

The College of Business prepares students for careers by providing quality education in business disciplines, creating and disseminating knowledge, and assisting in Wyoming's economic development. The College of Business expects the highest level of integrity from our administration, faculty, staff, students, and alumni.

The College of Business grew from roots established in 1899 when the UW School of Commerce was founded. While the programs offered have changed over the years, the college remains firmly committed to academic excellence and positive student experiences.

The college has three academic departments: accounting and finance; economics; and management and marketing. The college also houses the College of Business Peter M. and Paula Green Johnson Student Success Center which is instrumental in maintaining the college's link with the business world.

These units are committed to preparing all College of Business students to enter our rapidly-changing world. Successful graduates are fully prepared to compete in their chosen professions or in graduate school. More importantly, they are well-educated individuals prepared to live fulfilling lives, and to meet the challenges presented by the complex ethical, moral and cultural contexts of our times.

## College of Business Learning Outcomes

The College of Business expects that its graduates:

1. Will be competent in their field of study
2. Will be effective problem solvers
3. Will be ethical
4. Will be professional
5. Will be effective communicators

## AACSB Accreditation

The business degree programs offered by the College of Business are accredited by AACSB-International. AACSB standards ensure that College of Business students are provided comprehensive, high-quality, well-rounded degree programs. The "Common Body of Knowledge" and the "Advanced Business Standing" (ABS) as described on the following pages have been developed to meet the AACSB accreditation standards.

Per accreditation guidelines, non-College of Business majors are limited to 30 hours of business courses.

A minimum of 50% of COB courses required for the major must be taken from the degree-awarding institution.

## Programs of Study Undergraduate Degrees

**BSB - Bachelors of Science in Business**  
**BSE - Bachelors of Science in Economics**

### The Majors are as follows:

- Accounting (BSB - ACCT)
- Business Administration (BSB -ADMIN)
- Business economics (BSB - ECON)
- Entrepreneurship (BSB - ENTR)
- Finance (BSB - FIN)
- Management of Human Resources (BSB - HR)
- Marketing (BSB - MKT)
- Professional Sales (BSB - SALES)
- Economics (BSE - ECON)
  - o The BSE in Economics has two concentrations
    - 1) policy and 2) quantitative

### The Minors are as follows:

- Accounting
- Banking and Financial Services
- Data Analytics
- Decision Science
- Economics
- Entrepreneurship (for non-business students only)
- Finance
- Hospitality Business Management
- International Business
- Leadership
- Management of Human Resources
- Marketing
- Professional & Technical Selling

## Graduate Degrees

### Master of Science

- Accounting
- Economics
- Finance

### Master of Business Administration

### Doctor of Philosophy

- Economics
- Marketing with emphasis on sustainability

## Student Academic Advising

All College of Business undergraduate students, except economics majors, are advised by professional academic advisers in the College of Business Peter M. and Paula Green Johnson Student Success Center in room 60, Business Building. Advising can be reached by e-mail ([success@uwyo.edu](mailto:success@uwyo.edu)) or by phone (307-766-8249). Economics students are advised by William Campbell, room 279 West, Business Building.

## Career Services

The Career Services unit connects students and employers in ways that lead to meaningful experiences and job opportunities. Business students are encouraged to explore career options and grow their career readiness by completing the Pokes Professionalism Badge and engaging in multiple internships. Students also have the option to apply for local, national, and international internships starting their first year and may be able to receive credit for their work. Networking with employers is highly encouraged and offered through a series of fairs, events, and in-class projects. One-on-one assistance and workshops are also available to students for things such as: internship or job searching; resume creation, review, or targeting; and career coaching or counseling. Individual appointments may be scheduled by email ([success@uwyo.edu](mailto:success@uwyo.edu)) or by phone, (307) 766-8249.

## Student Responsibilities

College of Business students are responsible for knowing and meeting requirements for graduation. In addition to degree requirements, all College of Business students must complete the advanced business standing requirements prior to enrollment in most upper-division (3000/4000-level) College of Business courses (see Advanced Business Standing Prerequisites section).

All students must have already completed any prerequisites listed (in addition to ABS for COB students), including having the appropriate class standing. Class standing means for a 2000-level course, the student has **earned** a minimum of 30 hours; 3000-/4000- level courses, the student has **earned** a minimum of 60 hours. Students not meeting the prerequisites are identified and administratively dropped from those courses each semester.

**Requirements for the Bachelor of Science Degree**

Candidates for the Bachelor of Science degree in the College of Business must meet university, college, and departmental requirements. Degree candidates for the B.S. degree in the College of Business also must have a minimum 2.500 cumulative University of Wyoming (UW) grade point average and a 2.500 grade point average in College of Business courses at the time of graduation. In addition, economics majors also must hold a minimum 2.500 grade point average for all economics courses.

College of Business degree candidates must earn a minimum of 120 semester hours depending on major including:

**I. University Studies Requirements:**

All first year students who enter the University of Wyoming (UW) and students who enter a Wyoming Community College (CC) are required to meet the USP 2015 requirements for graduation. Wyoming CC students transferring to UW with an Associate of Arts or Associate of Science degree will have course work evaluated per the General Education Articulation Agreement between the University of Wyoming and Wyoming Community Colleges. Non-resident transfer students and Wyoming CC transfer students without an associate's degree will have course work evaluated on a course-by-course basis, based on all approved USP courses.

Academic advisers will help students select the appropriate courses to satisfy university studies requirements. Some College of Business requirements also meet university studies requirements.

<b>A. Basic skills (USP 2015)</b>	<b>Hrs.</b>
1. First-year seminar (FYS) Choose from list of approved courses .....	3
2. Writing	
a. USP Communication 1 course .....	3
b. USP Communication 2 course—Mid-level communication or 2000-4000-level communication intensive course—Choose from list of approved courses .....	3
c. USP Communication 3 course—Upper-level communication or 3000-4000-level communication intensive course .....	3
3. Physical and Natural World (PN) (Two courses required—choose from list of approved courses) .....	6
4. Human Culture (H) (Two courses required—choose from list of approved courses) .....	6

5. U.S. and Wyoming Constitutions (V) .....	3
6. Quantitative Reasoning (Q) .....	3

**II. Electives**

The number of hours of elective credit and upper-division (3000-/4000-level) credit varies by department. Economics majors will take 51 hours of free electives. A maximum of 6 credit hours each at the freshman/sophomore and junior/senior-level military science courses may be applied to degrees in the College of Business.

<b>A. Non-Business electives</b>	<b>Hrs.</b>
1. Non-Business electives. May include MATH 1400 .....	3-9

<b>B. Free electives</b>	<b>Hrs.</b>
1. Free electives from any college. May require upper-division (3000/4000-level) courses .....	18-24

Students may not take courses for S/U (satisfactory/unsatisfactory) credit to satisfy university studies or college requirements, course requirements in the major, or courses outside the college required by the major department curriculum.

**III. Advanced Business Standing: (excludes Economics majors)**

College of Business majors must satisfy the following advanced business prerequisites prior to enrolling in most upper-division (3000-/4000- level) College of Business courses:

1. Achieve junior standing by completing a minimum of 60 earned semester hours;
2. Complete 10 specific courses with a grade of C (not C-) or better in each. These ten courses are: ECON 1010 and 1020, USP Communication 1 and 2 courses, ACCT 2010 and 2020, IMGT 1400, MATH 2200 and 2205 or MATH 2350 and 2355 and STAT 2050 or 2070.
3. Achieve a cumulative UW institution grade point average or transfer grade point average of at least 2.500. Note: Transfer grades are not counted in the UW GPA (see UW Catalog [http://www.uwyo.edu/registrar/university\\_catalog/grade.html](http://www.uwyo.edu/registrar/university_catalog/grade.html) for additional information). Transfer students who have not attended the University of Wyoming, and therefore do not have an established UW institutional/cumulative GPA, and who have completed the required ten (10) courses with a C or better, have 60 earned credit hours, and have a 2.500 cumulative TRANSFER GPA will be awarded ABS.

**IV. Common Body of Knowledge: (excludes Economics majors)**

College of Business majors take a common set of courses that expose them to the basic concepts, processes and technical skills necessary to complete a well-rounded high quality business education. The common body of knowledge includes FIN 3250, MGT 1040, DSCI 3210, IMGT 1400, MGT 3210, 4800, MKT 3210, ECON 1010, ECON 1020, ACCT 2010, and ACCT 2020. Grades of C (not C-) or above required.

**V. Minimum requirements:**

Achieve a cumulative College of Business and UW institution grade point average of at least 2.500. Complete 50% of the business credit hours from UW. Earn grades of C (not C-) or above in common body of knowledge and major specific core courses. Earn a passing score on the Senior Exit Exam required for all College of Business majors.

**Requirements for Non-College of Business Majors**

Students in non-College of Business majors who wish to enroll in College of Business upper-division courses need not meet the advanced business standing prerequisites. However, they are required to meet individual course prerequisites listed in the University Catalog, including class standing. This means for 2000-level courses, they must have earned a minimum of 30 hours. For 3000-4000-level courses, they must have earned a minimum of 60 hours.

In accordance with AACSB standards, students in non-College of Business majors may take no more than 25 percent of courses (30 hours) required for their degree programs in the College of Business.

**Acceptance of Transfer Credit**

The College of Business complies with UW policies regarding transfer credit discussed in the front section of this bulletin. The college has special course transfer arrangements with Wyoming community colleges that allow some courses taken at community colleges at the lower-division (freshman-sophomore) level to transfer for upper-division (junior) credit. Wyoming community college transfer students should contact the GJSSC for details.

Students transferring from other AACSB accredited colleges and universities will have their courses reviewed for transfer on a course-by-course basis.

The College of Business does not accept transfer credits for COB courses with equivalents at UW when the grade earned was less than a C.

Students must have an established 2.500 UW grade point average to transfer into the College of Business from across campus.

**Business Administration and Accounting Online Programs**

The College of Business offers students a business administration and an accounting degree accredited by *AACSB International* and delivered through distance education. The program is designed to help students maximize their flexibility in the business world and is delivered entirely online.

The Online BSAD and ACCT degrees are completion programs designed to allow students with a particular set of courses and requirements to complete the remainder of their bachelors degree online at the University of Wyoming. The BSAD and ACCT online degrees require students to have completed Advanced Business Standing (ABS) prerequisite coursework, which can be taken from an accredited Wyoming community college, other university or on campus at UW, before completing upper division coursework from the University of Wyoming.

Students will be required to apply to UW, have a 2.500 cumulative grade point average, and advanced business standing before being considered for admission into the business online administration and the online accounting program. Students must also attain a 2.500 GPA for graduation for both College of Business and UW courses, complete and submit an anticipated graduation date form, and must take the Senior Exit Exam to graduate.

To ensure you the availability of required courses in this program, enrollment into courses is managed and approved by the College of Business Peter M. and Paula Green Johnson Student Success Center.

**College of Business Minors**

Minors are available to on-campus students through the College of Business in the areas of accounting, banking and financial services, data analytics, decision science, economics, entrepreneurship (not available to College of Business majors), hospitality business management and leadership, finance, international business, management of human resources, marketing, professional and technical selling.

Minors requirements may often be met by simply focusing the elective credits available in a student's major.

The minors program consists of course requirements of 15 hours of study. A minimum grade of C (not C-) must be earned in each course. Certification of a successful minor program completion occurs as part of the DegreeWorks progress report, and the Office of the Registrar notes the completion of the minor on student transcripts. Minors must be approved by the Peter M. and Paula Green Johnson Student Success Center.

To earn a College of Business minor, students must first apply for admission to the minors program in the College of Business Peter M. and Paula Green Johnson Student Success Center in 60 Business Building. To be admitted to College of Business minors program, students must have a minimum 2.500 cumulative UW GPA. Students must maintain a cumulative 2.500 GPA in the required College of Business courses for the minor to be awarded. Non-College of Business students must meet the individual course prerequisites listed in the catalog, although they need not meet the advanced business standing requirements. A minimum of 50% of COB courses must be taken from the degree-awarding institution.

**Accounting Minor**

*Accounting Requirement*

ACCT 3230.....	3
ACCT 3240.....	3
ACCT Elective from approved list** .....	3

*Advanced Business Electives*

Any Business Course (3000-level or higher).....	3
Any Business Course (3000-level or higher).....	3
<b>Minor Total Credits</b>	<b>15</b>

\*\*Approved Electives: ACCT 3100, ACCT 4050, ACCT 4600, ACCT 4960, ACCT 4XXX, IMGT 3XXX.

**Banking and Financial Services Minor**

*Finance Requirement*

FIN 4510 .....	3
FIN 4540.....	3
FIN 4530.....	3

*Advanced Business Electives*

Any Business Course (3000-level or higher).....	3
Any Business Course (3000-level or higher).....	3
<b>Minor Total Credits</b>	<b>15</b>

**Data Analytics Minor**

*Course Code*

DSCI 4240.....	3
ECON 4230 or ECON 4530.....	3
IMGT 3XXX or ACCT 4XXX .....	3

*Advanced Business Electives*

Any Business Course (3000-level or higher).....	3
Any Business Course (3000-level or higher).....	3
<b>Minor Total Credits</b>	<b>15</b>

**Decision Science Minor**

*Decision Science Requirement*

DSCI 4240.....	3
DSCI 4260.....	3
DSCI 4280.....	3

*Advanced Business Electives*

Any Business Course (3000-level or higher).....	3
Any Business Course (3000-level or higher).....	3
<b>Minor Total Credits</b>	<b>15</b>

**Economics Minor**

*Economics Requirement*

ECON 3010.....	3
ECON 3020.....	3

*Advanced Economics Electives*

Any ECON Course (excl. 3010, 3020).....	3
Any ECON Course (4000-level).....	6
<b>Minor Total Credits</b>	<b>15</b>

**Entrepreneurship Minor (non-College of Business majors)**

*Entrepreneurship Requirement*

ENTR 2700.....	3
ENTR 3700.....	3
ENTR 4700.....	3

*Electives from approved list.\**

<b>Minor Total Credits</b>	<b>15</b>
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\*Approved Electives for the Entrepreneurship Minor: MKT 4590, MGT 3110, MGT 3410, MGT 3420, MGT 4360, MGT 4470, MGT 4550, MKT 3310, MKT 4310, ACCT 3100, DSCI 4230, AGECE 4965, COJO 3010, ES 4920, ENTR 4750, ENTR 3020.

**Finance Minor**

*Finance Requirement*

FIN 3310 .....	3
FIN 4520.....	3
FIN Elective (3000-level or higher).....	3

*Advanced Business Electives*

Any Business Course (3000-level or higher).....	3
Any Business Course (3000-level or higher).....	3
<b>Minor Total Credits</b>	<b>15</b>

**Hospitality Business Minor**

*Required Courses*

HOSP 2000 .....	3
HOSP 3000 .....	3
HOSP 4800 .....	3
Any Approved Elective Course within One Core Area .....	3
Any Approved Elective Course within Same Core Area .....	3

**Minor Total Credits 15**

*Approved Elective Courses (choose any courses totaling 6 credits from one focal core)*

FCSC 1141 .....	3
FCSC 1150 .....	3
FCSC 4900.....	3
HOSP 2320*.....	3
HOSP 2330*.....	3
HOSP 2535*.....	3
HOSP 2540*.....	3
ORTM 1000.....	3
ORTM 3000 .....	3
HOSP 1540*.....	3
HOSP 2525*.....	3
HOSP 2530*.....	3
HOSP 4910.....	3
ENTR 2700.....	3
MGT 3410.....	3
MKT 4240.....	3
MKT 4230.....	3
MKT 4440 .....	3
SELL 3310 .....	3
HOSP 1560*.....	3

\* These courses are offered through Casper College via distance education.

The following courses are also acceptable transferrable electives but are only offered in-person at community colleges around the state:

FSHM 2540 .....	2
FSHM 2600 .....	2
FSHM 2700.....	3
HRM 1505.....	3
HRM 1510 .....	3
HRM 1515 .....	3
HRM 2500.....	3
HRM 2525.....	3
HRM 2530.....	3
FSHM 2610 .....	2
HRM 1501 .....	3
FSHM 2520.....	3

Note: FSHM classes are offered in person at Sheridan College in Sheridan, WY HRM classes are offered in person at Central Wyoming College in Jackson, WY.

**International Business Minor**

*Required Courses*

INBU 1040 .....	3
INBU 3110 .....	3
MGT 3460 OR MKT 4540.....	3
Any Approved Elective Course .....	6

**Minor Total Credits 15**

*Approved Elective Courses*

ECON 1000.....	3
INBU 4900.....	3
INBU 4910 .....	3
MGT 3460.....	3
MKT 4540.....	3
MGT 4600.....	3
Upper Division Business Elective Credit Taken Abroad.....	3-6
ANTH 2200 .....	3
GEOL 1600 .....	3
INST 2350 .....	3
INST 4100 .....	3
POLS 2310 .....	3
REL 1000.....	3
One Semester in Any Language .....	4

IB Minor Students must participate in a for-credit Education Abroad program, approved through the Global Engagement Office (this may include Faculty-Directed programs, internships abroad, study abroad opportunities, etc.)” \*International Students currently studying “abroad” at the University of Wyoming would also meet this requirement. Student must have applied as an international student and must report though through the International Student Services Office.

**Leadership Minor**

*Leadership Foundations*

LEAD 2110 .....	3
MGT 3110 .....	3

*Capstone Project*

LEAD 4110 .....	3
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*Leadership Electives -complete a minimum of 6 credits with courses from the below list*

AGRI 4600.....	3
AGRI 4700.....	3
AIR 2010.....	1.5
AIR 2020.....	1.5
AIR 3010 .....	3
ARMY 2010.....	2
ARMY 2020.....	2
ARMY 2060.....	2
ARMY 3010 .....	3
ARMY 3020.....	3
CNSL 2200 .....	2
CNSL 3010 .....	2
CRMJ 4130 .....	3
ENR 2800.....	3
ERS 2000 .....	3
FCSC 4117.....	3
MGT 3420.....	3

NURS 4830.....	2
NURS 4835.....	2
WMST 1900.....	3
UWYO 3000 .....	3

*Extra- and Co-curricular Leadership Experience*

Cowboy Leadership Certification  
**Minor Total Credits 15**

**Management of Human Resources Minor**

*Management Requirement*

MGT 3410.....	3
HR Elective 1* .....	3
HR Elective 2* .....	3

*Advanced Business Electives*

Any Business Course (3000-level or higher).....	3
Any Business Course (3000-level or higher).....	3

**Minor Total Credits 15**

\*Approved Electives for the Management of Human Resources Minor: MGT 4220, MGT 4240, MGT 4260, MGT 3100.

**Marketing Minor**

*Marketing Requirement*

MKT 4240.....	3
MKT 4520.....	3

*Marketing Approved Elective Courses*

(3000-level or higher)\*..... 3

*Advanced Business Electives*

Any Business Course (3000-level or higher).....	3
Any Business Course (3000-level or higher).....	3

**Minor Total Credits 15**

\*Approved Electives for the Marketing Minor: MKT 4230, MKT 4440, MKT 4540, MKT 4590, MKT 4910, SELL 3310

**Professional and Technical Selling Minor**

*Professional and Technical Selling Requirement*

SELL 3310 .....	3
SELL 4310 .....	3
SELL 4320.....	3

*Advanced Business Electives*

Any Business Course (3000-level or higher).....	3
Any Business Course (3000-level or higher).....	3

**Minor Total Credits 15**

**Cooperative Undergraduate Programs  
The Concentration in Environment and Natural Resources**

College of Business majors may earn a cross major in Environment and Natural Resources (ENR) in cooperation with the UW School of Environment and Natural Resources. The appropriate use of natural resources and awareness of environmental consequences of decisions have become major

issues for business. Exposure to ideas, skills and sensibilities in these areas is critical to future business people. Students majoring in economics may elect an environment and natural resources concentration in which an economics approach to problem solving is stressed. For more information call the ENR office at (307) 766-5089.

## Graduate Study

The College of Business is comprised of three academic departments: accounting and finance, economics, and management and marketing. The faculty of these departments cooperate in the presentation of graduate work leading to the following degrees:

- Master of Business Administration
- Master of Science in Accounting
- Master of Science in Economics
- Master of Science in Finance
- Doctor of Philosophy in Economics
- Doctor of Philosophy in Marketing  
with an emphasis on sustainability

The College of Business faculty is firmly committed to the excellence of its graduate programs. The graduate programs in the College of Business are accredited by AACSB-International.

The three academic departments coordinate course offerings to support all of the graduate degree programs; the M.B.A. program in particular is a college-wide effort.

## Minor in Environment and Natural Resources

College of Business graduate students may earn an interdisciplinary minor in environment and natural resources (ENR) in cooperation with the UW School of Environment and Natural Resources. The appropriate use of natural resources and awareness of environmental consequences of decisions have become major issues for all areas of business and economics. The School of Environment and Natural Resources is designed to move beyond the strictly disciplinary design and management of their long-term solutions. The school seeks to attract outstanding graduate students from a variety of disciplines, who are eager to pursue careers that engage other professionals, policymakers, and the public in finding innovative ways to resolve complex environmental and natural resource issues. To pursue a minor in ENR, students must first be admitted to another master's or doctoral degree program offered at the University of Wyoming. For more information call the ENR office at (307) 766-5080.

## Business (BUSN)

**USP Codes are listed in brackets by the 2003 USP code followed by the 2015 USP code (e.g. [QB◀▶Q]).**

**1101. First-Year Seminar. 3. [(none)◀▶FYS]**

## Department of Accounting and Finance

**252 East Business Building,  
(307) 766-3136**

**FAX: (307) 766-4028**

**Web site: www.uwyo.edu/acct-fin**

**Department Chair: Nicole Choi**

### Professor:

**ERIC N. JOHNSON**, B.A. Whittier College 1978; M.B.A. Arizona State University 1982; Ph.D. 1989; Clara R. Toppan Professor of Accounting 2011; Professor of Accounting 2013, 2011.

### Associate Professors:

**NICOLE CHOI**, B.A. Chungbuk National University 2002; M.B.A. Washington State University 2004; Ph.D. 2009; Associate Professor of Finance 2015, 2009.

**ALI NEJADMALAYERI**, B.Sc.

University of Tehran 1993; M.B.A. Texas A&M University-Kingsville 1997; Ph.D. University of Arizona 2001; John A. Guthrie Endowed Chair in Banking and Financial Services; Associate Professor of Finance 2018.

**MITCHELL OLER**, Bachelors of Commerce, University of Alberta 1997; M.S. Brigham Young University 1998; Ph.D. University of Washington 2006. Associate Professor of Accounting 2019, 2015.

### Assistant Professors:

**MACKENZIE FESTA**, B.S. West Virginia University 2010; M.P.A. 2013; Ph.D. 2017; Assistant Professor of Accounting 2017.

**PAWAN JAIN**, B.S. Chhatrapati Sahuji Maharaj University 2000; M.S. 2002; M.S. University of Wyoming 2008; Ph.D. 2008; Ph.D. University of Memphis 2013; Assistant Professor in Finance 2016.

**AARON ROSENBLUM**, B.A. University of Central Florida 2010; M.S. Florida State University 2013; Ph.D. 2018; Assistant Professor of Finance 2018.

**TENG (TIM) ZHANG**, B.S. Shandong University 2010; M.S. University of North Carolina at Chapel Hill 2012; Ph.D. Georgia Institute of Technology 2015; Assistant Professor of Finance 2018.

**KENNETH ZHENG**, B.A. Southwestern University of Finance and Economics, China; M.S. University of Texas at Dallas 2007; Ph.D. University of Texas at Dallas, 2011; Assistant Professor of Accounting 2015.

### Academic Professionals:

**JANICE A. BENSON**, B.S. Kansas State University 1991; M.B.A. 1993; Senior Lecturer of Accounting 2010, 1999.

**EVEN BRANDE**, B.S. University of Wyoming 1991; M.B.A. 1993.

**JENN DORWART**, B.S. Chadron State College 2004; M.S. 2007; D.B.A. Walden University 2016; Assistant Lecturer of Finance 2019.

**JAMES GUNDERSON**, B.A. University of Nebraska 1977; Ph.D. University of Minnesota 2004; Assistant Lecturer in Finance 2014.

**JENNIFER A. KREISER**, B.S. University of Alabama 2001; M.S. 2002; Senior Lecturer 2019.

**AMBER MERCIL**, B.S. University of Wyoming 2004; M.S. University of Oregon 2006; Graduate Coordinator in Accounting; Assistant Lecturer of Accounting 2014.

**TOMMY RAULSTON**, B.S. Cameron University 1987 M.S. Oklahoma State University 1991; Assistant Lecturer of Accounting 2015.

**JIM ROBINSON**, B.S. University of Wyoming 1976; M.S. in Finance 1979; M.S. in Economics 1994; Assistant Lecturer in Finance 1985.

**PHILIP W. TREICK**, B.S. University of South Florida 1987; Assistant Lecturer in Finance 2016.

### Emeriti:

Penne L. Ainsworth  
Richard G. Elmendorf  
George R. McGrail  
Suzanne S. Roe  
Frederic P. Sterbenz  
Kenton B. Walker  
Stuart K. Webster

## Accounting Major

The basic objectives of the accounting program are twofold: to provide students who do not intend to major in accounting with the basis for understanding the role accounting plays in business today; and to provide those students who desire to major in accounting with the educational background necessary for lifelong learning and a rewarding career in the accounting profession. The curriculum offered by the department attempts to blend the conceptual with the practical. Exposure to the underlying conceptual framework of accounting provides a basis for dealing with

emerging accounting issues, while examination of technical pronouncements enables students to gain insight into practical issues encountered in an accounting environment.

Accounting majors may enter the professional world of accounting from a variety of directions. Choices available in the form of elective courses enable students to chart a course that leads them toward public accounting, private accounting, governmental or not-for-profit accounting, as well as other specialties that rely on a strong accounting background. Those students seeking professional certification, such as the CMA or CIA, are able to satisfy requirements to sit for these professional examinations by completing the undergraduate accounting degree.

All accounting majors must comply with requirements of the advanced business prerequisites for enrollment in upper-division courses and must complete the common body of knowledge courses as listed previously. All accounting courses for the major require a minimum grade of C (not C-).

In addition to university and college requirements cited previously, requirements for accounting majors include:

#### Accounting Major

**Accounting Core** .....18

ACCT 3070, 3230, 3240, 3430, 3610, 4060

**Accounting Elective** .....3

ACCT 3100, 4050, 4600 or 4960

**Advanced Business Electives** .....6

3000-4000 level

**Free Electives** from any college..... 21

A complete curriculum sheet is available from the College of Business Peter M. and Paula Green Johnson Student Success Center in Room 60 West of the College of Business Building.

#### Please Note:

Students who anticipate preparing themselves for the CPA examination following completion of their degree should be aware of the Wyoming statute governing eligibility to sit for the exam. Please see the state board's web site for information: [cpaboard.state.wy.us](http://cpaboard.state.wy.us). The current combined curricula (B.S. and M.S.) enable students to satisfy the educational requirements to sit for the CPA exam in Wyoming and other jurisdictions.

## Graduate Study

Accounting is an integral part of the College of Business degree programs. The department offers courses in support of college graduate degree programs, as well as a master of science in accounting (MS in Accounting) degree. The MS in Accounting degree was developed in response to emerging needs of the accounting profession. Those students who wish to become professional accountants, whether that be in a corporate setting, a not-for-profit setting, or public accounting, will find the MS in Accounting degree to be one that enables them to develop both the personal and professional skills needed to enjoy a productive career.

The MS in Accounting program satisfies the Wyoming requirements for individuals to take the Certified Public Accountant (CPA) exam and it further develops students' professional skills. The MS in Accounting program focuses on the two main areas of development: 1) advanced accounting and business education, and 2) professional skills development—including written, oral, interpersonal communication, computer applications, critical thinking, and adaptability.

The MS in Accounting degree is designed for students who have completed an undergraduate degree in accounting in the United States. However, it is possible to be admitted to the program once deficiency courses are successfully completed. Those holding a bachelor's degree from within the U.S., but not in accounting, and international applicants can still apply for admission once the deficiency courses are successfully completed. We do not provisionally or conditionally admit students to our program.

### Program Specific Admission Requirements

Admission to the Master of Science in Accounting program generally requires:

- Completed university application and nonrefundable application fee.
- A cumulative undergraduate GPA of 3.000 and a minimum GPA of 3.000 in accounting courses, preferred. Based on a 4.000 scale.

- A total score of 550 or better on the GMAT (Graduate Management Admissions Test) or a combined score of 300 or better on the GRE (Graduate Record Examination). GMAT and GRE scores must be sent directly to the MS Accounting Program. The institution code for the GRE is 4855.
- Official transcripts of all undergraduate and graduate coursework (post-secondary) must be sent directly from the issuing institution to the University of Wyoming Office of Admissions. Official University of Wyoming transcripts do not need to be requested sent to the department. Copies of all transcripts must also be uploaded into the UW Graduate Admissions Application.
- Letters of recommendation (3). Professional or education-related letters of recommendation provided directly by the reference via the UW Graduate Admissions application.

Additional requirements for International Applicants:

- Provide proof of satisfactory English ability if native language is not English by completing the TOEFL or IELTS exam. The minimum acceptable TOEFL score is 540 on the paper-based test or a score of 76 on the internet-based test. The minimum acceptable IELTS score is 6.5
- International students must also prove sufficient financial resources as establish by the University of Wyoming, Graduate International Student Admissions.

Additionally, to be admitted to the Master of Science in Accounting program, a student must have a bachelor's degree and must have completed courses in the following core areas:

- Accounting (U.S. GAAP, U.S. tax code, U.S. auditing, managerial accounting)
- Finance
- Management
- Marketing

Coverage in these courses must include:

- Ethical and global issues
- Political, social, legal, and environmental issues
- Technological issues

- The impact of diversity on organizations

### Application Deadlines

Fall admission: all required application materials are due by May 1.

Spring admission: all required application materials are due by December 1.

International applicants: Please be advised that there are additional university requirements that may take additional processing time - you are encouraged to apply prior to the application deadline if possible to ensure that if admitted, all required documentation can be provided prior to the term of entry.

*Note:* These are the minimum requirements and do not guarantee admission or funding. Students who have earned their undergraduate degree in Accounting from a United States AACSB accredited institution with the minimum preferred GPA are *eligible* to have the GMAT/GRE required waived on a case-by-case basis. Please contact program office for additional information. For a comprehensive list of United States AACSB accredited schools, please visit the AACSB webpage.

### Program Specific Degree Requirements

#### *Master of Science in Accounting*

The objectives of the master of science in accounting are:

- To provide students with an advanced understanding of the field of accounting,
- To provide students with specific advanced knowledge of the sub-topics within accounting,
- To provide students with professional skills that will enable them to enjoy productive and rewarding careers in accounting and other accounting-related areas.

The program consists of a minimum of 30 semester hours of graduate coursework. Students must complete coursework in accounting and elective business and/or non-business areas. Eighty percent of the student's total coursework must consist of 5000-level courses; the remaining 20 percent may be 4000-level non-accounting courses (approximately six hours). Non-accounting courses should be selected in consultation with the student's graduate adviser. Non-accounting courses at the 4000-level may be taken during the senior year of undergraduate study and applied to the master's program, but they must be reserved for graduate credit and approved by the graduate program director, prior to the first day of such classes.

Students must take these 5 core accounting courses (minimum 15 credit hours):

- ACCT 5030. Advanced Financial Accounting
- ACCT 5040. Seminar in Managerial Accounting
- ACCT 5060. Auditing II
- ACCT 5070. Tax II
- Accounting Elective

A maximum of six hours may come from 4000- or 5000-level courses offered in the College of Business or in other colleges at the University of Wyoming.

*NOTE:* ACCT 4010, 4020, 4050, 4060, 4100, 4600, 4900, and 5000 are not applicable for M.S. accounting students' programs of study.

The student must complete the required coursework (both graduate and prerequisite) with a minimum GPA of 3.000 (on a 4.000 scale).

A student may have only one C in his or her program of study.

Any student falling below a cumulative GPA of 3.000 is automatically placed on probation for the following semester and must raise their GPA to 3.000 to avoid dismissal.

Students earning a grade lower than a C or a second C will be dismissed.

Students must maintain good academic standing at the program and university level and receive no letter grade of D or F. If a letter grade of D or F is received, the student will be immediately dismissed from the program.

## Accounting (ACCT)

**USP Codes are listed in brackets by the 2003 USP code followed by the 2015 USP code (e.g. [QB◀Q]).**

**2010 [1010]. Principles of Accounting I. 3.** Provides a basic understanding of the financial accounting information role in business and society. Focuses on the recording and reporting of business operating, financing, and investing events. Provides insights on business and enables students to become familiar with shareholder/external party reporting conventions. *Prerequisites:* Sophomore class standing and MATH 1400.

**2020. [1020]. Principles of Accounting II. 3.** Provides a basic understanding of the managerial accounting information role in business decision-making. Provides insights on how businesses operate and enables students to become familiar with the conventions used by

business to make decisions and how accounting information is reported to managers. *Prerequisite:* ACCT 2010, Sophomore class standing. **2110 [3110]. Managerial Accounting. 3.** An introductory course concerned with the use of accounting information by nonaccountants for planning, product costing, performance assessment and non-routine decision making. Not available for credit for accounting majors. *Prerequisites:* ACCT 2010 and 2020 (or equivalents); non-accounting majors.

**3070. Tax I. 3.** This class covers a broad range of the tax concepts applicable to the taxation of individual taxpayers. Special emphasis will be placed of the role of taxation of the individual and the related decision-making process. *Prerequisites:* ACCT 2010 and ACCT 2020, with grades of C or better in each, MATH 1400.

**3100 [4100, 2000, 3000]. Financial Statement Analysis. 3.** Advanced study of financial statements and how to analyze those statements from both an internal and external perspective. *Prerequisites:* ACCT 2010, ACCT 2020, and FIN 3250 (or equivalent) or concurrent enrollment, sophomore class standing.

**3230 [2230]. Intermediate Accounting I. 3.** First of two courses studying financial reporting. Topics include recording and reporting events in the expenditure and revenue cycles. *Prerequisites:* ACCT 2020 and MATH 1400 with grades of C or better in each; sophomore standing.

**3240 [2240]. Cost Accounting I. 3.** Organizational uses of information to plan, make decisions, and evaluate performance. Specific topics include job order and process costing, cost estimation and CVP analysis, budgeting and variance analysis. *Prerequisites:* ACCT 2020 and MATH 1400 with grades of C or better in each; sophomore standing.

**3430. Intermediate Accounting II. 3.** Second of two courses studying financial reporting. Topics include debt, equity, revenue recognition, and special issues in expense and liability recognition. *Prerequisites:* ACCT 3230 with grade of C or better; advanced business standing, or special premission of Department Head.

**3610 [2040, 3010]. Accounting Information Systems. 3.** Provides an understanding of accounting information systems and internal controls. Emphasis on the use of current accounting technology, accounting software and internal control systems. *Prerequisites:* ACCT 3230 with a grade of C or better; advanced business standing.

**4010. Accounting Information Systems II.**

**3.** Advanced topics in accounting information systems. Focuses on a database approach to accounting system design and also explores special topics in accounting system technology. May be partially taught in a lab setting. *Prerequisites:* ACCT 3610 and 3830 (or equivalents) with grades of C or better in each; advanced business standing. (Offered based on sufficient demand and resources.)

**4020. Information Security. 3.** Investigation, prevention and control surrounding the protection of business related data, information and technology resources. Includes the use of industry supported frameworks aimed at the evaluation of threats; design of information security architectures; implementation processes; reporting and monitoring, along with ongoing maintenance, intrusion detection, security log analysis, and contingency planning. Cross listed with IMGT 4020. *Prerequisite:* IMGT 3400 or ACCT 3610.

**4050. Governmental and Nonprofit Accounting. 3.** Designed to introduce students to accounting for state and local governmental entities and nonprofit organizations. Students learn about the entity structure, accounting practice, accounting systems and reporting practices for these organizations. *Prerequisites:* ACCT 3230 with a grade of C or better; advanced business standing.

**4060. Auditing I. 3.** A study of the scope, activities, and responsibilities of professional auditors. Topics include assurance services by public accountants and professional judgment in the process of assessing risks, planning and performance audit procedures, and reporting on financial fairness. *Prerequisites:* ACCT 3430 with a grade of C or better; ACCT 3610 with a grade of C or better (or concurrent enrollment); advanced business standing.

**4540. Cost Accounting II. 3.** Advanced topics in cost accounting concerning the organizational uses of information to plan, make decisions, and evaluate performance. *Prerequisites:* ACCT 3240 with a grade of C or better and sophomore standing.

**4600. Professionalism and Ethics. 3.** Examines professional ethics for accountants from both a philosophical and business perspective. Moral development, ethical reasoning, and ethical decision making provides a framework for examining the importance of ethics in the accounting profession. Professional guidance on ethics in accounting is also examined, including the AICPA Code of Professional Conduct, the Sarbanes-Oxley Act, and the codes for other professional accounting organizations. *Prerequisites:* ACCT 3070, 3610,

and 3430 (or equivalents) with grades of C or better in each; ACCT 4060 with a C or better or concurrent enrollment; advanced business standing.

**4830. Survey of International Accounting. 3.** Introduction to international accounting practices and current developments. Includes an exploration of cultural, historical, and political reasons for international accounting practice diversity; an introduction to International Accounting Standards; tracking current developments in the process of convergence; and an introduction to international auditing standards and ethical expectations of accountants world-wide. Dual listed with ACCT 5830. *Prerequisites:* ACCT 3430 (or equivalent) with a grade of C or better; advanced business standing.

**4900. Problems in Accounting. 1-4 (Max. 4).** An arrangement whereby students may investigate a particular problem area in accounting on an individual basis. *Prerequisites:* 6 hours in accounting; advanced business standing; junior standing; and written consent of instructor. (Offered based on sufficient demand and resources)

**5030. Advanced Financial Accounting. 3.** Advanced topics in financial reporting for students planning careers as professional accountants. Topics may include: business combinations, consolidated financial reporting, segment and interim reporting, SEC reporting, multinational accounting and reporting, and other emerging topics. *Prerequisites:* ACCT 3830 (or equivalent) with a grade of C or better; graduate standing.

**5040. Seminar in Managerial Accounting. 3.** Organizational development of financial and nonfinancial budgets, interaction between performance measurement systems and human behavior, and advanced topics in uses of information for decision making. *Prerequisites:* ACCT 3240 (or equivalent) with a grade of C or better; graduate standing.

**5060. Auditing II. 3.** An in-depth study of the financial statement audit and the professional responsibilities of public accountants. The role of professional judgment and skepticism is emphasized in case studies and research involving current auditing issues, including financial statement fraud. *Prerequisites:* ACCT 4060 (or equivalent) with a grade of C or better; graduate standing or instructor and program director permission.

**5065. Fraud Examination. 3.** The study of fraud against organizations and individuals. Includes consideration of how and why fraud is committed, the basics of fraud investigation, and fraud prevention. Coverage may also

include an in-depth study of specific fraud cases based on the above elements. *Prerequisites:* ACCT 4060 (or equivalent) with a grade of C or better; graduate standing or instructor and program director permission.

**5066. Seminar on Management Fraud. 3.** An in-depth study and analysis of the causes, methods, and consequences of financial statements fraud committed by top management in the organization. The course covers psychological and criminological theories of management fraud, as well as detailed analysis of high-profile managements frauds. Seminar format. Cross listed with MBAM 5404. *Prerequisite:* graduate standing or permission of instructor.

**5070. Tax II. 3.** Choice of entity and special tax subjects. Emphasis will be placed on the importance of ethical considerations, competent tax research, and thoughtful tax planning. *Prerequisites:* ACCT 3070 (or equivalent) with a grade of C or better; graduate standing.

**5075. Individual and Estate Tax Planning. 3.** Focuses on tax-planning strategies and techniques. Investigates a wide variety of topics, ranging from individual issues to estate, gift, trust, and small business tax planning. *Prerequisites:* ACCT 3070 (or equivalent) with a grade of C or better, graduate standing.

**5503. Fundamentals of Accounting in the Energy Industry. 3.** Introduces students to basic financial accounting and reporting issues related to energy producing activities. Specifically, the course will investigate current accounting practices of energy producing companies related to exploration, acquisition, development, and delivery of energy products. The course will also cover financial requirements of the Financial Accounting Standards Board (FASB), the International Accounting Standards Board (IASB), and the Securities and Exchange Commission (SEC). Cross listed with MBAM 5503. *Prerequisite:* Permission of MBA Program Director, or student's graduate program coordinator in consultation with MBA Program Director.

**5650. Seminar in Accounting Information Systems. 3.** An advanced study of the implications of information systems for accountants with emphasis upon accounting application as well as the body of knowledge required for the accountant who is expected to provide relevant, significant data for an increasingly wide range of purposes. *Prerequisites:* ACCT 3610 (or equivalent) with a grade of C or better; graduate standing.

**5830. Survey of International Accounting. 3.** Introduction to international accounting practices and current developments. Includes

an exploration of cultural, historical, and political reasons for international accounting practice diversity; an introduction to International Accounting Standards; tracking current developments in the process of convergence; and an introduction to international auditing standards and ethical expectations of accountants world-wide. Dual listed with ACCT 4830. *Prerequisites:* ACCT 3430 (or equivalent) with a grade of C or better; graduate standing and admission to the Master of Science in Accounting Program.

**5850. Advanced Problems in Accounting. 1-8 (Max. 8).** An arrangement whereby students may investigate a more advanced problem area in accounting on an individual basis. *Prerequisites:* consent of instructor; graduate standing.

**5940. Continuing Registration: Off Campus. 1-2 (Max. 16).** *Prerequisite:* advanced degree candidacy.

**5959. Enrichment Studies. 1-3 (Max. 99).** Designed to provide an enrichment experience in a variety of topics. Note: Credit in this course may not be included in a graduate program of study for degree purposes.

**5960. Thesis Research. 1-12 (Max. 24).** Graduate level course designed for students who are involved in research for their thesis project. Also used for students whose coursework is complete and are writing their thesis. *Prerequisites:* enrollment in a graduate degree program.

**5990. Internship. 1-12 (Max. 24).** *Prerequisite:* graduate standing.

## Information Management (IMGT)

USP Codes are listed in brackets by the 2003 USP code followed by the 2015 USP code (e.g. [QB♦Q]).

**1400 [2400]. Introduction to Business Analytics. 3.** Concerned with the role of information systems in managing organizations to make them more competitive and efficient. Specific topics include organizational and technical foundations of information systems and building and managing systems. Special emphasis will be made on learning hands on tools that are easily accessible to students, including Microsoft Excel and Microsoft Access. *Prerequisite:* MATH 1400.

**3400. Database Management Systems. 3.** Concerned with the fundamentals of modern database information systems. Specific topics include database systems design, entity-rela-

tionship models, relational, hierarchical, and network database models, query languages, and data warehousing. *Prerequisite:* IMGT 1400. **4020. Information Security. 3.** Investigation, prevention and control surrounding the protection of business related data, information and technology resources. Includes the use of industry supported frameworks aimed at the evaluation of threats; design of information security architectures; implementation processes; reporting and monitoring, along with ongoing maintenance, intrusion detection, security log analysis, and contingency planning. Cross listed with ACCT 4020. *Prerequisite:* IMGT 3400 or ACCT 3610.

**4455 [3450]. Systems Analysis and Design. 3.** Concerned with the analysis, management, and conceptual design of information systems. Specific topics include systems planning, requirements analysis, business process modeling and redesign, flexibility analysis, alternative analysis, and architectural selection and design focused on supporting an organization's business requirements through various system design methodologies. Cross listed with MGT 4455. *Prerequisites:* IMGT 1400 and Advanced Business Standing.

**4990. Contemporary Topics in Information Management. 1-3 (Max. 6).** Concerned with contemporary topics in information management and serves as elective credits for a minor in information management. A variety of subjects may be considered for this course including corporate information systems, object oriented technology, management of information technology, decision support systems, and data communication and network. *Prerequisites:* IMGT 3400 or concurrent enrollment. (Offered based on sufficient demand and resources)

## Finance Major

Modern Business is characterized by its emphasis upon finance. The application of sound financial management principles often will be the difference between success and failure in business.

Courses prescribed for those who wish to major in finance are designed to provide a background for financial management of business concerns and, if students desire, to specialize in bank management, corporation finances and investment management. Since financial policies of business enterprises are subject to economic principles which make all businesses financially interdependent and sensitive to disturbances in the economic structure, students in this field should study

the economic, as well as the technical, administrative aspects of finance and accounting. Prescribed work in this area attempts to emphasize all three phases of the subject.

All finance majors must comply with requirements of the advanced business prerequisites for enrollment in upper-division courses and must complete the common body of knowledge courses as listed previously. All finance courses for the major require a minimum grade of C.

In addition to university and college requirements cited previously, requirements for finance majors include:

### Finance Major

<b>Finance Core</b> .....	12
ACCT 3100, FIN 3310, 4400, 4250	
<b>Finance Elective</b> .....	3
FIN 3520, 4340, 4350, 4360, 4510, 4530, 4540 or 4710	
<b>Advanced Business Electives</b> .....	6
3000-4000 level	
<b>Free Electives</b> from any college.....	27
6 of 27 required hours must be 3000-4000 level	

A complete curriculum sheet is available from the Academic Advising unit of the GJSSC of the College of Business Building.

## Graduate Study

The Master of Finance program will allow students to obtain advanced training built on the foundations of principles and practices of modern finance. The MS in Finance is a rigorous, yet practical program that encompasses the fundamentals as well as cutting-edge topics in investment analysis, portfolio management, financial modeling, risk management, and fixed income securities. The MS in Finance program aims to make you well prepared to evaluate and react to change with confidence and to develop effective solutions to meet the needs of markets and industries.

The objectives of the master of science in finance are:

- To provide students with an advanced understanding of the field of finance.
- To provide students with specific advanced knowledge of the subtopics within finance.
- To provide students with professional skills that will enable them to enjoy productive and rewarding careers in finance and other finance-related areas.

## Program Specific Admission Requirements

Admission to the Master of Science in Finance program generally requires:

- Completed university application and nonrefundable application fee.
- A cumulative undergraduate GPA of 3.000 and a minimum GPA of 3.000 in finance courses, preferred. Based on a 4.000 scale.
- A total score of 550 or better on the GMAT (General Management Admissions Test) or a combined score of 300 or better on the GRE (Graduate Record Examination). SMAT and GRE scores must be sent directly to the MS in Finance Program. The institution code for the GRE is 4855.
- Official transcripts of all undergraduate and graduate coursework (post-secondary) must be sent directly from the issuing institution to the University of Wyoming Office of Admissions. Official University of Wyoming transcripts do not need to be requested sent to the department. Copies of all transcripts must also be uploaded into the UW Graduate Admissions Application.

Additional Requirements for International Applicants:

- Provide proof of satisfactory English ability if native language is not English by completing the TOEFL or IELTS exam. The minimum acceptable TOEFL score is 540 on the paper-based test or a score of 76 on the internet-based test. The minimum IELTS score is 6.5.
- International students must also prove sufficient financial resources as established by the University of Wyoming Graduate International Student Admissions.

NOTE: Students who have earned their undergraduate degree in a business or a STEM related field from a United States regionally accredited institution with a minimum of preferred GPA or who have 3+ years of professional work experience in a financial services or related field are *eligible* to have the GMAT/GRE requirement waived on a case-by-case basis. Please contact program office for additional information.

## Prerequisites

No prerequisite courses will be required if you have completed a business bachelors or masters degree from a regionally accredited college or university with the minimum preferred GPA of 3.000 on a 4.000 scale or if you have 3+ years of professional work experience in a financial services or related field.

Applicants without a business related undergraduate or graduate degree or without 3+ years of professional work experience in a financial services or related field must provide evidence of proficiency in the following:

- Business Math and Statistics
- Corporate Finance

## Application Deadlines

Fall Admission: All required application materials are due by May 1.

Springs Admission: All required application materials are due by December 1.

International Applicants: Please be advised that there are additional university requirements that may take additional processing time - you are encouraged to apply prior to the application deadline if possible to ensure that if admitted, all required documentation can be provided prior to the term of entry.

## Program Specific Degree Requirements

### *Master of Science in Finance*

The program consists of a minimum of 30 semester hours of graduate coursework. Students must complete coursework in finance and elective business and/or non-business areas. Eighty percent of the student's total coursework must consist of 5000-level courses; the remaining 20 percent may be 4000-level non-finance courses (approximately six hours). Non-finance courses should be selected in consultation with the student's graduate advisor. Non-finance courses at the 4000-level may be taken during the senior year of undergraduate study and applied to the master's program, but they must be reserved for graduate credit and approved by the graduate program director, prior to the first day of such class.

### General Finance Track

- FIN 5310: Investment Management (3)
- FIN 5530: Fixed Income (3)
- FIN 5400: Financial Modeling (3)
- 12 credit hours Finance electives + 9 credit hours graduate level business electives (6 credit hours can be 4000 level)

## Online Only-CFP Track

- FIN 5310: Investment Management (3)
- FIN 5070: Tax Planning for Financial Planners (3)
- FIN 5720: Retirement/ Insurance Planning (3)
- FIN 5750: Intro to Wealth Management (3)
- FIN 5780: Estate Planning (3)
- FIN 5800: CFP Capstone (3)
- FIN 5400: Financial Modeling (3)
- FIN 5530: Fixed Income (3)
- Finance Electives (6 credit hours can be 4000 level)

## Hybrid Online/Campus-CFP Track

- FIN 5310: Investment Management (3)
- FIN 5070: Tax Planning for Financial Planners (3)
- FIN 5720: Retirement/ Insurance Planning (3)
- FIN 5750: Intro to Wealth Management (3)
- FIN 5780: Estate Planning (3)
- FIN 5800: CFP Capstone (3)
- Graduate level business electives (12) (6 credit hours can be 4000 level)

A maximum of six hours may come from 4000-level courses offered in the College of Business or in other colleges at the University of Wyoming.

The student must complete the required coursework with a minimum GPA of 3.000 (on a 4.000 scale).

Student must maintain good academic standing at the program and university level and receive no letter grade of D or F. If a letter grade of D or F is received, student will be immediately dismissed from the program.

Any student falling below a cumulative GPA of 3.000 is automatically placed on probation for the following semester and must raise their GPA to 3.000 to avoid dismissal.

Students earning a grade lower than a C will be dismissed.

## Finance (FIN)

USP Codes are listed in brackets by the 2003 USP code followed by the 2015 USP code (e.g. [QB◆Q]).

**2010 [3010]. Personal Finance and Investments. 3.** A general course treating the fundamentals and organization of the securities markets, types of orders, elementary market computations, basic investment management and etc. For students university-wide who have an interest in investments. (Offered based on sufficient demand and resources)

**3100. Real Estate Development. 3.** This course presents the basic principles involved in real estate development. Topics include: land acquisition and appraisal, site improvements, market feasibility analysis, development financing, real estate government approval and regulations, real estate engineering and construction issues, real estate marketing and property operations and performances. *Prerequisite:* ACCT 2010. (Offered based on sufficient demand and resources)

**3250. Corporate Finance. 3.** Deals with management of capital in a business firm. It treats policies and actions relating to asset structure, risk, income and cash flows. Operating and financial analysis is introduced. *Prerequisites:* ACCT 2010 and STAT 2010, 2050, or 2070 and sophomore standing.

**3310 [4310]. Investment Management. 3.** Fundamental principles of investments and practical implications of financial theory. Students acquire a framework for understanding returns on financial assets, risk and return, fundamentals of portfolio theory, efficient market hypothesis, and asset pricing models. Other topics include financial statement analysis, behavioral finance, and introduction to options and futures. *Prerequisites:* FIN 3250 and advanced business standing.

**3520 [4520]. Financial Markets. 3.** Portfolio and capital market theory and the analysis of risk are introduced. Integrates theory into practical aspects of financial markets. *Prerequisites:* FIN 3250, STAT 2010 or 2050/2070, and advanced business standing.

**4070. Tax Planning for Financial Planners. 3.** Focuses on principles, current law, and practice of income taxation and its impact on financial planning for individuals, couples, and families in their role as investors, employees, and business owners. Dual listed with FIN 5070. *Prerequisite:* advanced business standing.

**4250. Advanced Corporate Finance. 3.** Give students a better appreciation of the techniques and theories of corporate finance and investments that may have been introduced in introductory finance courses. *Prerequisites:* FIN 3250, 3310.

**4340. Portfolio Management. I. 3.** Manage, monitor and invest real money provided by the State of Wyoming and the University of Wyoming Foundation. Students should obtain from the course the ability to construct investment portfolios from scratch, to learn the signals from which to obtain sell and buy data and the ability to act on this information. *Prerequisites:* FIN 3310 and advanced business standing.

**4350. Portfolio Management II. 3.** Manage, monitor and invest real money provided by the State of Wyoming and the University of Wyoming Foundation. Students should obtain from the course the ability to construct investment portfolios from scratch, to learn the signals from which to obtain sell and buy data and the ability to act on this information. *Prerequisites:* FIN 3310 and advanced business standing.

**4360. Options and Futures. 3.** Provides an introduction to financial futures such as currency futures and interest rate futures. Explores the markets on which they are traded. Also analyzes pricing of options and other derivative securities. Includes the leverage and risk aspects of options. *Prerequisite:* FIN 3250, FIN 3310.

**4400. Financial Modeling. 3.** Involves the application of basic econometric methods to the analysis of financial data. Focus is on utilizing spreadsheets and other softwares to facilitate financial decision making. Dual listed with FIN 5400. *Prerequisites:* FIN 3250, FIN 3310, IMGT 1400, advanced business standing.

**4410. Behavioral Finance. 3.** Discusses popular and accepted theories of human behavior from the field of psychology to investigate features of irrational behavior in the financial markets. Topics covered include fundamental behavioral biases, behavioral asset pricing, investor behavior, and consequences of irrationality to financial markets at the aggregate level. *Prerequisites:* FIN 3250, FIN 3310.

**4420. Capital Allocation. 3.** A course designed to give students exposure to extensive analysis of problems in management of capital structure and capital expenditures. *Prerequisites:* FIN 3250, FIN 3310, STAT 2010 or equivalent and advanced business standing.

**4460. Multinational Finance. 3.** Deals with quantitative techniques used by financial managers and investors in global financial markets. Topics covered include exchange rate determination, management of foreign exchange exposure, international portfolio investment, and current topics in international finance. *Prerequisite:* FIN 3250, 3310.

**4510. Bank Management. 3.** Deals with financial decision-making in financial institutions, particularly emphasizing commercial banks. Topics covered include managing financial assets, deposit acquisition and capital management. *Prerequisites:* FIN 3250 and advanced business standing.

**4530. Fixed Income Securities. 3.** Provides an overview of the fixed income securities markets, pricing and risk management. In so doing, the course follows the CFA institute learning objectives of the CFA exam. We first introduce the major forms of fixed income

securities. We then delve into valuation of these securities using a myriad of pricing techniques. We then embark on credit risk analysis, followed by fixed income portfolio management. Ultimately, the course aims at preparing students for most challenging and yet active fixed income markets: corporate bonds and mortgage securities. Dual listed with FIN 5530. *Prerequisites:* FIN 3250, advanced business standing.

**4540. Banking Policy. 3.** Intended to be taken either with or after FIN 4510, Bank Management, and will cover similar topics but in greater depth and breadth. Integrated application of these topics will take place in a selection of case studies, some of which will be analyzed in teams. *Prerequisites:* FIN 4510 or concurrent enrollment in FIN 4510.

**4560. Entrepreneurial Finance. 3.** Expands business knowledge by focusing attention on accounting and finance concerns that are vital to new ventures. Focuses on issues that must be addressed to assist these businesses in meeting their objectives of growth, preparation for a public offering, and exit strategies. Cross listed with MGT 4560. *Prerequisites:* ACCT 2010, MGT 3210, FIN 3250.

**4600. Ethics in Finance. 3.** This course familiarizes students with the CFA Institute Standards on Professional Conduct and reinforces ethical behavior in the global investment management industry. Perspectives acquired in this course will be useful for students in their chosen finance professions as the content of the course provides a framework for ethical conduct in the investment profession by focusing on the CFA Institute Code of Ethics and Standards of Professional Conduct. Dual listed with FIN 5600. *Prerequisites:* FIN 3310, and FIN 3520 (or equivalent) with grades of C or better or graduate standing.

**4710. Risk Management. 3.** Analyzes the risk management and insurance problem in the business enterprise with emphasis on methodology for risk analysis; techniques for risk and loss control; and models for risk management decision-making. Dual listed with FIN 5710. *Prerequisites:* FIN 3250, FIN 3310, IMGT 1400 and advanced business standing.

**4800. Real Estate Finance. 3.** Exposes students to the fundamentals of real estate finance such as mortgage financing, commercial leases, pro-forma analysis, financial modeling, tax implications, leveraged real estate and valuation of income producing properties. While the theory of each topic will be presented, the focus is on the applications of the material. *Prerequisites:* FIN 3250 and advanced business standing.

**4810. Real Estate Investment. 3.** Covers advance real estate investment topics such as investments risk and valuation sensitivity analysis, futures and real options, liquid real estate investments, analysis of development projects, and commercial mortgage backed securities. While the theory the topics will be presented, the course focus is on the application of the material. *Prerequisites:* FIN 4800 and advanced business standing.

**4900. Problems in Finance. 1-4 (Max. 4).** Students register on an individual basis to study any phase of finance not included in organized courses. Written report required. *Prerequisites:* FIN 3250, IMGT 1400, advanced business standing, senior standing and written consent of instructor.

**4910. Selected Topics in Finance. 3 (Max. 6 seniors and M.S.; Max. 9 Ph.D.).** The material covered involves extensive in-depth investigations into topics which are specialty areas of the instructor in charge in any given term. *Prerequisites:* 9 hours in finance including FIN 3250, IMGT 1400 and advanced business standing.

**5070. Tax Planning for Financial Planners. 3.** Focuses on principles, current law, and practice of income taxation and its impact on financial planning for individuals, couples, and families in their role as investors, employees, and business owners. Dual listed with FIN 4070. *Prerequisite:* graduate standing.

**5310. Advanced Investment Analysis. 3.** The theory of investment management and security values, portfolio management including the analysis of investment policies and objectives, the analysis and use of investment information, and the development and application of the tools for determining values. *Prerequisite:* FIN 5510 and graduate standing.

**5320. Corporate Finance and Governance. 3.** Designed to provide a framework to analyze issues in corporate finance and governance. The firm is viewed as a nexus of contracts designed to reduce the costs of trade-and corporate finance is regarded as an investigation of the incomplete contracts that involve the providers of capital. *Prerequisites:* FIN 3250 (or equivalent); admission to the Master of finance, Graduate Program in Economics and Finance or Master of Accounting.

**5400. Advanced Financial Modeling. 3.** Involves the application of basic econometric methods to the analysis of financial data. Focus is on utilizing spreadsheets and other softwares to facilitate financial decision making. Dual listed with FIN 4400; cross listed with MBAM 5403. *Prerequisite:* graduate standing.

**5510. Financial Management. 3.** Studies of environmental influences on corporate financial decision making and measurement devices useful in corporate financial management. *Prerequisite:* MATH 2220, STAT 2020, ACCT 2020, COSC 1200 or equivalent; accepted in a graduate program.

**5520. Seminar in Finance Theory. 3.** Deals with the theory and application of security analysis and portfolio management. *Prerequisite:* FIN 5510 or equivalent; accepted in a graduate program.

**5530. Fixed Income Securities. 3.** Provides an overview of the fixed income securities markets, pricing and risk management. In so doing, the course follows the CFA institute learning objectives of the CFA exam. We first introduce the major forms of fixed income securities. We then delve into valuation of these securities using a myriad of pricing techniques. We then embark on credit risk analysis, followed by fixed income portfolio management. Ultimately, the course aims at preparing students for most challenging and yet active fixed income markets: corporate bonds and mortgage securities. Dual listed with FIN 4530. *Prerequisite:* graduate standing.

**5600. Ethics in Finance.** This course is designed to familiarize you with the CFP Board's Code of Ethics and Standards of Conduct and reinforce ethical behavior in the global wealth management industry. Ethical practices instill a public trust in the fairness of financial markets and transactions, allowing them to function efficiently. Ethical practices by finance and investment professionals benefit all market participants and stakeholders and lead to increased investor confidence in global capital markets. The perspectives acquired in this subject should be useful to students in their chosen finance profession as this subject presents a framework for ethical conduct in the investment profession by focusing on the CFP Board Code of Ethics and Standards of Conduct. Dual listed with FIN 4600. *Prerequisites:* admission to the graduate program; admission to the certificate program.

**5710. Risk Management. 3.** Analyzes the risk management and insurance problem in the business enterprise with emphasis on methodology for risk analysis; techniques for risk and loss control; and models for risk management decision-making. Dual listed with FIN 4710. *Prerequisite:* graduate standing.

**5720. Insurance and Retirement Planning. 3.** This class is designed to help graduate students understand various topics in retirement and insurance planning for individuals and families. *Prerequisite:* graduate standing.

**5750. Introduction to Wealth Management. 3.** This is a survey course for financial planning and wealth management. The topics include insurance planning, tax planning, investment planning, retirement planning, estate planning, and professional conduct. The course will focus on acquiring a framework for understanding the major components of financial planning and developing a coordinated financial plan. *Prerequisite:* FIN 3250; admission to the graduate program.

**5780. Estate Planning. 3.** This course will cover general reliability modeling and evaluation; probability and stochastic processes; system modeling; methods of reliability assessment (state space, frequency balancing, cut-set and tie-set analysis, decomposition, Monte Carlo simulation); and reliability modeling and analysis of electric power systems: bulk power systems, distribution systems, and industrial systems. *Prerequisite:* graduate standing.

**5800. CFP Capstone. 3.** This course will be organized around the four major areas of financial planning, as outlined by the College of Financial Planning curriculum. These four key areas are as follow: retirement planning; income tax planning; investment planning; and estate tax planning. *Prerequisite:* Admission to the MS program or permission of the Department Head.

**5890. Advanced Problems in Finance. 1-9 (Max. 9).** An arrangement whereby a student is permitted to develop an advanced phase of finance not offered in the formally structured courses or to investigate a finance problem, a written report is required. *Prerequisite:* 9 hours in finance and consent of instructor.

**5900. Practicum in College Teaching. 1-3 (Max. 3).** Work in classroom with a major professor. Expected to give some lectures and gain classroom experience. *Prerequisite:* graduate standing.

**5920. Continuing Registration: On Campus. 1-2 (Max. 16).** *Prerequisite:* advanced degree candidacy.

**5940. Continuing Registration: Off Campus. 1-2 (Max. 16).** *Prerequisite:* advanced degree candidacy.

**5959. Enrichment Studies. 1-3 (Max. 99).** Designed to provide an enrichment experience in a variety of topics. Note: credit in this course may not be included in a graduate program of study for degree purposes.

**5960. Thesis Research. 1-12 (Max. 24).** Graduate level course designed for students who are involved in research for their thesis project. Also used for students whose coursework is complete and are writing their thesis. *Prerequisite:* enrolled in a graduate degree program.

**5990. Internship. 1-12 (Max. 24).** *Prerequisite:* graduate standing.

## Department of Economics

260W Business Building, (307) 766-2175

Web site: [www.uwyo.edu/economics](http://www.uwyo.edu/economics)

Department Chairman: David Aadland

### Wyoming Excellence Chair in Conservation Economics:

**H. JO ALBERS**, B.S. Duke University 1985; M.E.S. Yale University 1987; Ph.D. University of California at Berkeley 1993; Professor of Economics 2014.

### H.A. (Dave) True, Jr. Chair in Petroleum and Natural Gas Economics:

**CHARLES F. MASON**, A.B. University of California 1977; Ph.D. 1983; Professor of Economics 1994, 1982.

### Stroock Chair of Natural Resource and Environmental Economics:

**JASON F. SHOGREN**, B.A. University of Minnesota-Duluth 1980; Ph.D. University of Wyoming 1986; Professor of Economics 1995.

### Professors:

**JOHN S. BUGAS**, Professor of Economics  
**TODD CHERRY**, B.S.B.A. Appalachian State University 1992; M.A. University of North Carolina Greensboro 1995; Ph.D. University of Wyoming, 1999. Graduate Director.  
**TIMOTHY J. CONSIDINE**, B.A. Loyola University 1975; M.S. Purdue University 1977; Ph.D. Cornell University 1981; Professor of Economics 2008.

**DAVID C. FINNOFF**, B.S. University of Wyoming 1994; Ph.D. 2001; Professor of Economics 2018, 2004.

### Associate Professors:

**DAVID M. AADLAND**, B.A. Augustana College 1991; M.S. University of Oregon 1996; Ph.D. 1997; Department Chairman, 2018; Associate Professor of Economics 2005, 2003.

**ROBERT GODBY**, B.S. Trent University 1990; M.A. University of Guelph 1992; Ph.D. McMaster University 1997; Center for Energy Economics and Public Policy Director, and Associate Professor of Economics 2003, 1997.

**THORSTEN M. JANUS**, B.A. University of Copenhagen 2000; M.A. University of California at Santa Cruz 2003; Ph.D. 2006; Associate Professor of Economics 2012.

**ALEXANDRE SKIBA**, Specialist Diploma Rivne State Technical University 1999; M.S. Purdue University 2001; Ph.D. 2003; Associate Professor of Economics 2019, 2012.

**KLAAS T. VAN 'T VELD**, B.Sc. University of London 1992; M.S. University of California-Berkeley 1993; Ph.D. 1997; Associate Professor of Economics 2010, 2004.

### Assistant Professors:

**BENJAMIN COOK**, B.S. University of Wyoming 2003; Ph.D. 2011; Visiting Assistant Professor/Enhanced Oil Recovery Institute 2012.

**FELIX NASCHOLD**, B.S. University of London 1994; M.S. 1995; Ph.D. Cornell University 2008; Assistant Professor of Economics 2014.

**STEPHEN NEWBOLD**, B.S. University of California, Davis 1995; M.S. 2002; Ph.D. 2002; Assistant Professor of Economics 2018.

**LINDA THUNSTROM**, M.S. Umea University, Sweden 1999; Ph.D. Umea University Sweden 2008; Assistant Professor of Economics 2013.

### Academic Professionals:

**AMBER BROWN**, B.S. Wellesley College 1984; M.A. University of Kansas 1993; Assistant Lecturer in Economics 2013.

**WILLIAM CAMPBELL**, B.S. University of Illinois 1981; M.S. Eastern Illinois University 2017; Student Advising Coordinator 2018.

### Professors Emeriti:

Curtis A. Cramer, Thomas D. Crocker, William E. Morgan, Owen R. Phillips, Sherrill Shaffer, John T. Tschirhart

### Business Economics Major

The science of efficient allocation, economics has much to offer students in the way of general and specialized preparation for positions in business, as well as government and the academic profession.

All Business Economics majors must comply with requirements of the advanced business standing prerequisites for enrollment in upper-division courses and must complete the common body of knowledge courses as listed previously.

In addition to university and college requirements cited previously, requirements for Business Economics majors include:

<b>Economics Core</b> .....	9
ECON 3010, 3020, 4240	
<b>Economics Electives (4000)</b> .....	6
<b>Free Electives</b> from any college.....	27
6 of 27 required hours must be at 3000-4000 level.	

A complete curriculum sheet is available from the Academic Advising unit of the GJSSC in Room 60 West of the College of Business Building.

Economics majors must hold a 2.500 cumulative grade point average in all economics courses at graduation, as well as a minimum 2.500 cumulative UW grade point average and a minimum 2.500 grade point average in all College of Business courses.

With approval of the department chair, students may substitute work in certain areas of accounting, agricultural economics, business administration, history, political science, finance, mathematics, statistics or law for 6 hours of 4000-level economics courses.

Students who intend to continue on to graduate work are urged to give special attention to courses in economics theory, statistics and mathematics. Those planning a career in econometrics or mathematical economics should consult the department head as to mathematics and statistics requirements in these fields of study.

### Economics Undergraduate Major

The Economics major in the College of Business must complete 30 semester hours in economics courses.

All Economics majors must comply with course specific prerequisites for enrollment in upper-division courses and must complete all university studies courses as listed above previously. Students must earn a minimum grade of C (not C-) in all Economics courses.

In addition to university and college requirements cited previously, requirements for economics majors include:

<b>Economics Core</b> .....	27
ECON 1010, 1020, 3010, 3020, 4240, STAT 2010 or 2070 and one year of calculus sequence, Math 2200 and 2205, or 2350 and 2355.	
<b>Economics Electives</b> .....	15
4000-level	
<b>Free Electives</b> from any college.....	51
18 of 51 required hours must be 3000-4000-level.	

**Quantitative Concentration**

Required: Economics 4230 Intro. To

Econometrics .....	3
Free Economics 4000+ Electives .....	12
Stats 3050 .....	3
Free Electives from any college (min. 15 cr. At 3000+) .....	48

**Total Hours Required in  
Section II: Quantitative  
Concentration 66**

**OR**

**Policy Concentration**

Free Economics 4000+ Electives .....	15
Free Electives from any college (min. 18 cr. At 3000+) .....	31

**Total Hours Required  
in Section II: Policy  
Concentration 66**

**Total Hours Required For  
Graduation 120**

This program is designed to meet the requirements of AACSB International (the Association to Advance Collegiate Schools of Business), the University of Wyoming, and the College of Business.

**Minimum requirements include:**

- Minimum of 42 semester hours of 3000+ level courses. 30 of the 42 hours must be earned from UW.
- 2.50 grade point average in all College of Business courses, Economics courses, and all institution (UW) courses.
- 50% of the business credit hours must be from the University of Wyoming.
- Grade of C (C- not acceptable) or above required for University Studies Program: FY, CI, C2, and C3.
- Grade of C (C- not acceptable) or above required for common body of knowledge and major specific core courses.
- A maximum of 6 hours at the 1/2000 level and 3/4000 level military science may be applied to degrees in the College of Business.

A complete curriculum sheet is available from the College of Business Peter M. & Paula Green Johnson Student Success Center in Room 60 West of the College of Business Building.

With approval of the department chair, students may substitute work in certain areas of accounting, agricultural economics, business administration, history, political science, finance, mathematics, statistics or law for 6 hours of the 4000-level economics electives.

This program allows considerable flexibility for the student to specialize in interdisciplinary study. For example, the student can be advised on selecting upper level division courses for pre-law study, political economy, environmental and natural resources, women's studies, and international studies.

Students who intend to continue in graduate work should give special attention to courses in economic theory, statistics and mathematics. Those planning a career in mathematical economics or econometrics should consult the department head regarding the mathematics and statistics requirements in these fields of study.

**Graduate Work**

The College of Business Department of Economics offers programs leading to the Master of Science degree, and to the Ph.D. degree.

**Graduate Study**

The Department of Economics offers programs leading to a master of science degree in economics and the doctor of philosophy degree in economics.

**Program Specific Admission  
Requirements  
Economics Program**

Admission to the economics program is granted to students who show high promise of success. Candidates of high promise generally have a cumulative grade point average of 3.000 or better (A=4.000) and score above 300 (for MS) and 310 (for PhD) combined on the verbal and quantitative sections of the GRE, with particular emphasis on strong quantitative and analytical scores. Such scores and grades do not guarantee admission.

The TOEFL is required for international students in accordance with University rules.

The Department of Economics requires that students have completed courses in intermediate micro and macro theory (ECON 3010, 3020 or equivalent), statistics, and 6 hours of introductory calculus (MATH 2200, 2205 or equivalent) for the MS program. A course in linear algebra (MATH 2050) is required for the PhD program.

**Program Specific Degree  
Requirements****Master of Science in Economics**

A minimum of 18 hours in economics is required; at least 15 of these must be at the 5000 level. A basic core sequence of ECON 5010 (macro), 5390 (math micro), 5530 (computational), 5230 (econometrics), and 5300 (game theory) is required, which completes 15 hours of 5000-level courses, which is required.

The student must complete 26 hours of coursework and 4 hours of ECON 5960 Thesis Research for the Plan A option. The student must complete 30 hours of coursework and a shorter paper for the Plan B option.

Students may take 4000-level courses for graduate credit up to 6 hours.

A maximum of 6 semester hours of graduate coursework not used toward any other degree from another institution may be applied to the M.S. economics program subject to regulations regarding transfer of credit listed in this bulletin and with the approval of the director of graduate studies.

At the beginning of the third semester, the student selects a major professor who directs the Plan A or Plan B research. A graduate committee, nominated by the major professor, the student, and the department chair, conducts an oral examination of the student on the paper or thesis and area he/she has studied in the program. A favorable report by the committee and approval by the Office of the Registrar complete the degree requirements.

The majority of students complete the M.S. degree within two years.

**QuickStart Master of Science in Economics**

UW undergraduates can complete the M.S. degree in just one year after completing their B.S. degree if they apply to the QuickStart M.S. program in their junior year. To be eligible, students must have (and maintain) a cumulative GPA of 3.200 or better as well as an Economics GPA of 3.200 or better. They are also required to take the GRE by the fall of their senior year and score above 300 combined on the verbal and quantitative sections combined. Admission to the QuickStart program allows students to double-count 6 credits of courses taken as an undergraduate towards both the B.S. and M.S. degrees, and reserve an additional 6 credits of courses taken as an undergraduate towards the M.S. degree alone. This then leaves only 18 credits to be taken after completion of the B.S. degree, which is feasible in just one year.

## Doctoral Program

### Doctor of Philosophy in Economics

The doctor of philosophy degree in the field of economics at the University of Wyoming requires a minimum of 42 hours of coursework. All coursework must be at the graduate (5000) level.

The program is designed to give the student a strong foundation in economic theory and the basic quantitative tools necessary for professional research. If students receive a grade lower than a B+ during their first year, they must take a comprehensive exam in that field (microeconomics and/or econometrics) during the summer to continue to the second year of the PhD program. The program's qualifying exam takes the form of a research paper written during the second summer and defended to, and approved by, a faculty committee by early in the third year, with revisions and resubmission required by December. Students who pass the qualifying paper requirement receive an MS degree and move on in the PhD program, while students who fail this requirement receive the MS degree and fail out of the PhD program.

During the third year, or no later than the first few weeks of the fourth year, a graduate committee nominated by the student's major professor and the director of graduate studies conducts an oral examination of the student. The purpose of the oral examination is to determine whether the student has formulated a workable dissertation project and has the necessary skills to complete it.

Following successful completion of the dissertation, and completion of a departmental requirement of 30 hours of dissertation research, the student presents an oral defense to the graduate committee. The doctor of philosophy degree is granted on recommendation of the committee and approval by the Office of the Registrar, providing all other requirements have been satisfactorily fulfilled.

## Economics (ECON)

USP Codes are listed in brackets by the 2003 USP code followed by the 2015 USP code (e.g. [QB♦♦Q]).

**1000. Global Economic Issues. 3.** [CS,G♦♦H] Economics: creating value through trade, enhancing society through ideas, and protecting the environment by design. This introductory course will help you understand better on how people use both free markets and government regulations to

create value, enhance society, and protect nature. You will explore how economic ideas and tools address big global issues like poverty and prosperity, inequality of wealth, capital and labor, sustainable development, free trade vs fair trade, climate change, war and peace, migration, brain drains, and science and nature.

**1010. Principles of Macroeconomics. 3.** [CS♦♦H] An introductory course on why economics matters. We examine why countries like the US are rich, while others are poor. We explore economic booms & busts, and policies to avoid them. We address GDP growth, unemployment and inflation, government debt, deficits, tax policy, and whether robots will take our jobs. Cross listed with AGECEC 1010.

**1020. Principles of Microeconomics. 3.** [CS♦♦H] You make tradeoffs — your time and money are limited. Microeconomics evaluates how people think about tradeoffs and how we create value through markets, institutions, and policy. Economic incentives influence choices to consume and produce goods and services. Market failure creates a role for government to protect health, culture, and nature. Cross listed with AGECEC 1020.

**1101. First-Year Seminar. 3. [(none)♦♦FYS]**

**1200. Economics, Law and Government. 3.** [V♦♦V] Markets and free enterprise depend on supportive legal and political institutions. The course exposes students to the U.S. political economy. Important relationships between market development, the legal framework and the political system are presented. The U.S. and Wyoming constitutions are studied to show their importance to free enterprise. Topics deal with public choice, cost-benefit analysis in policy, the importance of property rights and regulation.

**1300. Oil: Business, Culture, and Power. 3.** [CS,G♦♦(none)] A multi-disciplinary approach to understanding how oil affects the international relations and commerce. The relationships between oil technology, social and political institutions, the unique cultures in oil-producing regions will be investigated in case studies. Cross listed with ERS 1300.

**1400. Sports Economics. 3.** [CS♦♦H] Examines economic issues pertaining to professional and collegiate sports. Topics include: determinants of player salaries, owner profits and team values; effects of salary caps, revenue sharing, etc. on competitive balance; labor markets and discrimination; antitrust issues, and the impact of franchises on local economies.

**2100. Introduction to Money and Banking. 3.** An introduction to the entire area of money and public finance. Oriented towards students wishing to obtain a broad general understanding of importance of money and public finance

upon economic activity. Covers money and private financial institutions, monetary theory and policy, as well as public finance and fiscal policy. Credit will not be allowed for more than one of: ECON 2100 or FIN 3520. *Prerequisites:* ECON 1010, 1020.

**2190. High Country Economics. 3 (Max. 3).** Allows students to connect economic theory to tangible Wyoming and Rocky Mountain West issues. *Prerequisites:* ECON 1010 and ECON 1020, or written consent of instructor.

**2400. Economics of the Environment. 3.** [WB,G♦♦COM2] This introductory course examines the links between economics and the natural environment. We consider the efficient use of natural resources like minerals, forests, and fisheries. We also explore how to use economics to sharpen environmental policy for challenges like water and air pollution, climate change, and biodiversity protection. *Prerequisites:* ECON 1010 recommended, ECON 1020 required. (Offered based on sufficient demand and resources)

**2500. The Impact of the Union Pacific on Wyoming History. 3.** Students will experience and interpret the impact of the building of the Union Pacific Railroad on the history and culture of Wyoming through the lens of three disciplinary perspectives. Students will explore how the railroad impacted Wyoming geography, economic development and the people of the state through personal research projects. Cross listed with GEOG 2500 and HIST 2500.

**2910. Topics in Economics. 3.** A study of selected topics & problems in modern economics. Topics include but are not limited to sports economics, managerial economics, and behavioral economics.

**3010 [2010, 4010]. Intermediate Macroeconomics. 3.** A presentation and study of national income aggregates and accounting; equilibrium analysis of output, employment and the price level; general equilibrium analysis; and an introduction to economic dynamics. *Prerequisites:* ECON 1010 and 1020, QA and MATH 2200/2350 and sophomore standing.

**3020 [2020, 4020]. Intermediate Microeconomics. 3.** Key problems of environmental degradation and natural resource scarcity are identified. Main underlying causes of misuse and overuse are explained from an economics perspective. Policy options for improved management are presented. These economic concepts and tools are then applied to current real world environment and natural resource issues. *Prerequisite:* ECON 1010, ECON 1020, MATH 2200 or 2350 and sophomore standing.

**3400. Energy Markets & Policy. 3.** This course provides an economic analysis of recent developments in energy markets and policies. Cross listed with ERS 3400. *Prerequisite:* ECON 1000, ECON 1010, ECON 1020, ECON 1200, ECON 1300, ECON 1400, or ERS 1300.

**3900. Economics Internship/Research. 1-3 (Max. 3).** Students gain practical experience in economic applications and research. A contract with an Economics adviser and cooperating sponsor required before enrolling. Requires student paper and sponsor assessment. *Prerequisites:* ECON 1010 and ECON 1020, sophomore standing, or written consent of instructor.

**4000. Conference. 1-4 (Max. 4).** A tutorial-conference course intended to give economics majors an opportunity to engage in extensive research in some aspect of economics. Specific topics vary with students' needs and interests. *Prerequisites:* ECON 3010, 3020.

**4030. Managerial Economics. 3.** An advanced course on the theory of demand, production, cost, and supply; the theory of the firm, including market price under monopoly, monopolistic competition and oligopoly. Attention is given to the theory of factor prices and topics on welfare economics. *Prerequisite:* senior standing or above. Credit cannot be earned for this course and ECON 3020.

**4115 [4110, 611]. Time Series Analysis and Forecasting. 3.** Designed to have an applied orientation in a number of estimation procedures, such as exponential smoothing and forecasting with and without the presence of trends and seasonal repetitive patterns. The Box-Jenkins procedure will be covered in detail. Students become proficient in the application of statistical tools used in time series analysis of economic data. Cross listed with STAT 4115. *Prerequisites:* STAT 3050 or equivalent; STAT 4015/5015 recommended. (Offered based on sufficient demand and resources)

**4230 [4340]. Intermediate Econometric Theory. 3.** Covers simple and multiple regression models, problems of estimation, hypothesis and diagnostic testing, dummy variable, autoregressive and distributed lag models, and time-series analysis. The objective is to understand the underlying theory of econometric modeling and obtain operational ability to construct, estimate, and test econometric models. Dual listed with ECON 5230; cross listed with AGECE 4230. *Prerequisites:* ECON 3020, STAT 2050 or STAT 2070, and MATH 2350. (Normally offered spring semester)

**4240. Evolution of Economic Ideas. 3. [WC♦COM3]** Focuses on the most influential economists who have shaped the evolution of economic thinking throughout history. Emphasis is on tracing the evolution of economic

thought into the modern intellectual foundation of economics. Traces changing economic thought from mercantilism through modern paradigms. Restricted to Seniors in Economics, Business Economics, or a concurrent major with Economics. *Prerequisites:* Senior standing and ECON 3010 and 3020, or permission of instructor.

**4350. Game Theory. 3.** Discusses a variety of important concepts from game theory – the study of how individuals interact strategically. The course focuses on the development of students' ability to think strategically. To that end the course covers basic concepts in game theory; notions related to credibility; and notions related to forming and evaluating strategies. *Prerequisites:* ECON 3010 and 3020.

**4360. Seminar in Economics. 1-3 (Max. 6).** An analysis of selected problems of economics theory. Topics vary with student interest and with current stress in economics theory. *Prerequisites:* ECON 3010, 3020. (Offered based on sufficient demand and resources)

**4390 [4320]. Mathematical Economics. 3.** This course provides a broad set of practical tools that allow an analysis of important economic problems. The mathematical tools analyze human behavior and predict the response of economic systems to changes in circumstances and alternative policies, for applications such as investment project evaluation, capacity expansion, production decisions, or demand for various goods. Dual listed with ECON 5390. *Prerequisites:* ECON 3010, 3020, MATH 2205 or 2355.

**4400. Environmental Economics. 3.** The class explores how economics can help guide cost-effective environmental policy. We consider economic growth, the social costs of pollution (water and air), health risks, climate change, loss of biodiversity, and land development/conservation. We consider economic policies such as green taxes, cap-and-trade permit systems, and liability rules. We examine how to value environmental and ecosystem services in a market economy. *Prerequisites:* ECON 3020 and junior standing. (Offered based on sufficient demand and resources)

**4410. Natural Resource Economics. 3.** A study of the economics of the use and protection of renewable and nonrenewable resources. We focus on minerals, fossil fuels, fisheries, water, forestry resources, and ecosystem services. We explore optimal extraction and depletion, conservation, market structure, institutional design, and the role of time, space, and uncertainty. *Prerequisites:* ECON 3020 and junior standing. (Offered based on sufficient demand and resources)

**4420. Seminar: Economics for ENR. 2-4.** For students with little or no background in economics interested in economic perspectives on ENR. Emphasis is on integrated ecology-economics approach to investigate the economics environmental services, biological resources, and the ecosystems that contain them. CBEC and ECON majors cannot earn upper-division economics credit for this course. *Prerequisites:* successful completion of QB and senior standing.

**4430. Energy Economics. 3.** Economics of energy, particularly oil and gas. Includes a discussion of the history of the oil industry, as well as aspects of contemporary markets. Apply a variety of concepts from microeconomics, particularly related to industrial economics. *Prerequisites:* ECON 3020, MATH 2200 or 2350.

**4450. Monetary Theory. 3.** Topics in this course center on theories of the value of money and price levels; central banking theory and policy; international exchange; world monetary institutions. *Prerequisite:* ECON 3010, MATH 2200 or 2350. (Offered based on sufficient demand and resources)

**4520. Public Economics. 3.** Studies the role of government within a market economy. The focus is on how governments fund and provide non-market goods demanded by society, e.g., health care, military, education. Examines public goods, taxation, environmental challenges, affects on economic growth and stability, benefit-cost analysis, and state/local finance. *Prerequisites:* ECON 3010, 3020.

**4530. Computational Economics. 3.** An introduction to computational tools used to analyze economic data and policies. Provides operational knowledge of how to formulate numerical economic models to conduct analyses of consumer behavior, markets, trade, and state and local fiscal administration. Special emphasis on applications to Wyoming problems. Dual listed with ECON 5530. *Prerequisites:* ECON 3020, and one of STAT 2010, 2050, 2070, or 2110.

**4700. Economic Development. 3.** Encompasses the study of institutional and social, as well as economic, mechanisms for modernizing an economy while eliminating absolute poverty. Covers the economic concepts that help us explain why some countries are poor and how economic policies can assist those countries in becoming more developed. Case studies of specific country experiences are presented along with the economic theories in an integrated manner. *Prerequisite:* ECON 3010.

**4710. Why Economies Succeed and Fail.**

**3.** The study of the successes and failures of alternative economic systems; origins, similarities, and differences across capitalist, socialist, and communist systems, including the UW, Chinese, European, Russian, Latin American, and African economies. What does history teach us? Are there different tools to grow economy? Cross listed with INST 4710. *Prerequisites:* ECON 3010; QA. (Offered based on sufficient demand and resources)

**4720. International Trade. 3.** The gains from specialization and trade are studied, as are explanations of trade patterns among countries, policies affecting trade such as tariffs, quotas, tax breaks, subsidies, cartels and price stabilization plans. Topics on labor migration and multinational corporations are covered. *Prerequisites:* ECON 3020 and junior standing. (Normally offered fall semester)

**4740. International Economics and Policy.**

**3.** The focus is on foreign exchange markets, balance of payments analysis and effects of international trade and capital flows on the domestic economy. Policies to correct payment deficits, gold, international liquidity and international financial institutions are studied. *Prerequisites:* ECON 3010 and 3020; QA.

**4800. Labor Economics. 3.** The study of labor supply, labor demand, wage determination, resource allocation and income distribution. Emphasis is on public policy. *Prerequisites:* ECON 3010 and 3020; QA. (Offered based on sufficient demand and resources)

**4820. Industrial Organization and Public Policy.**

**3.** The conduct and performance of market structures is analyzed. Structures include perfect competition, monopolistic competition, oligopoly and monopoly. Special attention is given to the study of strategic behavior in industry. Game theory is introduced. Public policy against monopoly practices is reviewed. *Prerequisite:* ECON 3020 and QA/Q. (Offered based on sufficient demand and resources)

**4840. Public Utility Economics. 3.** The economic foundations of the public utility industries; the theory of public utility rate making; pricing and resource allocation; and the effectiveness of utility regulation. *Prerequisites:* ECON 1010 and 1020; QA. (Offered based on sufficient demand and resources)

**4900. Problems in Economics. 1-4 (Max.**

**4).** Students register as individuals or small groups to study any facet of economics not included in organized courses. Written report required. Limit 6 students per section. *Prerequisites:* ECON 3020 and senior standing, or written consent of instructor.

**4910. Special Topics in Economics. 3 (Max.**

**6).** Topics are extensive in-depth investigations in specialty areas of the instructor(s). Investigations are anticipated to be interdisciplinary and may be in cooperation with non-UW entities. Limit 6 students. *Prerequisites:* STAT 2050, ECON 3020, junior standing, or written consent of instructor.

**5010. Advanced Macroeconomic Analysis.**

**3.** An advanced application of economic theory to complex macroeconomics problems facing the economy of the state and nation, such as inflation, unemployment, and fiscal and monetary policies. *Prerequisite:* ECON 3010, 3020, or equivalent.

**5020. Advanced Microeconomic Analysis.**

**3.** A rigorous course in the analysis of demand and the theory of consumer behavior, supply and the theory of the firm, market equilibrium and stability, and income distribution. *Prerequisite:* ECON 3010, 3020, or equivalent.

**5110. Advanced Topics in Economic Theory.**

**3.** A study of selected topics in modern economic theory. Topics include growth theory, optimal control, dynamics, uncertainty, and game theory. *Prerequisites:* ECON 5010, 5020.

**5115. Time Series Analysis and Forecasting.**

**3.** An applied introduction to time series and forecasting. Brief coverage of time series regression, decomposition methods, and smoothing will lead into a more detailed coverage of Box-Jenkins (ARIMA) modeling. Computer analysis using MINITAB and SAS will be an important part of the course. Dual listed with ECON 4115; cross listed with STAT 5115. *Prerequisites:* STAT 3050 or equivalent, STAT 4015/5015 recommended.

**5120. Advanced Analysis II-Microeconomics.**

**3.** Part of a sequence with ECON 5020. It is advanced microeconomic analysis covering general equilibrium and welfare economics, and advanced topics in consumption and production theory. *Prerequisites:* ECON 5010, 5020.

**5130. Dynamic Optimization.**

**3.** Covers methods for obtaining the optimal choice for economic variables that change over time, including calculus of variations and optimal control. These methods are applied to various dynamic economic problems, including optimal resource extraction, optimal capital allocation, and optimal growth. *Prerequisites:* ECON 5020, 5370.

**5230. Intermediate Econometric Theory. 3.**

Covers simple and multiple regression models, problems of estimation, hypothesis and diagnostic testing, dummy variable, autoregressive and distributed lag models, and time-series analysis. The objective is to understand the underlying theory of econometric modeling

and obtain operational ability to construct, estimate, and test econometric models. Dual listed with ECON 4230; cross listed with AGECE 5230. *Prerequisite:* admission to the Master's Program in Economics.

**5300. Game Theory. 3.** Discusses a variety of important concepts in the application of game theory to modern microeconomics, including Nash equilibrium, subgame perfect equilibrium, and Bayesian Nash equilibrium. Time permitting, the class will also explore some relatively new uses of game theory, including evolutionary games and differential games. *Prerequisites:* admission to the graduate program in Economics and Finance.

**5310. Research Methods. 3.** A variety of topics of importance to the advanced student who is preparing to write his or her dissertation are discussed. *Prerequisite:* admission to the graduate program in Economics and Finance.

**5330. Advanced Mathematical Economics.**

**3.** Study of the principal mathematic techniques used in economic theory and modeling. Taught jointly with ECON 5020. *Prerequisite:* graduate standing.

**5340. Applied Econometrics. 3.** Presents a thorough coverage of the general and normal linear regression models. Then proceeds to deal with the standard methodologies for estimating variations of this model including autocorrelation and heteroskedasticity, extreme multicollinearity, disturbance-related sets of regression equations, simultaneous equation bias, and simultaneous equation models. *Prerequisites:* ECON 3010, 3020 and STAT 2010.

**5350. Advanced Econometrics Theory I. 3.**

Review topics in probability theory and mathematical statistics. Also provides an introduction to the classical linear regression model, estimation, hypothesis testing, and prediction. *Prerequisites:* Calculus and Basic Statistics.

**5360. Advanced Econometrics Theory II. 3.**

Continue the analysis in ECON 5350 and cover topics such as panel data, limited-dependent variables, simultaneous systems, nonlinear models, Bayesian analysis, and time series methods. *Prerequisites:* ECON 5350.

**5370. Advanced Econometric Theory III. 1**

**- 3 (Max 9).** More in-depth coverage of topics in ECON 5350 and 5360. Topics are selected based on current advancements in econometrics and students' research interests and may include generalized method of moments (GMM), nonparametric estimation, state-space models and the Kalman filter, mixed and nested logit models, multinomial discrete-choice models, and simulated maximum likelihood. *Prerequisite:* ECON 5360.

**5380 [5320]. Experimental Methods in Economics. 3.** Accepted experimental techniques in behavioral economics are studied. Critical review of previous experimental work is used to learn proper procedure. The value of subject control and creative construction is stressed. *Prerequisite:* graduate standing.

**5390. Math Microeconomics. 3.** This course provides a broad set of practical tools that allow an analysis of important economic problems. The mathematical tools analyze human behavior and predict the response of economic systems to changes in circumstances and alternative policies, for applications such as investment project evaluation, capacity expansion, production decisions, or demand for various goods. Dual listed with ECON 4390. *Prerequisites:* ECON 3010, 3020, MATH 2205 or 2355.

**5400. Advanced Resource and Environmental Economics. 3.** This course examines how we use economics to sharpen natural resource use and environmental policy. We focus on the behavioral and institutional underpinnings of market success and failures, choice under risk, time, space, conflict, cooperation, incentive design, non-market valuation, and prosperity. *Prerequisite:* ECON 3020, 4400 or consent of instructor.

**5410. Seminar in Advanced Resource and Environmental Economics. 1-3 (Max. 6).** This course explores the modern theory and empirics in environmental and natural resource economics. We focus on cost-benefit analysis, land use, energy, biodiversity protection, climate change, forestry, ecosystem services, fisheries, water, and sustainable development. *Prerequisites:* ECON 4400 and ECON 5020.

**5520. Advanced Public Economics. 3.** This course examines when and what policies maximize welfare, and their distributional impact. It addresses market failures and behavioral biases as potential justifications for government intervention. It also addresses preferences for redistributions, benefit-cost analysis, the economics of taxation, information and nudges. *Prerequisite:* ECON 5010, 5020 or equivalent.

**5530. Computational Economics. 3.** An introduction to computational tools used to analyze economic data and policies. Provides operational knowledge of how to formulate numerical economic models to conduct analyses of consumer behavior, markets, trade, and state and local fiscal administration. Special emphasis on applications to Wyoming problems. Dual listed with ECON 4530. *Prerequisite:* admission to the Master's program in Economics.

**5640. Financial Economics I. 3.** Focuses on theoretical topics. Covers optimal portfolio selection under uncertainty and differential information as well as fundamental theoretical issues in banking and financial intermediation. In the latter part of the semester, students have an opportunity to present one of the assigned articles in class and lead a discussion on it, with active participation by the entire class. *Prerequisites:* PhD-level microeconomics class (5020) and at least one 4000-level finance class.

**5650. Financial Economics II. 1-3 (Max. 6).** Topics include corporate finance, capital structure and the theoretical valuation of financial securities; also, asset pricing and financial econometrics. *Prerequisite:* ECON 5640.

**5700. Advanced Economic Development. 3.** Explores basic growth theory, "economic history" models of economic expansion, theories of natural resource based development and trade-resource models, the role of institutions and public policy in influencing development, and the effects of population, trade and finance on development. *Prerequisites:* ECON 5010, 5020.

**5720. Advanced International Economics. 3.** Studies the economics of trade between nations. Important trade theories are studied along with their empirical evaluation. Time is devoted to the importance of international trade growth. Government trade policies are given theoretical and empirical evaluation. *Prerequisite:* ECON 5020.

**5730. Advanced Regional Analysis. 3.** An advanced study or regional economic models. Included are structural and simulation models, regional growth models, and income estimation models. Emphasis is placed on quantitative analysis of regional growth and development. *Prerequisite:* ECON 3010, 3020 and 4600 or equivalents.

**5820. Advanced Industrial Organization and Public Policy. 3.** An application of market and price theory to concentration, size, competition; antitrust; close-knit and loose-knit combinations; business practices; price leadership and discrimination; delivered pricing; fair trade; unfair competition; and public policy. *Prerequisite:* ECON 5010, 5020, or equivalent.

**5830. Empirical Industrial Organization. 3.** Focuses on methods of analyzing data and testing hypotheses arising in the field of industrial organization. Much of the material builds on concepts introduced in ECON 5020 along with concepts presented in econometrics classes. Although many of the relevant concepts are primarily covered in ECON 5820, this course

can be taken before or without taking ECON 5820. *Prerequisite:* admission to the graduate program in Economics and Finance.

**5890. Seminar in Advanced Economics. 1-3 (Max. 9).** An advanced tutorial-conference course intended to give graduate students experience in research in economic problems. *Prerequisite:* consent of instructor.

**5900. Practicum in College Teaching. 1-3 (Max. 3).** Work in classroom with a major professor. Expected to give some lectures and gain classroom experience. *Prerequisite:* graduate standing.

**5920. Continuing Registration: On Campus. 1-2 (Max. 16).** *Prerequisite:* advanced degree candidacy.

**5940. Continuing Registration: Off Campus. 1-2 (Max. 16).** *Prerequisite:* advanced degree candidacy.

**5959. Enrichment Studies. 1-3 (Max. 99).** Designed to provide an enrichment experience in a variety of topics. Note: credit in this course may not be included in a graduate program of study for degree purposes.

**5960. Thesis Research. 1-12 (Max. 24).** Designed for students who are involved in research for their thesis project. Also used for students whose coursework is complete and are writing their thesis. *Prerequisites:* enrolled in a graduate degree program.

**5990. Internship. 1-12 (Max. 24).** *Prerequisite:* graduate standing.

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## Department of Management and Marketing

College of Business 354, (307) 766-3124

FAX: (307) 766-3488

Web site: [business.uwyo.edu/mgmtmkt](http://business.uwyo.edu/mgmtmkt)

Department Chairman: Ronn Smith

### Professors:

**MARK LEACH**, B.S. University of Arizona 1991; Ph.D. Georgia State University 1998; Professor of Marketing 2016.

**RICHARD C. MCGINITY**, A.B. Princeton University 1966; M.B.A. Harvard Business School 1973; D.B.A. 1980; Bill Daniels Chair of Business Ethics 2007; Professor of Management and Marketing 2009.

**C. MARK PETERSON**, B.A. University of Virginia 1978; M.S. Georgia Institute of Technology 1989; Ph.D. 1994; Professor of Marketing 2014, 2007.

**LINDA PRICE**, B.A. University of Wyoming; M.B.A. University of Wyoming; Ph.D. University of Texas Austin; Professor of Marketing 2020.

**ROBERT D. SPRAGUE**, B.S.B.A. University of Denver 1980; J.D. 1985; M.B.A. University of Southern California 1999; Professor of Legal Studies in Business 2016, 2004.

**Associate Professors:**

**ANDREW ARNETTE**, B.S. Virginia Polytechnic Institute & State University 2000; M.B.A. Virginia Polytechnic Institute & State University 2002; Ph.D. Virginia Polytechnic Institute & State University 2010; Associate Professor of Decision Science 2018, 2012.

**PATRICK M. KREISER**, B.A. John Carroll University 1997; M.B.A. University of Alabama 1999; Ph.D. 2004; Associate Professor of Management and Rile Chair of Entrepreneurship and Leadership 2018.

**GRANT L. LINDSTROM**, B.S. Utah State University 1981; M.B.A. University of Utah 1986; Ph.D. 1989; Associate Professor of Management 1996, 1990.

**ELIZABETH A. MINTON**, B.S. University of Alaska Southeast 2008; M.B.A. Idaho State University 2010; Ph.D. University of Oregon 2014; Associate Professor of Marketing 2018, 2014.

**STEPHANIE A. ONETO**, B.S. University of Nebraska-Lincoln 1999; M.A. University of Houston 2001; Ph.D. 2007; Associate Professor of Marketing 2014, 2007.

**RONN J. SMITH**, B.S. Montana State University 1999; M.A. Montana State University 2000; Ph.D. Washington State University 2004; Associate Professor of Marketing 2020.

**CHASE THIEL**, B.S. Idaho State University 2009; M.S. University of Oklahoma 2009; Ph.D. 2012; Associate Professor of Management 2019, 2016.

**Assistant Professors:**

**MOLLY R. BURCHETT**, B.A. Transylvania University 2009; M.A. University of Kentucky 2014; Ph.D. University of Kentucky 2020.

**MATTHEW FOX**, B.A. Colorado College 2000; M.B.A. University of Nevada 2007; Ph.D. Duke University 2015; Assistant Professor of Entrepreneurship 2018.

**SHAWN T. MCCLEAN**, B.A. Washington State University 2012; M.B.A. Washington State University 2014; Ph.D. Texas A&M 2020.

**NICHOLAS PRINCE**, B.S. Kansas State University 2004; M.B.A. Brigham Young University 2009; Ph.D. University of Illinois Urbana-Champaign 2015; Assistant Professor of Management 2016.

**Academic Professionals:**

**R. CLIFFORD ASAY**, B.S. Brigham Young University 1991; M.B.A. Portland State University 1998; Senior Lecturer 2011, 2006.

**COREY A. BILLINGTON**, B.S. Stanford University 1981; M.S. 1981; Ph.D. 1987; Visiting Professor in Entrepreneurship and Innovation 2015.

**CASEY FROME**, B.S. University of Wyoming 2009; M.P.A. 2014; J.D. 2014; Assistant Lecturer 2018.

**ERIC J. KRSZJZANIEK**, B.A. University of Wisconsin-Stevens Point 2005; M.A. University of Wyoming 2014; Ph.D. 2018; Assistant Lecturer 2018.

**GREG C. LIVINGSTON**, B.A. University of Wyoming 1996; M.A. 2018; Assistant Lecturer 2018.

**KENT NOBLE**, B.S. University of Wyoming 1982; Bill Daniels Distinguished Professor of Business Ethics 2016.

**Professors Emeriti:**

Robert E. Allen, John H. Jackson, Anthony F. McGann, J. Brooks Mitchell, Terri L. Rittenburg, Robert G. Roe, Samuel G. Taylor, Philip E. Varca, Larry R. Weatherford

The Department of Management and Marketing offers programs of study leading to the Bachelor of Science in Business degrees in (1) Management of Human Resources, (2) Marketing, (3) Entrepreneurship, (4) Professional Sales, (5) Business Administration (online only starting Fall 2015). The departmental requirements for each of these degree programs are listed below.

All majors in the Department of Management and Marketing must meet requirements of the advanced business prerequisite for enrollment in upper-division courses, must complete the common body of knowledge courses as listed previously and require a minimum grade of C for courses in their major and MGT 4800.

Students outside the business major may take business courses, and are not held to advanced business standing requirements, but they should first check with the Academic Advising unit of the GJSSC to see if they meet other prerequisites. They oversee the formal petition process that provides non-majors permission to take business courses, and COB/AAC should be the next step in getting permission after getting consent of the instructor.

Business and accounting 3000- and 4000-level courses are reserved for those with junior or senior level standing whether majors or non-majors unless otherwise noted.

**Graduate Study**

The Department of Management and Marketing staffs most of the MBA classes (on-campus and eMBA) although the degree is a college-wide degree. Further, the department offers a Ph.D. in Marketing with an emphasis in Sustainable Business Practices. Some 4000- and 5000-level classes may be counted as graduate classes in other programs.

**Business Administration**

Business Administration major only available online starting Fall 2015. Students who elect to major in the business administration curriculum acquire a comprehensive understanding of business as a whole. Through exposure to all functional areas in business, students will develop broad skills and knowledge. The business administration degree prepares students for a wide variety of career opportunities in business and government.

The Online BSAD degree is a completion-program designed to be enrolled in after you have successfully completed general education and prerequisite business coursework for the first two years of this degree elsewhere. The program allows you to complete the last two years of the degree online at the University of Wyoming. Therefore, the BSAD online degree requires students to have completed Advanced Business Standing (ABS) prerequisite coursework, which can be taken from an accredited Wyoming community college or other university, before completing upper division coursework from the University of Wyoming.

All business administration majors must comply with requirements of the advanced business prerequisites for enrollment in upper-division courses and must complete the common body of knowledge courses as listed previously. All business administration courses for the major require a minimum grade of C (not C-).

In addition to university and college requirements cited previously, requirements for business administration majors include:

<b>Business Administration Core</b> .....	21
ACCT 3240, FIN 3520, DSCI 4240, MGT 3110, 3410, 4340, MKT 4430	
<b>Restricted Electives</b> .....	6
3000-4000-level business	
<b>Free Electives</b> from any college.....	24

A complete curriculum sheet is available from the Academic Advising unit of the GJSSC in Room 60 West of the College of Business Building.

## Decision Sciences

The decision sciences curriculum is designed to serve students with a variety of majors. A minor in decision sciences is available for students wishing to augment their major with quantitative and computer-based decision-making tools. Decision sciences courses emphasize applications to supply chain operations management.

### Decision Sciences (DSCI)

**3210 [OM 3210]. Introduction to Operations and Supply Chain Management. 3.** An introductory course in production and operations management. Typical topics include operations strategy, quality management, facilities location, facilities layout, forecasting, inventory management, production planning, scheduling and project management. *Prerequisites:* IMGT 1400 or equivalent, STAT 2050 or equivalent, MATH 2355 or equivalent, sophomore standing. (EN majors: MATH 2205 and sophomore class standing.)

**4230. Purchasing and Supply Management. 3.** Examines how to manage supply function. Topics include organization, planning procedures, category management, supplier selection, quality, inventory decisions, ethical and profession standards, costing, and price determination. *Prerequisites:* DSCI 3210, junior standing, advanced business standing.

**4240. Computer Applications in Decision Sciences. 3.** A study of decision science topics such as mathematical programming, Monte Carlo simulation, forecasting, project management and decision theory. The applications of computer techniques is emphasized. *Prerequisites:* IMGT 1400 or equivalent, STAT 2010 or equivalent, and junior class standing.

**4250. Revenue Management. 3.** Examines the tools used by many industries in the service sector to maximize revenue, including forecasting demand, overbooking customers, group decision making, how to allocate fixed assets, and control of the overall network. *Prerequisites:* DSCI 3210, advanced business standing, junior class standing.

**4260. Project Management. 3.** Examines the coordination project management activities. This includes the initiation, planning, implementation, control and evaluation of projects. *Prerequisites:* ACCT 2010, MATH 2350 and

STAT 2050 or equivalents in each, grade of C or better in each, junior class standing (EN majors: MATH 2200, ES 1060 or equivalent, junior class standing).

**4270. Logistics. 3.** Presents a synthesis of the principles in logistics activities resident in the supply chain. The course emphasizes how to manage the operation and integration of transportation (inbound and outbound), inventory, warehousing, facility location, customer service, packaging and materials handling. *Prerequisites:* DSCI 3210, junior standing, advanced business standing.

**4280. Supply Chain Management. 3.** Examines the coordination of material flows and information through networks of suppliers, producers, warehouses, and customers that are linked by transportation modes. *Prerequisites:* DSCI 3210, junior standing, advanced business standing.

**4900 [OM 4900]. Problems in Decision Sciences. 1-4 (Max. 4).** Studies, on an individual basis, any decision science topic not included in currently offered courses. *Prerequisites:* DSCI 3210, advanced business standing, senior standing and written consent of instructor.

**5890. Advanced Problems in Decision Science. 1-8 (Max. 8).** An arrangement whereby a student is permitted to develop some advanced phase of decision sciences not offered in the formally structured courses or to investigate a particular decision sciences problem. A written report is required. *Prerequisite:* consent of instructor and acceptance into a graduate program.

### Entrepreneurship major

**Entrepreneurship Core..... 12**  
(ENTR 2700, ENTR 3700, ENTR 4700, ENTR 4750)

**ENTR Elective.....3**  
(MKT 4590, MGT 3110, ENTR 4910)

**Advanced Business Electives {3000+} ...6**  
**Free electives from any college..... 27**

### Entrepreneurship (ENTR)

**2700. Entrepreneurial Mindset. 3.** This course introduces students to entrepreneurial mindsets and concepts essential to success in startups or within established firms. Provides a basic overview of creativity and innovation, and students experience the process of identifying and evaluating ideas and developing them into business opportunities. *Prerequisites:* COM1, sophomore standing.

**3020. Comparison of Entrepreneurial Ecosystems. 3.** The goal of this course is to expose students to different entrepreneurial ecosystems and let them think about how the environment, legal, technical, cultural, and economic, could impact their entrepreneurial endeavors. The class will accomplish this by visiting a developed country and a developing country to learn about the ecosystems and talk with entrepreneurs to see how the forces impacted their startups. Cross listed with ES 3020.

**3700. Innovation, Ideation, and Value Proposition. 3.** This course explores opportunity recognition, innovation, and building value propositions based on customer discovery through interviews, surveys, and other methods. Students learn to develop a lean start-up and build customer focused value propositions. The focus is on rapid hypothesis testing and developing minimum viable products. *Prerequisite:* ENTR 2700.

**4700. Business Model Creation and Launch. 3.** Students build on previous learning to develop a complete business model including sales and marketing strategies, operations, financial forecasts, and partners. Deliverables include a pitch to start-up investors as part of a real-world entrepreneurship experience (for example, an entrepreneurship competition). Students learn primarily through hands-on application of concepts. *Prerequisite:* ENTR 3700.

**4750. Theories of Entrepreneurship. 3.** A broad examination of historical, literary, and business perspectives on entrepreneurship. Students explore the role of individuals, new ventures, and established organizations in the discovery, evaluation, and exploitation of opportunities. Emphasis is on the evolution of entrepreneurship theories over time, and current trends related to the application of these theories. *Prerequisite:* ENTR 3700.

### International Business

The international business curriculum is designed to serve students with a variety of majors. A cross-disciplinary minor in international business is offered to students who want to augment their majors with learning about global management, finance, economics, accounting and/or a study abroad experience.

A curriculum sheet with the international business minor requirements is available from the College of Business Peter M. & Paula Green Johnson Student Success Center in the College of Business building.

## International Business

### (INBU)

**1040 [BUSN 2000]. Introduction to International Business. 3.** A broad survey of the field of international business which introduces basic concepts of international business activity and theory and reviews major foreign environmental forces--financial, economic and socioeconomic, physical, sociocultural, political, legal, labor, competitive and distributive--within the context of strategic management issues. Cross listed with INST 1040.

**3110. Global Business Ethics. 3.** This course will provide students with fundamental grounding in business ethics and corporate social responsibility, including recent developments related to universal principles for ethical business practice. Students will gain tools for ethical decision making in the global context to maintain sustainable businesses for the 21st century. *Prerequisite:* sophomore standing.

**4570 [BADM 4540; BUSN 4540]. Global Business Issues. 1-6 (Max. 6).** Designed to give students a broad overview of current issues in international business. Includes classroom instruction and may include travel to a foreign country and visits to major foreign firms. A written assignment is required. Dual listed with INBU 5570. *Prerequisite:* consent of instructor.

**4900 [BUSN 4900]. Problems in International Business. 1-4 (Max. 4).** Individual projects of a research nature, under direct supervision of a professor. Written report required. *Prerequisite:* consent of instructor.

**4910 [BUSN 4910]. Selected Topics in International Business. 3.** For advanced students; consists of an in-depth study of a selected area of international business. Specific area(s) to be considered in any given semester are printed in the class schedule. Topics may include globalization and business, international accounting, international management and negotiation, or topics related to doing business in a particular country or region. *Prerequisites:* junior standing and other courses, as appropriate, for specific area/topic being covered.

**4920 [BUSN 4920]. International Business: Study Abroad. 1-6 (Max. 6).** Credit for course work related to international business undertaken at foreign institutions. Students are responsible for submitting course materials for evaluation for credit by College of Business faculty prior to enrolling. Students arrange for the foreign institutions to send performance evaluations to the Peter M & Paula Green Johnson Student Success Center. *Prerequisite:* consent of department head.

**5570 [BADM 4540; BUSN 5540]. Global Business Issues. 1-6 (Max. 6).** Designed to give students a broad overview of current issues in international business. Includes classroom instruction and may include travel to a foreign country and visits to major foreign firms. A written assignment is required. Dual listed with INBU 4570. *Prerequisite:* consent of instructor.

## Management of Human Resources

The Management of Human Resources major is an experiential program designed to help students learn how to develop and manage the human capital of an organization. More organizations are moving toward an understanding that employees are a resource that can be developed into a distinct competitive advantage to ensure organizational success, sustainability, and reputation. Students will be prepared to create policies and practices for effective recruitment, socialization, training, development, compensation, performance management, career planning, and employee relations. Moreover, this major will help employees understand the core purposes of the area of human resource management, which are: (1) recognize the potential of individuals for and within an organization and (2) structure a positive, supportive, constructive work environment that will enable employees to work at their optimal capacity and achieve organizational goals. Students in this major will be prepared to work in a variety of human resource capacities and in other key positions related to employee management, and will understand principles for facilitating others success.

All management of Human Resources majors must comply with requirements of the advanced business prerequisites for enrollment in upper-division courses and must complete the common body of knowledge courses as listed previously. All management courses for the major require a minimum grade of C (not C-).

### Management of Human Resources Requirements

In addition to university and college requirements cited previously, requirements for majors in Management of Human Resources include the following (21 credit hours.)

<b>Management of Human Resources Requirement</b>	
MGT 3410.....	3
MGT 3420.....	3

MGT 4220.....	3
MGT 4240.....	3
HR Approved Elective (3000-level or higher)*.....	3

### Advanced Business Electives

Any Business Course (3000-level or higher)*.....	3
Any Business Course (3000-level or higher)*.....	3

### Major Total Credits 21

\*Approved Electives for the Management of Human Resources Major: MGT 4430; MGT 4260; MGT 4910.

A complete curriculum sheet is available from the College of Business Peter M. & Paula Green Johnson Student Success Center in Room 60 West of the College of Business Building.

## Management (MGT)

**USP Codes are listed in brackets by the 2003 USP code followed by the 2015 USP code (e.g. [QB♦Q]).**

**1040 [2010, BADM 1040]. Legal Environment of Business. 3.** Provides a broad overview of business-related legal topics. Students are familiarized with courts and alternative dispute resolution, constitutional law, torts, contracts, intellectual law, criminal law, and cyber law.

**2600 [BADM 2600]. Internship in Business. 1-4.** Provides students with practical business knowledge and a perceptual basis for later coursework. Students work as interns in operating organizations. *Prerequisite:* Approved internship application through the Peter M. & Paula Green Johnson Student Success Center and a minimum GPA of 2.5.

**3110 [BADM 3210]. Business Ethics. 3.** Studies the cognitive, social, behavioral, and corporate processes affecting individual, group, and organizational judgments in morally questionable situations. Through analysis students understand what factors give rise to and influence ethical issues and how organization values precipitate ethical behavior among employees. *Prerequisites:* sophomore standing.

**3210. Management and Organization. 3.** An introduction to the theory and practice of management with emphasis on individual and small group behavior, design and structure of organizations, relationship between the organization and its environment and statistical and quantitative skills used in examination of management processes. Also covers interpersonal communications, ethics and international management. *Prerequisite:* sophomore standing and completion of COM1.

**3410 [4410]. Human Resources Management. 3.** A study of the formal systems used to manage people at work. Emphasis is on concepts and procedures of EEO, diversity, job analysis, job evaluation, wage and salary administration, performance evaluation, safety, employee services and fringe benefits. *Prerequisites:* MGT 3210 and advanced business standing.

**3420 [4420]. Organizational Behavior and Leadership. 3.** An interdisciplinary study of individual, group, and organizational processes that affect employee behavior at work. Prepares students for various managerial roles by synthesizing successful leadership practices in both domestic and international settings and by examining critical areas such as individual differences, organizational politics and culture. *Prerequisites:* MGT 3210 and advanced business standing.

**3460. International Management. 3.** This course examines the environmental, cultural, political, legal, and operational challenges facing managers in doing business across international borders. *Prerequisites:* INBU 1040 or junior standing.

**4220. Talent Acquisition. 3.** In Human Resource Management one core function is recruiting and selecting the best talent to drive organizational success. Students will learn how to analyze jobs and develop recruitment plans to find qualified individuals, how to conduct professional and valid interviews, and how to successfully onboard employees into the organization. *Prerequisites:* MGT 3410 and junior class standing.

**4240. Performance and Compensation. 3.** In Human Resource Management the management of employee performance and compensation are key functions that drive organizational success. This course helps students become familiar with total compensation systems, including intrinsic and extrinsic rewards, base and variable pay, and benefits, and their relationship with employee performance and satisfaction. *Prerequisite:* MGT 3410 and junior class standing.

**4260. Training and Development. 3.** In Human Resource Management training employees in the latest technical and managerial skills and helping them gain developmental experiences helps drive organizational success. Students will learn how to recognize training and developmental needs, how to develop employee training systems, and how to implement these training systems. Additionally, students will learn about career and leader development. *Prerequisite:* MGT 3410 and junior class standing.

**4340 [BADM 4340]. Law for Managers. 3.** Provides an overview of laws and legal issues associated with managing a business, incorporating aspects of sustainable business practices. Topics include agency and employment, business organizations, including securities laws and corporate governance standards, government regulation of businesses, including environmental/sustainability regulations, and an introduction to international law and global economy. *Prerequisite:* MGT 1040 or equivalent and junior class standing.

**4350 [BADM 4350]. Commercial Law. 3.** A study of the basic principles of commercial law, including property, sales, negotiable instruments, secured transactions, creditors' rights and bankruptcy. *Prerequisites:* MGT 1040 or equivalent and junior class standing.

**4360. Business Law for Entrepreneurs. 3.** A survey of the various legal issues confronted by entrepreneurs, particularly related to new ventures. *Prerequisite:* MGT 1040 and junior class standing.

**4370. Employment Law. 3.** Provides a comprehensive foundation for understanding the law as it relates to the employer-employee relationship. This course will provide students the legal background necessary to make better decisions both as a worker as well as a manager of other. *Prerequisites:* MGT 1040 or equivalent, junior standing.

**4430. Organization Design and Change. 3.** Examines organizations, what they are, how they operate and are structured and how they can be changed. Focus is on macro managerial issues in the design and change of work organizations. *Prerequisites:* MGT 3210, MGT 3410, MGT 3420; advanced business standing.

**4455. Systems Analysis and Design. 3.** Concerned with the analysis, management, and conceptual design of information systems. Specific topics include systems planning, requirements analysis, business process modeling and redesign, flexibility analysis, alternative analysis, and architectural selection and design focused on supporting an organization's business requirements through various system design methodologies. Cross listed with IMGT 4455. *Prerequisite:* IMGT 1400, ABS and junior class standing.

**4470. Negotiations and Conflict Resolution. 3. [(none)◀▶]** Focuses on all aspects of formal managerial negotiation including dealings with suppliers, buyers, unions and etc. Also examined are the theory and practice of interpersonal negotiation. Conflict resolution is approached by identifying types and sources of conflict, organizational parameters of conflict, as well as resolution skills and behavior.

*Prerequisites:* MGT 3210, MGT 3410, MGT 3420; advanced business standing.

**4500 [BADM 4500]. Employee to Entrepreneur. 3.** Investigates considerations relating to leaving current employment, ethical dilemmas, skills needed to launch a new business, importance of cash flow and financing start-up, personal rewards and costs of entrepreneurship, and an overview of business plan context. *Prerequisite:* Sophomore standing.

**4510 [BADM 4510]. New Entrepreneurial Venture. 3.** Focus is on creating a successful business concept and determining its feasibility in the context of a rapidly changing global business environment. Students research, analyze and present a new business concept, which may evolve into a comprehensive business plan. *Prerequisites:* MGT 3210, ACCT 2010, junior standing.

**4550. Family Business and Corporate Venturing. 3.** Investigates the organizational life cycle using a dual focus of family business and new ventures within established organizations. Topics include start-up considerations, organizational form, cash flow and financing, family dynamics, and identifying appropriate ventures for enhanced organizational growth. Ownership succession and exit strategies are also discussed. *Prerequisites:* advanced business standing and junior standing.

**4560. Entrepreneurial Accounting and Finance. 3.** Expand business knowledge by focusing attention on accounting and finance concerns that are vital to new ventures. Focuses on issues that must be addressed to assist these businesses in meeting their objectives of growth, preparation for a public offering, and exit strategies. *Prerequisites:* ACCT 2010, FIN 3250, MGT 3210.

**4600. Advanced Internship in Business. 1-4.** Provides students with practical business knowledge, policy, procedure, and decision making. Students work as interns in operating organizations. *Prerequisites:* MKT 3210, MGT 3210, FIN 3250, Advanced Business standing, approved internship through the Peter M. & Paula Green Johnson Student Success Center.

**4800. Business Strategy and Policy. 3. [(none)◀▶COM3]** A capstone course designed to integrate prior courses into a general manager's overall organization perspective. Coverage will emphasize strategic management models which provide frameworks that assist in this task and integrate those internal organization factors with the firm's environment. *Prerequisites:* ACCT 2010, 2020, MGT 1040, DSCI 3210, FIN 3250, MGT 3210, MKT 3210,

STAT 2010 or equivalent, advanced business standing, and senior standing. To be taken graduating semester of senior year.

**4900. Problems in Management. 1-4 (Max. 4).** Studies, on an individual basis, any phase of management not included in the organized course. Written report required. *Prerequisites:* senior standing, advanced business standing, and written consent of instructor.

**4910. Selected Topics in Management. 3 (Max. 6 seniors; M.S. and Ph.D. 9).** A course for advanced students treating contemporary problems in management and administration. Specific area(s) to be considered in a given semester will be printed in the class schedule. *Prerequisites:* junior standing and other courses, as appropriate, for specific area/topic being covered. Obtain permission and specific listing of prerequisites for enrollment from the GJSSC before registering.

**5600. Graduate Internship in Business. 1-4 (Max. 6).** Provides student with practical business knowledge, policy, procedure and decision making. Student works as intern in operating organization. *Prerequisite:* 12 hours of graduate preparatory courses and consent of instructor; accepted in a graduate program.

**5890. Advanced Problems in Management. 1-8 (Max. 8).** An arrangement whereby a student is permitted to develop some advanced phase of management not offered in the formally structured courses, or to investigate a management problem. A written report is required. *Prerequisite:* 9 hours in management including one 5000-level course, accepted in a graduate program and consent of instructor.

## Marketing

Marketing is a societal process and a set of organizational functions for creating, communicating, and delivering value to customers and for managing relationships in ways to benefit local and global stakeholders. Marketing majors are employed in a wide variety of industries and governmental agencies where understanding and managing customer relationships are critical. Students find jobs in market research, advertising, public relations, professional selling, non-profit marketing, product management, retailing, digital marketing and brand management.

### Marketing

In a addition to university and college requirements cited previously, requirements for marketing majors include the following (21 credits).

<b>Marketing Major</b>	
MKT 4240.....	3
MKT 4520.....	3
MKT 4450.....	3

<b>Marketing Approved Elective Courses</b>	
(3000-level or higher)*.....	3
(3000-level or higher)*.....	3

<b>Advanced Business Electives</b>	
Any Business Course	
(3000-level or higher).....	3
Any Business Course	
(3000-level or higher).....	3

**Major Total Credits 21**

\*Approved Electives for the Marketing Major: MKT 4230, MKT 4440, MKT 4540, MKT 4590, MKT 4910, SELL 3310

A complete curriculum sheet is available from the College of Business Peter M. & Paula Green Johnson Student Success Center in Room 60 West of the College of Business Building.

## Doctoral Program

### *Doctor of Philosophy in Marketing*

The Department of Management and Marketing offers a program leading to a Doctor of Philosophy in Marketing, with an emphasis in sustainable business practices. The program of study draws from extant marketing theory, primarily in consumer behavior, combined with studies in the basic sciences (e.g., anthropology, psychology, sociology) and other applied sciences (e.g., environmental sciences) to create a base of knowledge acceptable for marketing scholarship in higher education, and a depth of knowledge conducive to a stream of publishable research in a specific topic area. Theoretical development is supplemented with course work in the gathering and analysis of qualitative and quantitative data, which prepares the student for rigorous exploration of marketing phenomena related to sustainable business practices. Students are required to complete 72 semester hours and a scholarly dissertation that contributes to the knowledge foundations in marketing and contributes to the basic sciences that informed the inquiry. Semester hours will include core marketing classes, outside elective courses in statistics, basic social sciences, and/or interdisciplinary studies in environmental and natural resources, and dissertation work. First and second year research projects are also required, aimed at the student having published articles in respected marketing and social science journals before program completion. Comprehensive exam is completed at the end of the second semester.

All doctoral students are expected to teach while enrolled in the program. The program is designed to give students a strong research background and intensive teaching experience.

We begin accepting applications in October for the following fall semester. All completed applications must be submitted by February 1st. Admission requirements include:

- A Bachelor's Degree and (be working toward or have completed) a Master's Degree from an accredited institution, preferably in business or a core social science discipline
- Completed application (i.e., all required materials submitted) on the UW Graduate Programs Applications system
- Copies of all undergraduate and graduate program transcripts scanned and uploaded to the UW system, and official transcripts from each post-secondary institution attended submitted to the UW admissions office
- A valid GRE or GMAT score. A scanned copy of the unofficial results must be uploaded to the UW system, and official scores must be requested from the testing organization and sent to UW
- Three strong letters of recommendation from research-active academicians. The letters must be uploaded by the recommenders to the UW system in MS Word or .pdf format. Please use this form
- A personal statement summarizing your interest in pursuing doctoral studies and speaking to questions or issues you wish to research. This document must be uploaded to the UW system as an MS Word or .pdf document
- For international students, Test of Foreign Language (TOEFL) scores are required. A scanned copy of the unofficial results must be uploaded to the UW system, and official scores must be submitted to UW from the testing organization. A minimum TOEFL score of 76 (online) or 540 (paper) is required for admission
- \$50 application fee paid to University Admissions

## Marketing (MKT)

USP Codes are listed in brackets by the 2003 USP code followed by the 2015 USP code (e.g. [QB♦Q]).

**1101. First-Year Seminar. 3. [(none)♦FYS]**

**3110 [4610]. Marketing Ethics. 3.** This course examines ethics and social responsibility in marketing. With some grounding in moral reasoning, students explore application of ethical frameworks to various aspects of marketing, including marketing research, target market selection, and marketing mix decisions. Integrative models for incorporating ethics into marketing decision making are applied. *Prerequisite:* MKT 3210, sophomore standing.

**3210. Introduction to Marketing. 3.** An investigation of the marketing discipline with emphasis on vocabulary; principles; functional interrelationships; marketing strategies, practices and problems in national and international environments. *Prerequisite:* sophomore standing and completion of COM1.

**3310 [4210]. [(none)♦COM2] Professional and Technical Selling. 3.** This Professional Selling class focuses on business-to-business selling. It examines Organizational Buying Behavior to develop students' understanding of customers. It also investigates the process salespeople go through when presenting solutions to customers. This course is for students from various disciplines wanting to explore sales-focused opportunities within their field of study. Cross listed with SELL 3310. *Prerequisite:* COM1 and sophomore class standing.

**4230. Integrated Marketing Communication. 3.** Introduction to integrated marketing communication, the coordination of an organization's advertising and promotional efforts. Emphasis on how marketing communication is used by organizations to further their marketing objectives. Among the tools available to the integration process are advertising, sales promotion, personal selling, sponsorship marketing, and public relations. *Prerequisites:* MKT 3210, advanced business standing.

**4240. Consumer Behavior. 3.** A study of the dimensions of the consumer market and decision-making processes of consumers through analyzing economic, personal, social and situational influences on the consumer market and on buying behavior. *Prerequisites:* MKT 3210, junior class standing.

**4250. Digital Marketing. 3.** This is an investigation of the digital marketing discipline with an emphasis on e-commerce models, online advertising, digital consumer behav-

ior, privacy considerations, website structure, search engine optimization and social media marketing. *Prerequisite:* MKT 3210 and junior class standing.

**4310. Advanced Selling. 3.** This course provides students in-depth study of advanced sales concepts including relationship management, problem solving, negotiation, and proposal writing. It also explores the use of data-based decision making and the use of selling technologies. Students will learn how to use data to sell to both resellers and manufacturers. Cross listed with SELL 4310. *Prerequisites:* MKT/SELL 3310 and junior class standing.

**4320. Sales Force Strategies. 3.** This class will examine the linkages among management of the sales function, personal selling activities, and the marketing area. Students will gain an understanding of the role of the sales force in achieving of the firm's marketing, customer relationship, and revenue objectives. Cross listed with SELL 4320. *Prerequisites:* MKT/SELL 3310 and junior class standing.

**4330. Sales Seminar. 3.** This course provides students in-depth study of advanced, and cutting edge sales and sales management concepts presenting by top talent in industry. While topic can vary, this seminar teams students with industry experts to explore state-of-the-art thinking in technical sales, sales management, sales training, compensation, and team selling. Cross listed with SELL 4330. *Prerequisites:* MKT/SELL 3310 and junior class standing.

**4430. Marketing Management. 3.** Analysis of policy-making and operating decisions of the marketing manager and the tools available to aid in solving marketing problems. *Prerequisites:* MKT 3210, MGT 3210, STAT 2010 or equivalent.

**4440. Services Marketing. 3.** This course is designed for students who may be interested in working in service industries and will address the distinct needs and problems of service firms in the area of marketing. *Prerequisites:* HOSP 2000 or MKT 3130.

**4450. Advanced Marketing Management. 3. [(none)♦]** Capstone course for marketing majors and minors designed to integrate prior marketing courses. Primary focus is on utilizing marketing concepts and tools in a strategic marketing decision-making context. *Prerequisites:* MKT 3130, MKT 4520, junior class standing.

**4520. Marketing Research and Analysis. 3.** Investigation of the systematic procedures and tools of research available to the marketing researcher, including a survey of contemporary practices. *Prerequisites:* MKT 3210, junior class standing.

**4540. International Marketing. 3.** Approaches the topic of international marketing from a managerial perspective. Exposure to world environmental characteristics and interdependencies, as well as objectives, strategies and tactics of marketing goods and services to various countries and cultures. Cross listed with INST 4540. *Prerequisite:* MKT 3210 and junior standing.

**4590. Sustainable Business Practices. 3.** A close look at what is happening in business practice today through the 'lens' of sustainability. Business models and systems will be discussed and a framework proposed for assessing the ways in which principles of sustainability may be embedded within corporate strategy. Cross listed with INST 4590; dual listed with MKT 5590. *Prerequisites:* advanced business standing.

**4600. Campus Sustainability. 3.** Uses campus as a setting to explore long-term environmental, economic, and social sustainability theory and practice. Students design and implement a semester-long project to improve sustainability of the UW campus. Interdisciplinary and appropriate for students of all disciplines. Dual listed with MKT 5600; cross listed with ENR 4600. *Prerequisite:* advanced business standing for COB majors, junior standing for non-COB majors.

**4900 Problems in Marketing. 1-4 (Max. 4).** Studies, on an individual basis, any phase of marketing not included in the organized courses. A written report is required. *Prerequisites:* advanced marketing courses as appropriate, advanced business standing; requires written consent of instructor.

**4910. Selected Topics in Marketing. 3 (Max. 6).** A course for advanced students treating contemporary problems in marketing related areas. Specific area(s) to be considered in a given semester will be printed in class schedule. *Prerequisites:* junior standing and other courses, as appropriate, for specific area/topic being covered. Obtain permission and specific listing of prerequisites for enrollment from the Academic Advising unit of the GJSSC before registering.

**5250. Behavioral Theory I. 3.** Expose doctoral students to prospective outcomes on consumer behavior that draw from a variety of disciplines, including marketing, psychology, decision theory, sociology, and cultural anthropology. Students also learn about the different methods researchers employ to study consumers.

**5280. Behavioral Theory II. 3.** This seminar provides a sampling of consumer research rooted in psychological theories and frameworks. The historical development of consumer behavior in marketing cognitive and related contributions to marketing though development will be explored.

**5350. Marketing Models. 3.** Familiarizes students with quantitative modeling approaches to address a variety of marketing problems. The focus is on the nature, relevance, and properties of mathematical models and analytical methods that are employed to address various types of marketing decisions. Students must be accepted into the graduate program.

**5450. Marketing Theory I. 3.** The purpose of this class is to provide students with an in-depth understanding of the role and development of theory in marketing and related disciplines. Students must be accepted into the graduate program.

**5590. Sustainable Business Practices. 3.** A close look at what is happening in business practice today through the lens of sustainability. Business models and systems will be discussed and a framework proposed for assessing the ways in which principles of sustainability may be embedded within corporate strategy. Cross listed with INST 5590; dual listed with MKT 4590. *Prerequisite:* advanced business standing.

**5600. Campus Sustainability. 3.** Uses campus as a setting to explore long-term environmental, economic, and social sustainability theory and practice. Students design and implement a semester-long project to improve sustainability of the UW campus. Interdisciplinary and appropriate for students of all disciplines. Dual listed with MKT 4600; cross listed with ENR 5600. *Prerequisite:* advanced business standing for COB majors, junior standing for non-COB majors.

**5890. Advanced Problems in Marketing. 1-8 (Max. 8).** An arrangement whereby a student is permitted to develop some advanced phase of marketing not offered in formally structured courses, or to investigate a marketing problem. A written report is required. *Prerequisite:* 9 hours in marketing including one 5000-level course, written consent of instructor, accepted in a graduate program.

**5940. Continuing Registration: Off Campus. 1-2 (Max. 12).**

**5980. Dissertation Research. 1-12 (Max. 42).** Designed for students who are involved in research for their dissertation project. Also used for students whose coursework is complete and are writing their dissertation. *Prerequisites:* enrolled in a graduate degree program.

## Professional Sales Major

The Professional Sales major prepares students to manage business clients of for-profit and nonprofit organizations. Specifically, this major provides business students with coursework and opportunities to equip themselves with essential knowledge and skills required to begin professional careers in sales. Careers in sales offer independence, ample financial reward, personal growth and opportunities for rapid advancement within organizations. Students that pursue a degree in professional sales will be challenged with industry engagement opportunities such as internships, and sales competitions. Students experience rigorous classroom experiences designed to develop the knowledge and practical skills needed to succeed during the first years of their sales careers including: oral and written communication skills, selling techniques and networking, the use of sales technology and customer information, and sales pipeline management.

All professional sales majors must comply with requirements of the advanced business prerequisites for enrollment in upper-division courses and must complete the common body of knowledge courses as listed previously. All professional selling courses for the major require a minimum grade of C.

In addition to university and college requirements cited previously, requirements for majors in professional sales include the following. (21 credit hours):

Professional Sales Requirement	
SELL 3310 .....	3
SELL 4310 .....	3
SELL 4320 .....	3
SELL 4330 .....	3

Advanced Business Electives	
Professional Selling Approved Course (3000-level or higher)* .....	3
Any Business Course (3000-level or higher) .....	3
Any Business Course (3000-level or higher) .....	3

**Major Total Credits 21**

\*Approved Electives for the Professional Sales Major: MGT 4470, DSCI 4230, DSCI 4280, DSCI 4260, FIN 4250, SELL 4910.

## Professional Sales (SELL)

USP Codes are listed in brackets by the 2003 USP code followed by the 2015 USP code (e.g. [QB♦Q]).

**3310. [(none)♦COM2] Professional and Technical Selling. 3.** This Professional Selling class focuses on business-to-business selling. It examines Organizational Buying Behavior to develop students' understanding of customers. It also investigates the process salespeople go through when presenting solutions to customers. This course is for students from various disciplines wanting to explore sales-focused opportunities within their field of study. Cross listed with MKT 3310. *Prerequisite:* COM1 and sophomore class standing.

**4310. Advanced Selling. 3.** This course provides students in-depth study of advanced sales concepts including relationship management, problem solving, negotiation, and proposal writing. It also explores the use of data-based decision making and the use of selling technologies. Students will learn how to use data to sell to both resellers and manufacturers. Cross listed with MKT 4310. *Prerequisites:* MKT/SELL 3310 and junior class standing.

**4320. Sales Force Strategies. 3.** This class will examine the linkages among management of the sales function, personal selling activities, and the marketing area. Students will gain an understanding of the role of the sales force in achieving of the firm's marketing, customer relationship, and revenue objectives. Cross listed with MKT 4320. *Prerequisites:* MKT/SELL 3310 and junior class standing.

**4330. Sales Seminar. 3.** This course provides students in-depth study of advanced, and cutting edge sales and sales management concepts presenting by top talent in industry. While topic can vary, this seminar teams students with industry experts to explore state-of-the-art thinking in technical sales, sales management, sales training, compensation, and team selling. Cross listed with MKT 4330. *Prerequisites:* MKT/SELL 3310 and junior class standing.

## Master of Business Administration (MBAM)

MBA Programs Office

1000 E. University Ave., Dept. 3275

Laramie, WY 82071

(307) 766-2449

Email: [mba@uwyo.edu](mailto:mba@uwyo.edu)

Web site: [www.business.uwyo.edu/mba](http://www.business.uwyo.edu/mba)

MBA - General

MBAE - Energy Management

MBAF - Finance

### Program Overview

The UW MBA Program delivers professional management education that connects principles, concepts, and intense case analysis with real world experience as tools for making business decisions. Students will develop leadership and managerial skills. UW MBAs will possess the education and training to compete in today's rapidly changing global business world.

Class sizes are small and diverse. Courses are taught by a select group of business faculty members. The total program experience (both inside and outside the classroom) is designed to provide experiential learning along with access to powerful networks.

### Admission Requirements

A Faculty Admissions Committee, chaired by the Director of the MBA Program, will review all applications. Application to the program is open to students who have a baccalaureate degree from an accredited university or college. Students with a baccalaureate degree in a business discipline or business administration are eligible for the program, but will not be allowed to waive any of the core course requirements.

Applicants must provide official academic transcripts, GMAT or GRE test results, two letters of recommendation, and a current resume.

Students whose native language is not English must submit TOEFL results. There are no exceptions for students from other UW colleges and schools seeking dual degrees. If an international applicant wishes to be considered for GA funding, the applicant should also submit the results of an Oral Proficiency Interview (OPI). Please contact the UW English Language Center (<http://www.uwyo.edu/elc/>) if you have questions regarding the English proficiency requirements.

Please be advised that our program includes significant class discussion, substantial daily reading, many written assignments, and presentations.

### Attainment of minimum requirements does not guarantee admission

- Completed UW Graduate Application and nonrefundable application fee: [www.uwyo.edu/admissions/apply.html](http://www.uwyo.edu/admissions/apply.html)
- Bachelor's degree from a regionally accredited university or college
- A cumulative undergraduate GPA of 3.000, preferred. Based on a 4.000 scale.
- GMAT or GRE exam scores
- Two (2) letters of recommendation
- Professional resume
- An interview will be requested upon completion of the application. On-campus preferred, but interviews can also be arranged via telephone or video conference.
- Official transcripts from each institution attended. Transcripts should be sent directly to UW Admissions.

Applications for each Fall term are accepted until June 30th the year of planned enrollment.

### Additional International Student Admission Requirements:

- Sufficient financial resources as established by the University of Wyoming.
- A minimum TOEFL score of 100 on the Internet-based exam. TOEFL scores are valid for two years. IELTS scores can be submitted in place of the TOEFL with a minimum score requirement of 7. An applicant whose native language is English and is a citizen of one of the following countries or has earned a university level degree from a school in one of the following countries *may* be exempt from providing additional proof of English proficiency. Antigua & Barbuda, Bahamas, Belize, Grenada, Guyana, Jamaica, St. Kitts & Nevis, St. Lucia, Dominica, St. Vincent & the Grenadines, Trinidad & Tobago, Australia, Bermuda, Canada (all provinces except Quebec), Ireland, New Zealand, and the United Kingdom.

\*Note: Prerequisite coursework and the GMAT/GRE may be waived based on a case-by-case basis. Please refer to [www.uwyo.edu/](http://www.uwyo.edu/)

[mba/degree-programs/campus-programs/admission-requirements.html](#) or contact the MBA Program Office for more information.

\*Important: Attainment of minimum requirements does not guarantee admission.

### Degree Requirements

- 47 to 59 credit hours of graduate credit (38 hours of required Core MBA courses plus 9 to 21 hours of track courses), including participation in all MBA Program activities (orientation, the MBA Executive Leadership Program, Professional Development, Experiential Leadership Program, etc.) Please note: students enrolled in any dual degree MBA program are required to complete all MBA participation activities and the core 38 credit hours of coursework.
- This is a cohort based program. The course sequence is highly-structured and all course requirements must be completed in their prescribed manner. Course sequence is subject to change, in extremely rare circumstances, at the discretion of the MBA Director.
- Maintain good academic standing at the program and university level and receive no letter grade of D or F. If a letter grade of D or F is received student will be immediately dismissed from the program.

### Course of Study

*(sequence subject to change only at the direction of the MBA Program Director)*

#### Pre-Term 1

Students participate in an orientation, an experiential leadership program, and the Jackson Leadership Conference. Students may also receive pre-term assignments for the Fall 1 core courses as well as pre-term prep course material.

#### Fall 1: MBA Core (16 credit hours)

- MBAM 5108 MBA Financial Accounting. 3.
- MBAM 5103 Business Research Methods. 3.
- MBAM 5107 Decision Making I. 1.
- MBAM 5202 #304 Data and Modeling. 3.
- MBAM 5106 Professional Development I. 0.
- MBAM 5309 Managerial Economics I. 3.
- MBAM 5104 Org. Behavior & HRM. 3.

**Spring 1: MBA Core (16 credit hours)**

- MBAM 5208 Managerial Accounting. 3.
- MBAM 5204 Financial Management. 3.
- MBAM 5207 Marketing Management. 3.
- MBAM 5203 Entrepreneurial Management. 3.
- MBAM 5102 Operations Management. 3.
- MBAM 5206 Professional Development II. 0.
- MBAM 5209 Decision Making II. 1.

**Summer: MBA Core (3 credit hours)**

- MBAM 5301 MBA Summer Project. 3. (estimated May – July)

**Pre-Term 2**

Students will participate in the Jackson Leadership Conference for a second time and may receive pre-term coursework for Fall 2 courses.

**Fall 2: Core (3 credits)**

- MBAM 5305 Strategic Management #304. 3. \*includes international travel

**Fall 2: Track Specific Courses (9 credits)****Spring 2: Track Specific Courses (12 credits)****MBA-MBA Track Courses (Fall Only)**

- Any 9 credit hours of MBAM coursework. Other graduate elective courses can be considered, but must be approved by the MBA Program Director.

**MBA-MBAE Track Courses (Fall or Spring)**

- MBAM 5503 Fund Accounting Energy Industry. 3.
- MBAM 5502 Energy Finance: Project Evaluation. 3.
- MBAM 5504 Supply Chain Mgmt in the Energy Ind. 3.
- MBAM 5501 Energy Econ. and Public Policy. 3.
- MBAM 5800:Topic:Oil and Gas Law. 3.
- MBAM 5506 Energy Finance: Energy Trading, Hedging and Securities. 3.
- MBAM 5508 Marketing and Sustainable Consumption. 3.

**MBA-MBAF Track Courses (Fall or Spring)**

- MBAM 5303 International Business. 3.
- MBAM 5401 Investment Management and Analysis. 3.
- MBAM 5402 Corporate Finance & Governance. 3.
- MBAM 5502 Energy Finance: Project Evaluation. 3.

- MBAM 5506 Energy Finance: Energy Trading, Hedging and Securities. 3.
- MBAM 5800: Topics: Valuation. 3.
- MBAM 5800 Topics: Risk Management. 3.

**Dual Degree Programs**

The following dual degree programs are available:

- MS in Engineering / MBA
- Pharm. D. /MBA
- J.D. / MBA
- International MBA (Pforzheim University)

Students will need to be admitted to both degree programs. The MBA Core courses are required of all students, including the Capstone course in the second fall term. At the completion of all graduate studies, students will receive two degrees.

Students interested in a dual degree must meet all MBA admission requirements and respective college/department requirements.

**Dual Degree Requirements**

MBA Core (38 credit hours - Fall 1, Spring 1, MBAM 5301, and Fall 2 capstone MBAM 5305). The 9 additional credit hours required to reach a total of 47 MBA degree credit hours are shared electives between dual degree programs for JD/MBA, MS/MBA and PharmD/MBA.

**Additional Information****Tuition & Fees**

Tuition and fee charges will include required program events/activities. Textbooks are not included.

**MBA Executive Leadership Program**

Students participate in weekly meetings (primarily on Fridays) with business leaders from a wide variety of industries (business, government, and non-profit entities). The program takes place mostly on campus, but does include some travel. This program supplements the class work, provides discussion and learnings of business challenges, opens the students' horizons on career opportunities, and provides long-term networking opportunities.

**Experiential Learning Project**

The required Summer Experiential Learning project will give students the opportunity to address real-world strategic issues for business, government, and non-profit entities. The project will be administered from the UW campus and students will have access to COB

facilities to perform analyses, develop recommendations, and prepare a written and oral presentation to senior management. Students will travel to company sites and other locations for data collection and interviews, as appropriate. College faculty will participate in these projects as mentors. Students cannot take any other courses during the summer experiential learning project.

**Experiential Leadership Program**

Students focus on improving leadership competence and focus on teamwork outside of the typical business element. This experience has been tailored to represent an experiential case study on effective leaders and effective teams.

**Jackson Leadership Conference**

Exclusive leadership development event for MBA students to network with an astute panel of individuals with proven business success. Topics usually focus on the global economy and strategic planning.

**Track Courses**

9 to 21 credit hours of coursework determined by the student's track. Courses for dual degree students will be determined by both colleges and/or departments.

**Online MBA Program**

Students enrolled in the campus MBA programs may, on a case-by-case basis, apply credits from the Online MBA Program (courses with a MBAX prefix) to their degree, and vice versa. Must be approved by the Program Director.

**Academic Requirements**

Students must maintain a cumulative GPA of 3.000 in the MBA Program to remain in "good standing". If a student's GPA falls below 3.000, he or she is automatically placed on academic probation; the student must raise their cumulative GPA to 3.000 the following semester to avoid dismissal from the program. Other requirements involving program dismissal include:

- A student who earns a grade lower than a "C" in any course is dismissed from the program

## Master of Business Administration (MBAM)

**5102. Operations Management. 3.** Production and operations management. Topics include operations strategy, quality management, facilities location, facilities layout, forecasting, inventory management, production planning, and scheduling. *Prerequisite:* Admission to the MBAM program.

**5103. Business Research Methods. 3.** An overview of the scientific research process applied in the context of business. Topics include problem definition, selection of a methodological approach, design and implementation of field work (qualitative and survey methods), analysis techniques (thematic analysis for qualitative research and statistical analysis for survey research, and communicating results. *Prerequisite:* Admission to the MBAM program.

**5104. Organization Behavior and Human Resource Management. 3.** Enables students to recognize psychological phenomena influencing individual, group & organizational behavior and helps them understand different HRM functions and how HRM fits within the overall organization's strategy. *Prerequisite:* Admission to the MBAM program.

**5106. Professional Development I. 0.** First course is a sequence of courses focused on professional development. This course will provide "a real world" format where students must express their ideas in every class through verbal presentations, as well as developing written products such as handouts, Power-Point presentations, white papers and email correspondence. *Prerequisite:* Admission to the MBAM program.

**5107. Decision Making I. 1.** This course develops a systematic process for making decisions in complex business situations, by integrating six dimensions of business risk: competitive, financial, organizational, legal, social, and ethical. The process combines analytical and ethical reasoning methods that compensate for the flawed decision making common in business organizations. *Prerequisite:* Admission to the MBAM program.

**5108. Financial Accounting. 3.** This course provides students with tools to use financial information from the accounting system. The course addresses how financial statement information is used to make business decisions and allows students to learn about how generally accepted accounting principles are applied to and account for and report on business transaction results. #304. *Prerequisite:* Admission to the MBAM program.

**5202. Data and Decision Modeling. 3.** This course will prepare students to use computer-based models for solving problems in the areas of operations, finance, supply chain, and marketing by using tools associated with predictive and prescriptive data analytics including, but not limited to forecasting, optimization modeling, and Monte Carlo simulation. #304. *Prerequisite:* Admission to the MBAM program.

**5203. Entrepreneurial Management. 3.** Explores organizations – theories and practical applications of those theories concerning how organizations operate strategically, i.e. in relation to the external environment. *Prerequisite:* Admission to the MBAM program.

**5204. Financial Management. 3.** Students taking this course should expect to learn the fundamentals principles of environmental influences on corporate financial decision-making and measurement devices useful in corporate financial management. Provides an in-depth understanding of the financial manager's role in a corporate setting and exposes students to other aspects of finance in the economy. #304. *Prerequisite:* Admission to the MBAM program.

**5206. Professional Development II. 0.** Second part of a sequence of courses designed to help students advance their professional skills (written, oral, and interpersonal) and achieve success in career planning, career preparation, and career development. *Prerequisite:* Admission to the MBAM program.

**5207. Marketing Management. 3.** Provide an in-depth understanding of marketing management. Marketing managers are responsible for co-creating customer value for a sustained competitive advantage. *Prerequisite:* Admission to the MBAM program.

**5208. Managerial Accounting. 3.** This course introduces concepts and methodologies of managerial accounting focusing on the use of accounting information for internal decision-making purposes. The primary objective is to learn how cost-based information is used to make informed business decisions for strategic planning and control as well as performance evaluation of business decisions. *Prerequisite:* Admission to the MBAM program.

**5209. Decision Making II. 1.** An experiential learning course that builds on MBAM 5107. Students apply systematic business decision making process to real-world business situations. Student teams work directly with owners and managers of Wyoming companies to address their strategic, competitive, operational, financial, and/or administrative challenges in real time. *Prerequisite:* MBAM 5107.

**5301. MBA Summer Project. 3.** Serves as an externship for individual MBA students or MBA teams to work with a client on a business issue under the supervision of a qualified faculty member in the College of Business. *Prerequisite:* Completion of the first-year (Fall & Spring semester) on campus MBA courses.

**5303. International Business. 3.** Focus on the topics of culture, effects of the macro-environment on business, and regional economic integration, with predominant themes of leadership and sustainability in business. *Prerequisite:* Admission to the MBAM program.

**5304. Business Law. 3.** Broad perspective of the various legal issues associated with managing a business enterprise. *Prerequisite:* Admission to the MBAM program.

**5305. Strategic Management. 3.** Business strategy is a core function of executive leadership. Students learn methods, models and frameworks for formulating business and corporate level strategies for assessing and sustaining competitive advantage in dynamic and global business environments. Students master these tools through in-depth application and analysis of business programs resulting in strategic recommendations. *Prerequisite:* Admission to the MBAM program. #304.

**5309. Managerial Economics. 3.** Discuss a variety of tools and concepts intended to give you the background in economics and decision-making you will need to be an effective manager in a world where economic circumstances are uncertain and changing constantly. *Prerequisite:* Admission to the MBAM program.

**5311. MBA Managerial Economics II. 1.** Continue discussion of a variety of tools and concepts intended to give you the background in economics and decision-making you will need to be an effective manager in a world where economic circumstances are uncertain and changing constantly. *Prerequisite:* Admission to the MBAM program, completion of MBAM 5309.

**5401. Investment Management and Analysis. 3.** The theory of investment management and security values, portfolio management including the analysis of investment policies and objectives, the analysis and use of investment information, and the development and application of the tools for determining values. *Prerequisite:* Admission to the MBA Program or permission of the MBA Program Director or the MBA Program Coordinator.

**5402. Corporate Finance and Governance. 3.** Designed to provide a framework to analyze issues in corporate finance and governance. The firm is viewed as a nexus of contracts designed to reduce the costs of trade - and

corporate finance is regarded as an investigation of the incomplete contracts that involve the providers of capital. *Prerequisite:* Admission to the MBA Program or permission of the MBA Program Director or the MBA Program Coordinator.

**5403. Financial Modeling. 3.** Involves the application of basic econometric methods to the analysis of financial data. Focus is on utilizing spreadsheets and other softwares to facilitate financial decision making. Dual listed with FIN 5400. *Prerequisite:* Admission to the MBA Program or permission of the MBA Program Director or the MBA Program Coordinator.

**5404. Seminar on Management Fraud. 3.** An in-depth study and analysis of the causes, methods, and consequences of financial statements fraud committed by top management in the organization. The course covers psychological and criminological theories of management fraud, as well as detailed analysis of high-profile managements frauds. Seminar format. Cross listed with ACCT 5066. *Prerequisite:* Permission of the MBA Program Director of the MBA Program Coordinator.

**5501. Energy Economics and Policy. 3.** Applies the tools of economic analysis to attain and understanding of energy markets and energy policy analysis. Sec. 1 Overviews the major energy and environmental policy issues facing the United States and the world. Sec 2 Determinants of energy demand. Sec. 3 Technologies and costs to produce and deliver energy. Sec. 4 Determinants of energy price. *Prerequisite:* Permission of MBA Program Director, or student's graduate program coordinator in consultation with MBA Program Director.

**5502. Energy Finance: Project Evaluation. 3.** Introduction (i) to traditional engineering cost methods to evaluate investments in energy and mineral projects and (ii) to modern techniques to make these decisions under uncertainty given the technical and economic risk facing minerals industries. *Prerequisite:* Permission of MBA Program Director.

**5503. Fundamentals of Accounting in the Energy Industry. 3.** Introduces students to basic financial accounting and reporting issues related to energy producing activities. Specifically, the course will investigate current accounting practices of energy producing companies related to exploration, acquisition, development, and delivery of energy products. The course will also cover financial requirements of the Financial Accounting Standards Board (FASB), the International Accounting Standards Board (IASB), and the Securities

and Exchange Commission (SEC). Cross listed with ACCT 5503. *Prerequisite:* Permission of MBA Program Director, or student's graduate program coordinator in consultation with MBA Program Director.

**5504. Supply Chain Management in the Energy Industry. 3.** Examines the field of supply chain management in an energy context. Study procurement and distribution strategies, concepts, tools and techniques that support energy operations. Course activities and case studies will address effective execution of these strategies and the appropriate supporting activities. *Prerequisite:* Permission of MBA Program Director, or student's graduate program coordinator in consultation with MBA Program Director.

**5506. Energy Finance: Securities, Hedging, and Trading. 3.** Overview of security analysis applied to energy firms, hedging strategies, and trading activities in energy markets. Trading activities covered include the use of forward and futures contracts, swaps, options, and related derivatives. *Prerequisite:* Permission of MBA Program Director.

**5507. Energy Business Strategy (Capstone). 3.** Improving an organization's competitiveness in changing global energy environments. Includes an overview of the geopolitics of global energy, and the risks involved. Emphasizes skill-development for formulating and implementing business-level, corporate, and global strategies in dynamic environments. *Prerequisite:* Permission of MBA Program Director, or student's graduate program coordinator in consultation with MBA Program Director.

**5508. Marketing and Sustainable Consumption. 3.** Focuses on understanding household and business energy consumption. Emphasizes the environmental, economic, social and psychological influences on consumer decision making and sustainable consumption. Course deals with developing customer value propositions, and for marketing strategy development in branding, product-line offerings, pricing, retailing and distribution, and public policy. *Prerequisite:* Permission of MBA Program Director, or student's graduate program coordinator in consultation with MBA Program Director.

**5800. MBA Topics. 1-3.** A course for MBA students treating contemporary problems in business related areas. Specific area(s) to be considered in a given semester will be printed in class schedule. *Prerequisite:* Admission to the MBAM program.

## Online Master of Business Administration (MBAX)

MBA Programs Office

1000 E. University Ave., Dept. 3275

Laramie, WY 82071

Phone: (307)766-2449

Email: mba@uwyo.edu

Web site: www.business.uwyo.edu/mba

The University of Wyoming offers a part-time Online MBA (EMBA). The EMBA Program is specifically designed for experienced business professionals interested in an AACSB accredited, 100% online program that fits their busy schedules. This two-year program is for professionals interested in enhancing their understanding of business disciplines and applying them to making decisions. Beginning each fall, the cohort-based program consists of 30 credit hours of coursework.

### Program Admission Requirements

A Faculty Admissions Committee, chaired by the Director of the MBA Program, will review all applications. Admission to the Online MBA program is competitive, and only top candidates will be considered. (These requirements represent minimum applicant qualifications.) The committee will review all admission documents to determine if the applicant can successfully complete the program. The EMBA admission requirements include:

- Completed UW Graduate Application and nonrefundable application fee: [www.uwyo.edu/admissions/apply.html](http://www.uwyo.edu/admissions/apply.html).
- Bachelor's degree from a regionally accredited university or college
- A cumulative undergraduate GPA of 3.000, preferred. Based on a 4.000 scale.
- Two (2) letters of recommendation
- Professional resume
- Five or more years progressive, full-time professional work experience, preferred.
- Official transcripts from each institution attended. Transcripts should be sent directly to UW Admissions.
- An interview is not required, but encouraged and may be conducted after submission of a completed application. To request an interview, please contact the MBA Program office at mba@uwyo.edu or (307) 766-2449.

\*Note: Prerequisite coursework and the GMAT/GRE may be waived on a case-by-case basis. Please refer to [www.uwyo.edu/mba/degree-programs/online-programs/admission-requirements.html](http://www.uwyo.edu/mba/degree-programs/online-programs/admission-requirements.html) or contact the MBA Program Office for more information.

\*Important: Attainment of minimum requirements does not guarantee admission.

### Application Deadlines

Fall Admission: All required application materials are due by June 30 the year of planned enrollment.

Spring Admission: All required application materials are due by December 1 the year prior to planned enrollment.

Summer Admission: All required application materials are due by March 1 the year of planned enrollment.

[www.uwyo.edu/mba/degree-programs/online-programs/admission-requirements.html](http://www.uwyo.edu/mba/degree-programs/online-programs/admission-requirements.html)

### Degree Requirements

- 30 credit hours of graduate credit as outlined in the Course of Study.
- Concentration Available: Energy (EMN)
- This is a cohort based program. The course sequence is highly-structured and all course requirements must be completed in their prescribed manner. Course sequence is subject to change, in extremely rare circumstances, at the discretion of the MBA Director.
- Maintain good academic standing at the program and university level and receive no letter grade of D or F. If a letter grade of D or F is received, student will be immediately dismissed from the program.

### Prerequisite Courses

Prerequisite coursework may be requested based on experience and undergraduate coursework at the discretion of the MBA Program Director. Please contact the MBA Program office for transcript analysis and resume evaluation prior to beginning any prerequisite course work.

### Academic Requirements

Students must maintain a cumulative GPA of 3.000 in the MBA Program to remain in “good standing”. If a student’s GPA falls below 3.000, he or she is automatically placed on academic probation; the student must raise their cumulative GPA to 3.000 the following

semester to avoid dismissal from the program. Other requirements involving program dismissal include:

- A student who earns a grade lower than a “C” in any course is dismissed from the program

### Course of Study

30 credit hours (Core)

- MBAX 5108 Financial Accounting. 3. #304
- MBAX 5103 #304 Business Research Methods. 3.
- MBAX 5204 #304 Financial Management. 3.
- MBAX 5235 Marketing Analysis & Strategy. 3.
- MBAX 5205 Data and Decision Modeling #304. 3.
- MBAX 5104 #304 Organizational Behavior & Human Resource Management. 3.
- MBAX 5151 New Ventures. 3.
- MBAX 5330 The Global Business Environment. 3.
- MBAX 5208 MBA Managerial Accounting. 3.
- MBAX 5305 #304 Strategic Management. 3.

### Energy Concentration Courses (9 credit hours)

- MBAX 5503 Fundamentals of Accounting in the Energy Industry. 3.
- MBAX 5504 Supply Chain Management in the Energy Industry. 3.
- MBAX 5502 Energy Finance: Project Evaluation. 3.

## Online Master of Business Administration (MBAX)

**5108. Financial Accounting. 3.** This course provides students with tools to use financial information from the accounting system. This course addresses how financial statement information is used to make business decisions and allows students to learn about how generally accepted accounting principles are applied to and account for and report on business transaction results. #304. *Prerequisite:* Admission to the MBA online program, or permission from the MBA Program Director.

**5151. New Ventures. 3.** Explores and evaluates various intrapreneurial and entrepreneurial opportunities, including business plans. Also considers the dynamic business environment characterized by technology diversity and global enterprise. Students analyze a business oppor-

tunity and make a presentation to potential investors. *Prerequisites:* Admission to the MBA online program, or permission from the MBA Program Director.

**5103. #304 Business Research Methods. 3.** An overview of the scientific research process applied in the context of business. Topics include problem definition, selection of a methodological approach, design and implementation of field work (qualitative and survey methods), analysis techniques (thematic analysis for qualitative research and statistical analysis for survey research, and communicating results. *Prerequisite:* Admission to the MBA online program, or permission from the MBA Program Director.

**5208. Managerial Accounting. 3.** This course introduces concepts and methodologies of managerial accounting focusing on the use of accounting information for internal decision-making purposes. The primary objective is to learn how cost-based information is used to make informed business decisions for strategic planning and control as well as performance evaluation of business decisions. #304. *Prerequisite:* Admission to the MBA online program, or permission from the MBA Program Director.

**5202. Data and Decision Modeling. 3.** This course will prepare students to use computer-based models for solving problems in the areas of operation, finance, supply chain, and marketing by using tools associated with predictive and prescriptive data analysis including, but not limited to forecasting, optimization modeling, and Monte Carlo simulation. #304. *Prerequisite:* Admission to the MBA online program, or permission from the MBA Program Director.

**5235. Marketing Analysis and Strategy. 3.** Understanding market orientation and the strategic marketing process is the goal of this course. Uses various tools and secondary data sources to assess current market opportunities/threats. Discusses customer targeting and relationship development, as well as strategic issues of branding, integrated marketing communications, product management, pricing, and distribution in various business exchanges. *Prerequisite:* Admission to the MBA online program, or permission from the MBA Program Director.

**5104. #304 Organizational Behavior & Human Resource Management. 3.** Enables students to recognize psychological phenomena influencing individual, group & organizational behavior and helps them understand different HRM functions and how HRM fits within

the overall organization's strategy. *Prerequisite:* Admission to the MBA online program, or permission from the MBA Program Director.

**5330. The Global Business Environment. 3.** Introduction to international business through theoretical and applied macroeconomics and the environment in which global business occurs. Focuses on interest/exchange rates; effects of culture on consumers and organizational environments; product/information flows; budget/trade balances; organizations central to a functioning global economy; demand/fulfillment; and legal/ethical issues. *Prerequisite:* Admission to the MBA online program, or permission from the MBA Program Director.

**5305. Strategic Management. 3.** Business strategy is a core function of executive leadership. Students learn methods, models and frameworks for formulating business and corporate level strategies for assessing and sustaining competitive advantage in dynamic and global business environments. Students master these tools through in-depth application and analysis of business programs resulting in strategic recommendations. #304. *Prerequisite:* Admission to the MBA online program, or permission from the MBA Program Director.

**5350. Marketing, Markets, and Society. 3.** Introduction to the interplay between marketing, markets and society. Issues and controversies for business persons are discussed in an online environment; these are analyzed and synthesized. Developing a wide, long, and integrative viewpoint for forming plans and actions are a principle objective. *Prerequisite:* admission to EMBA program.

**5400. Enterprise Information Systems. 3.** Employs various formats to examine the relationship between an organization's resources, events, and agents to create databases that form the centerpiece of ERP systems. Topics include enterprise system integration, representation, and patterns, value system and value chain modeling, information retrieval implementation, and controls. *Prerequisite:* admission into MBAX Program.

**5502. Energy Finance: Project Evaluation. 3.** Introduction to traditional engineering cost methods to evaluate investments in energy and mineral projects, and to modern techniques to make these decisions under uncertainty given the technical and economic risks facing minerals industries. *Prerequisite:* Admission to the MBA program, or permission of the MBA Program Director or the MBA Program Coordinator. #304.

**5503. Fundamentals of Accounting in the Energy Industry. 3.** Introduction to basic financial accounting and reporting issues related to energy producing activities. Investigate current accounting practices of energy producing companies related to exploration, acquisition, development, and delivery of energy products. Cover financial requirements of the Financial Accounting Standards Board (FASB), the International Accounting Standards Board (IASB), and the Securities and Exchange Commission (SEC). *Prerequisite:* Admission to the MBA program, or permission of the MBA Program Director or the MBA Program Coordinator. #304.

**5504. Supply Chain Management in the Energy Industry. 3.** Examines the field of supply chain management in an energy context. Study procurement and distribution strategies, concepts, tools and techniques that support energy operations. Course activities and case studies will address effective execution of these strategies and the appropriate supporting activities. *Prerequisite:* Admission to the MBA program, or permission of the MBA Program Director or the MBA Program Coordinator. #304.

**5204. Financial Management. 3.** Students taking this course should expect to learn the fundamental principles of environmental influences on corporate financial decision-making and measurement devices useful in corporate financial management. Provides an in-depth understanding of the financial manager's role in a corporate setting and exposes students to other aspects of finance in the economy. #304. *Prerequisites:* Admission to the MBA program, or permission from the MBA Program Director. #304.