College of Business

Idaho State University offers a four-year undergraduate program of business administration and liberal arts subjects leading to the degree of Bachelor of Business Administration as well as a Bachelor of Arts and a Bachelor of Science. There are nine majors available—Accounting, Economics, Finance, General Business, Business Informatics, Healthcare Administration, Health Informatics, Management, and Marketing. The College of Business also offers minors in Business Administration, Economics, Informatics, and Marketing. In addition, the Master of Business Administration, Master of Accountancy, Master of Taxation, and Master of Science in Health Informatics degrees are offered through the Graduate School. The B.B.A., M.B.A., M.Acc., M.Tax. and -accounting programs are nationally accredited by AACSB, the International Association for Management Education.

Role and Mission

The College of Business, an integral part of Idaho State University, shares the role and mission of the university as established by the State Board of Education. Idaho State University’s business programs respond to current and emerging demands within the state and region and serve local and statewide constituencies, including students seeking traditional, nontraditional and continuing education. The College also serves public and private sector management education and economic development needs and engages in research consistent with its undergraduate and graduate programs and public service mission.

The primary mission of the College is to offer high quality professional business educational programs. Excellent undergraduate teaching and learning is a top priority. In addition, quality graduate programs are a vital part of the educational mission. All areas of study appropriately emphasize the local, state, national, and international business environments. The College of Business delivers its educational programs on day and night schedules and at off-campus sites within the Idaho State University primary service area.

The research mission complements the instructional and public service missions. Research focuses on advancing understanding of theory and practice within the business disciplines, developing ways to teach business disciplines more effectively, and defining issues affecting economic development in the region and state.

The service mission of the College uses the expertise of its faculty and staff to enhance economic development. Public service programs focus on continuing education needs of business professionals and applied research and assistance needed by Idaho organizations.

In addition to its primary teaching, research, and service missions, the College of Business supports other programs within the university by providing courses and faculty support.

Undergraduate Curriculum Learning Goals

All business majors should have a solid foundation in each of the discipline areas (accounting, economics, finance, informatics, management, and marketing), as well as be capable of solving open-ended business problems and effectively communicating and working as part of a team. Specifically, the College of Business students should be able to:

• Communicate effectively;
• Use quantitative and analytical techniques to solve business problems;
• Describe and propose solutions to ethical, global, and cultural issues that arise in business settings; and
• Apply key concepts to make business decisions.

The College of Business faculty and departments engage in ongoing assessment activities to evaluate student learning and outcomes. The goal of the College is to prepare students to succeed and compete after completing their education. Assessment occurs in classes as part of assignments, projects and exams. Assessment is designed to help faculty ensure student learning. Feedback from assessment is used to help redesign classes and class activities.

Laptop Requirement

Undergraduate students in the College of Business are required to have a laptop computer that they can bring to class. We recommend that you purchase a computer your freshman year as it is required for MGT 2216 and all other 3000-level business courses. We recommend that the computer be capable of running the Windows version of MS Office.

Idaho Falls Programs

The Idaho State University College of Business offers the Bachelor of Business Administration (B.B.A.) in General Business, the Master of Accountancy (M.Acc.) and the Master of Business Administration (M.B.A.) degrees in Idaho Falls. Students wishing to complete B.B.A. degrees with other majors must plan to complete major requirements (beyond General Education and College of Business core requirements) on the Pocatello campus.

Faculty

Dean

Ottaway, Thomas A.,* Dean and Professor, College of Business. B.S. 1990, Wichita State University; M.S. 1993, Ph.D. 1995, Texas Tech University. (2001)

Associate Dean

Ames, Daniel A.,* Associate Dean, College of Business; Department Chair and Associate Professor, Accounting. B.S., 2006, Brigham Young University; M.A., 2008, Duke University; Ph.D., 2010, Southern Illinois University. (2015)

Bachelor of Business Administration

B.B.A. Objective

The objective of Idaho State University’s Bachelor of Business Administration - program is to assist students to take their places in business and society, domestic and worldwide. The program develops in students inquiring minds and critical-thinking so they can analyze problems, implement courses of action, and function within an organization.

The College delivers daytime, nighttime, and online courses to meet the needs of both traditional and nontraditional students within the Idaho State University primary service area.

General Education Requirements

Students pursuing the Bachelor of Business Administration degree must complete 8 of the 9 University General Education Objectives, plus any other Objective courses required to bring the minimum credit total for Objective courses to 36 (see the General Education Requirements (http://coursescat.isu.edu/undergraduate/academicinformation/generaleducation) in the Academic Information section of the catalog). Note that certain Objectives may be met by specific College of Business requirements listed below: Objective 3 by MGT 2216; Objective 6 is partially satisfied by ECON 2201 or ECON 2202. Both of the latter courses cannot be used to satisfy that Objective, but the second could be chosen as
an elective Objective course. Objective 8 is satisfied by either INFO 1101 or FIN 1115.

Core Business Course Requirements
To assure a minimum level of competence in all functional areas of business, the College of Business requires each student in the B.B.A. program to complete the following courses:

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACCT 2201</td>
<td>Principles of Accounting I</td>
<td>3</td>
</tr>
<tr>
<td>ACCT 2202</td>
<td>Principles of Accounting II</td>
<td>3</td>
</tr>
<tr>
<td>BA 1110</td>
<td>The World of Business</td>
<td>3</td>
</tr>
<tr>
<td>BA 2210</td>
<td>Introduction to Professional Development I</td>
<td>1</td>
</tr>
<tr>
<td>BA 3310</td>
<td>Exploring Professional Development II</td>
<td>1</td>
</tr>
<tr>
<td>BA 4410</td>
<td>Implementing Professional Development III</td>
<td>1</td>
</tr>
<tr>
<td>ECON 2201</td>
<td>Principles of Macroeconomics (partially satisfies General Education Objective 6)</td>
<td>3</td>
</tr>
<tr>
<td>ECON 2202</td>
<td>Principles of Microeconomics (partially satisfies General Education Objective 6)</td>
<td>3</td>
</tr>
<tr>
<td>INFO 3301</td>
<td>Introduction to Informatics and Analytics</td>
<td>3</td>
</tr>
<tr>
<td>FIN 3315</td>
<td>Corporate Financial Management</td>
<td>3</td>
</tr>
<tr>
<td>MGT 2216</td>
<td>Business Statistics (satisfies General Education Objective 3)</td>
<td>3</td>
</tr>
<tr>
<td>MGT 2217</td>
<td>Advanced Business Statistics</td>
<td>3</td>
</tr>
<tr>
<td>MGT 2261</td>
<td>Legal Environment of Organizations</td>
<td>3</td>
</tr>
<tr>
<td>MGT 3312</td>
<td>Individual and Organizational Behavior</td>
<td>3</td>
</tr>
<tr>
<td>MGT 3329</td>
<td>Operations and Production Management</td>
<td>3</td>
</tr>
<tr>
<td>MGT 4460</td>
<td>Strategic Management</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 2225</td>
<td>Basic Marketing Management</td>
<td>3</td>
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<tr>
<td>INFO 1101</td>
<td>Digital Information Literacy (satisfies General Education Objective 8)</td>
<td>3</td>
</tr>
<tr>
<td>or</td>
<td>FIN 1115 Personal Finance (satisfies General Education Objective 8)</td>
<td>3</td>
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<tr>
<td>or</td>
<td>INFO/CS 1181 Informatics and Programming I (satisfies General Education Objective 7)</td>
<td>3</td>
</tr>
</tbody>
</table>

Total Credits 48

1 HCA 3350 is the recommended substitute for MGT 3312 for students seeking the Major in Health Informatics.
2 HCA 4473 is the recommended substitute for MKTG 2225 for students seeking the Major in Health Informatics.

Specific Non-Business Course Requirements

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<tr>
<td>CMP 2201</td>
<td>Business and Professional Communication</td>
<td>3</td>
</tr>
<tr>
<td>ENGL 1102</td>
<td>Critical Reading and Writing (Partially satisfies General Education Objective 1)</td>
<td>3</td>
</tr>
<tr>
<td>ENGL 3307</td>
<td>Professional and Technical Writing</td>
<td>3</td>
</tr>
</tbody>
</table>

Upper Division Course Restriction
The Students need to have taken 58 credits before taking any 3000- or 4000-level College of Business course.

Major Requirements
Please see the individual programs for each department in the catalog for specific major requirements.

Applied Educational Requirement
The College of Business offers major areas of study designed both to equip students for immediate entry into the professional world and to meet the challenges of our changing environment. In support of this objective, we include a 3 credit hour applied educational requirement for all majors so that our students have the opportunity to learn through applying the concepts studied in the classroom. To allow student flexibility, we have designated the following courses as satisfying the applied educational requirement:

- Any Department 3393 Internship 3 credits
- Any Department 4493 Advanced Internship 3 credits
- ACCT 4440 Accounting Practicum 3 credits
- FIN 4451 Student Managed Investment Fund I 3 credits
- FIN 4452 Student Managed Investment Fund II 3 credits
- INFO 4488 Informatics Senior Project 3 credits
- MGT 4411/MKTG 4411 Small Business and Entrepreneurship Practicum 3 credits

Associate of Science in Business
To earn an Associate of Science in Business, a student must complete 60 total credits as listed below.

General Education Requirements
Students pursuing the Associate of Science in Business degree must complete the University General Education Requirements (8 of the 9 General Education Objectives, a minimum of 36 credits--see the General Education Requirements (http://coursecat.isu.edu/undergraduate/academicinformation/gerareduction) in the Academic Information section of this catalog), some of which are satisfied by courses that are already a part of the College's requirements.

Business and Economics Core

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<td>BA 1110</td>
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<td>3</td>
</tr>
<tr>
<td>ECON 2201</td>
<td>Principles of Macroeconomics (partially satisfies General Education Objective 6)</td>
<td>3</td>
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</tr>
<tr>
<td>or</td>
<td>FIN 1115 Personal Finance (satisfies General Education Objective 8)</td>
<td>3</td>
</tr>
</tbody>
</table>

or
INFO/CS 1181  Informatics and Programming I  
(satisfies General Education Objective 7)

MGT 2216  Business Statistics (satisfies General Education Objective 3)

MKTG 2225  Basic Marketing Management  
Electives  

Total Credits  

Minor in Business (for Non-Business Majors only)

The minor in Business augments the undergraduate education of non-business students by providing exposure to courses in Accounting, Finance, Marketing, Management, and Computer Information Systems. The goal of the minor is to provide students the opportunity to learn basic business language, concepts, and tools that will assist them in pursuing careers in their major fields.

Admissions to the minor program is competitive. To apply, students must complete the application form available in the Business Undergraduate Advising Office prior to taking any minor courses. Eligibility requirements to enroll in the Business minor program are:

• A minimum GPA of 2.25
• Completion of General Education Objectives 1, 2, and 3 prior to enrolling in any business course
• Sophomore standing or higher (at least 26 credit hours)
• An intended major other than Business

In the event that enrollment in the program exceeds the available resources, student selection will be made by criteria determined by the College of Business.

Students not receiving BBA degrees from the College of Business may satisfy the requirements for a minor in Business by completing the following courses (total 18 credits):

ACCT 3303  Accounting Concepts  
BA 1110  The World of Business  
FIN 3303  Financial Concepts  
INFO 3301  Informatics Concepts  
MGT 3312  Individual and Organizational Behavior  
MKTG 2225  Basic Marketing Management

Minor in Business Administration (for Non-Business Majors only)

The minor in Business Administration is geared toward students who seek a significant exposure to business or who plan to pursue an M.B.A. after graduation. Students not receiving BBA degrees from the College of Business may satisfy the requirements for a minor in Business Administration by successfully completing the following courses (total 33 credits):

ACCT 2201  Principles of Accounting I  
ACCT 2202  Principles of Accounting II  
INFO 3301  Introduction to Informatics and Analytics  
ECON 2201  Principles of Macroeconomics  
ECON 2202  Principles of Microeconomics  
FIN 3315  Corporate Financial Management  
MGT 2216  Business Statistics  
MGT 2217  Advanced Business Statistics  
MGT 3312  Individual and Organizational Behavior  
MGT 3329  Operations and Production Management  
MKTG 2225  Basic Marketing Management

Native American Business Administration Emphasis

This emphasis may be added to any of the majors offered in the College of Business.

Requirements:
1. Complete all degree requirements for a B.B.A. in a major within the College of Business.
2. Take the following two courses:
   MGT 4420  Native American Organizational Systems  
   MGT 4422  Native American Enterprise
3. Plus 6 credits of program-approved electives.

Native American Business Administration Emphasis

This emphasis may be added to any of the majors offered in the College of Business.

Requirements:
1. Complete all degree requirements for a B.B.A. in a major within the College of Business.
2. Take the following two courses:
   MGT 4420  Native American Organizational Systems  
   MGT 4422  Native American Enterprise
3. Plus 6 credits of program-approved electives.