

COX SCHOOL OF BUSINESS

History

From its beginning as the Department of Commerce for Southern Methodist University, the Edwin L. Cox School of Business has been educating the country's business leaders for more than 90 years.

Today, the Fincher Building houses administrative and faculty offices as well as conference and meeting rooms, while the Maguire and Crow buildings primarily house classrooms and study rooms. The Collins Center is home to the region's premier resources for working professionals and executives and houses the Cox School's Executive Education programs, Executive M.B.A. program and M.B.A. Global Leadership Program Office (supported by the Norman E. Brinker Global Leadership Endowment Fund), as well as the Southwestern Graduate School of Banking

Hailed as one of the most technologically advanced business learning facilities in the country, the Cox School complex has as its hub the Business Library, which combines many of the features of a traditional university library with the latest in online databases, search tools and presentation facilities. Through the \$10.005 Tw 3-1.5

business certificate for current nonbusiness students and recent graduates. The institute provides a solid foundation in accounting, marketing, finance and other key business topics, along with in-depth career guidance. This program, open to SMU and non-SMU students, provides a valuable credential in a competitive job market as it sets participants apart from other nonbusiness undergraduates.

ADMISSION

The Cox School of Business offers three undergraduate programs. All Cox classes unless otherwise noted in the course descriptions, are open only to students in the Bachelor of Business Administration or Minor in Business Administration programs. Students in the minor in business may enroll only in the classes listed in this minor's curriculum (Minor Requirements section). Note: Detailed information regarding SMU's admission requirements, regulations and procedures is found in the Admission to the University section of this catalog.

Students must have passing grades in all subset courses before entering the Cox School.

Current University grading policy, as summarized under Academic Forgiveness in the General Policies section of this catalog, permits forgiveness of academic work taken 10 or more years prior to the term of admission. Academic work forgiven under this policy will not be included in the subset or all- college cumulative GPA.

Admission via the Extended Subset

Students who do not achieve a 3.300 GPA in the business subset and/or a 3.300 all college cumulative GPA and/or 39 hours completed may seek admission to Cox through the extended subset option by adding the first graded attempt of ACCT 2302 to the original subset. Students who have completed at least 39 credit hours and who earn both a minimum 3.300 GPA on the extended subset and a minimum 3.300 all - college cumulative GPA as of the term in which the extended subset is completed will be admitted to the Cox B.B.A. degree program. Once a student

***Admission of External Transfer Students
to a Business Major/B.B.A. Degree Program***

601B

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1. Admission to SMU.
2. Completion of a minimum of 39 hours of transferable college credit.
3. Minimum all -college cumulative GPA of 3.300.
4. A minimum GPA of 3.300 in the business subset:
ENGL 1301 **o** DISC 1312
ECO 1311, 1312
MATH 1309 **o** 1337 **o** 1340
ACCT 2301
ITOM 2305, **o** STAT 2301 **or** 2331, **o** EMIS 3340, **o** CSE/STAT 4340

Notes

for admission to SMU via the extended subset option or for admission to SMU to pursue a nonbusiness major.

Transfer Admission via the Extended Subset

Students who do not achieve a 3.300 GPA in the business subset and/or a 3.300 all college cumulative GPA and/or 39 hours completed may seek admission to Cox through the extended subset option by adding the first graded attempt of ACCT 2302 to the original subset. Students who have completed at least 39 credit hours and who earn both a minimum 3.300 GPA on the extended subset and a minimum 3.300 all-college cumulative GPA as of the term in which the extended subset is completed will be admitted to the Cox B.B..5(c)-1 eniletsn en(A)-5.neal7an3dtde tset5-7(n)-4J 0 Tc 0 Tw 24.7t in

Acceptance of Transfer Credit Prior to Enrollment

A prospective transfer student must present to the Division of Enrollment Services official transcripts containing a full record of all previous college work attempted. Failure to provide full records of all work is grounds for dismissal from the Cox School. To avoid delay, students should forward transcripts to the SMU Division of Enrollment Services no later than July 1 for the fall term and December 1 for the spring term.

In general, transfer credit will be accepted for business major or minor credit only if the courses completed are equivalent in content to those offered at SMU and if the university's school of business at which the courses were completed is accredited by The Association to Advance Collegiate Schools of Business (AACSB International). In the case of transfer credit completed at a junior/community college, only those courses with equivalents at the first-year and sophomore level at SMU (1000- and 2000-level courses) will be accepted for business major or minor credit.

Prior to matriculation, the Cox School will accept transfer business credit toward the B.B.A. degree from schools accredited by AACSB International regardless of the student's classification if there are equivalent/appropriate courses at SMU.

Courses completed with a grade of D or less or those completed without letter grades (pass/fail or satisfactory/unsatisfactory) will not be transferred for any degree credit. Grades earned elsewhere will be considered for admission purposes and in determining graduation with honors. When evaluating courses taken at other colleges and universities, the Cox School will use the grades designated by the school at which the courses were taken. The Cox School will not recalculate grades earned at schools that use grading systems different from SMU's.

Transfer Credit for Current SMU Students

Students enrolled in the Cox School who are seeking to fulfill any portion of their degree requirements through transfer credit must file a petition for approval of their intentions with the B.B.A. Academic Advising and Records Office in 252 Maguire prior to enrollment for such courses. With the approval of the appropriate SMU departmental chair, SMU students may complete a maximum of 30 transfer hours for degree credit. Students are cautioned to check the current SMU catalog before enrolling in courses at other institutions and to verify transferability with the appro -

Commencement Activities Prior to
Completion of Degree Requirements

Participation in May graduation activities is allowed for students who are August

dents must complete all remaining courses and a minimum of nine hours toward the minor in business through enrollment in courses at SMU. Students must petition for course substitutions after having declared the minor in business.

Education Abroad

Cox students may take no more than six credit hours of B.B.A. business core courses (out of 33 total credit hours of business core courses) in SMU Abroad programs. Students may take no more than six credit hours of courses required for their business major in SMU Abroad programs. Students may take no more than six credit hours of business courses that do not count for the business core or for the major in SMU Abroad programs.

Types of Honors Classes

The Cox School offers two types of undergraduate honors courses:

Core Courses. The B.B.A. program has 11 required core courses that introduce students to the basic disciplines in business, such as accounting, finance, marketing, management, communication, law and strategy. Honors sections of the B.B.A. core courses are open only to students in the B.B.A. Honors Program. It is expected that honors students will enroll in as many honors core courses as possible.

Electives. Business elective courses t.6(c)-0.7(or)-6(c) 3o.004 Tc2.(s)-(m)-1s.6(d)-7.4()

Courses for the concentrations will not double count toward the business core or the majors with the exception of the general business major. No courses may be substituted for concentration courses.

Grading

Regular grading standards will be used. Grades in concentration courses will count in the student's business GPA and cumulative GPAs. None of the concentration courses may be completed pass/fail unless all requirements for the business major have been successfully completed.

Energy Management

- BUSE 3331 From Prospect to Production to Kilowatts: The Business of Energy
- BUSE 4332 Energy and Environmental Law
- BUSE 4333 Business Management, Planning, and Analysis in Energy
- BUSE 4334 Global Energy Markets, Business, and Policy: Spikes, Myths, and Risks

Entrepreneurship

- BL 4340 Law for the Entrepreneur
- CISB 3380 Business Decision-Making
- CISB 4398 Managing the Entrepreneurial Business
- CISB 5397 Entrepreneurship (Starting a Business)
(STRA 5370 must be taken to complete B.B.A. core requirements)

Real Estate Finance

- RE 3381 Real Estate Fundamentals
- RE 4338 Real Estate Law
- RE 4382 Real Estate Valuation
- RE 4389 Real Estate Finance

Risk Management and Insurance

- MNO 3373 Negotiations
- RMI 3360 Principles of Risk Management and Insurance
- RMI 4340 Employee Benefits
- RMI 4360 Insurance and Corporate Risk Management

Bachelor of Business Administration With a Major in General Business

To earn the B.B.A. degree with a major in general business students must comply with the core B.B.A. degree requirements and satisfy the following additional requirements:

Business electives (any combination of Cox departments): 18 total credit hours.

FINANCE


Professor James S. Linck, Department Chair

Professors: James S. Linck, William F. Maxwell, Darius P. Miller, Albert W. Niemi, James L. Smith, Rex W. Thompson, Kumar Venkataraman, Michel R. Vetsuypens.

Associate Professor: Amar Gande. Assistant Professors: Indraneel Chakraborty, Weizhao Simon Huang, Stacey Elizabeth Jacobsen, Mattia Landoni, Andrew C. MacKinlay, Ravindra V. Sastry.

Professors of Practice: Muku.4(rof(s)9.9(s)943(ra)-.8(n5et 34M

FINA 3312 (3). PERSONAL FINANCE. Covers personal financial planning. Topics include setting up financial accounts at banks and brokerages; investments in stocks and mutual funds; personal income taxation; auto, property, life, and health insurance; and employee benefit plans. Elective for minor in business. B.B.A. majors can take course for free elective credit only.

FINA 3320 (3). FINANCIAL MANAGEMENT. Survey of concepts, practices, and problems surrounding financial markets, securities, and decision-making. Includes time value of money, market efficiency, evaluation of securities, and capital budgeting.  ACCT 2301;

FINA 5232 (2). HONORS PRACTICUM IN PORTFOLIO MANAGEMENT.
experience in investments by managing an investment fund for
for Cox majors.

Offers practical
FINA 5132. Reserved

FINA 5325 (3). INDEPENDENT STUDY. Directed research in finance.
3320, junior standing, and permission of the instructor.

FINA

FINA 5326 (3). INDEPENDENT STUDY. Directed research in finance.
3320, junior standing, and inst ructor approval. Reserved for Cox majors.

FINA

FINA 5340 (3). ALTERNATIVE INVESTMENTS (2-3-1) 730 >>BD-0 Td [(F.48 36 52144-26.8(CID 2 >>B|08(iT4f 0.487/3396

INFORMATION SYSTEMS

Professor Amit Basu, Department Chair

Professors: Amit Basu, Bezael Gavish, John H. Semple. Associate Professors:
Sreekumar R. Bhaskaran, R. Canan Savaskar, Ebert, Ulrike Schultze. Assistant
Professors:

MKTG 3345 (3). SALES AND DISTRIBUTION MANAGEMENT. A multidisciplinary approach to the study of sales and sales force management. Focuses on the total sales process: selection, training, motivation, and compensation of personnel; sales forecasting; sales territory management; and analysis. Provides a fundamental understanding of the elements of the sales process and a management perspective to plan, organize, and direct a sales force. MKTG 3340 and/or ADV 3362. Reserved for Cox majors.

MKTG 3346 (3). RETAILING. Focuses on the environment of retailing management, retail strategy, merchandise management, sales promotion and customer services, and expense and productivity management. MKTG 3340 and/or ADV 3362. Reserved for Cox majors.

MKTG 3348 (3). INTERNATIONAL MARKETING. Examines international marketing from the underlying common nature of all humans in the global arena to the subtle nuances of localized marketing strategies in the subregions of international markets. Emphasizes novel problem-solving and an expanded worldview, with a focus on real-world approaches to understanding the global marketing environment. MKTG 3340 or ADV 3362. Reserved for Cox majors.

MKTG 3349 (3). PRODUCT AND BRAND MANAGEMENT. Deals with the management of product development programs and the appraisal of the many factors that affect product decision-making. Examines policies concerning branding, product line strategy, and compliance with social and government restrictions. MKTG 3340 and/or ADV 3362. Reserved for Cox majors.

MKTG 4345 (3). SPORTS MARKETING. Explores sports marketing from two perspectives: the marketing of sports and marketing through sports. Topics include fan segmentation, branding, licensing, and sponsorship. MKTG 3340 and/or ADV 3362. Reserved for Cox majors.

MKTG 5050 (0). MARKETING INTERNSHIP. Requires students to work in a professional capacity in a marketing-oriented position within a company; the job and company to be approved by the Marketing Department. The internship must involve a minimum of 100 hours of work and meet the requirements determined by the internship adviser. Reserved for Cox majors. MKTG 3340.

MKTG 5150 (1). MARKETING INTERNSHIP. Requires students to work in a professional capacity in a marketing-oriented position within a company. The internship must involve a minimum of 100 hours of work and meet the requirements as determined by the internship adviser. Students may choose to take zero credits (MKTG 5050) or one credit (MKTG 5150) for the required internship; if one credit is chosen, the required minimum hours for the major will be increased from 51 to 52. MKTG 3340. Reserved for Cox marketing majors.

MKTG 5341 (3). MARKETING MANAGEMENT. Provides the student with a fundamental understanding of the marketing strategy planning process within the firm and develops the student's abilities to cope with marketing management problems encountered by senior marketing managers, general management executives, and marketing consultants. Viewed as the

REAL ESTATE, RISK MANAGEMENT AND BUSINESS LAW

Professor William B. Brueggeman, Department Chair

Professor: William B. Brueggeman. Associate Professor: Robert Puelz. Senior Lecturers: Barbara W. Kincaid, Catherine Weber.

Bachelor of Business Administration With
a Major in Real Estate Finance

To earn the B.B.A. degree with a major in real estate finance, students must complete all Universitywide requirements and the core B.B.A. degree requirements, and satisfy the following additional requirements:

Real Estate Core	12
RE 3381, 4338, 4382, 4389	
Electives (selected from the following)	6
ACCT/ITOM 4307	
BUSE 3300, 4332	
CISB 5397 (if senior core is completed with STRA5370)	
FINA 3330, 4325, 4326, 4327, 4328, 4329, 5132 and 5232, 5340, 5341	
MNO 3373, 4361	
RMI 3360	

Note: The core real estate courses above must be taken through enrollment at SMU.

Bachelor of Business Administration

The Courses

Real Estate (RE)

RE 3381 (3). REAL ESTATE FUNDAMENTALS. Introduces various aspects of real estate, including location, financing, investment, and legal principles. Serves as the foundation for other courses in real estate. **ACCT 2302**; **FINA 3320**. Reserved for Cox majors.

RE 4338 (3). REAL ESTATE LAW. Surveys real estate law with emphasis on real estate transactions, financing, syndication, and land use regulation. **BL 3335** and **RE 3381**. Reserved for Cox majors.

RE 4382 (3). REAL ESTATE VALUATION. Presents principles and techniques of estimating the value of residential and income producing properties. Considers the economic base, structure, and distribution of land use in urban areas. **RE 3381** and **FINA 3320**. **RE 3381** may be taken concurrently with the permission of the instructor. Reserved for Cox majors.

RE 4389 (3). REAL ESTATE FINANCE. Students develop the technical competence necessary to finance and evaluate real estate investments. Covers computation of periodic payments, amortization schedules, and true borrowing costs. Also considers the secondary mortgage market, application of techniques for structuring real estate transactions, and financing real estate development. **RE 3381** and **FINA 3320**; **RE 4382** recommended. Students cannot receive credit for **RE 4381** and **RE 4389**. Reserved for Cox majors.

Business Law (BL)

BL 3300 (3). SPECIAL TOPICS: INTERNATIONAL BUSINESS LAW. Special topics in international business law taught abroad.

BL 3310 (3). LEGAL PERSPECTIVES AND BUSINESS LAW. Covers basic legal issues essential to working with attorneys in a business or personal environment. Topics include constitutional issues affecting business, litigation management, alternative dispute resolution, civil tort liability, contracts, intellectual property, white-collar crime, real estate acquisitions, land use, business formation, and employment law. Elective for minor in business. Cox majors and minors in business administration will not receive credit for this course and may not enroll in it.

BL 3335 (3). BUSINESS LAW. Emphasizes the nature, formation, and application of law with a macro view; also public law and regulation of business. **ACCT 2301**; **ECO 1311** and **1312**; **MATH 1309** or **1337**; and **STAT 2301** or one from the following: **CSE 4340**; **EMIS 3340**; **ITOM 2305**; **STAT 2331**, **4340**. Reserved for Cox majors.

BL 4300 (3). SPECIAL TOPICS: INTERNATIONAL BUSINESS LAW. Offered through SMU Abroad. **Junior standing**.

BL 4340 (3). LAW FOR THE ENTREPRENEUR. Examines critical legal issues encountered by private domestic enterprises during the first years of operation. Topics include the hiring of counsel, alternatives for entity formation, establishment of a board of directors, debt and equity financing, real estate leases, criminal and civil liabilities, and litigation and risk management strategies. **BL 3335**. Reserved for Cox majors.

Risk Management and Insurance Area (RMI)

