



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 prem-

## The Center for Marketing Management Studies

Raj Sethuraman, Executive Director

The Center for Marketing Management Studies serves as a focal point for interaction among faculty, practitioners and students who share a common interest in applied marketing management research and education. The center sponsors research and educational programs in marketing management. Since 1989, the center has sponsored the Graduate Marketing Certificate Program, designed to provide current and aspiring business professionals with the latest in marketing thought and practice. The program is held at the Dallas campus and at the SMU-in-Plano campus, one night each week throughout the school year.

## The Caruth Institute for Entrepreneurship

Jerry F. White, Director

Since its founding in August 1969, the Caruth Institute has continuously developed innovative courses and programs to help individuals keep pace with the dynamic, rapidly changing field of entrepreneurship. The institute currently offers undergraduate, graduate, and professional development courses to give students the skills and knowledge necessary to launch and manage successful entrepreneurial ventures. In addition to its academic courses, the institute sponsors entrepreneurship clubs, a business plan competition and an MBA Venture Fund, and has created a number of unique programs that enable students to experience and better understand the inner workings of entrepreneurial ventures. Programs include the Southwest Venture Forum and the Dallas 100™ Awards – an annual event that identifies and honors the 100 fastest-growing privately held companies in the Dallas area.

## The Center for Research in Real Estate and Land Use Economics

William B. Brueggeman, Director

The Center for Research in Real Estate and Land Use Economics was created in 1984 as a research entity with a focus on major issues in the real estate industry. The center is engaged in a number of projects, including housing finance, real estate development, real estate investment performance, database management and property valuation. The center also acts as a conduit for research grants and proposals for management programs, which it conducts through the Costa Institute of Real Estate Finance and the Robert and Margaret Folsom Institute of Real Estate Development and Land Use Policy.

## Maguire Energy Institute

W. Bruce Bullock, Director

The Maguire Energy Institute promotes the study of policy, marketing and management issues that affect oil, natural gas and electricity. Founded by Cary M. Maguire, chairman, president and chief executive officer of Maguire Oil Company, the institute is a leading-edge resource for energy industry information and facilitates the exchange of ideas among students, businesses, the media and government officials.

Students can participate in courses, workshops and seminars. The institute also conducts research and analysis, publishes a quarterly newsletter on important policy issues and focuses on exploring innovative ways to improve management of the world's oil and gas resources.

JCPenney Center for Retail Excellence  
Edward J. Fox, Executive Director



B Use of chat services during class sessions is prohibited.

B



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

Admission of external transfer students to a B.B.A. major requires

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 or DISC 1312  
ECO 1311, 1312  
MATH 1309 or 1337 or 1340  
ACCT 2301  
ITOM 2305, or STAT 2301 or 2331, or EMIS 3340, or CSE/STAT 4340

Notes

- B After a student completes MATH 1340, the Mathematics Department may award credit for MATH 1337, depending on the grade earned in MATH 1340. When this occurs, the letter grade earned in MATH 1340 will count for the subset, not the MATH 1337 credit.
- B For admission purposes to the Cox B.B.A. program, the all-college cumulative GPA is recorded at the end of the term the student completes the business subset AND has at least 39 cumulative credit hours. The all-college cumulative GPA includes all SMU coursework and courses completed at all other colleges



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

### 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

## ACADEMIC REGULATIONS

### B.B.A. Degree Requirements

The Edwin L. Cox School of Business adheres to the Association to Advance Collegiate Schools of Business (AACSB International) standards of accreditation. Students will be awarded the Bachelor of Business Administration degree upon successful completion of the following requirements:

**B Admission.** Detailed information regarding admission to the Cox School of Business is found in the Admission section above.

**B Grade Requirements.** An overall GPA of at least 2.000 on all SMU work at-

Commencement Activities Prior to  
Completion of Degree Requirements

Participation in May graduation activities is allowed for students who are August graduates provided they are enrolled to complete all graduation requirements during the summer following May graduation activities.

Curriculum Requirements

The requirements summarized below must be satisfied to earn the Bachelor of Business Administration degree. In

	Credit Hours
ACCT 2301, 2302	6
FINA 3320	3
ITOM 2308, 3306	6
MNO 3370	3
MKTG 3340 (or ADV 3362, for advertising majors and minors only)	3

Note: Management science majors in the minor in business administration take ITOM 2308; however, they take EMIS 3360 and 5362 instead of ITOM 3306.

#### Grading

Regular grading standards will be used. None of the 21 hours may be completed pass/fail for the minor in business administration. A minimum 2.000 GPA on all business courses attempted is required for satisfactory completion of the minor in business administration.

#### Minor in Business

Undergraduates with majors outside the Cox School may complete the minor in business, which is an open-enrollment program with no grade-based admission requirements. The minor in business offers courses designed to provide a general overview of business topics to complement a variety of academic interests. The minor in business requires

B A minimum 2.000 business and 2.000 minor in business GPA.

B Completion of the 18 hours specified for the minor below.

Minor in business courses will be accepted in transfer prior to matriculation, but once a student has entered SMU, all remaining minor in business courses and a minimum of nine hours of business coursework must be completed through enrollment in courses offered by the faculty of the Cox School of Business.

Note: With the exception of BUSE 3310 and FINA 3312, no courses offered for the minor in business may be taken by B.B.A. majors or students enrolled in the minor in business administration. BUSE 3310 and FINA 3312 may be taken as free (nonbusiness) elective credit by B.B.A. majors and students enrolled in the minor in business administration.

#### Course Requirements

Students must complete all hours toward the minor in business through enrollment in courses at SMU (or a minimum of nine hours for transfer students). Courses in this program are offered during summer and intersession terms at SMU's three campuses (Dallas and Plano in Texas and Taos, New Mexico).

Students entering the minor in business with prior course credit for certain business courses may substitute the following credits toward the minor in business: ACCT 2301 for ACCT 2310, BL 3335 for BL 3310, FINA 3320 for FINA 3310, MNO 3370 for MNO 3310 and MKTG 3340 for MKTG 3310. No other course substitutions are approved, and all postmatriculation courses must be completed at SMU. Students 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.

With the exception of BUSE 3310 and FINA 3312, the courses offered as part of the minor in business may not be taken by students in the Cox B.B.A. program or in the minor in business administration. Cox B.B.A. majors and students enrolled in the minor in business administration may take BUSE 3310 and/or FINA 3312 as free elective credit; these courses will not count as business hours toward any B.B.A. degree. To earn a minor in business students must satisfy the following requirements:

	Credit Hours
Core Courses	15
ACCT 2310, or ACCT 2301 or 2311	
BUSE 3310 or BUSE 3311	
FINA 3310	
MNO 3310	
MKTG 3310 (or ADV 3362, for advertising majors and minors only)	
Elective (selected from the following)	3
BL 3310, or CISB 2388, or FINA 3312	

#### Grading

Regular grading standards will be used. None of the courses may be completed pass/fail. A minimum 2.000 GPA on all business courses attempted is required for satisfactory completion of the minor in business.

#### Advising

The undergraduate program of the Cox School of Business is strongly committed to the academic advising process and believes that advising is effective only if the student actively participates in, and assumes responsibility for, the advising process. Cox academic advisers are available in 252 Maguire for student appointments. All students admitted to the Cox School are required to attend a two-part orientation session, which includes the B.B.A. Advising Office, B.B.A. Career Management Center and the Business Information Center. After the initial orientation, students are required to meet with a B.B.A. adviser every term until graduation.

Students are not assigned to a specific adviser; however, many students prefer to meet with the same adviser. It is the student's choice when scheduling an appointment to either select a particular adviser or schedule with the next available adviser.

Prior to each advising appointment, students are expected to carefully examine their electronic degree progress report, as it is the student's responsibility to help assure the eDPR's accuracy. After meeting with an adviser, students enroll, swap and

## 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.

## Career Education and Services

The undergraduate Career Management Center fosters the development of lifelong career management skills, providing exposure to various careers and developing skills that will help students secure employment. Students learn career planning, personal marketing, resume and professional correspondence development, and interview and job search skills. Career management fundamentals are taught in the required BLI 3302 course. The career coaches meet with students one-on-one to develop individualized career plans and assist them with their internship or job search. Internships are strongly encouraged and are considered a key component of the undergraduate experience at Cox. SMU's location in Dallas allows students to pursue part-time internships during the academic year as well as part- and/or full-time internships during the summer worldwide. In addition, the Career Management Center provides opportunities for B.B.A. students to interact with employers at career-related events such as career fairs, workshops, panels and seminars focused on specific industries, professions or companies. Students are encouraged to start this process early and make an appointment with a career coach during the term they are accepted to Cox. Ongoing meetings with career coaches are important for students to continue polishing the professional skill sets necessary for a successful job search. The Career Management Center is located in 254 Maguire.

## BBA Mentoring Alliance

The BBA Mentoring Alliance is a professional mentoring experience that pairs business undergraduates one-on-one with executives in the Dallas-area business community. The Mentoring Alliance enhances a student's collegiate experience by providing firsthand insights into the business world while teaching the value of effective networking. Eligibility for the mentoring program requires a declared major in business, junior or senior status, and good academic standing. B.B.A. students on academic probation are not eligible to participate. After acceptance into the program, students are matched with a mentor for an academic year.

## Honors Program

The Cox B.B.A. Honors Program offers an enhanced curriculum to outstanding business students. B.B.A. students admitted to this program have the opportunity to take rigorous courses that challenge their intellectual abilities and sharpen their professional skills. These courses are taught by some of the outstanding professors at the Cox School and are similar to M.B.A. courses. Honors courses are structured to provide students with a greater understanding of current business practices and the academic theories that will help create the business practices of the future. In addition to honors courses, students in the Cox B.B.A. Honors Program have the opportunity to participate in extracurricular activities that complement their business education. Enrolling in the Cox B.B.A. Ho

### 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



### Honors Notation on the Diploma

Students who are in the Cox B.B.A. Honors Program will receive an honors notation (“Honors in Business”) on their transcript and diploma if they complete at least six honors courses (18 hours), at least four (12 hours) of which must be at the junior or senior level, and have both an SMU GPA and a Cox Honors Program GPA of at least 3.500. The Cox Honors distinction is separate from the cum laude distinctions awarded at graduation.

### BBA Scholars Program

The BBA Scholars Program affords numerous special opportunities, including networking with Cox faculty and the Dallas business community, invitations to special



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 Fro Fro Tw4

## ACCOUNTING

Professor Hemang Desai, Department Chair

Professors: Joseph Magliolo, Wayne Shaw. Associate Professors: Nilabhra  
Bhattacharya, J. Douglas Hanna. Assistant Professors: Ruihao Ke, Zining Li,  
Hyungshin Park, Dimitris Vrettos, Jeff Yu. Professor of Practice: Barry Bryan.  
Clinical Professor: Gregory Sommers. Senior Lecturer: Susan Riffe.

Bachelor of Business Administration With a Major in Accounting

All B.B.A. degree-seeking students should take ACCT 2301 and 2302 during their  
sophomore year. Matriculated students must take these courses through enrollment





## FINANCE

Professor Kumar Venkataraman, Department Chair

Professors: James S. Linck, William F. Maxwell, Darius P. Miller, Albert W. Niemi, James L. Smith, Rex W. Thompson, Michel R. Vetsuypens Associate Professor: Amar Gande. Assistant Professors: Indraneel Chakraborty, Stacey Elizabeth Jacobsen, Yian Liu, Andrew C. MacKinlay, Ravindra V. Sastry, Johan Sulaeman. Professors of Practice: Donald Shelly, Nathan G. Walcott. Clinical Professors: Jeffrey W. Allen, Michael L. Davis.

Bachelor of Business Administration With a Major in Finance

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

	Credit Hours
Finance Core	18
FINA 4325, 4326, 4327, 4329 or 4335	
ACCT 3311, 3312	
Electives (Selected from the ((Proec)11.2(II)-2(eow)-1.9).TT6 1 Tf 7.5 0 0 7.5 261.72 (A -.0 T	

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/ECO 4368 (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. Prerequisites: ACCT 2301; ECO 1311 and 1312; MATH 1309 d837; STAT 2301 or one from the following: CSE 4340; EMIS 3340; ITOM 2305; STAT 2331, 4340. Reserved for Cox majors and minors in business administration. Students will not receive credit for this course and ECO 4368.

FINA 3330/ECO 3355 (3). MONEY AND CAPITAL MARKETS. Analyzes the structural interrelationships among the important participants in the U.S. financial markets. Topics include flow of funds, determinants of interest rates, monetary policy and interest rates, money and capital market instruments, and problems in managing financial institutions. Prerequisite: FINA 3320. Reserved for Cox majors. Students may not receive credit for this course and ECO 3355.

FINA 3350 (3). ESSENTIALS OF PERSONAL FINANCE. Students focus on key elements of personal financial planning using life cycle economics as the foundation for financial health. Also, credit scores, credit cards, borrowing money for major purchases, investment history and prospects for individual securities and mutual funds, taxes, personal insurance, and common employee benefits. Tools include spreadsheet modeling and life cycle software. Counts as business elective credit only. Reserved for Cox majors. Prerequisite or corequisite: FINA 3320.

FINA 4325 (3). ADVANCED FINANCIAL MANAGEMENT. In-depth analysis of capital budgeting, cost of capital, sources of capital open to the firm, capital structure, dividend policy, mergers, and bankruptcy. Students may not receive credit for this course and ECO 4388. Prerequisite: FINA 3320. Reserved for Cox majors.

FINA 4326/ECO 4378 (3). INVESTMENT ANALYSIS AND PORTFOLIO MANAGEMENT.



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

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

FINA 5340 (3). ALTERNATIVE ASSETS I. Topics include portfolio construction, arbitrage pricing theory, controlled-risk strategies (e.g., event-driven, long-short equity; dedicated short bias; arbitrage), and performance measurement. Covers operational issues such as implementation costs, leverage, and the mechanics of security lending. Prerequisites: FINA 4326, 5341. Reserved for Cox majors.

FINA 5341 (3). ALTERNATIVE ASSETS II. Focuses on leveraged finance, building the necessary skills to calculate total enterprise valuation and then moving to the different segments of leveraged finance: high-yield bonds, leveraged loans, credit default swaps, collateralized debt obligation, debtor-in-possession financing, and distressed investing. Prerequisites: FINA 3320, ACCT 3312. Prerequisite or corequisite: FINA 4326. Application required. Reserved for Cox majors.

FINA 5348 (3). FINANCIAL MODELING. Covers hands-on modeling of valuation of public and private companies, integrated cash flow models, leveraged buyout models, mergers and acquisitions models, and exposure to handling large financial databases. Prerequisites: FINA 4325, 4326. Reserved for Cox majors.

## INFORMATION SYSTEMS

Professor Amit Basu, Department Chair

Professors: Bezalel Gavish, John H. Semple Associate Professors: Sreekumar R. Bhaskaran, R. Canan Savasana-Ebert, Ulrike Schultze. Assistant Professor: Fangyun T. Tan. Clinical Professors: Ellen Parker Allen, Amy V. Puelz.

MANAGEMENT AND ORGANIZATIONS

Associate Professor      Don VandeWalle, Department Chair

that ACCT 3391 is a gateway course for el

## MARKETING

Professor Raj Sethuraman, Department Chair

Professors: Thomas E. Barry, Richard A. Briesch, William R. Dillon, Daniel J. Howard, Roger A. Kerin, Glenn Voss, Zannie G. Voss. Associate Professors: Michael H. Braun, Edward J. Fox, Stanimir Markov, Tasadduq Shervani, Jacquelyn S. Thomas. Assistant Professors: Joonwook Park, T. Andrew Poehlman, Morgan K. Ward. Senior Lecturers: Charles A. Besio, Judith H. Foxman. Executive-in-Residence: Steven P. Dennis.

### Bachelor of Business Administration With a Major in Marketing

To earn the B.B.A. degree with a major in marketing, students must complete all University wide requirements and the core B.B.A. degree requirements, and satisfy the following additional requirements:

	Credit Hours
Marketing Core	9–10
MKTG 3342, 3343, 5050 or 5150, 5341	
Electives (selected from the following)	6
MKTG 3344, 3345, 3346, 3348, 3349, 4345, 5345	
Business Electives	3

### Notes

B The core marketing courses above must be taken through enrollment at SMU.  
B



REAL ESTATE, RISK MANAGEMENT AND BUSINESS LAW

Professor William B. Brueggeman, Department Chair

Associate Professor: Robert Puelz. Senior Lecturers:

BL 3335 (3). BUSINESS LAW. Emphasizes the nature, formation, and application of law with a macro view; also public law and regulation of business. Prerequisites: ACCT 2301; ECO 1311 and 1312; MATH 1309 or 1337; and STAT 2301



## STRATEGY, ENTREPRENEURSHIP AND BUSINESS ECONOMICS

Professor Gordon Walker, Department Chair

Associate Professor: David T. Lei. Assistant Professor: Bo Kyung Kim. Professors of Practice: Robert A. Lawson, Simon S. Mak, Gary T. Moskowitz. Clinical Professor: David C. Croson. Executive-in-Residence: W. Michael Cox. Scholar-in-Residence: Dwight R. Lee. Writer-in-Residence: Richard G. Alm.

### Business Economics Courses (BUSE)

BUSE 3300 (3). EVOLUTION OF AMERICAN CAPITALISM. Discusses the evolution of capitalism in the American economy from the Colonial period to the present, focusing on the post-World War II era. Topics include government regulation of business, unions and their impact on competition, trends in inequality, discrimination in the workforce, structural changes and the disappearance of the middle class, the costs and benefits of free trade, the drift toward socialism, the intense competition among states for jobs, and global challenges to America's leadership in the world. Prerequisites: ECO 1311, 1312. Reserved for Cox majors.

BUSE 3310 (3). MARKETS AND FREEDOM. Discusses the indicators of economic freedom and the benefits of globalization. Explores how markets raise living standards, including the roles that technology, globalization, public policy, and economic growth play in a functioning market economy. This course can count as free elective credit for Cox majors; however, students cannot receive credit for both BUSE 3310 and STRA/FINA 4355.

BUSE 3311 (3). AMERICAN BUSINESS HISTORY.

## Entrepreneurship Courses (CISB)

CISB 2379 (3). IDENTIFYING ENTREPRENEURIAL OPPORTUNITIES. Recognizing entrepreneurial opportunities in a variety of settings. Emphasizes sources of ideas, identifying entrepreneurial opportunities, alignment with personal goals, determining market feasibility, determining financial feasibility, and evaluating competitive issues. Reserved for Cox majors.

CISB 2388 (3). ENTREPRENEURSHIP CONCEPTS. Students are introduced to concepts at each stage of the entrepreneurial process, including opportunity identification, opportunity evaluation, acquiring resources, launching and managing the new venture, and exit strategies. Students also play the role of investors and learn to pitch to investors. Cox majors and minors in business administration will not receive credit for this course and may not enroll in it. Reserved for non-Cox majors and business minors only.

CISB 3380 (3). BUSINESS DECISION-MAKING. Analyzes theories and practices of decision-making in a variety of business settings to help students make better business decisions. Emphasizes understanding the processes through which individuals and firms make decisions (and