

## SORRELL COLLEGE OF BUSINESS

### MISSION STATEMENT

The Sorrell College of Business (SCOB) prepares a diverse student body, drawn primarily from Alabama and surrounding states, to become successful, ethical and engaged business professionals with the knowledge to compete in the global business environment.

#### To achieve this our faculty, staff, and administration will:

Provide quality undergraduate and graduate education in global business through high-quality **teaching**;

Serve the university and **engage** with business and professional communities in our primary service area through individual involvement and our centers for research and outreach;

Grow and enhance the longstanding “culture of **caring**” for our traditional, nontraditional, military, and international students; and

Contribute to the creation of knowledge, with a focus on the **scholarship** of application and integration, and teaching and learning, complemented by basic and discovery scholarship in select disciplines.

### Degree Programs

The Sorrell College of Business offers two undergraduate degrees, the Bachelor of Science in Business Administration (B.S.B.A.) and the Bachelor of Science in Hospitality, Sport and Tourism Management.

Within the B.S.B.A., students select a major from degree programs in Global Business, Accounting, or Economics. Global Business majors select one of a wide range of concentrations designed to prepare graduates for careers in a variety of business fields: Accounting and Finance, Data Analytics, General Business, Human Resource Management, Information Systems, Management, Marketing, and Risk Management Insurance, or specified Interdisciplinary concentrations. Students majoring in Economics select a concentration in either General Economics or Financial Economics.

The B.S.B.A. degree programs are offered through the School of Accountancy; the Department of Economics and Finance; the Department of Management and HRM; the Department of Marketing and Business Law; and the Department of Risk Management and Data Analytics.

The B.S. in Hospitality, Sport and Tourism Management is offered through the School of Hospitality, Sport and Tourism Management. The mission of the School of Hospitality, Sport, and Tourism Management is to prepare students to become future leaders and scholars in hospitality, sport and tourism management by providing exemplary integrative and experiential academic preparation in a collaborative environment, to conduct seminal and applied research that impacts the hospitality, sport, and tourism industries on a local, national, and global level, and to provide professional and community service.

The total experience within the School of Hospitality, Sport and Tourism Management facilitates students to have an exceptional fundamental education, engagement in service learning experiences, exposure to working professionals, and career preparation through internships. As a result, students are provided a competitive advantage in a job market that is projected to see continual growth.

The School of Hospitality, Sport and Tourism Management prepares students for a variety of positions in the hospitality, sport and tourism industries. The goal of the faculty and School is to create an integrated academic learning environment for analyzing and resolving the challenges in the deliverance and business of hospitality, sport and tourism. The faculty and staff are committed to providing support for student achievement. Students can enter the hospitality, sport and tourism industries with exceptional knowledge, professional preparation, and the confidence to assume leadership positions.

### TROY UNIVERSITY SCOB VISION STATEMENT

The Sorrell College of Business strives to be a renowned teaching-focused business college graduating GEEKS ready to succeed in business and life.

### ACCREDITATION

The Bachelor of Science in Business Administration (B.S.B.A) programs in Global Business, Accounting, and Economics offered in the Sorrell College of Business are accredited by AACSB International—The Association to Advance Collegiate Schools in Business. In addition, the undergraduate accounting program housed in the School of Accountancy carries supplemental AACSB accounting accreditation.

The Bachelor of Science in Hospitality, Sport, and Tourism Management (Sport Management concentration) offered in the School of Hospitality, Sport, and Tourism Management is separately accredited by the Commission on Sport Management Accreditation (COSMA).

The School of Hospitality, Sport and Tourism Management offers three undergraduate concentrations: (1) Hospitality Management, (2) Sport Management, and (3) Tourism Management. The focus of s for entry into the sport management, leisure services, and/or tourism and hospitality occupations at the professional level.

Hospitality Management is the study of all people, activities, businesses, and/or organizations involved in providing service to support the restaurant, accommodation and/or event industries. Students graduating with a concentration in hospitality are prepared for careers in hotels, restaurants, resorts, conference centers, event management, casinos, retail, club management, entertainment, and other hospitality-related businesses.

Sport Management is the “study and practice of all people, activities, businesses, or organizations involved in producing, facilitating, promoting, or organizing any sport-related business or product” (Pitts and Stolar, 2007). Students graduating with a concentration in sport are prepared for careers in interscholastic, intercollegiate, professional, and recreational sport as well as careers in event management, retail, sales, and other sport-related business.

Tourism Management is the study of all people, activities, businesses, organizations, and destinations involved in providing products and services to individuals traveling to and staying in places outside their usual environment for leisure and/or business. Students graduating with a concentration in tourism are prepared for careers in convention and visitors’ bureaus, resorts, destination marketing organizations, government tourism departments, conference centers, event management, theme parks, historic sites, nature-based tourism and other tourism-related businesses.

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**BACHELOR OF SCIENCE IN BUSINESS  
ADMINISTRATION (B.S.B.A.)  
DEGREE REQUIREMENTS**

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*This section outlines the degree requirements for all B.S.B.A. students in all majors and concentrations. Specialized program requirements for each of the majors and concentrations within the B.S.B.A. degree are listed in separate sections on the following pages. Students need to consult both this section and the section for their major/concentration when planning their course of study.*

*For more information on general requirements for all Troy University baccalaureate degrees, see the index listings for baccalaureate degree parameters, general studies, and academic regulations.*

***General Studies Program: Specialized Requirements***

All students are required to complete the Troy University General Studies Program requirements (see the index listing for general studies for more information). The B.S.B.A. requires the selection of certain courses within the General Studies Program:

**Area III:** MTH 1112 or MTH 1125

**Area IV:** ECO 2251 and ECO 2252

For all other General Studies requirements, students may select from courses approved within the General Studies Program. *Note that ECO 2251, ECO 2252, and IS 2241 (required under Area V of the General Studies Program) are classified as lower-level business courses — see the GPA and Grade Requirements: Lower-level Business Program for more information.*

***GPA and Grade Requirements: General Studies Program***

Students must complete MTH 1112, ENG 1101, and ENG 1102 (or their equivalents) with a grade of “C” or higher in each course. Students will not be permitted to register for upper-level business courses until this requirement is met.

**Students are allowed a maximum of three attempts at completing each of these courses with a grade of “C” or higher.**

***Lower-level Business Program***

All B.S.B.A. students must complete a 65-hour program consisting of the General Studies Program and the Lower Business Core, including MGT 3300 and MKT 3300 (all courses above 3300 are considered upper-level courses). In addition, Troy campus students will begin their Professional Development and Engagement course series (see below). Students nearing the completion of the initial 65 hours should consult their academic advisors for guidance on the transition to upper-level courses upon meeting the lower-level business program requirements.

**Lower-level Business Program (18 Hours)**

ACT 2291	(3)	Principles of Accounting I
ACT 2292	(3)	Principles of Accounting II
LAW 2221	(3)	Legal Environment and Business
MGT 3300	(3)	Principles of Management
MKT 3300	(3)	Principles of Marketing

better in all accounting courses (prefix ACT). Students are allowed

**DATA ANALYTICS MAJOR**

IS 3347	(3)	Honors Database Management Systems
IS 3351	(3)	Honors Business Programming
IS 4446	(3)	Honors Systems Analysis and Design
IS 4498	(3)	Internship

*Students completing these requirements will receive a special endorsement on their diplomas designating them as Sorrell College of Business Global Scholars and receive special regalia to be worn at graduation.*

**ACCOUNTING MAJOR (37 HOURS)**

**B.S. in Business Administration degree with a major in accounting.**

**Common Courses**

ACT 3391	(3)	Intermediate Accounting I
ACT 3392	(3)	Intermediate Accounting II
ACT 3394	(3)	Governmental Accounting
ACT 3395	(3)	Managerial/Cost Accounting
ACT 3396	(3)	Accounting Information Systems
ACT 4435	(3)	Accounting Analytics
ACT 4480	(1)	Professional Development
ACT 4491	(3)	Advanced Accounting
ACT 4494	(3)	Income Tax I
ACT 4495	(3)	Income Tax II
ACT 4497	(3)	Auditing
IS 3315	(3)	Advanced Applications for Accounting

**Elective Accounting Courses (3 hours)**

*Select one upper-level business elective (ACT 4499 Accounting Internship recommended)*

**DATA ANALYTICS MAJOR (36 HOURS)****Required Courses:**

GIS 3390	(3)	Fundamentals of Geospatial Information & Analysis
HSTM 4431	(3)	Analytics in HSTM
IS 3315	(3)	Advanced Applications for Accounting
IS 3346	(3)	Database MGT Systems I
IS 3350	(3)	Business Programming
DA 4410	(3)	Business Data Mining I
DA 4415	(3)	Big Data Analytics and Visualization
DA 4440	(3)	Business Mining II
IS 4447	(3)	System Analysis and Design
IS 4494	(3)	Guided Research
MKT 4464	(3)	Marketing Research
QM 3342	(3)	Introduction to Operations Research

**ECONOMICS MAJOR (36 HOURS)**

**B.S.B.A. in Business Administration with a major in Economics.**

**GENERAL ECONOMICS CONCENTRATION (36 HOURS)****Required Economics Courses (9 hours)**

ECO 3351	(3)	Intermediate Macroeconomics
ECO 3352	(3)	Intermediate Microeconomics
ECO 4459	(3)	Economics Seminar

**Economics Electives (21 hours)**

ECO 3353	(3)	Money & Banking
ECO 3355	(3)	Labor Economics
ECO 3361	(3)	Sport Economics
ECO 3362	(3)	Public Choice
ECO 3363	(3)	Mathematical Economics
ECO 3365	(3)	History of Economic Thought
ECO 4434	(3)	International Economics
ECO 4452	(3)	Environmental Economics
ECO 4453	(3)	Public Finance

ECO 4454	(3)	Economic History: Rise of the Western World
ECO 4455	(3)	Comparative Econ Systems
ECO 4456	(3)	The Economic and Moral Foundations of Capitalism
ECO 4457	(3)	Econometrics
ECO 4458	(3)	Law & Economics
ECO 4460	(3)	Urban and Regional Economics
ECO 4461	(3)	Austrian Economics
ECO 4462	(3)	Game Theory

**Must choose any 2 upper-level (3000 or 4000) Finance courses (6 hours)**

**FINANCIAL ECONOMICS CONCENTRATION (36 HOURS)****Core Economics (6 Hours)**

ECO 3351	(3)	Intermediate Macroeconomics
ECO 3352	(3)	Intermediate Microeconomics

**Required courses (12 Hours)**

ECO 4451	(3)	Economics of Globalization
FIN 4431	(3)	Intermediate Financial Management
FIN 4432	(3)	Investments
FIN 4437	(3)	Financial Institutions

**Electives**

*Select six courses (18 hours) from the following:*

*Any upper-level FIN courses (must take a minimum of three)*

ACT 3391	(3)	Intermediate Accounting
ACT 4494	(3)	Income Tax Accounting I
ECO 3353	(3)	Money and Banking
ECO 3360	(3)	Entrepreneurial Economics
ECO 3363	(3)	Mathematical Economics
ECO 4453	(3)	Public Finance
ECO 4457	(3)	Econometrics
ECO 4460	(3)	Regional and Urban Economics
ECO 4462	(3)	Game Theory
RMI 3335	(3)	Principles of Risk Management and Insurance

**GLOBAL BUSINESS MAJOR REQUIREMENT (18 HOURS)**

**B.S.B.A. in Business Administration with major in global business.**

**Major Requirements (18 Hours)**

ECO 4451	(3)	Economics of Globalization
HRM 3375	(3)	Global Human Resource Management
MGT 4471	(3)	Leadership/Change
MKT 4468	(3)	Global Marketing
MGT 4478	(3)	Managing in a Global Environment

*Choose any upper-level business elective*

*\*Managerial Accounting Concentration students must take FIN 3334 Financial Statement Analysis as their upper-level business elective.*

**BUSINESS ACCOUNTING AND FINANCE CONCENTRATION (18 HOURS)**

*This concentration does not offer sufficient accounting coursework for students to meet the academic requirements for taking the CPA examination in Alabama.*

**Required Classes (18 hours)**

ACT 3395	(3)	Managerial/Cost Accounting I
ACT 4496	(3)	Managerial/Cost Accounting II
ACT 3365	(3)	Financial Reporting and Analysis
FIN 4431	(3)	Intermediate Financial Management
FIN 4432	(3)	Investments



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**ENVIRONMENTAL SCIENCE CONCENTRATION (18 HOURS)**


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BIO 1120	(3)	Survey of Environmental Sciences
BIO L120	(1)	Survey of Environmental Sciences Lab
BIO 3328	(3)	Environmental Pollution and Control
BIO L328	(1)	Environmental Pollution and Control Lab

**Complete 12 hours from the following:**

BIO 4479	(3)	Environmental Assessment
BIO L479	(1)	Environmental Assessment Lab
BIO 4420	(4)	Field Vertebrate Zoology (combined lecture and lab)
BIO 4425	(4)	Field Botany (combined lecture and lab)
BIO 4476	(1-4)	Special Topics (combined lecture and lab)
BIO 4491	(1-4)	Guided Independent Research (combined lecture and lab)
CHM 3350	(3)	Principles of Physical Chemistry
CHM L350	(1)	Principles of Physical Chemistry Lab
CHM 3352	(3)	Biochemistry
CHM L352	(1)	Biochemistry Lab
CHM 4445	(3)	Instrumental Analysis
CHM L445	(1)	Instrumental Analysis Lab

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**LEGAL STUDIES CONCENTRATION (18 HOURS)**


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**Required Courses (9 hours)**

LGL 2200	(3)	Introduction to Legal Studies
LGL 3300	(3)	Legal Research and Writing
LGL 4400	(3)	Seminar in Legal Studies

**Select 9 hours of electives from the following courses:**

CJ 2241	(3)	Survey of Law and Criminal Procedure
CJ 3352	(3)	Constitutional Law in Criminal Justice
CJ 4447	(3)	Current Issues in Legal Systems Operation and Administration
CJ 4441	(3)	Evidence
LAW 2221	(3)	Legal Environment of Business
LAW 4420	(3)	Administrative Law
POL 3342	(3)	Judicial Branch
POL 4420	(3)	Constitutional Law
POL 4472	(3)	Administrative Law

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**SPANISH CONCENTRATION (18 HOURS)**


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**Select 18 hours of Spanish courses.**


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**ECONOMICS MINOR (18 HOURS)**


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**Required Courses (9 Hours)**

ECO 2251	(3)	Principles of Macroeconomics
ECO 2252	(3)	Principles of Microeconomics
ECO 3351	(3)	Intermediate Macroeconomics
<b>OR</b>		
ECO 3352	(3)	Intermediate Microeconomics

**Electives****Select three from the following list (9 Hours)**

ECO 3351	(3)	Intermediate Macroeconomics
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(cannot count as both)

must repeat that course.

The School of Hospitality, Sport & Tourism Management believes the practical experience gained through an internship is essential to the student's education and professional growth. Therefore, all undergraduate students seeking a Bachelor of Science in HSTM are required to complete an internship.

All Hospitality, Sport and Tourism Management majors should also select one 18-hour minor. This minor may be a minor housed in the School which include Event Management, Hospitality Management, Sport Management, Tourism Management, Recreation, or a minor outside the School.

**Area III Requirements**

MTH 1112 (3) Pre-Calculus Algebra, or placement

**Area V Requirements**

IS 2241 (3) Computer Concepts and Applications

TROY 1101 (1) The University Experience

*Select one three hour adviser-approved elective course*

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**HOSPITALITY, SPORT AND TOURISM MANAGEMENT  
CORE (27 HOURS)**

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HSTM 2201	(3)	HSTM Industry Fundamentals
HSTM 3350	(3)	Leadership Principles in Hospitality, Sport and Tourism Management
HSTM 3365	(3)	Research Methods in Hospitality, Sport and Tourism Management
HSTM 4431	(3)	Analytics in Hospitality, Sport and Tourism Management
HSTM 4450	(3)	Event Management in Hospitality, Sport and Tourism Management
HSTM 4470	(3)	Revenue Generation in Hospitality, Sport and Tourism Management
HSTM 4490	(6)	Internship
HSTM 4499	(3)	Seminar in Hospitality, Sport and Tourism Management

*Select Hospitality, Sport or Tourism Management as concentration area.*

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**SPORT MANAGEMENT CONCENTRATION  
(27 HOURS)**

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**EVENT MANAGEMENT MINOR TOURISM  
MANAGEMENT CONCENTRATION (18 HOURS)**

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HSTM 2210	(3)	Introduction to Event Management
HSTM 3320	(3)	Event Information, Communication, and Technology
HSTM 4465	(3)	Hospitality Service
HSTM 4480	(3)	Event Planning and Operation
HSTM 4485/86	(3)	Practicum

*Advisor approved elective (3 hours)*

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**RECREATION MANAGEMENT MINOR HOSPITALITY  
MANAGEMENT CONCENTRATION (18 HOURS)**

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HSTM 2240	(3)	Introduction to Recreation Management
HSTM 3345	(3)	Recreation Programming
HSTM 3353	(3)	Legal Aspects in Sports
HSTM 4468	(3)	Recreation Administration