

# School of Business

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Undergraduate education in business is designed to impart a broad base of general knowledge, within which students pursue additional knowledge about resource administration. The curricula seek to expand capacities, perspectives, and skills of students who wish direct preparation for careers in either business firms or the public service.

In addition to the business programs leading to the Bachelor of Science, a Management and Engineering for Manufacturing bachelor's degree program is offered jointly with the School of Engineering and is described at the end of the list of business majors in this section of the *Catalog*.

A minor in Business is described in the "Minors" section. Note: Accreditation standards restrict students who are not majors in the School of Business to no more than 27 credits of coursework offered by the School of Business. Credits from transfer coursework accepted for business credit at the University of Connecticut are counted toward the 27 credit limit.

**Regional Plan.** In conformity with plans approved by the Board of Trustees of the six New England land grant universities for regionalization of certain fields of specialized education, four majors in the School of Business at the University of Connecticut are identified as regional programs. The Real Estate and Urban Economic Studies major is open to students from all the New England states; the Risk Management and Insurance major is open to students from all the New England states; the Health Care Management major is open to students from all the New England states except New Hampshire and Vermont; the Management and Engineering for Manufacturing major is open to students from all the New England states except Rhode Island and Vermont. To implement this policy, first priority in admission to the School is given to qualified applicants from those New England states that are members of the compact. Regional students will pay a reduced tuition. Consult the website <http://www.nebhe.org> for information.

**Accreditation.** The School of Business is fully accredited by the AACSB International - The Association to Advance Collegiate Schools of Business, a specialized accrediting body recognized by the Council on Post Secondary Accreditation and the U.S. Department of Education.

## Admission and Degree Requirements

**Admission Requirements.** See Admission to the University. The School of Business admits qualified students into a major in the School directly as freshmen. Students not admitted into the School of Business at the time of entry to the University may apply for admission to a major through School of Business procedures. Decisions will be based on several criteria including the applicant's academic record, courses completed, and space availability. Students in the School may request a change to their major later by submitting an application to the undergraduate programs office and meeting the admission criteria for that major.

School of Business majors will have to present either three years intermediate level of one foreign language (high school) or two years of one foreign language (through intermediate level college) to satisfy the language requirement for the degree.

Students not currently attending or who have never attended the University as an undergraduate degree seeking student must file a separate University application with the Transfer Admissions Office, 2131 Hillside Road, Unit 3088, Storrs, CT 06269-3088. Students wishing to transfer directly into the School of Business should have made substantial progress toward completing the freshman-sophomore, 1000-2000 level requirements, particularly those courses which are prerequisites for the Common Body of Knowledge/Entry Level Business courses (ENGL 1010 or 1011, ACCT 2001, MATH 1070Q and 1071Q, ECON 1201 and 1202, or 1200, STAT 1000 or 1100) and must successfully complete these courses by the end of the term in which they have completed 54 credits or the term after they are admitted to the School of Business. Number of credits earned, grade point average in all courses taken, including any repeated courses, and space availability will be key considerations in the admissions decision.

Transfer applicants not accepted directly into the School of Business at the time of entry to the University may apply for admission through the School of Business admission procedures previously listed. A decision will be made on a space available basis after completion of one full semester at the University. Individuals who have already completed a bachelor's degree should contact the M.B.A. or M.S. in Accounting program to consider a graduate, rather than another undergraduate, degree.

All applicants to the School of Business will be considered carefully in order to select the best-qualified candidates. If notified of admission before registration in the spring, students may register for fall semester classes in a business program. All admissions are contingent upon successful completion of any current course work for which applicants were registered at the time of application.

**Scholastic Standing Requirements.** Students admitted to the School of Business must earn a 2.7 cumulative grade point average by the end of the term in which they earn a minimum of 24 calculable credits of graded coursework at the University of Connecticut and a 2.82 cumulative grade point average by the end of the following fulltime equivalent term to be guaranteed continuation in the School. Students must also earn a minimum of a 2.9 cumulative grade point average in all freshman through sophomore year courses in order to be guaranteed continuation to the junior year in the School of Business. Normally the 2.9 cumulative grade point average review will take place at the end of a student's fourth term/when a student has completed 60 credits. Students who have not maintained an average of 15 credits per term may be reviewed after earning 54 credits, just prior to when they are eligible to take 3000/4000 level courses. Additionally, students must show substantial progress toward meeting the freshman-sophomore course requirements, especially those courses that are requisites for the 3000/4000 level business courses (ENGL 1010 or 1011, ACCT 2001, MATH 1070Q and 1071Q, ECON 1201 and 1202, or 1200, STAT 1000 or 1100) and must successfully complete these courses by the end of their 4th term (60 credits). Transfer students are reviewed under the above standards based on total credit standing, including transfer credits. However non University of Connecticut grades are not considered when computing the GPA so transfer students may be reviewed with fewer than 24 credits taken at the University of Connecticut. All course grades, including those of repeated courses, are considered in the above grade point average calculations.

Students accepted to the School of Business must maintain a minimum at least a 2.0 in their term grade point average, their cumulative grade point average and all School of Business courses. The GPA calculation will include all courses for which the students have been registered including repeat forgiveness courses and Business courses taken on pass/fail. Students who fail to maintain the minimum grade point average in any of these areas or fail to complete specified courses as noted above are subject to dismissal from the School of Business. Students conditionally admitted to the School on the basis of successful completion of courses for which they have indicated they were registered must pass all those courses by the end of that term and meet the 2.0 grade point average for the semester, cumulative, and business courses or be subject to having their acceptance rescinded.

**Bachelor's Degree Requirements.** Upon recommendation of the faculty, the degree of Bachelor of Science is awarded by vote of the Board of Trustees to students who have met the following requirements: (1) Earned a total of 120 credits; (2) earned at least a 2.0 cumulative grade point average; (3) earned at least a 2.0 grade point average for all credits in School of Business courses for which they have been registered; including all grades for repeated courses; (4) earned at least 50 percent of the business credit hours required for the business degree while a student at the University of Connecticut; (5) earned at least 24 credits in 3000-4000 level courses in the School of Business at the University of Connecticut, with no more than three of these credits in independent study courses and no more than three of these credits in field internship courses, and no credits from UConn Study Abroad or National Student Exchange; (6) met all the requirements of the School of Business.

The degree in business requires a minimum of 120 degree credits of course work. Business courses offered specifically for non-majors (all courses with the BADM designation and some courses offered by other schools) cannot be used to satisfy requirements for 3000-4000 level business electives. At least 60 credits presented for the degree must be comprised of courses other than business, including general education course work: no more than 9 credits of economics and no more than 6 credits of statistics may be counted as part of these 60 credits. Students who wish to minor in economics or statistics may do so, but this may require coursework beyond 120 credits to satisfy the requirements of both the major and the minor.

**Regional Campus Programs.** Students at Stamford, Waterbury, and Hartford can complete the requirements of the major in Business and Technology at those campuses. Students in other business majors may complete most of the Common Body of Knowledge courses before transferring to the Storrs campus.

**Exemption and Substitution.** Students who desire to be excused from course requirements, or to substitute other courses for those prescribed, should consult the undergraduate programs office. Such exemptions or substitutions must be approved by the dean of the school.

**Transfer Credits.** The transfer of credits for ACCT 2010 and 3000-4000 level courses offered by the School of Business on the basis of work done at schools that do not offer the baccalaureate or schools not accredited by the AACSB International - The Association to Advance Collegiate Schools of Business, is permitted only by validation procedures established by academic departments within the School. Typical validation procedures may include successful completion (C or better) of additional prescribed course work at the University of Connecticut or the completion of a departmental examination. Students must receive departmental approval before beginning any validation procedures.

**Grades of Pass/Fail or Audit.** In the School of Business, students may not elect the Pass/Fail or Audit option for any course used to meet the general education distribution requirements, the course requirements for a major, or any course taken within any of the departments of the School.

**Plan of Study.** Major requirements are outlined in the plan of study current at the time of the student's entry or readmission into the School of Business, whichever is later.

## Curricula in Business

### I. University General Education Requirements

The University has adopted General Education requirements in a variety of curricula areas that must be satisfied as part of every bachelor's degree program. These requirements are listed in the Academic Regulations section of this *Catalog*.

### II. School of Business Requirements

Business students must complete the following requirements in order to prepare for professional studies that will begin in the junior year. Students should note that many of these courses also fulfill University General Education requirements (indicated by \*).

**Note:** Please refer to the Curricula in Management and Engineering for Manufacturing listed later in this section.

#### Accounting

ACCT 2001

#### Foreign Language

All students must have (1) passed the third year level course in high school in a single foreign language, ancient or modern *or* (2) two units/levels of a single foreign language in high school PLUS an added year of college courses at a more advanced level in a single foreign language, *or* (3) completion of two years (four semesters) through the college Intermediate Level.

#### Expository Writing

ENGL 1010\* *or* 1011\* , *or* 3800\*

#### Quantitative Analysis

MATH 1070Q\* *and* 1071\*<sup>1</sup>  
*or* MATH 1131Q\* *and* 1132\*  
*or* MATH 1120\* *and* 1121Q\* *and* 1122Q\*  
*or* MATH 1131Q\* *and* 1070Q\*  
*or* MATH 1120Q\* *and* 1121Q\* *and* 1070Q\*  
*or* MATH 1120Q\* *and* 1070Q\* *and* 1071Q\*  
*or* MATH 1151Q\* *and* 1152Q\*  
*or* MATH 1151Q\* *and* 1132Q\*  
*or* MATH 1151Q\* *and* 1070Q\*  
*or* MATH 2141Q\* *and* 2142Q\*  
*or* MATH 2141Q\* *and* 1152Q\*  
*or* MATH 2141Q\* *and* 1132Q\*  
*or* MATH 2141Q\* *and* 1070Q\*  
 STAT 1000Q\* *or* 1100Q\*

**Other Courses:** HIST 1400\*; PHIL 1101\* *or* 1102\* *or* 1103\* *or* 1104\* *or* 1105\* *or* 1106\*; ECON 1200\* *or* both 1201 *and* 1202\*; COMM 1000 *or* 1100\*; PSYC 1100\*; ANTH 1000\* *and/or* GEOG 1700\*; ACCT 2001

### Additional Requirements

A minimum of 60 credits used toward graduation requirements must be comprised of non-business courses, including general education course work. No more than 9 credits of economics and no more than 6 credits of statistics may be counted as part of these 60 credits. COMM 1100 is recommended for Accounting majors.

### Required Courses and Sample Sequence

#### Freshman Year First Semester

MATH 1070Q (or appropriate course from one of the alternate mathematics sequences), ENGL 1010 or 1011, PSYC 1100, PHIL 1101 or 1102 or 1103 or 1104 or 1105 or 1106, Elective

#### Freshman Year Second Semester

MATH 1071 (or appropriate course from one of the alternate mathematics sequences), HIST 1400, GEOG 1700 or ANTH 1000, ECON 1202 (or elective or ECON 1000, if planning to take ECON 1200), Elective

#### Sophomore Year Third Semester

ECON 1201 or 1200, ACCT 2001, Content Area Four diversity and multiculturalism course, Content Area Three laboratory science course, (Chemistry or Biology or Geology or Physics), Elective

#### Sophomore Year Fourth Semester

STAT 1000Q or 1100Q, "W" Writing Course, COMM 1000, ACCT 2101 (or elective), Elective

### Junior-Senior, 3000-4000 Level Requirements

No School of Business students should enroll in any 3000-4000 level, business courses, with the exception of ACCT 2101, until they have passed the freshman-sophomore, 1000-2000 level, requirements.

**Common Body of Knowledge.** The following Common Body of Knowledge courses are prescribed for all students in this school and should be completed in the junior year.

ACCT 2101 (to be taken no later than fifth semester); BLAW 3175; FNCE 3101; MGMT 3070W, 3101; MKTG 3101; OPIM 3103, 3104

**Capstone Requirement.** All students are required to complete a capstone course sequence. Business & Technology majors must take MGMT 4902, Strategic Analysis. All other majors must take MGMT 4900, Strategy, Policy and Planning. All majors except Accounting and Business and Technology must take MGMT 3072, Career Development in Business.

**Mobile Computing Program.** Students in the School of Business at the Storrs campus are required to participate in the mobile computing program by leasing a notebook computer from the University while they are taking 3000-4000 level courses in the School (with the exception of ACCT 2101, which is open to sophomores). Students will be required to register for the Mobile Computing Lab course (BADM 3001) in order to be able to register for other courses within the School of Business and then successfully complete the lab. There will be a fee associated with the notebook computer lease that will be assessed in each of four semesters of the lease. For information about the current model of computer being used and details of the lease fee, consult the website: <http://www.business.uconn.edu/its>

All students majoring in Accounting, Business and Technology, Finance, Health Care Management, Management, Management Information Systems, Marketing, Real Estate/Urban Economics, and Risk Management Insurance must also fulfill the requirements in the three following competency categories. Students majoring in Management and Engineering for Manufacturing should consult the competency information listed with the other major requirements.

**Computer Technology.** The School of Business places special emphasis on the use of information technologies to complete the assignments in many classes. Exit expectations are met through all core business courses, but primarily through Business Systems course (OPIM 3103), which is required of all majors.

**Information Literacy.** The core courses in the School will require students to acquire information about markets and companies. This empirical research is fundamental to sound decision making in a business career. This advanced level of information literacy will specifically be included in finance (FNCE 3101), marketing (MKTG 3101), and business information systems (OPIM 3103) and strategy (MGMT 4900) courses, which are all required.

**Writing in the Major.** Students are required to complete MGMT 3070W and one elective "W" course from outside the School of Business.

<sup>1</sup> Any listed calculus course numbered 1122 or above may be used in place of MATH 1071 as a prerequisite for 3000 and 4000-level business courses.

## Accounting

The undergraduate (four year) program consists of the Bachelor of Science (B.S.) degree in Business with a major in Accounting. The B.S. degree combines a general background in business with an appropriate number (currently seven 3-credit plus one 1-credit, ACCT 3005, Introduction to a Profession) of Junior-Senior accounting courses to prepare students for successful entry into an accounting career.

Accounting majors are required to achieve a 2.0 grade point average in all accounting courses taken at the University of Connecticut, excluding grades and credits for independent studies (ACCT 4899's) and internship (ACCT 4891's) as a requirement for graduation.

A student majoring in accounting must have taken at least two-thirds of the following 3000-4000 level accounting course credits at the University of Connecticut or an accounting program accredited by the American Assembly of Collegiate Schools of Business.

ACCT 3005, 3201, 3202, 3221, 3260, 4203, 4243; BLAW 3277

**Professional Certification.** Students majoring in accounting may choose a curriculum that prepares them for professional examinations which are part of the certification procedures that lead to designation as a Certified Public Accountant (C.P.A.) or Certified Management Accountant (C.M.A.). Students preparing for the C.P.A. examination should also apply for the M.S. in Accounting Program. The M.S. in Accounting is a 30-credit program designed to meet the 150-hour education requirement for the CPA exam in Connecticut. Students preparing for the C.M.A. examination should consult with their accounting advisor regarding the appropriate elective courses to take.

**Internships in Accounting.** Many students who major in accounting participate in an internship. Currently, the Accounting Department has internships during both Spring semester and the summer. During the period of internship, the students are employed and supervised by firms and participate in various types of auditing or accounting work.

Participation in these programs occurs during the sixth or seventh semester or the summer between the student's junior and senior year. This experience contributes to the development and growth of the students who are chosen for the work.

## Business and Technology

The business and technology major is only open to students at the Stamford and Tri-Campus (Waterbury, Hartford, and Torrington) locations. The objective of the major in business and technology is to provide a business degree with a special emphasis in the application of information technology. Functional area concentrations (three courses) are also possible in selected areas based on the availability of courses.

Courses required in the major are: OPIM 3505, 3506, 3507 plus three 3 credit School of Business electives at the 3000-4000 level (courses in addition to the common body of knowledge and the capstone).

## Finance

The Finance major prepares students for careers in the financial services industry and in the finance areas of companies. The major requirements permit students to tailor a curriculum to suit individual interests in finance, health care management, real estate, and risk management and insurance.

FNCE 4209

Any two 3-credit courses from the following: FNCE 3302, 3333, 4304, 4305, 4306  
Any two additional 3-credit courses from the following: FNCE 3221, 3230, 3302, 3332, 3333, 3334, 3451, 4304, 4305, 4306, 4324, 4325, 4326, 4895; HSMG 3240, 3243, 4242, 4244

## Health Care Management

The objective of the baccalaureate program with a major in health care management is to provide a conceptual and a practical understanding of the health systems field. The Health Care Management Program is a Full Member of the Association of University Programs in Health Service Administration (AUPHA) and is the only undergraduate Health Care Management Program in New England to maintain both AACSB accreditation and AUPHA full membership. This academic program has been designated by the New England Board of Higher Education as a New England Regional Student Program. Qualified residents from other New England states may enroll in the Health Care Management Program at reduced tuition since the major is not offered at other state universities in the region.

Admission to the Health Care Management Program as a major is competitive on a space available basis.

FNCE 3221, 4324; HSMG 3240, 3243, 4242, 4244, 4891

**Internships in Health Care Management.** Students usually schedule their Internship in HSMG 4891 course (6 credits) during the summer following the junior year of

study. The internship component of the program provides students with the opportunity to obtain clinical experience within a health care facility. Students normally participate in conducting a health systems management project in a health care organization either in Connecticut, another state or another country depending on geographical preference. While students are responsible for securing internship sites, the Center for Health Care and Insurance Studies will provide considerable guidance in site selection.

## Management

At the core of the Management major is coursework with an emphasis on leadership, entrepreneurial thinking and strategic vision, three of the most prized assets of any successful business leader. Management majors are prepared to understand the "big picture" rather than focus on highly specialized, often rapidly changing, areas of study. Such preparation is especially crucial for those who see themselves as entrepreneurs or who see themselves working in the world of international business. Both of these areas require an ability to think and act on one's own with a confidence that only comes from an ability to see and appreciate what most highly focused specialists cannot. All Management majors are required to take: MGMT 4271 (Venture Consulting) which affords each student a unique opportunity to apply classroom learning to real world business settings.

Beyond this required course, students must select from one of two concentrations:

*Entrepreneurship Concentration* - requires fifteen credits as follows:

MGMT 3230, 3234, 3235

In addition to these three required courses, students must also choose two 3-credit courses from the following:

FNCE 4319; Approved MKTG electives (3000-4000 level); OPIM 3221, 4895

Note: Student concentrating in entrepreneurship will also have the opportunity to take a special section of BLAW 3175 that will emphasize entrepreneurship.

*International Business Concentration* - requires 12 credits as follows:

MGMT 3225

In addition to this required course, students must also choose three 3-credit courses from the following:

BLAW 3660; MKTG 3370; MGMT 4893 - Foreign Study - 6 credits maximum; FNCE 3451, 4305, 4893 (Foreign Study - 6 credits maximum); MKTG 4893 (Foreign Study - 6 credits maximum)

Up to six of these credits may be Management or School of Business Electives.

**Internships in Management.** Many management majors find it valuable to participate in an internship usually in the summer following their junior year.

For those concentrating in Entrepreneurship the department offers a summer internship program working in small to mid-sized family owned businesses—an opportunity to learn first hand from successful entrepreneurs. Note: Credits earned in this internship may not be used to fulfill the 15 credits required by the entrepreneurship concentration; however they may be used as 3000-4000 level elective credit used to satisfy the 120 credit degree requirement.

For those concentrating in International Business, there are several opportunities for internships in the study abroad program during the academic year. Credits earned from these courses may be used toward fulfilling the requirements for this concentration.

## Management Information Systems

The objective of this major is to train students in the development and use of business information systems. Graduates will be strong in the traditional functional areas of business (accounting, marketing, finance, and management) and will have a solid understanding of the development of business information systems and information technology. In addition to OPIM 3103 and OPIM 3104, required courses are:

OPIM 3211, 3220, 3221, 3222

Two additional 3-hour OPIM electives, from the following list are required:

OPIM 3212, 3223, 4895

Management Information Systems students must complete six elective credits in one of the following Applications Areas: MIS Internship, Accounting, Finance, Health Systems Management, Management, Marketing, Management and Engineering for Manufacturing, Operations and Information Management, Real Estate and Urban Economic Studies, Risk Management and Insurance; or from other subject areas approved by their faculty advisor and department head.

**Internships in Management Information Systems.** Many students who major in Management Information Systems take part in an internship, usually during the summer

following their junior year. During the internship, the students work in various organizations and learn to develop information systems that aid business processes and work with various technologies. This experience provides them with real world knowledge of applications of information systems in business settings, and contributes to their development and growth in their chosen field. The credits from the internship may be used to fulfill the Applications Area requirement.

## Marketing

The marketing major provides business students with the analytical tools for the following strategic decisions for the firm: which markets and customers to serve, with which products and services, and how it will compete. Students study the management of customers, distribution channels, products and brands, communications, and pricing and the use of information for marketing decisions.

All Marketing majors are required to take:  
MKTG 3208 or 3209; MKTG 3260

Beyond these two required courses, students must select from one of two concentrations:

*General Marketing Concentration* requires:

MKTG 3362 or MKTG 3370 and two additional three-credit Marketing or School of Business or Economics electives (3000-4000 level). A maximum of three (3) credits of MKTG 4891 or 4899 can be counted toward this requirement.

*Professional Selling Concentration* requires:

MKTG 3452, 3453, 3454

No Marketing major may count more than nineteen Marketing credits beyond MKTG 3101 toward those credits presented for degree requirements.

## Real Estate and Urban Economic Studies

The objective of the baccalaureate program with a major in real estate and urban economic studies is to provide both a theoretical foundation and a practical understanding of the field as preparation for a career as a real estate professional. This nationally recognized academic program has been designated by the New England Board of Higher Education as a New England Regional Student Program. This allows qualified residents from other New England states to enroll in the real estate program at reduced tuition since the major is not offered at other state universities in the region.

FNCE 3230

Any two from the following: FNCE 3332, 3333, 3334; BLAW 3274

Two additional courses from the above list or from: FNCE 3221, 3302, 3451, 4209, 4304, 4305, 4306; ECON 3439; MKTG 3260

**Internships in Real Estate.** Students interested in a career in real estate may apply for a summer internship. During the period of the internship the students are employed and supervised by real estate firms and portfolio managers under the direction of staff of the Center for Real Estate and Urban Economic Studies.

Participation in the intern program occurs during the summer between the student's junior and senior year. A written report based on their involvement provides the basis for earning course credit. The internship provides meaningful practical experience in the field of real estate and helps students clarify their career goals.

## Risk Management and Insurance

The objective of this major is to provide students with an understanding of risk management techniques used by individuals and businesses. The special role played by insurance in the areas of life and property-liability risk exposures and in the management of pension and other employee benefit plans is emphasized as preparation for a career as an insurance professional. The Risk Management and Insurance major has been designated by the New England Board of Higher Education as a New England Regional Student Program. Qualified residents from other New England states may enroll in this program at reduced tuition since the major is not offered at some state universities in the region.

FNCE 3221

Any two three-credit courses from the following:

FNCE 4324, 4325, 4326

Any two *additional* three-credit courses from the following:

FNCE 3302, 3332, 3333, 4304, 4306, 4324, 4325, 4326

## Curricula in Management and Engineering for Manufacturing

### I. University General Education Requirements

The University has adopted General Education requirements in a variety of curricula areas that must be satisfied as part of every bachelor's degree program. These requirements are listed in the "Academic Regulations" section of this *Catalog*.

### II. School of Business Requirements

Business students must complete the following requirements in order to prepare for professional studies that will begin in the junior year. Students should note that many of these courses may also be used to fulfill University General Education requirements (indicated by \*). School of Engineering requirements are indicated by\*\*.

### Management and Engineering for Manufacturing

(jointly offered by the School of Business and the School of Engineering)

**Note:** Requirements for all Management and Engineering for Manufacturing students, both through the School of Business and through the School of Engineering, are the same. Students must work very carefully with a Management and Engineering for Manufacturing advisor.

#### Expository Writing

ENGL 1010\* or ENGL 1011\* or ENGL 3800\*

#### Quantitative Analysis

MATH 1131Q and MATH 1132Q or MATH 1120Q, 1121Q, and 1132Q - MATH 2110Q and 2410Q\*\*, STAT 1100Q\*

#### Other Requirements

HIST 1400\*; PHIL 1104\*; ECON 1200\*; CHEM 1127Q\* or 1147Q\*; PHYS 1501Q\* and 1502Q\*; ANTH 1000\* and/or GEOG 1700\*; One additional Content Area Four Course, unless both ANTH 1000 and GEOG 1700 are taken

Management and Engineering for Manufacturing majors are required to complete the following:

ACCT 2001, 2101; CE 2110\*\*, 2120, and 3110; CSE 1100C\*\*; ECE 3002; ENGR 1000\*\*, FNCE 3101; ME 2233, 3221, 3222, 3227, and 3260W; MEM 1151, 2210, 2211, 3221, 3231, 4225, and 4915W; MGMT 3101 and 4900; MKTG 3101; MMAT 2001 or 2101; OPIM 3652; Technical Electives courses (6 credits)

The Technical Electives must be 3000-4000 level or higher courses from departments listed in the School of Business and the School of Engineering as specified in the *Management & Engineering for Manufacturing Guide to Course Selection*. MEM students who have completed CSE 1100 will not be required to take OPIM 3103 and will satisfy the requirements for courses that will have OPIM 3103 as a requisite.

The Management and Engineering for Manufacturing undergraduate program educational objectives are that our alumni/ae: practice their profession with solid engineering and business knowledge and skills and have a total enterprise vision of world class manufacturing organizations; compete successfully using principles of lean manufacturing, time management and quality assurance in the design and manufacture of products and services; approach engineering and business decisions consistent with ethical, global, environmental, societal contexts; and responsible leadership and continue to extend their professional and personal skills and engage in life-long learning.

**Computer Technology.** MEM graduates are expected to understand computer logic and basic structure and to develop algorithms to assist in both their academic and professional careers. These additional competencies are achieved by completing *CSE 1100 - Introduction to Computing* or equivalent course. Additional competencies are gained from the required courses in the MEM program.

**Information Literacy.** In addition to the basic competency achieved in ENGL 1010/1011 or equivalent, all School of Engineering students will receive instructions on how to conduct an effective search for information in the library and how to conduct an effective search on the web for applicable engineering topics in course ENGR 1000 or equivalent. As the student progresses in their program, various courses will require assignments to increase their information literacy competency. The advanced level of information technology competency will be achieved at the completion of MEM 4915W.

**Writing in the Major.** MEM 4915W is the senior design project for the program. All engineers must write reports on their projects. This course provides one of the opportunities to write professional reports with appropriate feedback and criticism from two faculty members. ME 3260W is the junior year lab course. The report writing provides instruction in proper report structure for professional work in practice.

Students are encouraged to seek faculty-supervised manufacturing summer internships prior to their junior and senior years. Such internships may be shown on the student records by registering for MEM 3281, with instructor and advisor approval.

### Other Educational Opportunities

**Field Study Internships.** Internship experiences provide students an opportunity for supervised field work in areas of business and government. Regular internship programs are available on a limited basis in accounting, real estate, and management. Individual internships may be arranged in other departments and majors within the School of Business; these are subject to availability and departmental restrictions.

**Insurance – Actuarial Science.** Insurance majors who are interested in preparing for careers in actuarial science should consult the requirements under the Mathematics Department in the College of Liberal Arts and Sciences.

**Study Abroad.** Business students with interest in International Trade and Marketing with special reference to East-West Trade and International Affairs have available to them a special joint School of Business-Center for European Studies program. For detailed program description see the College of Liberal Arts and Sciences section.

**Pre-Law Studies.** Business students who plan to apply for admission to a school of law may arrange for pre-legal curricular counseling through the assistant dean, School of Business.

**Cooperative Education Program.** The School of Business participates in the Cooperative Education Program which develops pre-professional off-campus employment opportunities for University students.

### Master of Business Administration Program

General management-oriented courses of study leading to the Master of Business Administration degree are offered as a full-time day program on the Storrs campus and as part-time evening programs in Hartford, Stamford, and Waterbury. Details of the programs may be obtained from the M.B.A. Director, School of Business, 2100 Hillside Road, Unit 1041, University of Connecticut, Storrs, CT 06269-1041.

### Master of Science in Accounting Program

The M.S. in Accounting is a 30-credit asynchronous online program that provides students with the skill set necessary for a successful career in the accounting profession and enables them to meet the 150-hour education requirement to take the CPA exam in most U.S. states. The program can be completed full-time in eight months or part-time in 16 months. Details of the program may be obtained from [www.business.uconn.edu/msaccounting](http://www.business.uconn.edu/msaccounting) or the M.S. in Accounting Director, School of Business, 2100 Hillside Road, Unit 1041, University of Connecticut, Storrs, CT 06269-1041.

### Ph.D. Program in Business Administration

With areas of concentration in Accounting, Finance, Management, Marketing, and Operations and Information Management, the Ph.D. program in Business Administration aims to produce scholars able to make contributions to academic institutions as well as to government and business. Details of the program may be obtained from the Chairperson of the Ph.D. Admissions Committee, School of Business, 2100 Hillside Road., Unit 1041, University of Connecticut, Storrs, CT 06269-1041.

### Center for International Business Programs

The Center for International Business Programs is a focal point for international research and outreach activities. The Center sponsors faculty travel and hosts visiting international scholars. It is a resource center for international business education. It is the focal point for facilitating academic-business partnerships on an international basis.

### Center for Real Estate and Urban Economic Studies (CREUES)

The Center for Real Estate and Urban Economic Studies is especially concerned with research on real estate markets and valuation, urban growth and land use structure, and public and private administration of real estate resources. Research interests also include the administration of business firms in construction and development, real estate law, real estate financing, marketing, management, and valuation. The Center operates in conjunction with and supports the school's teaching program in real estate and urban economic studies.

### Center for Health Care and Insurance Studies (CHCIS)

The Center for Health Care and Insurance Studies is concerned with education, research and service in the areas of health systems, planning, design and management. The Center administers the undergraduate program in Health Systems and the graduate program in Health Care Management. It also cooperates with other units of the University in offering interdisciplinary programs in health care education and research. Over the last ten years the Center has been primarily concerned with developing systems designed to improve the delivery of health care services.

### CITI - Connecticut Information Technology Institute

CITI, a unit of the School of Business, provides the influential knowledge community needed to support IT focused academic degree programs and corporate IT development objectives. From enhancing office productivity to advanced development, from short course certification to academic degrees, the CITI knowledge community offers a variety of IT solutions, training, and education. CITI's special events, seminars and courses offer a range of dynamic education and training opportunities. Situated on UConn's campus in downtown Stamford, the location provides unique opportunities to learn and work in close proximity to some of the leading Fortune 500 corporate headquarters. More information can be found at <http://www.citi.uconn.edu>. For more details, contact Jim Marsden ([jimm@business.uconn.edu](mailto:jimm@business.uconn.edu)) or Paulo Goes ([paulo@business.uconn.edu](mailto:paulo@business.uconn.edu))

### edgelab

**edgelab** is the classroom; **edgelab** is the business world. Located in a 9000+ sq. ft. technologically-advanced setting, **edgelab** is a unique partnership with GE corporation that includes the co-location of upper level GE managers, UConn research faculty, and UConn students. Teams work on real-time, critical path problems selected based upon educational value and business value.

### Institute for Development of Entrepreneurial Advantage

This Institute is dedicated to exploring various aspects of entrepreneurship. The Center has focused its activities in the areas of small businesses and family businesses. There is also a generalized program in entrepreneurship. Description of the three component parts of IDEA, the Family Business Program, the Small Business Institute, and the Thomas J. and Bette Wolff Family Program in Entrepreneurship follow.

### Family Business Program

This program was created as a result of a business community-University of Connecticut School of Business partnership to provide a resource for family businesses. The Center also is a focal point for research in the area of family business. There are a number of corporate sponsors for this program. Members from all businesses can participate in workshops and round table discussion on issues of interest to family businesses.

### Program for Sales Leadership

The courses in Program for Sales Excellence (Leadership) have been an integral part of the School of Business's curriculum since 2001. This program also acts as a primary conduit for companies seeking knowledgeable and committed graduates for entry-level professional sales positions. Additionally, the program has attracted and retained a number of companies as direct sponsors. It also offers master classes with nationally-recognized sales and sales management professionals and has conducted its own Professional Sales Career Fair for the past two years. We have also attracted the attention of research and consulting firms from across the nation, such as The HR Chally Group, the authors of Solution Selling and CustomerCentric Selling, Selling Power magazine, Sirius Consulting among others.

### The Small Business Institute

The Small Business Institute (SBI) at the University of Connecticut was created in 1985 by the Management Department in the School of Business. The Institute provides free, limited management consulting on all types of business problems for small businesses and start-up ventures throughout Connecticut. Since its inception, the SBI has served close to 1000 small businesses in over 150 towns and cities in the state. Consultants are primarily undergraduate Management majors enrolled in the Small Business consulting course.

Consultants are exposed to a wide variety of problems that give them the opportunity to reality test their classroom learning. Beyond the obvious benefit to small businesses in the state, this program has improved relations between the Business School and the entrepreneurial community; improved performance of the businesses served, and is an invaluable learning experience for the students. The Management major requires all students who pursue the entrepreneurship and new venture creation track to participate in at least one project.

### Thomas J. and Bette Wolff Family Program in Entrepreneurship

The Wolff Family Program in Entrepreneurship presently supports an endowed chair in strategic entrepreneurship which encourages cutting-edge research. In addition, program sponsors the Management Department's Annual Business Plan Competition, which awards \$10,000 in prize money to budding student entrepreneurs. The support for this program is due to the generosity of one of the School's most generous alums, Mr. Thomas J. Wolff. The department is indeed proud to have such support.