

WHITTEMORE SCHOOL OF BUSINESS AND ECONOMICS

wsbe.unh.edu

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Department of Accounting and Finance
Department of Decision Sciences
Department of Economics
Department of Hospitality Management
Department of Management
Department of Marketing

Bachelor of Arts

Economics

Financial and Managerial Economics
International and Development
Economics
Public Policy Economics

Bachelor of Science

Business Administration

Accounting
Entrepreneurial Venture Creation
Finance
Information Systems Management
International Business and Economics
Management
Marketing
Student-designed

Economics

Hospitality Management

Bachelor of Science-Master of Science in Accounting

The Whittemore School of Business and Economics prepares students for future careers in management, public service, research, and education. The liberal arts are the basic foundation of the curriculum, and management of change in a global community is the major emphasis. Each department and program has its unique disciplinary tradition and the simultaneous commitment to broad educational excellence in critical thought, verbal and written communications, quantitative skills, computer literacy, and ethical reasoning. International awareness and cross-cultural understanding are essential components of the educational experience of Whittemore School students. The educational process encourages the integration of practice and theory through student interaction with business, public agencies, and faculty research.

The Whittemore School's (WSBE) undergraduate curricula combine a breadth of liberal education with specifics of professional education in business administration, economics, and hospitality management. Undergraduates enrolled in the Whittemore School programs take a substantial part of their coursework, normally over 50 percent, in other colleges in the University in order to fulfill the general education requirements. Beyond those requirements, students are encouraged to elect additional courses in the arts, the behavioral and social sciences, the humanities, mathematics, and the natural sciences. Thus, students who complete the Whittemore School programs in business administration, economics, and hospitality management are prepared for employment and graduate study in both these and adjacent fields.

The Whittemore School offers a minor in business administration, economics, and hospitality management. Within the limits of its resources, the Whittemore School also serves the needs of undergraduates elsewhere in the University for whom selected courses in business administration, economics, or hospitality management are desirable complements to their primary course of study. To the extent that space is available after majors have enrolled, a limited number of Whittemore School courses are open to nonmajors who have the prerequisite preparation.

A maximum of 32 credits in courses offered by the Whittemore School of Business and Economics may be taken by non-Whittemore School students.

Degree Requirements

The Whittemore School offers a bachelor of arts degree program in economics and bachelor of science degree programs in business administration, economics, and hospitality management. Students who desire a profes-

sional career in public accounting are advised to follow the five-year program leading to a bachelor of science in business administration and a master of science in accounting degree (see Accounting Program of Study for details). Application for admission to this highly selective program is made in the junior year.

Course listings for business administration are found under accounting and finance (ACFI), business administration (ADMN), decision sciences (DS), management (MGT), and marketing (MKTG). Candidates for a degree must satisfy all of the University general education requirements for graduation as well as the particular requirements of their individual major programs. In addition, candidates must complete a math course (400 level). Economics majors must also satisfy specific requirements associated with the bachelor of arts degree (see Degree Requirements). No Whittemore School course may be taken on a pass/fail basis by a student majoring in business administration, economics, or hospitality management.

In order to graduate, students must achieve a grade-point average of at least 2.3 (2.0 for the B.A. in economics) in the major courses and a minimum grade of C- (for ADMN 403, students must obtain credit) in each major course. Any WSBE major required course in which a grade below C- is obtained must be repeated. No more than two WSBE courses may be repeated and each course may be repeated at most one time.

Modifications tend to occur in major programs during the four-year period of a student's undergraduate career. Students are expected to conform to these changes. Students transferring into the Whittemore School from other universities must have business, economics, and hospitality management courses reviewed and approved by the faculty through the Whittemore School Undergraduate Programs Office to be con-

sidered for major requirements. Transfer credit is normally granted only for 400 and 500-level courses.

For information concerning advanced degrees, see the *Graduate Catalog*.

Advising System

Undergraduate advising in the Whittemore School is carried out jointly by academic advisers and the faculty. The academic advisers are based in the Whittemore School Undergraduate Programs Office, where student academic records are kept. The advisers assist students in program planning, preregistration, understanding and meeting general academic requirements, and general academic and career decision making. In addition, the advisers coordinate study abroad and domestic exchange and honors programs. The faculty draw on their own experience, expertise, and interests in helping students with course, program, and career selection.

The peer advising system, established in 1984, was created for the purpose of introducing first-year students to the college experience. Students complete a one-credit, credit/fail course each semester (ADMN 405/406, Freshman Academic Experience I/II), led by selected upper-class students under the direction of faculty. The courses' goals are to familiarize students with their major, college, and University; to introduce students to the nature of academic knowledge, academic standards, and academic/personal management skills essential for success in the University; to provide discussion of a common topic or book; to support students in their personal growth; to develop personal responsibility; and to encourage first-year students to use the advising services on campus.

Undergraduates are encouraged to develop an advisory relationship with one or more faculty members with whom they have mutual interests. All students are urged to seek as much assistance as they need, from whatever source, but are reminded that theirs is the ultimate responsibility for knowing and meeting the various academic requirements for a degree.

Independent Study/Internship

Juniors or seniors in the Whittemore School may elect the internship or independent study course for variable credit. For either course, the student must secure a faculty sponsor in the area of interest and submit a written proposal prior to the start of the semester in which the project is to be undertaken. Independent study normally involves research, while internships are usually undertaken with

cooperation of an off-campus organization and involve a non-routine but practical application of skills and concepts acquired in a student's program.

Independent studies and internships require considerable self-direction and self-monitoring on the part of the student, who must be in high academic standing. Careful prior review of requirements with the undergraduate adviser is necessary. Students may earn no more than 16 credits in internships, independent studies, field experience, and supervised student teaching experience.

The Washington internship, a semester of supervised work experience in Washington, D.C., is open to any major.

International and Exchange Programs

The Whittemore School encourages qualified students to participate in programs of international work and study. The Whittemore School has international exchanges including Grenoble, France; Budapest, Hungary; and Glion, Switzerland.

Students may also elect to take a dual major in international affairs, offered in conjunction with the program for international perspectives.

Information on all other international programs can be obtained from the sponsoring department or the Center for International Education, Hood House, Room 204.

Five-Year Programs

Four-One Program: B.S.-M.S.A.

The American Institute of Certified Public Accountants (AICPA), the national association of professional accountants, has mandated that five years of university education be required for national Certified Public Accountant (CPA) certification as of the year 2000. Most states have approved similar requirements for licensing/certification. The Whittemore School offers a five-year program designed for students who desire a professional accounting career. The program leads to the joint awarding of a bachelor of science in business administration and a master of science in accounting degree. Application for admission to this highly selective program is made in the junior year. Details are provided in the Programs of Study sections of this catalog and the Graduate Catalog.

Nonmajors

The Whittemore School also offers courses for nonmajors. Students interested in these courses should contact the undergraduate programs office.

Minor

The Whittemore School faculty has developed a group of courses for nonmajors that, if available and when combined with certain elective courses, can constitute a minor in business administration. A list of minor requirements is available at the Whittemore School Undergraduate Programs Office, Room 120, McConnell Hall.

Programs of Study

Business Administration (ADMN)

wsbe2.unh.edu/BS_Bus_Admin

(For course descriptions, see page 152.)

Professor: Ahmad Etebari, Ross J. Gittell, Charles W. Gross, Daniel E. Innis, Fred R. Kaen, Michael J. Merenda, Barry Shore, Jeffrey E. Sohl, A. R. Venkatachalam

Associate Professor: Carole K. Barnett, Ludwig A. Bstieler, Stephen J. Ciccone, Vanessa Urch Druskat, Roger B. Grinde, Afshad J. Irani, Peter J. Lane, Anthony T. Pescosolido, Catherine A. Plante, R. Daniel Reid, Richard Saavedra, Christine M. Shea, Craig H. Wood

Assistant Professor: Melissa M. Bishop, Brian J. Bolton, Devkamal Dutta, Kholekile L. Gwebu, Thomas Bowe Hansen, N. Paul Harvey III, William C. Johnson, Jun Li, Yixin Liu, Mihail K. Miletkov, Bruce E. Pfeiffer, Jing Wang, Wenjuan Xie, Le Xu, Goksel Yalcinkaya, Honggeng Zhou

The business administration program provides training for individuals interested in managerial or administrative careers in business or in public or private institutions.

Since most graduates of the program embark upon business careers, the program emphasis is in that direction. However, the skills acquired through the business program are readily applicable to the problems faced by not-for-profit institutions such as hospitals, school systems, government departments, and other socially oriented organizations, and the program's objectives have been broadened to include all types of administration.

The curriculum offers professional education in the basic theories, principles, concepts, and analytical tools used by successful modern administrators, combining them with an introduction to the functional areas of management. Additionally students develop expertise in a particular area of business by earning an option within the business administration degree program. At the same time, typical students achieve a well-rounded education by selecting courses in the liberal arts and the sciences from other colleges and schools in the University.

The business administration program comprises ten four-credit business administration courses (ADMN prefix) representing foundational business knowledge and skills, a single one-credit business administration course to develop and demonstrate proficiency with computer applications, two four-credit economics courses (ECON prefix), and one 400-level course in mathematics (MATH prefix). All but one of these required courses are generally completed in the first five semesters of enrollment at WSBE, leaving the student with the flexibility in the final three semesters at WSBE to earn an option in one of the offered areas. University general education requirements and other non-WSBE classes are generally taken throughout a student's time at UNH.

While taking the 10 core business administration courses, a student will gain an introduction to all of the major areas of business. Using this knowledge, students decide upon an area of business in which they desire to concentrate. Within the business degree program, students must designate an option. The latest a student may declare an option is during the fall semester of their junior year, typically during preregistration for spring courses. Students are encouraged to discuss their interests with several faculty members and an academic adviser in this decision-making process. The options currently offered in the business administration program are listed here. Due to the dynamic nature of the business world, the portfolio of options offered may change from time to time. Students are expected to stay abreast of these changes through WSBE's Undergraduate Programs Office.

Options in the Business Administration Program:

- Accounting
- Entrepreneurial Venture Creation
- Finance
- Information Systems Management
- International Business and Economics Management
- Marketing
- Student-Designed

Options comprise a minimum of four courses, but requirements do vary by option. Due to the specialized nature of some career fields, course requirements are greater in some options than others.

A typical plan of study follows. The options have different requirements, which are provided later. However, a detailed schedule of study for each option is not provided here. Students should check with the WSBE Undergraduate Programs Office for specific

recommendations regarding scheduling of courses in the option areas and the suggested plan of study.

Freshman: Fall

ADMN 400, Introduction to Business
 ADMN 403, Computing Essentials for Business (one credit, credit/fail grading)
 ADMN 405, Freshman Academic Experience I (one credit, credit/fail grading)
 ECON 401, Macro Economics or 402, Micro Economics
 MATH 420, Finite Math or 424A, Calculus for Social Sciences

Freshman: Spring

ADMN 406, Freshman Academic Experience II (one credit, credit/fail grading)
 ADMN 410, Management Information Systems
 ECON 401 or 402
 ENGL 401

Sophomore: Fall

ADMN 420, Business Statistics
 ADMN 502, Financial Accounting

Sophomore: Spring

Students typically declare an option during this semester.
 ADMN 503, Managerial Accounting

One or two of the following courses:

ADMN 601, Introduction to Financial Management
 ADMN 611, Behavior in Organizations
 ADMN 640, Quantitative Decision Making
 ADMN 651, Marketing

Junior: Fall

Students must declare an option by this semester.
 Take the remaining 600-level courses from the sophomore spring list.

Junior: Spring

*Course(s) in option area

Senior: Fall

*Course(s) in option area
 ADMN 703, Strategic Management: Decision-Making (or take in senior spring term)

Senior: Spring

*Course(s) in option area
 ADMN 703, Strategic Management: Decision-Making (if not taken in senior fall term)

*Depending of the choice of option and the specific requirements thereof, students may be able to take WSBE or non-WSBE electives for some of these courses.

The **Option in Accounting** provides students with opportunities in a variety of fields, including internal audit, external audit, tax preparation and planning, and consulting. Demand for accountants has been consistently strong. The goal of the accounting option is to prepare students for a career in accounting and the qualifications to obtain certifications, such as Certified Management Accountant (CMA), Certified Internal Auditor (CIA), and Certified Fraud Examiner (CFE). The accounting option also prepares students to enter the Master of Science in Accounting program offered by WSBE. Ob-

taining a Master's degree is a necessary requirement for taking the CPA exam in most states, including Massachusetts and Maine.

Required

ACFI 621, Intermediate Financial Accounting I
 ACFI 622, Intermediate Financial Accounting II
 ACFI 723, Advanced Managerial Concepts and Applications
 ACFI 724, Auditing
 ACFI 726, Taxation and Management Strategy
 MGT 647, Business Law I

In addition, one course chosen from the following:

ACFI 725, Financial Statement Analysis
 ACFI 750, Internship in Accounting
 ACFI 752, Independent Study in Accounting (including Tax Challenge)
 ADMN 799, Honors Thesis in Accounting

The **Option in Entrepreneurial Venture Creation (EVC)** is designed for students who intend to start a high growth business, work for a new venture or become involved in a new venture creation within an established organization. The EVC option fosters an entrepreneurial culture throughout the program. The priority is real-world learning in the high-growth environment of entrepreneurial ventures. The program includes active student participation, a seminar format, and several guest speakers. Each student participates in a senior project and an internship at a high-tech start-up.

Required

MKTG 763, Market and Opportunities Analysis
 DS 741, Private Equity/Venture Capital
 DS/MGT 742, Internship in Entrepreneurial and Management Practice
 MGT 732, Exploration in Entrepreneurial Management

The **Option in Finance** provides students with opportunities in a variety of disciplines including banking, insurance, corporate finance, investment management, and risk management. Finance majors are in excellent demand. The goal of the finance option is to expose the student to all three major branches of finance: investments, corporate, and financial institutions. At the same time, the option allows the student some flexibility in choosing courses. The option helps students planning to sit for the Chartered Financial Analyst (CFA) Level I exam, the Certified Financial Manager (CFM) exam, and the Certified Financial Planner (CFP) exam.

Required

ACFI 701, Financial Policy
 ACFI 702, Investments Analysis

In addition, two of the following:

ACFI 703, International Financial Management
 ACFI 704, Derivative Securities and Markets
 ACFI 705, Management of Financial Institutions

The *Option in Information Systems Management* will appeal to students who wish to learn how to take advantage of contemporary technologies to solve complex business problems. The program concentrates on two areas: 1) Organizations, with an emphasis on business processes; and, 2) Technology, with an emphasis on systems analysis, design, implementation, and management

Experiential learning is emphasized in all courses and includes real-life corporate project experience. This unique combination of skills is in short supply, and the employment outlook is outstanding.

Required

Information Systems Development: Currently CS 405, Visual Basic I, or equivalent. The faculty coordinator of the option must approve any substitute course for CS 405.
DS 773, Managing Information Across the Enterprise
DS 774, Business Strategies and Solutions
DS 775, Corporate Project Experience
DS 780, Systems Analysis and Design; or
DS 798, Topics in Decision Sciences (specific topics may change from year to year)

The *Option in International Business and Economics* offers an interdisciplinary course of study, providing strong business training for students pursuing careers at organizations with an international focus, particularly in multinational corporations, international banks, and government agencies. It achieves this by combining general business training with in-depth knowledge in economics, finance, and management. Students are strongly encouraged to round out their education with either an internship at an international organization or by studying abroad for one semester.

Required

ECON 645, International Economics

Three of the following:

ACFI 703, International Financial Management
MGT 755, International Management
MKTG 760, International Marketing
ECON 611, Intermediate Macroeconomics
ECON 746, International Finance

One of the following:

One of the remaining courses from list above.
four-credit graded internship at an international organization
one-semester study abroad experience, that involves at least one approved international business or economics course and that results in at least 12 academic credits being transferred back to UNH.
ACFI 704, Derivative Securities and Markets
ECON 668, Economic Development
ECON 692, International Economic Integration
ECON 745, International Trade
ECON 747, Multinational Enterprises

The *Management Option* provides students with opportunities to develop a substantial foundation in the principles of managing the human, organizational, technical, and financial resources of organizations to enhance strategic competitiveness. Courses emphasize problem-solving, planning, and interpersonal skills related to ethical leadership in the new economy, managing innovation and change, and international and cross-cultural issues in organizations. The option emphasizes the generalist's mindset in concert with a specialist's functional understanding of the firm. Future career paths include an array of management, supervisory, sales, and other positions in established and entrepreneurial businesses. The option is also recommended for students considering graduate education in management or law.

Required

MGT 614, Organizational Leadership and Structure
MGT 701, Business, Government, and Society

In addition, two 600- or 700-level MGT courses. Current offerings, which may change from year to year, include:

MGT 647, Business Law I (or MGT 648 Business Law II; MGT option students can count at most one Business Law course toward the MGT option)
MGT 713, Leadership Assessment and Development
MGT 732, Exploration in Entrepreneurial Management
MGT 755, International Management
MGT 798, Applied Management Seminar (open only to MGT option students with GPA of at least 3.2)
MGT 798, Topics in Management (topics will change from year to year)

The *Option in Marketing* focuses on how to develop, establish, and maintain products and services of high value for customers as well as how to deliver and communicate them. The option addresses key linkages critical to effective customer and product management, from understanding customer needs and problems to delivering appropriate solutions and services. It further examines decision choices facing managers concerning market selection, entry timing, positional advantage to be pursued, targeting, and executional approaches. Students can earn an option in marketing by successfully completing the requirements in the following table. Students are required to minimally take the following courses:

Required

MKTG 752, Marketing Research
MKTG 753, Consumer/Buyer Behavior
MKTG 762, Marketing Workshop
MKTG 763, Market Opportunity Analysis
At least two additional 700-level Marketing (MKTG) courses.
Offerings will vary from semester to semester.

For additional courses, students are encouraged to meet with department faculty or with the Academic Advising Office for help in choosing a career track and additional courses.

A *Student-Designed Option in Business Administration* is available for those students whose interests are not fully satisfied by any of the other currently available options in Business Administration. Students desiring a self-designed option must submit the application to the faculty coordinator. After the faculty coordinator's approval, the proposal must receive approval from the academic director of undergraduate business programs and the Whittemore School Dean's Office.

Students applying for this option will normally be expected to have a grade point average of at least 3.0.

The student-designed option in business administration shall consist of at least five Whittemore School courses, at least three of which shall be from the business administration departments (currently accounting and finance, decision sciences, management, and marketing).

Economics (ECON)

wsbe2.unh.edu/department-economics

(For course descriptions, see page 178.)

Chairperson: Bruce T. Elmslie

Professor: Karen Smith Conway, Richard W. England, Evangelos O. Simos, James R. Wible

Associate Professor: Michael D. Goldberg, Marc W. Herold, Ju-Chin Huang, Robert D. Mohr, Neil B. Niman, Torsten Schmidt

Assistant Professor: Reagan A. Baughman, Zeynep Senyuz, Le Wang

Economics is the study of how societies organize themselves to produce goods and services and to distribute those products among the members of society. In the modern world, a combination of market forces, public policies, and social customs perform these basic economic tasks. Economists use concepts, models, and data to analyze efficiency of resource use, fairness of economic outcomes, and development of global and national economies. The economics program is designed to introduce students to the tools of economic analysis and to show students how they can use those tools to analyze and better understand real-world situations.

Undergraduate training in economics is an excellent background for a variety of careers; these include banking and financial services, journalism, international business, public service, the diplomatic corps, entrepreneurial ventures, and government administration. An undergraduate major in economics is also excellent preparation for those interested in graduate work in law, business administration, and international relations.

Graduate work in economics can lead to careers in college teaching, research in public and private agencies, and business consulting. Those interested in studying economics at the graduate level should ask their economics professors what undergraduate coursework is appropriate and which graduate schools would be suitable.

Courses in economics are open to nonmajors on a space-available basis. Students majoring in other programs have found that certain economics courses are useful supplements to their own majors and a help in gaining employment. For example, political science majors can profit from studying public economics, economic development, and international economics. Mathematics and engineering students might elect to study econometrics and intermediate microeconomics. Environmental conservation majors could choose to study ecological or energy economics. For more information on economics electives, please consult the Whittemore School Undergraduate Programs Office (McConnell 120) or the chairperson of the economics department.

The department offers the choice of a B.A. degree or a B.S. degree in economics. The B.A. degree is designed to offer students maximum flexibility in designing a program of study. Students are encouraged to take a wide variety of courses, double major, and take advantage of study abroad programs. The B.S. degree differs from the B.A. degree in that it requires more quantitative and data analysis courses but does not require a foreign language. It provides more structure and direction than the B.A. degree and is more professionally focused.

B.A. economics majors must complete eight courses in economics plus ADMN 420 with a grade of at least C- (1.67) in each course and an average grade of 2.0 or better in the major courses. These courses must include ECON 605 and 611. In addition, majors must complete either MATH 420 or 424A. Coursework in accounting is recommended but not required.

B.S. economics majors must complete nine courses in economics with a grade of at least C- (1.67) in each course and an average grade of 2.3 or better in the major courses. These courses must include ECON 605, 611, 726, and 775. In addition, majors must complete MATH 424A, ADMN 403, 410, 420, 502, and 503.

Major credit toward ECON 605 and/or 611 will be awarded to transfer students only if equivalent courses have been taken at the junior level or above. Transfer students must take at least five of their economics courses at UNH.

Students may petition to substitute one business administration course for an economics elective if the course is at the 600 level or above and if a grade of C- or better is earned. Students may earn no more than 16 credits in internships, independent studies, field experience, and supervised student teaching experience. All economics majors must satisfy the bachelor of arts or bachelor of science degree requirements.

The economics department offers three specialized options within the bachelor of arts. By selecting economics electives from an approved list, a student majoring in economics can graduate with an option in financial and managerial economics, international and development economics, or public policy economics.

A suggested plan of study for B.A. economics majors follows:

Freshman Year

ECON 401, 402, Principles of Economics (Macro and Micro)
MATH 420 or MATH 424A

ADMN 403, Computing Essentials for Business

ADMN 405, Freshman Academic Experience I (one credit, credit/fail grading)

ADMN 406, Freshman Academic Experience II (one credit, credit/fail grading)

Sophomore Year

ADMN 420, Business Statistics

ECON 605, Intermediate Microeconomic Analysis

ECON 611, Intermediate Macroeconomic Analysis

Junior and Senior Years

Economics electives (at least 4)

A suggested plan of study for B.S. economics majors follows:

Freshman Year

ECON 401, 402, Principles of Economics (Macro and Micro);
MATH 424A

ADMN 403, Computer Essentials for Business

ADMN 405, Freshman Academic Experience I

ADMN 406, Freshman Academic Experience II

ADMN 410, Management Information Systems

ADMN 502, Introductory Financial Accounting

Sophomore Year

ADMN 420, Business Statistics

ADMN 503, Managerial Accounting

ECON 605, Intermediate Microeconomic Analysis

ECON 611, Intermediate Macroeconomic Analysis

Junior and Senior Years

ECON 726, Introduction to Econometrics

ECON 775, Applied Research Skills for Economists

Economics electives (at least three)

A minor in economics consisting of five courses is also available. At least three of these courses must be taken at UNH. For more on the minor and options within the major, consult the Whittemore School Undergraduate Programs Office.

Hospitality Management (HMG T)

wsbe2.unh.edu/bs-hospitality-management

(For course descriptions, see page 203.)

Professor: Clayton W. Barrows, Raymond J. Goodman Jr.

Associate Professor: E. Hachemi Aliouche, Joseph F. Durocher Jr., Udo Schlenrich

Affiliate Assistant Professor: Sylvia H. Marple

Lecturer: Carl E. Lindblade, Daniel R. Winans

The program in hospitality management is an integral part of the offerings of the Whittemore School. It is one of only a few programs worldwide accredited by both the Association to Advance Collegiate Schools of Business (AACSB) and the Accreditation Commission for Programs in Hospitality Administration (ACPHA). Graduates are prepared to assume leadership development, management trainee, and management positions in all sectors of the service sector, with primary emphasis on the hospitality industry.

Graduates have accepted positions in the lodging and food service sectors (and their allied businesses and wholesalers), software companies, tourism, travel and recreation industries, and in retirement facilities, hospitals, and college and university food service operations.

In order to have a well-rounded university education, students take courses in liberal arts as well as foundation courses in business administration and economics. The hospitality management curriculum builds upon this foundation and provides experience and in-depth education in the lodging and food service-related industries, as well as the broader industries that comprise the hospitality discipline.

With our on-campus learning laboratory, the New England Center Hotel and Conference Center, the program includes a mix of practical experiences along with classroom activities. These practical experiences are provided by major consulting projects to industry as part of classroom activities, lecture series, seminars, and field trips; a minimum of 800 hours of an approved work experience practicum; and by involvement in the food service and lodging operations with University Hospitality Services (the New England Center and campus dining and catering).

The Department of Hospitality Management curriculum is comprised of fourteen required courses and three required hospitality electives, two economics courses, six business administration courses, and one mathematics course. Freshman and sophomore years consist of twelve core courses in the above mentioned disciplines. Sophomore, junior-

level, and senior-level courses include the functional hospitality and business discipline courses required for one to develop into a successful manager. A wide range of elective courses, independent studies, and internships can complement the required curriculum.

To graduate, students must obtain a 2.3 grade-point average in all major required courses and a minimum grade of C- in each major course. Graduates of this program who are qualified for, and interested in, further allied studies are well prepared for advanced degree programs in hospitality, tourism, business, law, institutional, or health administration. Students may earn up to six total credits in internships, independent studies, field experience, and supervised student teaching experiences.

A required plan of study is as follows:

Freshman Year

HMGT 401, The Hospitality Industry: An Historical Perspective and Distinguished Lecture Series
 HMGT 403, Introduction to Food and Beverage Management
 HMGT 404, UHS Hospitality Practicum I (one credit, credit/fail grading)
 ADMN 405, Freshman Academic Experience I (one credit, credit/fail grading)
 ADMN 406, Freshman Academic Experience II (one credit, credit/fail grading)
 ADMN 403, Computing Essentials for Business
 ECON 401, Principles of Economics (Macro)
 ECON 402, Principles of Economics (Micro)
 MATH 420, Finite Mathematics
 or MATH 424A, Calculus for the Social Sciences
 University general education courses

Sophomore Year

HMGT 504, UHS Hospitality Practicum I (one credit, credit/fail grading)
 HMGT 554, Lodging Operations Management
 HMGT 567, Food and Beverage Operations Management
 ADMN 420, Business Statistics
 ADMN 502, Introductory Financial Accounting
 HMGT 618, Uniform Systems for the Hospitality Industry
 Four University general education courses

Junior Year

HMGT 600, Hospitality Marketing Management
 HMGT 667, Advanced Food & Beverage Management
 HMGT 625, Hospitality and Employment Law
 HMGT 635, Hospitality Human Resource Management
 ADMN 611, Behavior in Organizations
 Hospitality Management Elective*
 Two general education courses

Senior Year

HMGT 655, Hospitality Finance and Development
 HMGT 703, Strategic Management in the Hospitality Industry
 Hospitality Management Electives*
 Four free electives

*Three elective courses in Hospitality Management (or two electives and an internship, teacher assistant, or independent study analysis) are required for graduation.

A minor in hospitality management comprises five courses. The four listed below are required:

HMGT 401, Hospitality Industry: Historical Perspectives and Distinguished Lecture Series
 HMGT 554, Lodging Operations Management
 HMGT 567, Food and Beverage Operations Management
 ADMN 502, Introductory Financial Accounting

Choose one of the following

HMGT 661, Meeting Planning Management
 HMGT 681, Resort Management
 HMGT 771, Beverage Management/International Wines
 HMGT 777, Casino Management
 HMGT 772, Senior Living Industries Management
 HMGT 750, Senior Operations Seminar

International Affairs (dual major)

For program description, see Special University Programs.

(For course descriptions, see page 207.)

Departments

Accounting and Finance (ACFI)

wsbe2.unh.edu/Accounting_and_Finance

(For course descriptions, see page 151.)

Chairperson: Ahmad Etebari

Professor: Ahmad Etebari, Fred R. Kaen

Associate Professor: Stephen J. Ciccone, Afshad J. Irani, Catherine A. Plante

Assistant Professor: Brian J. Bolton, Thomas Bowe Hansen, William C. Johnson, Yixin Liu, Mihail K. Miletkov, Wenjuan Xie, Le Xu

Lecturer: William F. Knowles CPA

Accounting and finance are fundamental academic disciplines in business schools. Accounting provides the basic language of businesses and the underlying structure for information systems. Finance provides important knowledge about asset management, capital markets, and risk strategies. This department coordinates the options in accounting and finance and is responsible for the Master of Science in Accounting.

Decision Sciences (DS)

wsbe2.unh.edu/department-decision-sciences

(For course descriptions, see page 175.)

Chairperson: A. R. Venkatachalam

Professor: Barry Shore, Jeffrey E. Sohl, A. R. Venkatachalam

Associate Professor: Roger B. Grinde, R.

Daniel Reid, Christine M. Shea, Craig H. Wood

Assistant Professor: Kholekile L. Gwebu, Jing

Wang, Honggeng Zhou

Instructor: Peter W. Royce

Lecturer: Matthew J. Macarty

Data-driven decision expertise is critical for the survival and growth of modern enterprises. The Decision Sciences Department brings together faculty with special expertise in decision support systems, enterprise information systems, enterprise integration, management science, business statistics, operations/technology management, operations research, and manufacturing strategy. This department coordinates the options in information systems management and entrepreneurial venture creation.

Management (MGT)

wsbe2.unh.edu/department-management

(For course descriptions, see page 215.)

Chairperson: Michael J. Merenda

Professor: Ross J. Gittell, Michael J. Merenda

Associate Professor: Carole K. Barnett, Vanessa Urch Druskat, Peter J. Lane, Richard Saavedra

Assistant Professor: Devkamal Dutta, N. Paul Harvey III, Jun Li, Anthony T. Pescosolido

Affiliate Assistant Professor: Margaret Naumes

Lecturer: Karen L. Fisher, Robert A. Gough Jr., Thomas N. Towle, Meera Venkatachalam

Adjunct Faculty: Timothy J. Churchard

The study of management focuses on how organizations develop, craft, and implement winning strategies, structures, systems, and values in global markets. Courses emphasize the organization's stakeholders and the accompanying social, political, legal, economic, and technical dynamics of worldwide markets. The department's goal is the development of effective, socially responsible, and ethical leaders through innovative teaching, research, and service. Courses cover such topics as leadership, decision-making, ethics, innovation, organizational learning, entrepreneurship, knowledge and human resource management, governmental policy making, and global competitiveness. The department's approach to teaching involves educational methods that promote experimental learning, self-awareness, theoretical mastery, and case studies and managing oneself. A major emphasis is on action learning through group projects, business plan preparation, and the case method.

Marketing (MKTG)

wsbe2.unh.edu/department-marketing

(For course descriptions, see page 215.)

Chairperson: Peter J. Lane

Professor: Charles W. Gross, Daniel E. Innis

Associate Professor: Ludwig A. Bstieler

Assistant Professor: Melissa M. Bishop, Bruce E. Pfeiffer, Goksel Yalcinkaya

Lecturer: William C. Machanic, Chuck Martin, Peter F. Masucci

The marketing department is dedicated to preparing students for 21st century marketing careers by:

- offering students a strong marketing foundation and a career track that will make them attractive to employers upon graduation and provide the basis for lifelong marketing learning;
- interacting with students in ways that encourage individual curiosity, interest, and expression;
- engaging in leading-edge scholarly research and integrating that research into the marketing curriculum.

Concentrating in marketing provides students with a wide array of career paths, including advertising, sales, retailing, market analysis, public relations, marketing research, product or brand management, sales forecasting, competitive analysis, strategic marketing planning, media planning, and several others. Accordingly, the department offers tracks beyond the set of core courses required of all marketing students to help students prepare for such careers. The department coordinates the option and tracks.