School of Business

John A. Elliott, Ph.D., Dean, School of Business
Lawrence J. Gramling, D.B.A., Associate Dean, School of Business

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

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

Various minors in business disciplines are described in the “Minors” section.

Note: Students who are not majors in the School of Business may earn only one minor in business disciplines and are limited to enrolling in no more than 24 credits of 3000 and 4000-level coursework by the School of Business. Coursework at the 1000 and 2000-level is not included in the 24 credit limit, but credits from transfer coursework accepted for business credit at the 3000 and 4000-level are counted toward the 24 credit limit.

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

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

Admission and Degree Requirements

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

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

Students at other post-secondary institutions who are not currently attending or who have never attended the University as an undergraduate degree seeking student must file a separate University application with the Transfer Admissions Office, 2131 Hillside Road, Unit 3088, Storrs, CT 06269-3088. Students wishing to transfer directly into the School of Business must have made substantial progress toward completing the freshman-sophomore, 1000-2000 level requirements, particularly those courses which are prerequisites for the Common Body of Knowledge/Entry Level Business courses (ENGL 1010 or 1011, ACCT 2001, MATH 1070Q and 1071Q, ECON 1201 and 1202, or 1200, STAT 1000 or 1100) and must successfully complete these courses by the end of the term in which they have completed 54 credits or the term after they are admitted to the School of Business. Number of credits earned, grade point average in all courses taken, and space availability will be key considerations in the admissions decision. Students who have completed a minimum of 40 credits may submit an application.

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

All applicants to the School of Business will be considered carefully in order to select the best-qualified candidates. If notified of admission before registration in the spring, students may register for fall semester classes in a business program. All admissions are contingent upon successful completion of any course work for which applicants were registered at the time of application. Successful completion is defined as completing and passing all courses submitted on application, maintaining a term grade point average (TGPA) consistent with the supplemental dismissal cumulative grade point average standard (CGPA) applied at the end of the sophomore year for time of admission. Successful completion also requires a minimum of at least a 2.0 in the TGPA, the CGPA, and all School of Business courses numbered 2000 and above.

Scholastic Standing Requirements. Students admitted to the School of Business must earn a 2.79 cumulative grade point average by the end of the term in which they earn a minimum of 24 calculable credits of graded coursework at the University of Connecticut and a 2.93 cumulative grade point average by the end of the following full-time equivalent term to be guaranteed continuation in the School. Students must also earn a minimum of a 3.0 cumulative grade point average in all freshman through sophomore year courses in order to be guaranteed continuation to the junior year in the School of Business. Normally the 3.0 cumulative grade point average review will take place at the end of a student’s fourth term when a student has completed 54 credits, just prior to when they are eligible to take 3000-4000 level courses. Additionally, students must show substantial progress toward meeting the freshman-sophomore course requirements, especially those courses that are requisites for the 3000 and 4000-level business courses (ENGL 1010 or 1011, ACCT 2001, MATH 1070Q and 1071Q, ECON 1201 and 1202, or 1200, STAT 1000 or 1100) and must successfully complete these courses by the end of their 4th term. Transfer students are reviewed under the above standards based on total credit standing, including transfer credits. However non University of Connecticut grades are not considered when computing the GPA so transfer students may be reviewed with fewer than 24 credits taken at the University of Connecticut.

Students accepted to the School of Business must maintain a minimum of at least a 2.0 in their TGPA, their CGPA and all School of Business courses numbered 3000 and 4000-level plus ACCT 2001 and ACCT 2101. Students who fail to maintain the minimum grade point average in any of these areas or fail to complete specified courses as noted above are subject to dismissal from the School of Business. Students conditionally admitted to the School on the basis of successful completion of courses for which they have indicated they were registered must pass all those courses by the end of that term and meet the 2.0 grade point average for the semester, cumulative, and business courses or be subject to having their acceptance rescinded.

Bachelor's Degree Requirements. Upon recommendation of the faculty, the degree of Bachelor of Science is awarded by vote of the Board of Trustees to students who have met the following requirements: (1) Earned a total of 120 credits; (2) earned at least a 2.0 CGPA; (3) earned at least a 2.0 grade point average for all credits in School of Business courses numbered 2000-level and above for which they have been registered; (4) earned at least 50 percent of the business credit hours required for the business degree while a student at the University of Connecticut; (5) earned at least 24 credits in 3000-4000 level courses including MGMT 4900 or 4902 and a required business course satisfying the “writing in the major” general education requirement in the School of Business at the University of Connecticut, with no more than three of these 24 credits in independent study courses and no more than three of these credits in field study internship courses, and no credits from UConn Education Abroad; (6) achieved a cumulative 2.0 grade point average for the total of all departmental major courses for which they have been registered at the University of Connecticut, excluding grades and credits for independent studies and internships; (7) met all the requirements of the School of Business. See specific Bachelor of Science requirements including courses which...
must be taken in residence, in each major. The Management and Engineering for Manufacturing program, jointly offered by the School of Business and the School of Engineering, has its own specific requirements. Please refer to that section.

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

Regional Campus Majors. The requirements for majors in Business Administration and in Business Data Analytics may be completed at the Hartford, Stamford or Waterbury campuses. The requirements for majors in Digital Marketing Analytics and in Financial Management may be completed at the Stamford regional campus. Students in other business majors may complete their General Education Requirements and most of their Business Common Body of Knowledge requirements at the regional campuses before transferring to the Storrs campus.

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

Transfuer Credits. The transfer of credits for 3000-4000 level courses offered by the School of Business on the basis of work done at schools that do not offer the baccalaureate or schools not accredited by the AACSB International, with the exception of specific agreements with the Connecticut Community Colleges, is permitted only by validation procedures established by academic departments within the School. Typical validation procedures may include successful completion (C or better) of additional prescribed course work at the University of Connecticut or the completion of a departmental examination. Students must receive departmental approval before beginning any validation procedures.

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

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

Curricula in Business

I. University General Education Requirements

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

II. Business Critical Required Courses

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

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

- ACCT 2001
- ECON 1200 or both 1201 and 1202
- ENGL 1010 or 1011 or ENGL 2011
- MATH 1070Q and 1071Q; or MATH 1131Q and 1132Q; or MATH 1131Q and 1070Q; or MATH 1125Q and 1126Q and 1070Q or MATH 1125Q and 1126Q and 1132Q; or MATH 1151Q and 1152Q; or MATH 1151Q and 1132Q; or MATH 1151Q and 1070Q; or MATH 2141Q and 2142Q; or MATH 2141Q and 1152Q; or MATH 2141Q and 1132Q; or MATH 2141Q and 1070Q
- STAT 1000Q or 1100Q

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

III. Business Required Courses

Business Arts and Humanities: ECON 2102/W; HIST 1201, 1400, 1501/W, 1502/W, 1600, 1800, 3705

Business Philosophy: PHIL 1101, 1102, 1103, 1104, 1105, 1106, 1107, 1175

Business Communication: COMM 1000 or 1100

Business Psychology: PSYC 1100

Business International and Diversity and Multiculturalism

Complete at least one course from the “International” category and one more course from either the “International” or “Diversity and Multiculturalism” category.

International: ANTH 1000/W; ANTH/HRTS 3153W; CLCS 2201; GEOG 1700, 2000; HRTS 1007; NRE 2600; PHIL 1106; POLS 1202/W4, 1207; WGSS 1124.

Diversity and Multiculturalism: AFRA/ANTH 3152; AFRA/POLS 3642; AMST 1201/ENGL 1201/HIST 1503; INTD 2245; PHIL 1107; SOCI 1501/W

Additional Requirements

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

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

ACCT 2101 (to be taken no later than fifth semester); BLAW 3175; FNCE 3101; MGMT 3101; BADM 4070W (BADM 4075W for Business Administration, Business Data Analytics, Digital Marketing and Analytics, and Financial Management majors only), MKTG 3101; OPIM 3103, 3104

Capstone Requirement. All students are required to complete a capstone course sequence. Business Administration, Business Data Analytics, Digital Marketing and Analytics, and Financial Management majors must take MGMT 4902. All other majors must take MGMT 4900. All majors except Accounting must take BADM 4072.

Competency Requirements. All students majoring in Accounting, Business Administration, Business Data Analytics, Digital Marketing and Analytics, Finance, Financial Management, Health Care Management, Management, Management Information Systems, Marketing, and Real Estate/Urban Economics must also fulfill the requirements in the three following competency categories.

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

Information Literacy. The core courses in the School will require students to acquire information about markets and companies. This empirical research
is fundamental to sound decision making in a business career. This advanced level of information literacy will specifically be included in FNCE 3101, MKTG 3101, OPIM 3103, and MGMT 4900 or 4902, which are all required.

**Writing in the Major.** Students are required to complete BADM 4070W or BADM 4075W depending on major requirements and one elective “W” course.

Students majoring in Management and Engineering for Manufacturing should consult the competency information listed with the other major requirements.

**Accounting**

The undergraduate (four year) program consists of the Bachelor of Science (BS) degree in Business with a major in Accounting. The BS degree combines a general background in business with an appropriate number of Junior-Senior accounting and business law courses to prepare students for successful entry into an accounting career.

**Bachelor of Science Requirements.** Accounting majors are required to achieve a cumulative 2.0 grade point average for the total of all Accounting (ACCT) courses for which they have been registered at the University of Connecticut, excluding grades and credits for independent studies and internships.

**Residence Requirement.** In addition to the School of Business residence requirements for all majors, an Accounting major must complete ACCT 3005 in residence at the University of Connecticut. Education Abroad courses may not be used to meet this requirement.

**Required Major Courses.** In addition to the courses outlined in the Common Body of Knowledge and Capstone Requirements, Accounting majors must take: ACCT 3005, 3201, 3202, 3221, 3260, 4203, 4243; BLAW 3277.

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

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

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

**Business Administration**

The Bachelor of Science in Business Administration (BA) major is only available to students at the Hartford, Stamford, and Waterbury regional campuses. The objective of the BA major is to provide a generalized interdisciplinary business degree with special emphases on Finance, Management, Marketing and Business Communications. An advisor approved focus is also possible based on the availability of courses.

**Bachelor of Science Requirements.** BA majors are required to achieve a cumulative 2.0 grade point average in the required advanced Finance, Marketing and Management courses and in all business courses for which they have been registered at the University of Connecticut, excluding grades and credits for independent studies and field study internships.

**Residence Requirement.** In addition to the School of Business residence requirements for all majors, a BA major must complete FNCE 3303 or 4209; MGMT 3115 or 3230; MKTG 3208 or 3260 all in residence at the University of Connecticut. Education Abroad courses may not be used to meet this requirement.

**Required Major Courses.** In addition to the courses outlined in the Common Body of Knowledge and Capstone Requirements, BA majors must take: FNCE 3303, 4209 or 4305; MGMT 3115 or MGMT 3230; MKTG 3208 or MKTG 3260; and three 3-credit 3000-4000 level School of Business electives approved by their advisor.

**Business Data Analytics**

The Bachelor of Science in Business Data Analytics (BDA) major is only open to students at the Hartford, Stamford, and Waterbury regional campuses. The objective of the BDA major is to provide a business degree with a special emphasis in the application of information technology to data analytics. An advisor approved focus is also possible based on the availability of courses.

**Bachelor of Science Requirements.** BDA majors are required to achieve a cumulative 2.0 grade point average for the total of all Operations and Information Management (OPIM) courses for which they have been registered at the University of Connecticut, excluding grades and credits for independent studies and field study internships.

**Residence Requirement.** In addition to the School of Business residence requirements for all majors, a BDA major must complete OPIM 3505, 3510, and 3511 in residence at the University of Connecticut. Education Abroad courses may not be used to meet this requirement.

**Required Major Courses.** In addition to the courses outlined in the Common Body of Knowledge and Capstone Requirements, BDA majors must take: BADM 4072 and 4075W; OPIM 3505, 3510, 3511 and three 3-credit 3000-4000 level School of Business electives.

**Digital Marketing and Analytics**

The Digital Marketing and Analytics (DMA) major equips students with the knowledge and skills to develop and implement digital marketing strategies. The major consists of a core business base and a set of courses that treat digital marketing as an integrated part of a firm’s overall strategy. The major provides students with sufficient depth in both the analytics and strategic aspects of digital marketing to successfully use these tools to meet marketing and firm objectives. The DMA curriculum is designed to provide School of Business students with a solid grounding in marketing principles, digital marketing strategy, and digital marketing analytics. This major is open only to students at the Stamford regional campus.

**Bachelor of Science Requirements.** DMA majors are required to achieve a cumulative 2.0 grade point average for the total of all Marketing (MKTG) courses for which they have been registered at the University of Connecticut, excluding grades and credits for independent studies and internships.

**Residence Requirement.** In addition to the School of Business residence requirements for all majors, a DMA major must complete the three required Marketing courses, MKTG 3661, 3665, and 3208 or 3260 in residence at the University of Connecticut. Education Abroad and NSE courses may not be used to meet this requirement.

**Required Major Courses.** In addition to the courses outlined in the Common Body of Knowledge and Capstone Requirements including MKTG 3101, DMA majors must take: six credits consisting of two of the following selected business electives: MKTG 3208 or 3260 (if not used to fulfill Marketing requirements), 3452, 3625, 3757, 4891; OPIM 3510, 3511; and three credits consisting of one 3000-4000 level business elective. No DMA major may count more than 22 Marketing credits beyond MKTG 3101 toward those credits presented for degree requirements.

All DMA majors are encouraged to complete both MKTG 3208 and 3260, one of which will fulfill marketing requirements and one of which will count as a business elective. Other choices of electives should be made in consultation with their advisors based upon the students’ interests and career goals.

**Finance**

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

**Bachelor of Science Requirements.** Finance majors are required to achieve a cumulative 2.0 grade point average for the total of all Finance (FINCE) and Healthcare Management and Insurance Studies (HCMI) courses for which they have been registered at the University of Connecticut, excluding grades and credits for independent studies and internships.
Residence Requirement. In addition to the School of Business residence requirements for all majors, a Finance major must complete FNCE 3302 and the three courses used to meet the Focus course requirement in residence at the University of Connecticut. Education Abroad courses may not be used to meet this requirement.

Required Major Courses. In addition to the courses outlined in the Common Body of Knowledge and Capstone Requirements, Finance majors must take: FNCE 3101 and 3302; choose three 3-credit Focus courses from FNCE 4209, 4302, 4304, 4305, 4306; and one additional 3-credit course from FNCE 3230, 3332, 3333, 3451, 4209, 4304, 4305, 4306, 4895; HCMC 3221, 3240, 3243, 4250, 4325, 4326.

Financial Management
The Bachelor of Science in Financial Management (FM) major provides a business degree with a focus on professional financial services practice. The curriculum is designed to prepare students to take the first level of the Certified Financial Analyst (CFA) exams that lead to the CFA professional designation for finance and investment professionals. This major is only open to students at the Stamford Campus.

Bachelor of Science Requirements. Financial Management majors are required to complete a cumulative 2.0 grade point average for the total of all Finance (FNCE) courses for which they have been registered at the University of Connecticut, excluding grades and credits for independent studies and field study internships.

Residence Requirement. Financial Management majors must complete the School of Business residence requirements for all majors. Education Abroad courses may not be used to meet this requirement.

Required Major Courses. In addition to the courses outlined in the Common Body of Knowledge and Capstone Requirements, Financial Management majors must take: FNCE 3303, 4209, 4302, 4410, 4420, and 4440; and choose one 3-credit course from FNCE 3230, 3715, 4305, 4306, 4430.

Health Care Management
The objective of the baccalaureate program with a major in Health Care Management is to provide a conceptual and a practical understanding of the health care management field. This academic program has been designated by the New England Board of Higher Education as a New England Regional Student Program. Qualified residents from New England states other than New Hampshire may enroll in the Health Care Management Program at reduced tuition since the major is not offered at other state universities in the region.

Bachelor of Science Requirements. Health Care Management majors are required to achieve a cumulative 2.0 grade point average for the total of all Healthcare Management and Insurance Studies (HCMC) and Finance (FNCE) courses for which they have been registered at the University of Connecticut, excluding grades and credits for independent studies and field study internships.

Residence Requirement. Health Care Management majors must complete the School of Business residence requirements for all majors. Education Abroad courses may not be used to meet this requirement.

Required Major Courses. In addition to the courses outlined in the Common Body of Knowledge and Capstone Requirements, Health Care Management majors must take: HCMC 3221, 3240, 3243, 4225, 4243, and 4250.

Internships in Health Care Management. Students may schedule an Internship in Health Care Management. Internships are usually done during the summer following the junior year of study. The internship option of the program provides students with the opportunity to obtain experience within an area of health care. Students normally participate in conducting a health care management or insurance project in a health care organization either in Connecticut, another state or another country depending on geographical preference. While students are responsible for securing internship sites, the Programs in Health Care Management may provide guidance in site selection.

Management
At the core of the Management major is coursework with an emphasis on leadership, entrepreneurial thinking and strategic vision, three of the most prized assets of any successful business leader. Management majors are prepared to understand the “big picture” rather than focus on highly specialized, often rapidly changing, areas of study. Such preparation is especially crucial for those who see themselves as leaders or who see themselves working in the world of business. Management requires an ability to think and act on one’s own with a confidence that only comes from an ability to see and appreciate what most highly focused specialists cannot.

Bachelor of Science Requirements. Management majors are required to achieve a cumulative 2.0 grade point average for the total of all Management (MGMT) courses for which they have been registered at the University of Connecticut, excluding grades and credits for independent studies and internships.

Residence Requirement. Management majors must complete the School of Business residence requirements for all majors. Education Abroad courses may not be used to meet this requirement.

Required Major Courses. Management majors must complete a total of 15 MGMT credits (five 3-credit MGMT courses) and three credits consisting of one 3000/4000-level course in management or business, in addition to the courses outlined in the Common Body of Knowledge and Capstone Requirements. Management majors may concentrate in Entrepreneurship by completing the courses below.

Entrepreneurship Concentration Courses. Of the 15 MGMT credits (five 3-credit MGMT courses), required for the Management major, the Entrepreneurship concentration requires three of the five courses to consist of MGMT 3234, 3235, and 4271 or a department-approved experiential learning course.

Internships in Management. Many management majors find it valuable to participate in an internship usually in the summer following their junior year. For those concentrating in Entrepreneurship the department offers a summer internship program working in small to mid-sized family owned businesses—an opportunity to learn firsthand from successful entrepreneurs. Note: with prior approval, credits earned in this internship may be used to fulfill the MGMT 4271 degree requirement.

Management Information Systems
The objective of this major is to train students in the development and use of business information systems. Graduates will be strong in the traditional functional areas of business (accounting, marketing, finance, and management) and will have a solid understanding of the development of business information systems and information technology.

Bachelor of Science Requirements. Management Information Systems (MIS) majors are required to achieve a cumulative 2.0 grade point average for the total of all Operations and Information Management (OPIM) courses for which they have been registered at the University of Connecticut, excluding grades and credits for independent studies and internships.

Residence Requirement. In addition to the School of Business residence requirements for all majors, a Management Information System major must complete OPIM 3211, 3220, 3221, 3222, and one of the two required OPIM electives in residence at the University of Connecticut. Education Abroad courses may not be used to meet this requirement.

Required Major Courses. In addition to the courses outlined in the Common Body of Knowledge and Capstone Requirements, Management Information System majors must take: OPIM 3211, 3220, 3221, 3222; choose two 3-credit MIS electives from OPIM 3212, 3223, 3777, 3801, 3802, 3803, or 4895.

Internships in Management Information Systems. Many students who major in Management Information Systems take part in an internship, usually during the summer following their junior year. During the internship, the students work in various organizations and learn to develop information systems that aid business processes and work with various technologies. This experience provides them with real world knowledge of applications of information systems in business settings, and contributes to their development and growth in their chosen field. The credits from the field study internship (OPIM 4891) may be used to fulfill one elective course requirement.

Marketing
The Marketing major provides business students with the analytical tools for the following strategic decisions for the firm: which markets and customers to serve, with which products and services, and how it will compete. Students study the management of customers, distribution channels, products and brands, communications, and pricing and the use of information for marketing decisions.
Bachelor of Science Requirements. Marketing majors are required to achieve a cumulative 2.0 grade point average for the total of all Marketing (MKTG) courses for which they have been registered at the University of Connecticut, excluding grades and credits for independent studies and internships.

Residence Requirement. In addition to the School of Business residence requirements for all majors, a Marketing major must complete MKTG 3208, 3260, and 3362 in residence at the University of Connecticut. Education Abroad courses may not be used to meet this requirement.

Required Major Courses. In addition to the courses outlined in the Common Body of Knowledge and Capstone Requirements, Marketing majors must take: MKTG 3208, 3260, 3362; and six credits consisting of two 3000-4000 level courses in marketing, business, or economics. A maximum of three (3) credits of MKTG 4891 or 4899 can be counted toward this requirement.

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

Internships in Marketing. Students are urged to complete a Marketing internship during the summer of their junior year or during their Winter Intersession of their junior or senior year. The internship experience enables students to apply marketing theory in a real-world environment and helps students to better understand the specific sub-fields of marketing they can pursue upon graduation. Students work for advertising agencies, public relations firms, market research companies and sports/event management firms, and for firms engaged in professional selling. The Marketing Department assists students in identifying internship opportunities and Marketing Majors have the option of receiving academic credit for completing an approved internship as Professional Practice in Marketing, MKTG 4891 course.

Real Estate and Urban Economic Studies

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

Bachelor of Science Requirements. Real Estate and Urban Economic Studies majors are required to achieve a cumulative 2.0 grade point average for the total of all Finance (FNCE) courses for which they have been registered at the University of Connecticut, excluding grades and credits for independent studies and internships.

Residence Requirement. Real Estate majors must complete the School of Business residence requirements for all majors. Education Abroad courses may not be used to meet this requirement.

Required Major Courses. In addition to the courses outlined in the Common Body of Knowledge and Capstone Requirements, Real Estate majors must take: FNCE 3230; choose two 3-credit Primary courses from FNCE 3332, 3333, 3334; BLAW 3274; and two additional 3-credit courses from the above list or from: FNCE 3302, 3451, 4209, 4304, 4305, 4306; ECON 3439; HCOM 3221; or MKTG 3260.

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

Participation in the internship program occurs during the summer between the student's junior and senior year. A written report based on their involvement provides the basis for earning course credit as FNCE 4891, Field Study Internship. The internship provides meaningful practical experience in the field of real estate and helps students clarify their career goals.

Management and Engineering for Manufacturing

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

I. University General Education Requirements

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

II. School of Business Requirements

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

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

Expository Writing: ENGL 1010* or 1011* (or for Honors Scholars ENGL 2011*)

Quantitative Analysis: MATH 1131Q* and MATH 1132Q*; MATH 2110Q* and 2410Q*; and STAT 1100Q*

Other Courses: HIST 1400*; PHIL 1104*; ECON 1200*; CHEM 1127Q* or 1147Q*; PHYS 1501Q* and 1502Q*; ANTH 1000* or GEOG 1700*; One additional Content Area Four Course.

MEM majors are required to complete the following: ACCT 2001, 2101; BLAW 3175; CE 2110** and 3110; CSE 1100 or 1101*; ECE 2000; ENGR 1000**; FNCE 3101; ME 2233, 3221, 3227, and 3263; MEM 1151, 2211, 2212, 3221, 3231, 4225, and 4971W and 4972W; MGMT 3101 and 4900; MKTG 3101; MSE 2001 or 2101, 2102; OPIM 3652, 3801; Technical Electives courses (6 credits)

OPIM 3104 may not be used to fulfill business-elective credit by MEM majors.

The Technical Electives must be 3000-4000 level or higher courses from departments listed in the School of Business and the School of Engineering as specified in the Management and Engineering for Manufacturing Guide to Course Selection. At least three of the credits must be from courses in engineering.

MEM students who have completed CSE 1010 or 1100 will not be required to take OPIM 3103 and will satisfy the requirements for courses that will have OPIM 3103 as a requisite.

The Management and Engineering for Manufacturing undergraduate program educational objectives are that our alumni/ae: practice their profession with solid engineering and business knowledge and skills, and have a total enterprise vision of world class manufacturing and service organizations; compete successfully using lean manufacturing and quality management principles in the design, manufacture of products, and development of services; and apply high professional standards, with up to date knowledge and personal skills, integrating global factors in their approach to engineering and business decisions.

Computer Technology. MEM graduates are expected to understand computer logic and basic structure and to develop algorithms to assist in both their academic and professional careers. These additional competencies are achieved by completing CSE 1010 or equivalent course. Additional competencies are gained from the required courses in the MEM program.

Information Literacy. In addition to the basic competency achieved in ENGL 1010, 1011 or equivalent, all School of Engineering students will receive instructions on how to conduct an effective search for information in the library and how to conduct an effective search on the web for applicable engineering topics in course ENGR 1000 or equivalent. As the student progresses in their program, various courses will require assignments to increase their information literacy competency. The advanced level of information technology competency will be achieved at the completion of MEM 4971W and 4972W.

Writing in the Major. MEM 4971W and 4972W are the senior design project courses for the program. All engineers must write reports on their projects. These courses provide opportunities to write professional reports with appropriate feedback and criticism from two faculty members. The report writing provides instruction in proper report structure for professional work in practice.
Students are encouraged to seek faculty-supervised manufacturing summer internships prior to their junior and senior years. Such internships may be shown on the student records by registering for MEM 3281, with instructor and advisor approval.

MEM students have available a one-semester exchange program with the Industrial Engineering and Management program from Lund University, Sweden.

**Other Educational Opportunities**

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

**Pre-Law Studies.** Business students who plan to apply for admission to a school of law may arrange for pre-legal curricular counseling through the Undergraduate Programs Office in the School of Business.

**The Center for International Business Education and Research Programs (CIBER)** is a focal point for international research and outreach activities. It is also a resource center for international business education. In addition, the Center actively sponsors faculty travel and hosts visiting international scholars. It is a resource center for international business education. It is the focal point for facilitating academic-business partnerships on an international basis.

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

**The Connecticut Center for Entrepreneurship and Innovation (CCEI).** The CCEI is a focal point for expanding the University’s emphasis on entrepreneurial education, research, and business partnering. The CCEI offers a multi-faceted high quality program designed to provide assistance to Connecticut’s entrepreneurial businesses, to explore their problems and create solutions, to foster supportive feedback from practitioners, and to develop a continuous integrated learning environment for students, faculty and the entrepreneurial community. The Center’s vision is to serve as the resource of choice to Connecticut’s entrepreneurial business community, while developing innovative and exciting educational opportunities for students, faculty and entrepreneurs. The Center serves as an interdisciplinary home for a number of entrepreneurial initiatives and also facilitates entrepreneurship curriculum development. Furthermore, the Center is a source of student internships, a conduit for external financial support, facilitates student and faculty development, and serves the Connecticut entrepreneurial community.

**Connecticut Information Technology Institute, (CITI),** a unit of the School of Business, provides the influential knowledge community needed to support IT focused academic degree programs and corporate IT development objectives. From enhancing office productivity to advanced development, from short course certification to academic degrees, the CITI knowledge community offers a variety of IT solutions, training, and education. CITI’s special events, seminars and courses offer a range of dynamic education and training opportunities. Situated on UConn’s campus in downtown Stamford, the location provides unique opportunities to learn and work in close proximity to some of the leading Fortune 500 corporate headquarters. More information can be found at www.citi.uconn.edu.

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

**Program for Sales Leadership.** The Marketing Department offers the only professional sales certificate program in New England at a leading research university. Established in 2001, the Program for Sales Leadership is committed to advancing sales management expertise through an “experiential” learning approach, including interactions with partner companies, case studies, role playing and field engagement assignments. Students also complete an intensive, partner company-sponsored sales internship to receive practical experience in their preferred sales area of interest. Select students compete annually in the National Collegiate Sales Competition in Atlanta, GA. School of Business students can earn the Certificate in Professional Sales, and non-business majors can earn a Minor in Professional Sales.

**The Stamford Learning Accelerator (SLA)** provides greatly expanded university and business cooperation on experiential learning. Building on the success of the School of Business’ other Learning Accelerators that house projects from multiple companies and organizations, the SLA will take this one step further. The SLA is a collaborative, multidisciplinary learning space where programs from many UConn colleges and schools will share space and resources to foster a very wide range of student team projects. The SLA is located in a 9000+ sq. ft. technologically advanced setting at the Stamford Regional Campus.

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