major to obtain the required additional hours as well as enhance career opportunities. Options that provide at least the required number of hours include:

- Master of Science in Taxation (45 quarter hours)
- Master of Accountancy (45 quarter hours minimum)
- Master of Business Administration (60 quarter hours minimum)
- An additional 36 quarter hours of course work at either the undergraduate or graduate level distributed across subject areas based on individual interests and/or CPA exam content. Beginning accounting students may consider planning a minor to be taken along with their accounting major, nearly completing the 150-hour requirement within the traditional four years. Minors can be taken in disciplines offered by the School, or the Colleges of Commerce, Liberal Arts & Sciences, and Computer Science and Telecommunications.
- An additional 33 quarter hours of course work at either the graduate or undergraduate level distributed across subject areas based on individual interests and/or CPA exam content.

ADMISSION TO THE ACCOUNTANCY MAJOR

Students are considered members of the School of Accountancy when they have (1) met DePaul University and College of Commerce admission requirements; (2) declared Accountancy as their major field by completing a Declaration of Major form.

DECLARED STATUS

To declare a major in Accountancy the following conditions must be met: 1) the student must possess a cumulative G.P.A. of 2.3 or better and an Accounting G.P.A. of at least 2.0 or better; 2) have received a minimum grade of C- for all Phase I courses provided the cumulative G.P.A. for these courses is not less than 2.0; 3) receive at least a C- or better in Accountancy 303 and 304 with an Accountancy cumulative G.P.A. of 2.0 or better; 4) have a combined total accounting G.P.A. and cumulative G.P.A. equal to at least 4.75. Students should submit their Declaration of Major form upon completion of Accountancy 304. Completion of the Declaration of Major Form is required by the end of the second quarter in the junior year. Membership may be conferred upon highly qualified students prior to junior standing at the discretion of the director.

INTENDED STATUS

Prior to completion of Accountancy 304 and acceptance by the School of Accountancy of the Declaration of Major Form, students will have status as Intended Accountancy majors.

MINOR

A student may obtain a minor in Accountancy by completing the following courses: 101 Introduction to Accounting I; 102 Introduction to Accounting II; 300 Business Processes, Information Systems and Control; 304 Financial Reporting I; 360 Taxation; and one elective chosen from 305 Financial Reporting II, 303 Cost & Managerial Accounting, 372 Audit and Other Assurance Services I or 396 Internal and External Consulting. Students may declare a minor in Accounting by completing a Declaration of Minor Form. The student's eligibility for candidacy is based upon the following criteria: (1) an Accounting G.P.A. of 2.0 or above in all accounting courses; (2) a cumulative G.P.A. of 2.0 in all academic work; (3) and completion of one accounting

course at DePaul prior to declaration.

NON-COMMERCE STUDENT MINOR

A student majoring in a discipline other than commerce may obtain a minor in Accountancy by completing the following courses: 101 Introduction to Accounting I; 102 Introduction to Accounting II; 300 Business Processes, Information Systems and Control; 304 Financial Reporting I; 360 Taxation; and one elective chosen from 305 Financial Reporting II, 303 Cost & Managerial Accounting, 372 Audit and Other Assurance Services I or 396 Internal and external Consulting. Non-commerce students declare a minor in Accounting with their home college advisor. The student's eligibility for candidacy is based upon the following criteria: (1) an Accounting G.P.A. of 2.0 or above in all accounting courses; (2) a cumulative G.P.A. of 2.0 in all academic work; (3) and completion of one accounting course at DePaul prior to declaration. The student must meet the prerequisite course equivalencies of pre-calculus and sophomore standing prior to taking the first course in the minor.

ADDITIONAL ACADEMIC POLICIES

Adjustments in programs may be made on recommendation of advisors and upon agreement with the director or designate. A grade of C- or better is required in all major-field courses whether taken as an elective or as a required course, provided the cumulative G.P.A. in these courses is not less than 2.0. Only three courses in the accounting major may be repeated to raise the grade to meet the minimum standard of C-. Exceptions will be granted only in rare or unusual circumstances with the permission of the director of the School of Accountancy and Management Information Systems. Each may be repeated only once.

THE STROBEL HONORS PROGRAM

The designation "Strobel Scholar" is reserved for students of exceptional ability, achievement, and motivation in the School of Accountancy and Management Information Systems's Strobel Honors Program. These students are characterized by outstanding academic records, high aptitudes for scholastic work, and reputations for leadership. Participation, which is by invitation, is open only to incoming freshmen.

Special honors sections of accountancy courses are provided for Strobel Scholars every quarter as indicated in the quarterly class schedule. The content and structure of these honors sections are designed to appeal to the Strobel Scholar. Strobel Scholars proceed through the Program together, interacting with peers who have similar abilities. Learning and teaching concepts are advanced and student-oriented; small group activities and student presentations are used in honors sections. Outside speakers from the accounting and business communities are frequent visitors and participants.

Students in the Strobel Scholars Program are expected to maintain high academic performance throughout the complete honors curriculum. Academic performance, is reviewed at the end of each school year by the Administrator of the Strobel Scholars Program, Dr. Robert Peters, Deloitte & Touche Alumni Professor. The program is named after the late chair of the Accountancy Department, Eldred C. Strobel. Professor Strobel's distinguished career as an accounting educator spanned thirty-five years, fourteen of which were served as chair. Known for his support of innovative approaches to accounting education, he was the founder of the honors program, which now bears his name.

COURSE DESCRIPTIONS

Please visit Campus Connection at <https://campusconnect.depaul.edu> for current course information. If you do not have a password for Campus Connection you may log on as a guest. Once you are on Campus Connection please select Course Catalog followed by the department..

MANAGEMENT INFORMATION SYSTEMS

The undergraduate program in Management Information Systems provides College of Commerce students an opportunity to major or minor in Management Information systems. The

major in MIS will prepare students to start their careers as systems analysts with a potential to progress to positions in MIS management.

This program is intended for undergraduate commerce students who plan to start their career as information systems professionals in either information technology producing industries or with the heavy users of such technologies. If they decide to take a minor in MIS, graduates will be able to function as liaisons representing their department or business function in information systems projects.

FACULTY

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JOHN M. KOHLMEIER, D.B.A.,
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Harvard University

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Associate Professor
Harvard University

GEMMA M. WELSCH, PH.D., C.P.A.,
C.M.A.,
Associate Professor
Northwestern University

MIS PROGRAM REQUIREMENTS

Students must complete the following seven courses for the MIS major: CSC 211 Programming in Java I, CSC 319 Database Technologies, MIS 360 Systems Analysis or IS 315 Analysis and Design Techniques, TDC 361 Basic Communication Systems or TDC 362 Principles of Data Communications, MIS 362 IS Project Management or IS 372 Fundamentals of Software Project Management, MIS 364 Knowledge Management or MIS 366 Internet Technologies in Business or IS 373 Introduction to Large Systems Implementation plus one elective which may be selected from any MIS course or any 300 level CTI course other than MIS 340. MIS 340 is not required for Management Information Systems majors.

DECLARATION OF MAJOR:

For students to become a major in MIS the following conditions must be met: (1) the student must possess a cumulative G.P.A. of 2.0 or better; (2) have received a minimum grade of C- in each Phase I course provided the cumulative G.P.A. in these courses is not less than 2.0; (3) received a minimum grade of C- in CSC 211 provided the MIS GPA is not less than 2.0.

MINOR

A student may obtain a minor in MIS by completing six courses. The student should complete the same courses listed above for the major except for the elective.

COURSES

Please visit Campus Connection at <https://campusconnect.depaul.edu> for current course information. If you do not have a password for Campus Connection you may log on as a guest. Once you are on Campus Connection please select Course Catalog followed by the department..

E-BUSINESS

The undergraduate major in E-Business will provide students in the College of Commerce with the background to work in new or existing companies that use electronic means to do business. With the explosive growth of the Internet, industries are increasingly employing Internet and related electronic commerce technologies. E-commerce has expanded beyond its early roots in electronic funds transfer and data interchange to embrace the use of Internet technologies for such applications as Web-based retailing, electronic supply chain management and Web publishing. In addition, Intranets provide a cost-effective approach to both intra-organizational data sharing and facilitation of collaborative work processes.

This program is intended for undergraduate business students who plan to start their career as e-business professionals in either information technology producing industries or with the heavy users of such technologies.

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PROGRAM REQUIREMENTS

Students must complete the following seven courses for the E-Business major: ECT 250 Survey of E-Commerce Technology or MIS 366 Internet Technologies in Business , CSC 240: Personal Computing for Programmers, CSC 211: Programming in Java I, ECT 270: Client Side Web Application Development, ECT 353: Server Side Web Application Development, IS 315: Analysis and Design Techniques or MIS 360: Systems Analysis and Design, ECT 372: Software Project Development and Management or MIS 362: Information Systems Project Management

DECLARATION OF MAJOR:

For students to become a major in E-Business the following conditions must be met: (1) the student must possess a cumulative G.P.A. of 2.0 or better; (2) have received a minimum grade of C- in each Phase I course provided the cumulative G.P.A. in these courses is not less than 2.0; (3) have received a minimum grade of C- in CSC 211 provided the E-Business GPA is not less than 2.0 (4) have filed a Declaration of Major form with the Commerce Undergraduate office.

MINOR

A student may obtain a minor in E-Business by completing ECT 250 or MIS 366, CSC 240, CSC 211, ECT 270, ECT 353, and IS 315 or MIS 360.

COURSES

Please visit Campus Connection at <https://campusconnect.depaul.edu> for current course information. If you do not have a password for Campus Connection you may log on as a guest. Once you are on Campus Connection please select Course Catalog followed by the department..

BUSINESS ADMINISTRATION

The Business Administration program is designed for those students who desire a broad-based business curriculum with a strong liberal arts foundation. This flexible program is geared to the student who has no strong functional preference (e.g. Accounting, Finance, Marketing) but rather desires an overall conceptual foundation. Students majoring in Business Administration might be preparing for law school, entering into a family business, or some other specialized purpose. The program has sufficient flexibility to meet the needs of each of these career orientations.

PROGRAM REQUIREMENTS

Business Law: 203 Business Organizations; *one* course each from the departments of Economics, Finance, Management, Marketing; and *one* business elective.

DECLARATION OF MAJOR

For a student to become a Business Administration major the following conditions must be met: (1) the student must possess a cumulative G.P.A. of 2.0 or better; (2) have received a minimum grade of C- in each Phase I course provided the cumulative G.P.A. in these courses is not less than 2.0 (10 courses); (3) receive at least a C- in Management 300 and Business Law 201 provided the cumulative G.P.A. in the major field courses is not less than 2.0; (4) and transfer students must have completed 28 hours of credit at DePaul University. The student is required to declare a major by the end of his/her junior year.

NON-COMMERCE STUDENT MINOR

A student who is majoring in a discipline other than commerce may obtain a minor in Business Administration. The requirements for this minor include: a course in Statistics, ECO 105 Principles of Microeconomics, ACC 101 Introduction to Accounting I, ACC 102 Introduction to Accounting II, BLW 201 Legal and Ethical Aspects in the Business Environment, MKT 301 Principles of Marketing, MGT 300 Managerial Concepts and Practices I, and an approved

Commerce elective for which the student has met the prerequisites. Students should consult a Commerce advisor for a list of approved electives.

To be awarded the minor students must: (a) complete all of the above courses, (b) they must earn a final grade no less than C- in every course in the minor, and (c) earn a grade point average of 2.0 for all courses in the minor. Students may declare the minor with their home college advisor upon successful completion of any of the following: ACC 101, BLW 201, or ECO 105.

CAREER ORIENTATIONS

I. PRELAW

Consistent with developing the skills essential to a successful career in law, an education in business stresses an understanding of the background and operation of American business institutions. Courses in Accountancy, Economics, Finance, Management and Marketing are especially useful to the Prelaw student. Prelaw students should consult with the Prelaw advisor for recommendation with respect to which business and Liberal Studies courses would be essential to the study of law. See Alexander Devience, J.D., Prelaw advisor.

BUSINESS ADMINISTRATION

The flexibility of the Business Administration curriculum enables a student to develop a program of study to prepare for a variety of business careers. Students should consult with their advisor for recommendations with respect to which business courses would be most useful for their chosen career in business. The *Entrepreneurship* career orientation is characterized by its contemporary, integrative approach to management of emerging firms. It is designed for students who seek to be entrepreneurs in start-up ventures, wish to operate family businesses or work as entrepreneurial change agents within a corporate setting.

The *Human Resource Management* career orientation is designed to meet the needs of students who desire to obtain entry-level positions in human resources. Human resource professionals add value to their organizations by understanding how the business operates and how to design and implement human resource activities to changing organizational needs. The *Operations Management* career orientation stresses operations as an integrated function and focuses on the design and management of productive systems of a firm's core competence. Typically, graduates obtain entry-level positions in purchasing or quality control functions. For a complete regularly updated course list please check the worldwide web homepage at <http://www.depaul.edu/~mgt/>.

BUSINESS MATHEMATICS AND STATISTICS

In recent years there has been enormous growth and development in applications of mathematics to business problems. The mathematics program is planned to make some of these powerful tools available to students in the College of Commerce. The basic sequence 125, 126 and 142 is intended to help the student gain insight and understanding into some fundamental principles of mathematics and to show how these principles are related to typical business situations. In addition, the basic sequence is intended to provide a background for those whose needs and interests require advanced study in quantitative methods. Courses in Mathematics and Statistics are offered only as supporting studies and electives.

FACULTY

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JEFFREY BERGEN, PH.D. *Professor*
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COURSES

The department of Mathematics enforces all course prerequisites, including placement through the Mathematics Diagnostic Test. This requirement can be waived with the consent of the instructor or the department chair. College of Commerce students must earn a grade of C- or better in each course that is required in Phase I of the curriculum. See page 17. Students in the College of Commerce may substitute MAT 150-151 (or 147-148 or 160-161) in place of BMS 125-126, and they may substitute MAT 348 in place of BMS 142. These substitutions are commended for College of Commerce students who wish to obtain a minor in mathematics or statistics.

Please visit Campus Connection at <https://campusconnect.depaul.edu> for current course information. If you do not have a password for Campus Connection you may log on as a guest. Once you are on Campus Connection please select Course Catalog followed by the department..

DEPARTMENT OF ECONOMICS

Economics analyzes the manner in which scarce resources are utilized to satisfy the wants and needs of people and society. The Economics Department offers courses that formulate, interpret, and explore ideas concerning such topics as unemployment, inflation, production and distribution, economic growth, and international economic relations. Courses emphasize the need for accurate knowledge of business institutions and economic phenomena, for theories capable of explaining these phenomena, for estimating relationships among economic variables, and for testing explanations. This analysis then forms the foundation for policy applications and recommendations on a wide range of issues.

Students learn to analyze economic data to identify and address problems that arise in a changing national and global economy, while studying the broader historical and social context in which economic relationships occur and economic policies are applied. In addition to economic theory and quantitative methods, courses cover a range of topics such as international trade, urban economics, economic history, the role of the government in the economy, money and banking, economic development, labor markets, poverty, environmental economics, and gender.

The department prepares students for careers in business, financial institutions, government and public service, graduate work in economics, and in other areas such as law and business administration.

FACULTY

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Professor
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JAEJOON WOO, PH.D.,
Assistant Professor
Harvard University

DEPARTMENTAL PROGRAM REQUIREMENTS

Economics: 305 Intermediate Microeconomics; 306 Intermediate Macroeconomics; and four electives in addition to 105 Principles of Microeconomics; 106 Principles of Macroeconomics; 315 Introduction to Money and Banking; and Finance 202.

DECLARATION OF MAJOR

For a student to become a major in the Economics Department the following conditions must be met: (1) the student must possess a cumulative G.P.A. of 2.0 or better; (2) have received a minimum grade of C- in each Phase I course provided the cumulative G.P.A. in these courses is not less than 2.0; (3) and receive at least a C- in Economics 105, 106 and 315 provided the cumulative G.P.A. in all Economic courses is not less than 2.0. The student is required to declare by the end of the second quarter of the junior year.

SPECIAL PROGRAMS

MINOR

Students may obtain a minor in Economics by taking Economics 105, 106, 315 and three Economics electives. The student's eligibility for candidacy is based upon the following criteria: an economics G.P.A. of 2.0 or above in all economics courses and a cumulative G.P.A. of 2.0 in all academic work.

NON-COMMERCE STUDENT MINOR

A student majoring in a discipline other than commerce may obtain a minor in Economics by taking Economics 105 and 106; and four Economics electives. The student's eligibility for candidacy is based upon the following criteria: (1) an Economics G.P.A. of 2.0 or above in all Economics courses; (2) and a cumulative G.P.A. of 2.0 in all academic work. Students must complete a Precalculus Course as a prerequisite to the first course in economics.

CAREER ORIENTATIONS

The student may be interested in taking the following Economics courses to prepare for a particular career.

I. PRELAW

Economics: 313 Social Control of Business; 318 Labor Economics and Organization; 342 Statistics for Economics or equivalent; 335 Energy and Environmental Economics; 375 Introduction to Econometrics.

II. INTERNATIONAL TRADE

Economics: 342 Statistics for Economics or equivalent; 333 Topics in Global Economy; 361 International Trade; 362 International Monetary Economics; 375 Introduction to Econometrics; 360 Economics of Low Income Countries.

III. URBAN ECONOMICS

Economics: 316 European Economic History; 317 American Economic History; 318 Labor Economics and Organization; 342 Statistics for Economics or its equivalent; 310 Urban economics; 335 Energy and Environmental Economics; 375 Introduction to Econometrics; 395 Seminar in Selected Economic Topics.

IV. BUSINESS ECONOMICS

Economics: 313 Social Control of Business; 317 American Economic History; 318 Labor Economics and Organization; 333 Topics in Global Economies; 342 Statistics for Economics; 335 Energy and Environmental Economics; 375 Introduction to Econometrics.

V. QUANTITATIVE ECONOMICS

Economics: 342 Statistics for Economics or equivalent; 375 Introduction to Econometrics; 380 Mathematics for Economics and Business I.

VI. LABOR ECONOMICS

Economics: 317 American Economic History; 318 Labor Economics and Organization; 342 Statistics for Economics; 310 Urban Economics; 375 Introduction to Econometrics.

VII. ENVIRONMENTAL OR RESOURCE ECONOMICS

Economics: 310 Urban Economics; 313 Social Control of Business; 317 American Economic History; 333 Topics in Global Economies; 335 Energy and Environmental Economics; 342 Statistics for Economics or equivalent; 375 Introduction to Econometrics.

COURSES

Please visit Campus Connection at <https://campusconnect.depaul.edu> for current course information. If you do not have a password for Campus Connection you may log on as a guest. Once you are on Campus Connection please select Course Catalog followed by the department..

DEPARTMENT OF FINANCE

The undergraduate division of the Department of Finance provides a curriculum which enables all students in the College of Commerce to acquire a basic understanding of the public and private financial processes which affect all aspects of business, government, and personal investments. It provides a strong foundation for students with career goals related to corporate financial management, investment management, options and futures, real estate, banking and other financial institution administration.

The aims of the department are to provide opportunities for the development of learning abilities through instruction in basic and advanced courses; to provide a varied and flexible curriculum to expose department majors to all aspects of the finance functions and enable them to concentrate in areas of greatest individual appeal; to assist students to become aware of career opportunities for persons with a foundation in financial management; and to assist all students in the College of Commerce to see the relationships and usefulness of a basic understanding of finance for their own areas of concentration. The department also offers an Honors Program for students choosing to major in Finance (see section on Special Programs for requirements).

FACULTY

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FREDERIC SHIPLEY, PH.D.,
Associate Professor
Northwestern University

JOSEPH VU, PH.D., C.F.A.,
Associate Professor
University of Chicago

DEPARTMENTAL PROGRAM REQUIREMENTS

Finance 202 Quantitative Reasoning; Finance: 310 Financial Management I; 311 Financial Management II; 320 Money and Banking 330 Investments: Securities and Markets; 340 International Finance; and *three* Finance electives. It is strongly suggested that students complete these required courses before taking advanced electives.

SPECIAL PROGRAMS OR REQUIREMENTS

DECLARATION OF MAJOR

For a student to become a major in the Department of Finance, the following conditions must be met: (1) the student must possess a cumulative G.P.A. of 2.5; (2) have received a minimum grade of C- in each Phase I course provided the cumulative G.P.A. in these courses is not less than 2.0; (3) receive at least a C- in Finance 310 provided the cumulative G.P.A. in all Finance courses is not less than 2.0; and (4) transfer students must have completed 28 hours of credit at DePaul University. The student is required to declare a major Winter quarter of junior year. Students are eligible to declare their major as soon as they have completed Finance 310.

FINANCE HONORS PROGRAM

The Honors Program in Finance is reserved for students of high promise and exceptional ability. Students admitted to the Honors Program in Finance are characterized by outstanding academic performance, exceptional leadership capability, high aptitude for superior academic work and exceptional ability for making meaningful contributions during their professional career.

Honors students in Finance proceed through the program together in a cohort system, interacting with peers who have similar exceptional abilities. Courses reserved for honors students are advanced in nature, student oriented, and small. Students in the program are afforded the opportunity to interact with leaders from finance and business communities in small settings.

Admission to the Honors Program in Finance is dependent on students' academic performance through the winter quarter of their junior year. Students with an overall G.P.A of 3.3 with a minimum grade of B+ in Finance 310 may apply for admission into the program. The admissions committee will consider the student's G.P.A, grade in Finance 310 as well as other evidence of superior academic performance for admission into the program. Once admitted, the students will complete their senior year as an honors student. The senior year classes reserved exclusively for honor students are as follows:

Fall: ACC 304, FIN 330
Winter: ACC 305, FIN 362
Spring: FIN 312, FIN 333

Throughout the year, the honors students are required to stay enrolled in a 2 hour course Honors Seminar, called Finance 396.

Students interested in applying for the program may pick up an application form from departmental offices or the College of Commerce Undergraduate Office. The application forms may also be downloaded from the department web-site: www.fin.depaul.edu.

MINOR

A student may obtain a minor in Finance by completing the following courses: 310 Financial Management I; 311 Financial Management II; 330 Investments: Securities and Markets; and three finance electives. Students may declare a minor in Finance by completing a declaration of Minor Form. The student's eligibility for candidacy is based upon the following criteria: (1) a Finance G.P.A. of 2.0 or above in all finance courses; (2) and a cumulative G.P.A. of 2.0 in all academic work.

NON-COLLEGE OF COMMERCE MINOR

A non-College of Commerce student must receive a grade of at least a C- in Finance 310 in order to declare a minor in Finance. In order to enroll in Finance 310, the student must (1) have a cumulative GPA of 2.5; and (2) have received a minimum grade of C- in the following courses: BMS 125, 126, and 142 (or their equivalent), Accountancy 101, and Economics 105 and have a cumulative GPA of not less than 2.0 in these courses. Upon meeting these requirements, the student may declare a minor in Finance by completing a declaration of minor form, which can be obtained in the College of Commerce Undergraduate Office. To complete a minor in Finance, a non-College of Commerce student must: (1) complete Finance 311, Finance 320, Finance 330 and two Finance elective courses; and (2) have a cumulative GPA of not less than 2.0 in all Finance courses.

SCHOLARSHIPS

THE CAMPBELL FINANCE SCHOLARSHIPS

Each spring, the Finance Department awards three Brian Campbell Finance Scholarships to finance majors who will be graduating seniors at the beginning of the following academic year. Each scholarship award of \$4,500 is paid one-third per term for tuition and fees. Finance majors must be enrolled a minimum of twelve credit hours per quarter and apply in writing to the department chairman by the end of Winter Quarter of their junior year. An overall G.P.A. of 3.2 and a Finance G.P.A. of 3.5 is required for consideration. Eligible students, may be interviewed by the Finance faculty.

THE GUY ACCETURA SCHOLARSHIP

The Guy Accetura Scholarship in Finance is given in the amount of \$2,000 to a senior. The award procedure requires the same application as Campbell Scholarships and will be considered at the same time by the scholarship committee.

FINANCE REAL ESTATE SCHOLARSHIP

The Real Estate Finance Forum, a Chicago real estate professional women's organization, has provided a gift to the department of finance that will support several scholarships for women students of real estate. Each year up to three undergraduate real estate courses and three graduate real estate courses will be underwritten by the organization. Women students interested in applying for tuition reimbursement may apply at any time during the academic year. The scholarships will be awarded in the form of a tuition credit for a real estate course undertaken. Students may apply for scholarships for more than one course.

FINANCIAL MANAGEMENT ASSOCIATION STUDENT CHAPTER

The Financial Management Association is an international organization consisting of professors and business executives. The FMA sponsors student chapters at hundreds of universities. The

DePaul Chapter is run by elected student officers and a faculty advisor. The FMA is open to all finance majors.

DR. WILLIAM M. SCHOLL CHAIR IN FINANCE

Through the generosity of the Scholl Foundation, this endowed chair was established for a nationally recognized scholar in the field of financial management. Professor Keith Howe, Ph.D., has been holder of the Scholl Chair since 1986.

COURSE DESCRIPTIONS

A minimum grade of C- in Finance 310 is a prerequisite for all other Finance courses for all students. All courses carry four hours of credit unless otherwise stated. The following courses may be taken only upon completion of all Phase I courses.

Please visit Campus Connection at <https://campusconnect.depaul.edu> for current course information. If you do not have a password for Campus Connection you may log on as a guest. Once you are on Campus Connection please select Course Catalog followed by the department..

INTERDISCIPLINARY COMMERCE STUDIES

Using an interdisciplinary framework, the ICS courses integrate liberal arts coursework with business coursework as a foundation for development of communication, analytical, cross-cultural and global business skills. The ICS department houses the Interdisciplinary Commerce Studies series and the Foreign Study Seminar Series. The ICS program is coordinated by faculty advisory committees.

FOREIGN STUDY SEMINAR SERIES

The College of Commerce Driehaus International Center coordinates a number of foreign study seminars for undergraduate academic credit. These seminars study specific countries or regions with a focus on comparative global and local business practices. Classes are held at DePaul prior to departure for the country or region in which the course is located. The seminar format allows for formal and informal company visits in the host location. Past seminars have taken place in Germany, the Czech Republic, Europe and the Pacific Rim. For details on the current seminar options, please contact the Driehaus International Center at (312) 362-5010.

INTERNATIONAL BUSINESS MINOR

The International Business Minor is available to commerce students only. A student must be able to demonstrate that he or she has the equivalent of two years of college coursework in a modern foreign language upon completion of the minor. Each option is structured to accommodate differing levels of ability in a modern foreign language. Students who fall in more than one category may choose between or among the options, but credit for language study beyond the second year of college level language courses does not count toward the International Business Minor. A commerce student may obtain an International Business Minor in one of the following three ways:

Option 1-For any student: Three language courses as part of the IP requirement; three additional language courses in the same language; one course chosen from ECO 361, ECO 362, ECO 333 or PSC 344; two international business courses one of which may be an International Business Seminar if it is in a region where the language is spoken.

Option 2-For students with at least one year of college study in a modern foreign language: Three language courses as part of the IP requirement; three area studies courses pertaining to the general geographic area where the language is spoken; one course chosen from ECO 361, ECO 362, ECO 333 or PSC 344; two international business courses one of which may be an International Business Seminar if it is in the same geographic area.

Option 3-For students with two or more years of a modern foreign language: Three area studies courses as part of the IP requirement; three additional area studies courses in the same general geographic area; one course chosen from ECO 361, ECO 362, ECO 333 or PSC 344; two international business courses one of which may be an International Business Seminar if it is in the same geographic area.

INTERDISCIPLINARY COMMERCE STUDIES COURSES (ICS)

These courses serve as a capstone senior-year experience. Course content is designed to equip students to deal proactively with the changing world. The seminar enhances students' verbal, written and interpersonal communication skills while increasing their facility to work in a society characterized by cultural, racial and ethnic diversity. The Senior Seminar (392) serves as the capstone for the student's Liberal Studies Program and integrates aspects of the student's liberal arts and commerce studies. The strategy course (394 or 395) is the capstone course in the student's commerce program. These courses integrate the business disciplines and provide opportunities to address organization-wide issues. Students must take 392 and either 394 or 395.

Please visit Campus Connection at <https://campusconnect.depaul.edu> for current course information. If you do not have a password for Campus Connection you may log on as a guest. Once you are on Campus Connection please select Course Catalog followed by the department..

For further information on the Interdisciplinary Commerce Studies curriculum, please contact the ICS faculty. Members of the ICS faculty include: Jim Belohlav, Tom Berry, Ray Coye, David Drehmer, Tom Donley, Lisa Gundry, Jill Kickul, John Mathys, Michael Miller, Tom Mondschean, Suzanne O'Curry, Laura Owen, Gerhard Plaschka, Owais Succarri, and Gemma Welsch. They can be reached through the Undergraduate College of Commerce.

DEPARTMENT OF MANAGEMENT

The Department of Management provides a curriculum of interrelated courses and learning experiences that focus on how to deal with complex and ill-defined management issues across functional business areas. The rigors of uncertainty and ambiguity in contemporary global organizations require that students exhibit a high degree of skill in analysis; synthesis and conceptual ability. Management faculty members develop in students a greater understanding of the problem-solving approaches and techniques that allow decision makers to optimally coordinate the endeavors of people toward the achievement of goals in changing organizations. Emphasis is given to the relevance of issues confronting today's organizations such as: managing in the global economy, the social responsibility of business, management of total quality, employee empowerment, team performance and compensation, new venture creation, and the resolution of conflict within and among organizations. Generally, management graduates obtain entry-level positions, in manufacturing and service oriented industries, as consultants, business analysts, market / industry researchers, account executives, and assistant managers. Most of our graduates obtain employment in Chicago based small to mid-sized firms and Fortune 1000 firms.

FACULTY

ALEXANDER DEVIENCE, J.D.,
Associate Professor and Chair
Loyola University

ADNAN J. ALMANEY, PH.D.,
Professor Emeritus
Indiana University

ABDUL J. ALWAN, PH.D.,
Professor Emeritus
University of Chicago

JAMES A. BELOHLAV, PH.D.,
Associate Professor
University of Cincinnati

SAM BERSTEIN, PH.D.,
Lecturer
Northwestern University

STEVEN BRIGGS, PH.D.,
Professor
University of California, Los Angeles

RAMAN CHADHA, M.B.A.,
Lecturer
Northwestern University

JIM CHENGARY, M.B.A.,
Lecturer
Roosevelt University

LORI S. COOK, PH.D.
Assistant Professor
University of Louisville

RAY W. COYE, PH.D.,
Associate Professor
University of Oregon

ELIZABETH DALEY, M.B.A.,
Lecturer
Northwestern University

DAVID E. DREHMER, PH.D.,
Associate Professor
Illinois Institute of Technology

SAMUEL B. GARBER, J.D.,
Assistant Professor
University of Illinois

DAN GILLESPIE, J.D.,
Lecturer
John Marshall Law School

PHIL GISI, M.B.A.,
Lecturer
Buffalo School of Management

JACK H. GROSSMAN, PH.D.,
Professor Emeritus
Loyola University

LISA K. GUNDRY, PH.D.,
Professor
Northwestern University

LAURA HARTMAN, J.D.,

Professor
University of Chicago

DAN HEISER, PH.D.,
Assistant Professor
Indiana University

ROBERT JONES, PH.D.,
Assistant Professor
Georgia State University

JILL KICKUL, PH.D.,
Associate Professor
Northern Illinois University

DANIEL J. KOYS, PH.D.,
Professor
Cornell University

BARBARA KUHNS, PH.D.,
Assistant Professor
University of Houston

LAURIE LAMANTIA, M.B.A.,
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Northwestern University

JOHN J. LANIGAN, J.D.,
Lecturer
IIT Chicago-Kent College of Law

HELEN N. LAVAN, PH.D.,
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Loyola University

DAVID LOUNDY, J.D.
Lecturer
University of Iowa

SAMUEL MANELLA, J.D.,
Lecturer
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NICHOLAS J. MATHYS, PH.D.,
Professor
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OWEN MCGOVERN, M.B.A.,
Lecturer
Keller Graduate School of Management

GARY MORRIS, PH.D.,
Lecturer
Ohio State University

MICHAEL A. MURRAY, PH.D., J.D.,
Professor
University of Illinois

JOHN OLSON, PH.D.,
Assistant Professor

University of Nebraska

DOMINIC G. PARISI, PH.D.,
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DAVID PLATEK, J.D.,
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MARGARET POSIG, PH.D.,
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LISA RODRIGUEZ, M.B.A.,
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ROBERT RODRIGUEZ, PH.D.,
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Benedictine University

ROBERT RUBIN, PH.D.,
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St. Louis University

TONY RUSSO, M.B.A.,
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LEO V. RYAN, C.S.V., PH.D.,
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DANIEL SMITH, M.M.,
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GARY SMITH, M.B.A.,
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KENNETH R. THOMPSON, PH.D.,
Professor
University of Nebraska

CRAIG WATTERS, PH.D.,
Assistant Visiting Professor
Northwestern University

HAROLD P. WELSCH, PH.D.,
*Professor and Coleman Foundation
Endowed Chair in Entrepreneurship*
Northwestern University

EARL C. YOUNG, PH.D., C.P.I.M.,
Professor Emeritus
Northwestern University

JERRY ZIELINSKI, M.S.,
Lecturer
University of Southern California

PROGRAM REQUIREMENTS

All students in the College of Commerce are required to take three courses offered by the Department of Management: Managerial Concepts and Practices I (MGT 300), Managerial concepts and Practices II (MGT 301), and ICS 394 Entrepreneurship Strategy or ICS 395 Management Strategy. Students majoring in Management are required to take an additional six management courses. Although the management faculty encourages students to tailor the program to their specific needs and interests, three courses are required for all majors. For the remaining three courses students may consider one of the suggested career orientations or seek career counsel before deciding on their customized course sequence.

Required courses:

302 Organizational Behavior
307 Human Resource Management
322 Management of Quality

CAREER ORIENTATIONS AND COURSES

The Entrepreneurship career orientation is characterized by its contemporary, integrative approach to management of emerging firms. It is designed for students who seek to be

entrepreneurs in start-up ventures, operate family businesses or work as entrepreneurial change agents within a corporate setting.

- 360** Leadership
- 370** Business Plan Development
- 371** Family Business Enterprises
- ICS 394** Entrepreneurship Strategy (required)

*Advising faculty: Dr. Lisa Gundry, Dr. Jill Kickul, Dr. Barbara Kuhns, Dr. Gerhard Plaschka
Dr. Margaret Posig, and Dr. Harold Welsch*

The Human Resource Management career orientation is designed to meet the needs of students who desire to obtain entry-level positions in human resources. Human resource professionals add value to their organizations by understanding how the business operates and through the design and implementation of human resource activities to meet changing organizational needs.

- 320** Training and Career Development
- 330** Recruitment and Selection
- 335** Compensation

Advising faculty: Dr. Dan Koys, Dr. Helen LaVan, Dr. Nicholas Mathys, and Dr. Kenneth Thompson

The Operations Management career orientation stresses operations as an integrated function and focuses on the design and management of productive systems in a firm's core competence. Typically, graduates obtain entry-level positions in purchasing or quality control functions.

- 315** Materials Management
- 323** Principles of Purchasing Management
- 345** Service Sector Management

Advising faculty: Dr. Lori Cook, Dr. Ray Coye, Dr. Robert Jones, Dr. Dan Heiser, Dr. John Olson, and Dr. Gilles Reinhardt

Other courses:

For a complete, regularly updated course list please check the worldwide web homepage at <http://management.depaul.edu>

DECLARATION OF MAJOR

For a student to become a Management major the following conditions must be met: (1) the student must possess a cumulative G.P.A. of 2.0 or better; (2) have received a minimum grade of C- in each Phase I course provided the cumulative G.P.A. in these courses is not less than 2.0 (8 courses); (3) receive at least a C- in Management 300 and 301 provided the cumulative G.P.A. in all Management courses is not less than 2.0; and (4) transfer students must have completed 28 hours of credit at DePaul University. The student is required to declare a major by the end of his/her junior year.

THE BROTHER LEO V. RYAN: C.S.V. SCHOLARS IN MANAGEMENT

Each spring, the Management Department designates up to three students who are Management majors as part of the Ryan Scholars program. Each designated scholar is awarded \$1,000 each term for up to three terms. Management majors interested in applying for this special recognition must be enrolled in a minimum of twelve credit hours per quarter and apply in writing to the department chair by the end of the Winter quarter of their junior year. An overall G.P.A. of 3.2 and a Management G.P.A. of 3.5 are required for consideration. Eligible students will be interviewed by the Management faculty. The appointment is made by the chair of the Management Department with the concurrence of the dean of the College of Commerce.

COMPLIMENTARY PROGRAMS

The Department of Management also offers an *Internship & Management Consulting program (MGT 393)*, directed by Dr. Helen Lavan. The Coleman Foundation has agreed to sponsor paid

internships to assist technology driven companies in DePaul's small business incubator or community. These internships carry a stipend from \$1,000 to \$1,500 when taken for course credit through Management 393. Managing creativity and innovation is considered by Fortune 500 companies as one of the most admirable characteristics for employees, executive teams, and investors. The *Ryan Center for Innovation & Creativity* helps individuals and teams to become more creative in problem solving, and enables organizations to surmount the barriers to creativity that stand between performance and successful innovation. The Center sponsors workshops, seminars, and a variety of programs for the internal and external DePaul communities. Dr. Lisa Gundry serves as the Center's director.

SPECIAL PROGRAMS

MINOR

A student may obtain a minor in Management by completing the following courses: 300 Managerial Concepts and Practices I; 301 Managerial Concepts and Practices II; Interdisciplinary Senior Studies; 395 Management Strategy (or Interdisciplinary Senior Studies; 394 Entrepreneurship Strategy if taken in lieu of 395) and 302 Organizational Behavior, 307 Human Resource Management, 322 Management of Quality and one management elective. Students may declare a minor in Management by completing a Declaration of Minor form. The student's eligibility for candidacy is based upon the following criteria: (1) a Management G.P.A. of 2.0 or above in all management courses; (2) and a cumulative G.P.A. of 2.0 in all academic work.

NON-COMMERCE STUDENT MINOR

A student who is majoring in a discipline other than commerce may obtain a minor in Management by completing: 300 Managerial Concepts and Practices I; 301 Managerial Concepts and Practices II; 302 Organizational Behavior; 307 Human Resource Management; 322 Management of Quality; and one additional advanced course in management or BLW 201 or ICS 200. Students may declare a minor in Management with their home college advisor.

The student's eligibility for candidacy is based upon the following criteria: (1) a Management G.P.A. of 2.0 or above in all management courses; (2) and a cumulative G.P.A. of 2.0 in all academic work. PREREQUISITES: A course in statistics, ACC 101 Introduction to Accounting I, ACC 102 Introduction to Accounting II, and ECO 105 Microeconomics, and junior standing are prerequisites to Management 300.

COLEMAN FOUNDATION ENDOWED CHAIR IN ENTREPRENEURSHIP

Through the generosity of the Coleman Foundation an endowed chair was established for a nationally recognized scholar in the field of entrepreneurship. Professor Harold P. Welsch, Ph.D., has been the holder of the endowed chair since September of 1989.

COURSE DESCRIPTIONS

All courses carry four hours of credit unless otherwise stated. The following courses may be taken only upon completion of all Phase I courses.

Please visit Campus Connection at <https://campusconnect.depaul.edu> for current course information. If you do not have a password for Campus Connection you may log on as a guest. Once you are on Campus Connection please select Course Catalog followed by the department..

BUSINESS LAW

Please visit Campus Connection at <https://campusconnect.depaul.edu> for current course information. If you do not have a password for Campus Connection you may log on as a guest. Once you are on Campus Connection please select Course Catalog followed by the department..

DEPARTMENT OF MARKETING

The ultimate goal of an organization is to satisfy the needs and wants of its customers profitably. The Marketing Department offers a variety of courses designed to develop and sharpen student skills in the analysis, planning and control of marketing problems. Successful marketing requires the ability to know how and when to apply research, how to analyze markets and behavior, and how to develop products and services that satisfy or even anticipate customers' needs. The purposes of the undergraduate program in Marketing are: (1) to provide students with the knowledge and skills to identify and develop programs and products that meet customers' needs; and (2) to prepare students for a successful marketing career.

FACULTY

SUZANNE O'CURRY, PH.D.
Associate Professor and Chair,
University of California, Berkeley

LINDA F. ALWITT, PH.D.
Professor Emeritus
University of Massachusetts, Amherst

JULIAN ANDORKA, PH.D.
Professor Emeritus
St. Elizabeth University (Budapest)

DAVID ARON, PH.D.
Assistant Professor
University of Michigan

ROGER J. BARAN, PH.D.
Associate Professor
University of Chicago

PETR G. CHADRABA, PH.D.
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and Director Kellstadt Center for
Marketing Analysis and Planning
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STEVE KOERNIG, PH.D.
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LOUIS LARREA, M.B.A.,
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ALBERT MUNIZ, JR., PH.D.
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BRUCE NEWMAN, PH.D.
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University of Illinois at Urbana-Champaign

ROBERT D. O'KEEFE, PH.D.
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HENRY H. RODKIN, M.B.A.
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SHARON SMITH, A.B.D.
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DANIEL P. STRUNK, M.B.A.
Executive in Residence
Boston University

HILDA C. WASSON, D.B.A.
Professor Emeritus
Indiana University

D. JOEL WHALEN, PH.D.
Associate Professor
Florida State University

TOMMY E. WHITTNER, PH.D.
Associate Professor
Purdue University

DEPARTMENTAL PROGRAM REQUIREMENTS

The department offers two options for Marketing majors: (1) the Standard Marketing Program, where students select electives based on career interests and (2) the Integrated Marketing Education (IME) Honors Program, which is designed to model the progression of a marketing professional.

DECLARATION OF MAJOR

For a student to become a Marketing major, the following conditions must be met: (1) the student must possess a cumulative G.P.A. of 2.0 or better; (2) have received a minimum grade of C- in each Phase I course provided the cumulative G.P.A. in these courses is not less than 2.0; (3) receive at least a C- in Marketing 301 and 310 provided the cumulative G.P.A. in all Marketing courses is not less than 2.0; (4) have junior standing; and (5) transfer students must have completed 28 hours of credit at DePaul University. The student is required to declare a major by the end of his/her junior year.

STANDARD MARKETING PROGRAM

Marketing: 305 Introduction to Marketing Research; 315 Strategic Tools for Marketers; 359 Advanced Marketing Management; and three marketing electives. A student may choose to take 393 Marketing Internship as one of the three electives. This program provides students with the flexibility to tailor their programs to fit a wide array of career interests. Graduates with a marketing major have many career opportunities in the various areas of marketing such as advertising, market research, sales management, or marketing management. The department offers electives that focus in each area. Majors may wish to group their elective courses with a specific career orientation in mind, although this is not required.

I. MARKETING MANAGEMENT

Many chief executives of top U.S. companies have a background in marketing. Strong marketing provides a key competitive advantage in a dynamic global economy. The marketing management emphasis is appropriate for the student with a general interest in planning, development, and introduction of products and services. An interest in general marketing management could be developed through electing courses such as Marketing 320 Principles of Advertising; 331 Retail Management; 352 New Product Management; 360 International Marketing; 365 Business to Business; and 370 Personal Selling.

II. INTERNATIONAL MARKETING

The international area of marketing offers students the opportunity to examine the economy and business management of many countries in their political, historical, and socio-cultural context. Students who concentrate on international marketing would develop career opportunities in international sales, international product management, or international marketing management.

Students interested in international marketing benefit by enrolling in the following Marketing courses: 320 Principles of Advertising; 352 New Product Management; 360 International Marketing; 365 Business to Business; and 390 Service Marketing. DePaul Marketing students may combine their majors with either a minor in a commercial language through the College of Liberal Arts and Sciences, or with selected course work in International Studies.

DEPARTMENT OF MARKETING

INTERNATIONAL MARKETING MANAGEMENT SPECIALIZATION WITH FOREIGN LANGUAGE MINOR

Students taking this option should declare a minor in Commercial Languages at the earliest possible stage of their freshman year. A minor in Commercial Language requires a minimum level of proficiency in the chosen language that may be partially fulfilled by taking the Modern Language Option (3 courses) in the freshman year. In addition, students should take *five* advanced language courses during their sophomore and junior years, as open electives. (See the Modern Language Department for a complete listing of available courses.) A commercial language certification examination is available upon completion of the Modern Language Option.

INTERNATIONAL MARKETING MANAGEMENT SPECIALIZATION WITH INTERNATIONAL BUSINESS OPTION

In addition to taking the International Marketing course, students taking this option may use select requirements of the Liberal Studies Program, combined with Advanced Level Electives, to build an International Business Option. The following courses are recommended:

Economics: 360 Economics of Low-Income Countries; 361 International Trade

Finance: 340 International Finance

Geography: 315 Asia's Pacific Rim; 316 The European Union; 317 Eastern Europe and the Russian Realm; 326 Mexico, Central America and the Caribbean: Physical, Economic and Cultural Contrasts

Management: 357 International Business: Global Entrepreneurship

Political Science: 140 Conflict and Cooperation Among Nations; 344 World Political Economy; 361 International Law

Sociology: 102 Cultural Anthropology

III. MARKET RESEARCH

Market research encompasses problem formulation, data gathering, data analysis, and communication of findings. An understanding of statistics, psychology and sociology as related to marketing is desirable. A student interested in market research will benefit from Marketing 305 Market Research; 315 Strategic Tools for Marketers; 320 Principles of Advertising; and 352 New Product Development.

IV. ADVERTISING AND PROMOTION

Skills that lead to successful careers in Advertising and Promotion include: analysis of market research data

- Media planning
- The creation of persuasive messages
- Strategic coordination of elements of the marketing communication mix
- Sales promotion strategies
- Public relations analysis and tactical management
- Motivation, training, monitoring and dispersion of a sales staff
- Distribution channel coordination through business-to-business advertising and promotional tactics
- Telemarketing and direct marketing techniques.

Marketing elective courses for students interested in a career in advertising and promotion may include Marketing 320 Principles of Advertising, and 370 Personal Selling.

V. SALES AND SALES MANAGEMENT

A student may elect to pursue a marketing track that emphasizes personal selling and sales management. By doing so, he or she will be laying a firm foundation for an entry-level position in Marketing upon graduation. Personal selling is a vital force in our economic system and some students find this concentration leads to a financially rewarding, lifetime career. Others view an initial exposure to personal selling as the door which opens up other marketing career opportunities. Students would benefit from Marketing 320 Principles of Advertising; 331 Retail Management; 365 Business to Business; and 370 Personal Selling.

INTEGRATED MARKETING EDUCATION

The Integrated Marketing Education concentration is designed to prepare students for a career as a marketing professional. The curriculum features a highly innovative format that emphasizes doing as the basis for learning. The program integrates state-of-the-art computer-based communication, analysis, and presentation technology with a team approach to provide a learning environment that prepares the student to enter today's business environment. The concentration features a real world focus built upon strong links to the Chicago business community.

The Marketing concentration (24 credit hours) consists of a sequence of 3 highly integrated courses and an internship with a local business. Students move through a lock step program of sequential levels encompassing (1) information gathering and analysis, (2) tactical decision-

making and (3) strategic planning. At each level of the sequence student teams will work toward the completion of “milestone” projects that reflect the activities of the marketing manager in a competitive environment. Skills and knowledge necessary for the accomplishment of each milestone are delivered in integrated knowledge modules by members of the teaching team. The sequence of courses is 356 Marketing Analysis and Planning (8 credit hours); 357 Management of Marketing (8 credit hours); and 358 Marketing in a Global Environment. Students may also complete 393 Marketing Internship after completion of 301 Principles of Marketing.

The Integrated Marketing Education curriculum incorporates a number of unique learning experiences. These include:

Company Association: Each IME level has one or more “Partner Companies” involved closely in the work process for the students.

Team Work Activities: All IME levels focus on instituting team ideals. One of the most critical concerns identified by the business community is that successful managers be able to function as team members. Much of the teamwork activity will be done in class so that the faculty and business mentors may evaluate teamwork skills and provide coaching as necessary.

Information/Data Base: One element that makes marketing unique among business disciplines is the information used to make decisions. All IME levels will introduce students to the application of databases and other sources of information that marketing professionals use for decision-making.

Evaluation: In general, evaluation will be based on examination and project activities. Students will be expected to learn proper teamwork skills, therefore the application of these skills will be an important part of each student’s evaluation in the program.

Internships: A directed internship with a local business is an integral part of the marketing concentration. At present the department has paid and non-paid internship relationships with over 100 local firms.

SPECIAL PROGRAMS

COLLEGE OF COMMERCE MINOR

A student may obtain a minor in Marketing by completing the following courses: 301 Principles of Marketing; 310 Consumer Behavior; 305 Introduction to Marketing Research; 315 Strategic Tools for Marketers; 359 Advanced Marketing Management; and one elective. Students may declare a minor in Marketing by completing a Declaration of Minor Form, which can be obtained in the College of Commerce Undergraduate Office. The student’s eligibility for candidacy is based upon the following criteria: (1) a cumulative G.P.A. of 2.0 in all academic work; and (2) the completion of Marketing 301 and Marketing 310 with grades of C– or better, provided the cumulative GPA in all Marketing course work is not less than 2.0.

NON-COLLEGE OF COMMERCE MINOR

A student may obtain a minor in Marketing by completing the following courses: an Introduction to Business course or approved substitution; 301 Principles of Marketing; 310 Consumer Behavior; 315 Strategic Tools for Marketers; 305 Introduction to Marketing Research; and one elective. Students may declare a minor in Marketing with their home school advisor. The student’s eligibility for candidacy is based upon the following criteria: (1) completion of ICS 200 or approved substitute, (2) a cumulative G.P.A. of 2.0 in all academic work, and (3) a GPA of 2.0 or above in all Marketing course work. **PREREQUISITES:** A course in College algebra and Statistics is required. Junior standing is a prerequisite for Marketing 301.

THE KELLSTADT CENTER FOR MARKETING ANALYSIS AND PLANNING

DePaul University provides an education that emphasizes a pragmatic, hands-on approach with a strong orientation to application. Established in 1986 with a 1.2 million dollar grant from the Charles H. Kellstadt Foundation, the Kellstadt Center for Marketing Analysis and Planning strives to build solid bridges between the “real” and academic worlds. The center fosters a practical three-way partnership by addressing business needs, utilizing faculty skills and developing outstanding students.

COURSE DESCRIPTIONS

Please visit Campus Connection at <https://campusconnect.depaul.edu> for current course information. If you do not have a password for Campus Connection you may log on as a guest. Once you are on Campus Connection please select Course Catalog followed by the department..

INTEGRATED MARKETING

The IME courses of the marketing concentration are designed to be taken in sequence: IME Level I (356) is a prerequisite for IME Level II (357), followed by IME Level III (358). Marketing Internship (393) may be taken at any time following the completion of Marketing 301. The 356, 357, and 358 sequence is intended to be a senior-year experience and can be started only in the Autumn quarter. **Prerequisites: 301, 310, 315 and faculty approval.** (Note that 301 and 310 may be taken concurrently.) Applications are available in March in the department office. IME students must be declared marketing majors by the beginning of fall quarter.

Please visit Campus Connection at <https://campusconnect.depaul.edu> for current course information. If you do not have a password for Campus Connection you may log on as a guest. Once you are on Campus Connection please select Course Catalog followed by the department..