The academic mission of the Sorrell College of Business is to prepare a diverse body of students for entry and personal growth in business and government-related careers by means of high quality instruction delivered in traditional, nontraditional, and emerging electronic formats.

Our students are currently employed in, or endeavor to be employed in, business, government, public accounting, the U.S. military, and not-for-profit organizations, both in the United States, and the world over. Many are today, or intend to be, self-employed. Undergraduate students are prepared for admission to graduate programs in business, information systems, and professional schools of law. Sorrell College of Business students graduate with the knowledge and skills needed to communicate effectively, to make ethical and socially-responsibly decisions, and to understand diverse and international cultures.

Sorrell College of Business faculty members are highly qualified and possess diverse academic and business backgrounds. Because our faculty members have “real-world” experience, course instruction focuses not only on vital concepts, but also on practical application of these concepts.

All academic programs offered by the college assist students to develop the knowledge, skills, and attitudes necessary to understand and cope with the challenges faced by business and organizational leaders in a dynamic, global workplace. The curriculum is highly germane to the needs of students and the requirements of their employers. Combining the relevance of the curriculum with the fact that our faculty holds students to a high standard throughout their academic experience at Troy means the academic programs offered through the Sorrell College of Business are designed to provide a firm foundation for professional business leaders who, upon graduation will have the skills necessary to embark, or change course, on successful careers in business, industry, and government.

 Majors within the Bachelor of Science (or Arts) Business Administration degree are offered in Accounting, General Business, Finance, Information Systems, Management, Marketing, and Risk Management and Insurance. Within the Management and General Business majors, students may select concentrations that focus on International Business, Business Economics, Human Resource Management, Small Business and Entrepreneurship, as well as Production and Operations Management. Within the Information Systems major, students may focus on Networking, or Web Development. A Bachelor of Applied Science degree is offered in Resources and Technology Management. Minors are offered in Business Administration, and Information Systems.

ACCREDITATION

Troy University, through its Sorrell College of Business, is nationally accredited by the Association of Collegiate Business Schools and Programs (ACBSP) to offer baccalaureate degree programs in accounting, finance, general business, information systems, management, and marketing. The ACBSP has accredited Troy to offer the Master of Business Administration.

**BUSINESS ADMINISTRATION DEGREE REQUIREMENTS**

<table>
<thead>
<tr>
<th>Category</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>General Studies</td>
<td>48</td>
</tr>
<tr>
<td>Business Administration Core</td>
<td>42</td>
</tr>
<tr>
<td>Courses in the Major</td>
<td>30</td>
</tr>
<tr>
<td>Total</td>
<td>120</td>
</tr>
</tbody>
</table>

1The 48 hours of general studies must include 6 hours of Principles of Economics I & II and MTH 2201 completed with a grade of C or better.

2Students must complete the following lower-level courses (or their approved transfer credit equivalents) with a grade of C or higher in each course before registering for any upper level course in the business curriculum: ENGL 1101/03, ENGL 1102/04, MATH 2201, IS 2241, ACT 2291, ACT 2292, ECO 2251, ECO 2252, QM 2241, LAW 2221, and all 2000-level courses in their major or minor. Students may enroll concurrently in the last of these courses along with their initial 3000-level courses subject to their adviser’s approval and consistent with published prerequisite requirements. Under no condition may a student enroll in a 4000-level course without the satisfactory completion (grade of C or higher) of the lower-level courses listed above.

3Transfer credit will not be awarded for any course to be used in the business core or major in which a C grade or higher has not been achieved.

4Students must achieve an overall C average in both their business core, and their business major, in order to be eligible to graduate. All courses should be taken in their appropriate numerical sequence (i.e., 3000-level courses should be completed before attempting 4000-level courses).

**BUSINESS ADMINISTRATION CORE (42 HOURS)**

<table>
<thead>
<tr>
<th>Course</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACT 2291</td>
<td>3</td>
</tr>
<tr>
<td>ACT 2292</td>
<td>3</td>
</tr>
<tr>
<td>BUS 3382</td>
<td>3</td>
</tr>
<tr>
<td>FIN 3331</td>
<td>3</td>
</tr>
<tr>
<td>FIN 3332</td>
<td>3</td>
</tr>
<tr>
<td>IS 3300</td>
<td>3</td>
</tr>
<tr>
<td>LAW 2221</td>
<td>3</td>
</tr>
<tr>
<td>MGT 3371</td>
<td>3</td>
</tr>
<tr>
<td>MGT 3373</td>
<td>3</td>
</tr>
<tr>
<td>MGT 4476</td>
<td>3</td>
</tr>
<tr>
<td>MKT 3361</td>
<td>3</td>
</tr>
<tr>
<td>QM 2241</td>
<td>3</td>
</tr>
<tr>
<td>QM 3341</td>
<td>3</td>
</tr>
</tbody>
</table>

Select one course with permission of faculty adviser:

<table>
<thead>
<tr>
<th>Course</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACT 4435</td>
<td>3</td>
</tr>
<tr>
<td>ECO 4451</td>
<td>3</td>
</tr>
<tr>
<td>FIN 4435</td>
<td>3</td>
</tr>
<tr>
<td>MGT 4478</td>
<td>3</td>
</tr>
<tr>
<td>MKT 4468</td>
<td>3</td>
</tr>
</tbody>
</table>

Select one business administration major (30 hours):

- Accounting
- Finance
- General business
- Information systems
- Management
- Marketing
- Risk management and insurance

**ACCOUNTING MAJOR**

<table>
<thead>
<tr>
<th>Course</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACT 3391</td>
<td>3</td>
</tr>
<tr>
<td>ACT 3392</td>
<td>3</td>
</tr>
<tr>
<td>ACT 3394</td>
<td>3</td>
</tr>
</tbody>
</table>

B.S./B.A. in Business Administration degree with a major in Accounting (ACT)
SORRELL COLLEGE OF BUSINESS · 2

ACT 3395 (3) Managerial/Cost Accounting  
ACT 4491 (3) Advanced Accounting  
ACT 4494 (3) Income Tax I  
ACT 4495 (3) Income Tax II  
ACT 4497 (3) Auditing

Select one accounting elective:  
ACT 3396 (3) Accounting Information Systems  
ACT 4496 (3) Managerial  
ACT 4498 (3) Advance Auditing

Select one upper level business course elective.

FINANCE MAJOR
FIN 4431 (3) Financial Management  
FIN 4431 (3) Investments  
FIN 4437 (3) Financial Institutions

Select six electives:  
FIN 3333 (3) Financial Mathematics  
FIN 3334 (3) Financial Statement Analysis  
FIN 3336 (3) Real Estate Finance I  
FIN 3337 (3) Personal Financial Planning  
FIN 4419 (3) Speculative Markets  
FIN 4434 (3) Financial Modeling  
FIN 4436 (3) Securities Analysis  
FIN 4438 (3) Bank Management  
FIN 4439 (3) Finance Seminar  
FIN 4440 (3) Real Estate Finance II  
FIN 4454 (3) Public Finance  
FIN 4495 (3) Selected Topics in Finance  
RMI 3335 (3) Prin. of Risk Mgmt. and Insurance

Select one upper level business course elective.

GENERAL BUSINESS MAJOR
B.S./B.A. in Business Administration degree with a major in General Business  

Select one upper level course in three of the following five areas:  
- Accounting  
- Economics  
- Finance  
- Management  
- Marketing

Select one concentration (21 hours):  
Business Economics Concentration:  
- Select five upper level economics courses (15 hours).  
- Select two upper level finance courses (6 hours).  
General Business Concentration:  
- Select seven upper level courses among the business disci-

INFORMATION SYSTEMS MAJOR
B.S./B.A. in Business Administration degree with a major in Information Systems (IS)  
IS 2244 (3) Computer Programming I  
IS 2260 (3) Computer Programming II  
IS 3320 (3) Data Communications and Computer Networking  
IS 3330 (3) Web Authoring  
IS 3346 (3) Database Management Systems I  
IS 4447 (3) System Engineering and Project Management  
IS 4460 (3) E-Commerce Design

Select one concentration:  
General IS Concentration (9 hours)  
Select three courses from the following:  
IS 3339 (3) Object-Oriented Programming I  
IS 3349 (3) Object-Oriented Programming II  
IS 3380 (3) Network Operating Systems  
IS 4430 (3) Web Site Design  
IS 4440 (3) Database Management Systems II  
IS 4443 (3) Internet Development  
IS 4450 (3) Network Design and Management  
IS 4451 (3) Network Infrastructure and Security Innovation  
MGT 4480 (3) Technology and Management Innovation  
Networking Concentration (9 hours)  
IS 3380 (3) Network Operating Systems
### Web Development Concentration (9 hours)
- **IS 4450 (3)** Network Design and Management
- **IS 4451 (3)** Network Infrastructure and Security

### Management Major
- **B.S./B.A. in Business Administration degree with a major in Management (MGT)**
  - **Concentrations in General Management, Human Resource Management, and Production and Operations Management**
  - **MGT 4472 (3)** Organization Behavior
  - **MGT 3375 (3)** Human Resource Management
  - **MGT 4479 (3)** Management Seminar

  **Select one concentration:**
  - **General Management Concentration**
    - **MGT 4460 (3)** Project Management
    - **MGT 4471 (3)** Organizational Development
    - **MGT 4473 (3)** Labor Law and Collective Bargaining
    - **MGT 4474 (3)** Business and Society
    - **MGT 4475 (3)** Small Business Management
    - **MGT 4480 (3)** Technology and Innovation Management
    - **MGT 4481 (3)** Staffing
    - **MGT 4482 (3)** Managing Health, Safety & Diversity
    - **MGT 4483 (3)** Human Resources Development
    - **MGT 4485 (3)** Performance Appraisal and Compensation
    - **MGT 4490 (3)** Total Quality Management
    - **MKT 3363 (3)** Transportation Management
    - **MKT 4463 (3)** Retailing
    - **MKT 4465 (3)** Business Logistics
    - **QM 3342 (3)** Introduction to Operations Research

  **Select one upper level business course elective.**

  - **Human Resource Management Concentration**
    - **Select six of the following courses:**
      - **BUS 4499 (3)** Internship
      - **MGT 4471 (3)** Organizational Development
      - **MGT 4473 (3)** Labor Law & Collective Bargaining
      - **MGT 4481 (3)** Staffing
      - **MGT 4482 (3)** Managing Health, Safety & Diversity
      - **MGT 4483 (3)** Human Resource Development
      - **MGT 4485 (3)** Performance Appraisal and Compensation
      - **MGT 4494 (3)** Selected Topics in HR

  **Select one upper level business course elective.**

  - **Production and Operations Management Concentration**
    - **Select six of the following courses:**
      - **BUS 4499 (3)** Faculty approved Internship
      - **ECO 3357 (3)** Managerial Economics
      - **MGT 4460 (3)** Project Management
      - **MGT 4465 (3)** Business Logistics

### Marketing Major
- **B.S./B.A. in Business Administration degree with a major in Marketing (MKT)**
  - **MKT 4462 (3)** Consumer Behavior
  - **MKT 4464 (3)** Marketing Research
  - **MKT 4469 (3)** Marketing Management

  **Select three to five marketing electives (9-15 hours):**
  - **MKT 3362 (3)** Advertising
  - **MKT 3364 (3)** Services Marketing
  - **MKT 3365 (3)** Integrated Marketing Communications
  - **MKT 4461 (3)** Personal Selling
  - **MKT 4463 (3)** Retailing
  - **MKT 4466 (3)** Direct Marketing
  - **MKT 4481 (3)** Internet Marketing I

  **Select one to three marketing electives (3-9 hours) to accumulate a total of 27 hours in marketing courses:**
  - **BUS 4460 (3)** Business Consulting and Research
  - **MKT 3363 (3)** Transportation Management
  - **MKT 4465 (3)** Business Logistics
  - **MKT 4467 (3)** Sales Management
  - **MKT 4482 (3)** Internet Marketing II
  - **MKT 4495 (3)** Selected Topics in Marketing

**Select one upper level business course elective.**

### Risk Management and Insurance Major
- **B.S./B.A. in Business Administration degree with a major in Risk Management and Insurance**
  - **RMI 3335 (3)** Principles of Risk Management and Insurance
  - **RMI 3340 (3)** Surplus Lines and Reinsurance
  - **RMI 3346 (3)** Life & Health Insurance
  - **RMI 3348 (3)** Property and Liability Insurance
  - **RMI 33xx (3)** Agency Management
  - **RMI 3442 (3)** Insurance Operations
  - **RMI 4440 (3)** Corporate Risk Management
  - **RMI 4449 (3)** Risk Management and Insurance Seminar

**Select two upper level business course electives (3 hours).**

### Bachelor of Applied Science in Resources and Technology Management Degree
General Studies          48 hours
Business Administration Core  42 hours
Courses in the Major       30 hours
Total                        120 hours

1The 48 hours of general studies must include 6 hours of Principles of Economics I & II and MTH 2201 completed with a grade of C or better.

2Students must complete the following lower-level courses (or their approved transfer credit equivalents) with a grade of C or higher in each course before registering for any upper level course in the business curriculum: ENG 1101/03, ENG 1102/04, MTH 2201, IS 2241, ACT 2291, ACT 2292, ECO 2251, ECO 2252, QM 2241, LAW 2221, and all 2000-level courses in their major or minor. Students may enroll concurrently in the last of these courses along with their initial 3000-level courses subject to their adviser’s approval and consistent with published prerequisite requirements. Under no condition may a student enroll in a 4000-level course without the satisfactory completion (grade of C or higher) of the lower-level courses listed above.

3Transfer credit will not be awarded for any course to be used in the business core or major in which a C grade or higher has not been achieved.

4Students must achieve an overall C average in both their business core, and their business major, in order to be eligible to graduate. All courses should be taken in their appropriate numerical sequence (i.e., 3000-level courses should be completed before attempting 4000-level courses).

Specialized technical courses (12-18 hours)
Credit will be awarded for specialized technical knowledge based upon one or all of the following: American Council of Education credit recommendations, credit for experiential learning that has been evaluated by Troy University faculty and approved by the appropriate Dean or transfer work from regionally accredited (Southern Association of Colleges and Schools, Middle States Association of Colleges and Schools, etc.) post-secondary community college or technical schools as approved by the Academic Council.
Specializations are not available in fields of study that are offered through Troy as majors, programs or minors, i.e., nursing, computer science, information systems, or education. Specialized technical knowledge and courses work will normally be recognized in the following areas which are incorporated under the technology resources management program:

- Acquisitions/Contracts
- Air Traffic Control
- Aircraft Maintenance
- Aviation Operations, and
- Electronics
- Fire Science
- Military Science
- Other Approved Technical Areas

For a student to qualify for the transfer of technical credit from a regionally accredited community college or technical school, he or she must have a minimum of 18 semester hours of transferable credit (in the same technical field) with a minimum overall grade point average of 2.0 on a 4.0 scale.

Upper level business or technology electives (12-18 hours)