

College of Business



EXCELLENCE CONNECTIONS RESPONSIBILITY

The College of Business offers a Master's of Business Administration; two undergraduate degrees, Business Administration and Business/Economics, and a Business minor. The Business Administration degree is a professional program with concentrations in Accounting; Marketing; International Business; Leadership, Organization and Management; and also Tourism. The entire undergraduate program is offered both on and off campus. In addition to completing our degrees on-campus, students may elect to take some or all of their courses through the Division of Distance Education or through our partnerships with Blue Mountain Community College, Chemeketa Community College, Mt. Hood Community College or Treasure Valley Community College.

Excellence

The College of Business, which is professionally accredited through the International Assembly of Collegiate Business Education, values its attention to students, its focus on teaching excellence and its flexible program delivery. Faculty members take pride in a philosophy and practice of open access for all students to help them move to a competitive place equal to highly selective schools. Our excellence is integrated throughout our rigorous degree programs that require a high degree of academic achievement and field application, and that are offered through a variety of alternative delivery methods.

Connections

The faculty is especially committed to connections with the local business community and the overall economic development of Eastern Oregon. We provide opportunities for students to work with local and regional organizations. In addition, the College of Business has collaborative programs with the College of Arts and Sciences and its liberal arts focus. Such connections give our graduates an increased mutual respect for and collaboration with the campus community, the city of La Grande, the entire state of Oregon and indeed the world.

Responsibility

Our program is strongly committed to a liberal arts education and the development of critical thinking. Faculty strive to instill a refined curiosity about life and learning. We are committed to working toward solutions to today's problems by educating and promoting sustainable and ethical business practices. Our students explore and develop their natural gifts, and apply these as leaders for positive change.

Business

MISSION STATEMENT

Eastern Oregon University's College of Business is comprised of exemplary student-centered staff and faculty. We are dedicated to serving Oregon and beyond through professional business programs of instruction, research, and service. We have a special commitment to business educational needs in eastern Oregon through:

Excellence

1. Valuing each learner as a unique human being.

Connections

2. Demonstrating and encouraging innovative programs and instruction in business education.

Responsibility

3. Contributing, through research and practice, to the growing core of knowledge in the field of business.

OBJECTIVES:

Excellence

1. To prepare students to perform effectively and efficiently in business managerial positions so that they may accomplish their personal goals and objectives.

2. To produce students who have developed the strong personal and communication skills necessary to succeed in the business environment.

Connections

3. To produce graduates who possess an integrated knowledge of the functions and systems of business.

Responsibility

4. To develop a student with a refined curiosity about life and learning.

The College of Business at Eastern offers a Master's of Business Administration, Bachelor of Science and Bachelor of Arts in Business Administration, a Bachelor of Science and Bachelor of Arts in Business/Economics, and a minor in Business. Students may major in either Business Administration or Business/Economics but not both.

BACHELOR OF SCIENCE BUSINESS ADMINISTRATION

The Bachelor of Science or Bachelor of Arts in Business Administration with concentrations in Marketing; Leadership, Organization, and Management; International Business; Tourism; and Accounting; is a professional program designed to prepare students for graduate school or entry level positions in management, marketing, accounting, and finance.

The program is designed to prepare students who seek to

enter the world of business possessing a sound grounding in the formal skills and knowledge bases of the primary functional areas of business. The first three years of the program are structured to meet these needs. The senior year provides the opportunity for the business student to gain a specialized knowledge in one of five professional concentration areas: Marketing; Leadership, Organization and Management; International Business; Tourism; or Accounting. This program emphasizes the use of practical applications of business concepts and technology.

This degree program is offered on the Eastern campus, through the Division of Distance Education, through Eastern Oregon Community College Consortium, Chemeketa Community College, and through the Portland Metro Center. Students must have a grade of C- or better in all required courses to be eligible to graduate with this degree.

BUSINESS ADMINISTRATION PROGRAM REQUIREMENTS

Lower Division Core

BA 101 Introduction to Business and the Global Environment (3) (required for first year students only)

BA 211 Financial Accounting (4)

BA 213 Managerial Accounting (4)

BA 225 Report Writing (4)*

BA 254 Business Law (4)

ECON 201 Principles of Microeconomics (5)

ECON 202 Principles of Macroeconomics (5)

*Satisfies lower division university writing requirement

Required skill courses

Principles of Statistics (200 level or above)

College Algebra or above

Expository Writing

Upper Division Core Courses

All business administration students will complete all upper division core courses or their equivalent. Equivalent courses will be at the 300 or 400 level.

BA 312 Principles of Marketing (5)

BA 321 Principles of Management (5)

BA 313 Principles of Finance (5)

BA 325 Information Management (3)

(prereq-computer skills at the level of an Intro to Business Data Processing course.)

BA 411 Business Ethics & Regulation (4)

Concentrations

Upon completion of the upper division core, students will choose from five concentrations within the Business Administration degree program: Marketing; Leadership, Organization, and Management; International Business; Tourism; or

Accounting. Concentrations are normally completed in the senior year of a student's program. Credit within the concentration may, with adviser approval, be met via APEL. BA 490 Senior Project serves as the concentration capstone.

MARKETING

The purpose of the marketing concentration is to prepare students for careers in marketing and public relations.

The marketing concentration helps to prepare the student for a variety of careers as well as giving them a foundation of important business principles. Possible career areas to explore include: Advertising, Public Relations, Retailing, E-commerce, Market Research, and Product Management.

Required:

BA 490 Senior Project (5) (capstone)*

BA 498 Business Policy and Strategy (5)*

*Satisfies upper division university writing requirement (UWR)

Electives: 15 credits. Students will select from the following list or other approved marketing courses:

BA 450 Retailing (5)

BA 464 Promotional Strategy (5)

BA 465 Consumer Behavior (5)

BA 485 International Marketing (5)

LEADERSHIP, ORGANIZATION, AND MANAGEMENT

The purpose of the leadership, organization, and management concentration is to prepare students for entry-level supervisory positions in both for profit and not-for-profit organizations as well as prepare students for starting and running their own business. Possible career areas to explore include: Personnel Management, Recreational Management, Hospital Administration, Operations Management, Non-Profit Administration, Small Business Management.

Required:

BA 490 Senior Project (5) (capstone)*

BA 498 Business Policy and Strategy (5)*

*Satisfies upper division university writing requirement (UWR)

Electives: 15 credits. Students will select from the following list or other approved management courses:

BA 460 Entrepreneurship (5)

BA 461 Organizational Behavior (5)

BA 482 Project Mgt, Planning & Control (5)

BA 487 International Management (5)

INTERNATIONAL BUSINESS

The purpose of the international business concentration is to prepare students for careers with companies with an international focus. Possible career areas to explore include: International Trade, International Business Management, Foreign Exchange, and International Marketing.

Required:

BA 490 Senior Project (5) (capstone)*

BA 498 Business Policy and Strategy (5)*

*Satisfies upper division university writing requirement (UWR)

Electives: 15 credits. Students will select from the following list or other approved courses or international experience:

BA 485 International Marketing (5)

BA 487 International Management (5)

BA 486 International Finance (5)

TOURISM

This concentration will prepare students for work in one of the fastest growing career tracks in the world. Eastern Oregon University has partner relations with Blue Mountain Community College, Chemeketa Community College and Mt. Hood Community College. Specific coursework is available from a highly professionally qualified faculty in the areas of hospitality, gaming and tourism.

Required:

BA 490 Senior Project (5) (capstone)*

BA 498 Business Policy and Strategy (5)*

*Satisfies upper division university writing requirement (UWR)

Electives: 15 credits. Students will select as follows:

Choose 1 of the following:

BA 451 Human Resource Management (5)

BA 464 Promotion Strategy (5)

Choose 2 of the following:

BA 431 Gaming Marketing (5)

BA 432 Hospitality Operations Management (5)

BA 433 Gaming Law (5)

BA 434 Hospitality Law (5)

BA 436 Strategic Travel and Tourism Management (5)

BA 438 The Tourism System (5)

ACCOUNTING

The purpose of the accounting concentration is to prepare students for careers in public accounting, corporate accounting, or not-for-profit organizations. BA 211 and BA 213 are prerequisites for this concentration.

BA 333 Individual Income Tax (5)*

BA 383 Intermediate Accounting I (5)

BA 384 Intermediate Accounting II (5)

BA 385 Intermediate Accounting III (5)

BA 428 Auditing (5)

BA 419 Advanced Accounting (5) (capstone)

BA 421 Cost Accounting (5)

*Satisfies upper division university writing requirement (UWR)

Accounting CPA Track – add to Accounting Concentration

BA 334 Corporate Tax (3)

BA 420 Non-Profit Accounting (3)

Courses in the upper division Accounting Concentration may be replaced by equivalent courses from other colleges with adviser approval. Upper division requirements may not be met at the 100 or 200 level.

TYPICAL FOUR -YEAR PLAN: ACCOUNTING CONCENTRATION

YEAR 1

BA 101 Introduction to Business and the Global Environment	3
BA 131 Business Data Processing	3
WR 121 Expository Writing	4
Math 111 or 241	4
GEN ED electives	<u>32</u>
Total	46

YEAR 2

BA 225 Report Writing	4
BA 254 Business Law	4
BA 211 Financial Accounting	4
BA 213 Managerial Accounting	4
ECON 201 Microeconomics	5
ECON 202 Macroeconomics	5
GEN ED electives	<u>20</u>
Total	46

YEAR 3

BA 321 Principles of Management	5
BA 312 Principles of Marketing	5
STAT 315/316 Statistics	5
BA 313 Principles of Finance	5
BA 325 Information Management	3
BA 383 Intermediate Accounting I	5
BA 384 Intermediate Accounting II	5
BA 385 Intermediate Accounting III	5
BA 411 Business Ethics and Regulation	4
Electives	<u>4</u>
Total	46

YEAR 4

BA 333 Individual Income tax	5
BA 334 Corporate Tax*	3
BA 419 Advanced Accounting	5
BA 420 Not-for-Profit Accounting*	3
BA 428 Auditing	5
BA 421 Cost Accounting	5
Electives	<u>20</u>
Total	46

*Recommended for students planning on taking the CPA exam.

TYPICAL FOUR-YEAR PLAN ALL OTHER CONCENTRATIONS.

YEAR 1

BA 101 Introduction to Business and the Global Environment	3
BA 131 Business Data Processing	3
WR 121 Expository Writing	4
Math 111	4
GEN ED and other electives	<u>32</u>
Total	46

YEAR 2

BA 225 Report Writing	4
BA 254 Business Law	4
BA 211 Financial Accounting	4

BA 213 Managerial Accounting	4
ECON 201 Microeconomics	5
ECON 202 Macroeconomics	5
GEN ED and other electives	<u>20</u>
Total	46

YEAR 3

BA 321 Principles of Management	5
BA 312 Principles of Marketing	5
STAT 315/316 Statistics	5
BA 313 Principles of Finance	5
BA 325 Information Management	3
BA 411 Business Ethics and Regulation	4
General electives or study abroad	<u>19</u>
Total	46

CONCENTRATIONS: SENIOR YEAR

YEAR 4

MARKETING

BA 450 Retailing*	5
BA 464 Promotion Strategy*	5
BA 465 Consumer Behavior*	5
*Or approved marketing elective	
BA 498 Business Policy and Strategy	5
BA 490 Senior Project	5
General Electives	<u>20</u>
Total	45

YEAR 4

LEADERSHIP, ORGANIZATION, AND MANAGEMENT

BA 460 Entrepreneurship*	5
BA 461 Organizational Behavior*	5
BA 482 Project Management, Planning and Control*	5
*Or approved management elective	
BA 498 Business Policy and Strategy	5
BA 490 Senior Project	5
General Electives	<u>20</u>
Total	45

YEAR 4

INTERNATIONAL BUSINESS

BA 485 International Marketing *	5
BA 486 International Finance *	5
BA 487 International Management*	5
*Or approved international business elective	
BA 498 Business Policy and Strategy	5
BA 490 Senior Project	5
General Electives	<u>20</u>
Total	45

YEAR 4

TOURISM

BA 451 Human Resource Management	5 or
BA 464 Promotion Strategy	5
Two of the following (for total of 10)	
BA 431 Gaming Marketing	5* or
BA 432 Hospitality Operations Management	5* or
BA 433 Gaming Law	5* or
BA 434 Hospitality Law	5* or
BA 436 Strategic Travel & Tourism Management	5* or

BA 438 The Tourism System or approved tourism business elective	5*
Required:	
BA 498 Business Policy & Strategy	5
BA 490 Senior Project	5
General Electives	<u>20</u>
Total	45

BACHELOR OF SCIENCE OR BACHELOR OF ARTS BUSINESS/ECONOMICS

The Bachelor of Science or Bachelor of Arts in Business/Economics is a liberal arts program designed to give students a strong theoretical background in business and economics. Graduates in this degree will be prepared for graduate programs in business, economics, or related fields; or to pursue careers in the areas of management, accounting, finance, and economics.

This degree program is offered on the Eastern campus, and through the Division of Distance Education.

Students must have a grade of C- or better in all required courses to be eligible to graduate with this degree.

REQUIREMENTS FOR THE BACHELOR OF SCIENCE OR BACHELOR OF ARTS IN BUSINESS/ECONOMICS

Lower Division Core

- BA 211** Financial Accounting I (4)
 - BA 213** Managerial Accounting (4)
 - ECON 201** Principles of Microeconomics (5)
 - ECON 202** Principles of Macroeconomics (5)*
- *Satisfies lower division university writing requirement (UWR)

Required Skill Courses

- WR 121** or **WR 131** or **TSWE>50** (4)
- MATH 241** Survey of Calculus (5)
- STAT 315-316** or **PSY 327** Statistics (5)

Upper Division Core

- BA 321** Principles of Management (5)
 - BA 313** Principles of Finance (5)
 - ECON 340** Managerial Economics (Micro) (5)
or **AREC 311** Micro Theory (4)
 - ECON 318** Money and Banking (5)*
or **ECON 375** Macro Theory (5)
- *Satisfies upper division university writing requirement (UWR)

Upper Division Electives

Minimum 5 credits from each discipline.

Capstone

- BA 498** Business Policy and Strategy (5)*
Or **ECON 407** Capstone (5)
- *Satisfies upper division university writing requirement (UWR)

TYPICAL FIRST YEAR CURRICULUM

- MATH 111** College Algebra (4)

- WR 121** Expository Prose Writing (4)
 - MATH 241** Survey of Calculus (4)
- General education and other electives (30)

TYPICAL SECOND YEAR CURRICULUM

- BA 211** Financial Accounting (4)
 - ECON 201** Principles of Microeconomics (5)
 - BA 213** Managerial Accounting (4)
 - ECON 202** Principles of Macroeconomics (5)
- General education and other electives (30)

TYPICAL THIRD YEAR CURRICULUM

- BA 321** Principles of Management (5)
 - ECON 340** Managerial Econ (5) or
 - AREC 311** Microeconomic Theory (4)
 - STAT 315** Principles of Statistics (4)
 - STAT 316** Introduction to Statistical Computing (1)
 - ECON 318** Money & Banking (5) or
 - ECON 375** Macroeconomic Theory (5)
 - BA 313** Principles of Finance (5)
- Electives (20)

TYPICAL FOURTH YEAR CURRICULUM

- Upper division business elective (5)
- Upper division economics elective (5)
- Capstone (5)
- Electives (30)

OTHER PROGRAMS

Students seeking less structured education in Business should consider working toward a BA or BS in Liberal Studies with Business as one of the subject areas. It is possible within this program to blend the study of Business with another discipline. See the Liberal Studies Degree section of this catalog.

BUSINESS MINOR

This minor is also available via the Division of Distance Education.

For students who seek an intensive introduction to Business while pursuing other majors, the Business Division offers a minor in Business.

The business minor is a 30 credit hour requirement of business classes designed to provide students majoring in another discipline knowledge of the environment of business and in the principles of business. Students majoring in Liberal Studies may select the business minor as one of their focus areas.

Students must have a grade of C- or better in all courses required of the minor.

The minor in Business consists of:

Lower Division Requirements

- BA 101** Introduction to Business (3) (For first year students only. Upper division students may substitute an upper division business elective).
- BA 211** Financial Accounting I (4)
- BA 213** Managerial Accounting (4)
- BA 254** Business Law (4)

Upper Division Requirements

(15 credits minimum)

BA 312 Principles of Marketing (5)

BA 321 Principles of Management (5)

BA upper division electives (5)

MASTER OF BUSINESS ADMINISTRATION DEGREE (MBA)

Program overview

The MBA program at Eastern Oregon University provides a quality package of professional training and enhancement. It particularly meets the needs of those who expect to become innovative business leaders, effective managers, and competitive entrepreneurs in the 21st century. The MBA program is accredited by the International Assembly for Collegiate Business Education (IACBE).

Customized curriculum

The program provides comprehensive training to update students' professional knowledge in areas such as business strategy, innovative management, marketing, information systems, project design, and modern financial management. With input from students at the start of study, the program is customized to specific needs, career objectives, and professional backgrounds of students.

Flexible delivery format

The program gives significant consideration to time- and place-bound individuals. Relying on a mixture of synchronous and asynchronous course delivery formats helps working individuals complete their study efficiently and conveniently. While utilizing Web site instruction, video conferencing, satellite teaching, in conjunction with individualized studies, the program conducts onsite face-to-face teaching. Moreover, students are able to get help from instructors through electronic communication at all times. This program is available on campus, and possibly at the following locations: Hermiston, The Dalles, and Pendleton. Offsite locations are determined by enrollment, and are not guaranteed.

Applied approach

The program places a particular emphasis on the application of inter-disciplinary learning with its case - and project - intensive training methods. Students undertake case analyses, hands-on projects, and simulation exercises. They also have the opportunity to conduct real business consultation, project design, and strategy development. Upon completion of study, participants will have built up a whole repertoire of applied skills and techniques in major areas of modern management.

CURRICULUM

The curriculum is composed of different sectors – the Prerequisite, the Core, the Electives, and the Master Thesis/Project. All MBA students are required to accomplish 45-credit hours of graduate coursework.

For those applicants who do not have a business degree or minor and/or who cannot demonstrate competency in the foundations of business, management, marketing and accounting/finance, the following prerequisite courses are required. Other basic prerequisites may also be required. See *Admissions* below.

Prerequisite courses

Management **BA 321** or equivalent

Finance **BA 313** or equivalent

Accounting **BA 211/213** or equivalent

Marketing **BA 312** or equivalent

Competency can be demonstrated through coursework or professional reference and portfolio.

For those students who have a baccalaureate degree or minor in business and who can demonstrate competency in the aforementioned prerequisites, the MBA curriculum starts with the core, and finishes with the master's project.

MBA COURSES

The following courses consist of a three-hour core component and a two-hour seminar. Both components of each course must be taken simultaneously.

BA 515 Marketing Strategy and Techniques (3) +
BA 507 Marketing Seminary (2)

BA 520 Financial Strategies and Techniques (3) +
BA 507 Finance Seminar (2)

BA 530 Contemporary Management & Organization (3) +
BA 507 Management Seminar (2)

BA 540 Operations Management (3) +
BA 507 Operations Management Seminar (2)

BA 550 Management Information Systems (3) +
BA 507 Management Information Seminar (2)

BA 560 Business Ethics, Government, and Society (3) +
BA 507 Business Ethics Seminar (2)

BA 570 International Business: Strategy & Techniques (3) +
BA 507 International Business Seminar (2)

BA 580 Competition and Strategic Management (3) +
BA 507 Competition and Strategic Management Seminar (2)

MBA Project

BA 699 Master Project (5)

**Total credit hour requirement
at the graduate level**

45

ADMISSIONS

Students must be admitted as a graduate student to Eastern Oregon University as well as the College of Business MBA program.

For admission to Eastern Oregon University Graduate School submit:

The downloadable graduate admission from the EOU Admissions Web site: <http://www.eou.edu/admissions/documents/gradapp.pdf> or contact the Admissions Office at 541-962-3393.

Official transcripts.

\$50 application fee.

MBA program admission requirements:

Students must possess a baccalaureate degree (whether business or not), with a cumulative undergraduate GPA of 3.0 or higher as a standard. Consideration will be given to candidates who, in their last 60-quarter hours of college/university work attained a 3.0 or higher or for candidates whose cumulative GPA in professional business and business-related courses totaling 60-quarter hours or more averages 3.0 or higher.

Applicants whose baccalaureate degrees are not in business are required to take certain designated undergraduate courses, besides meeting the previously listed requirements. For example, if one lacks fundamental knowledge/skills of mathematics, economics, and/or statistics, he/she will be directed to take the relevant undergraduate courses to meet the Common Professional Component (CPC) expectations specified by the accreditation institution, IACBE.

Submit the MBA application and following documents to the address on the application:

Official GMAT score report (test must have been taken within last 5 years.) The total score standard is 500.

Cover letter and resume.

Transcripts. Unofficial copies are suitable at the initial stages of program consideration.

International students whose first language is not English are required to take official TOEFL tests with a minimum score of 520/190 on the computer-based test, in addition to having their baccalaureate degrees and taking the GMAT test.

The College of Business will begin reviewing applications for the fall cohorts on the previous April 1. Priority will be given to applicants that apply by June 15. Applications will be accepted after June 15 based on space available. The cohort is limited.

Meeting the above requirements does not guarantee admission. Using a comprehensive evaluation system, the MBA Committee will review all applications on a case-by-case basis in terms of their readiness and qualifications. While the committee selects the best and most qualified candidates, they will direct other applicants to take certain necessary preparatory action in order to be admitted to the program.

The program coordinator may approve as many as 10-quarter hours of credit into the MBS program. Not all graduate business courses from other institutions may be transferable. This transfer is made on a case-by-case basis.

BUSINESS COURSE DESCRIPTIONS

BA 101 - Intro Bus & Global Envir Credits: 3.00

An introduction to the role of business in society, its historical roots, and the major functional areas of business. Provides an overview of the business system to help business majors determine an area of concentration and introduces non-majors to the field of business. (Required for all freshmen Business majors.)

BA 114 - BA 114 Credits: 1.00 TO 5.00

Software and hardware instruction on various topics.

BA 131 - Business Data Process Credits: 3.00

An introduction to the hardware and software components of computer systems. Study will include operating systems and a significant introduction to spreadsheet operations. Students will be required to demonstrate competence in word processing and data base analysis in the course also.

BA 209 - Practicum Credits: 1.00 TO 5.00

A planned and supervised work experience at an introductory level designed to offer students opportunity to explore or finalize career goals. The work experience extends the student's learning experience beyond the classroom through approved learning objectives.

BA 210 - Selected Topics Credits: 1.00 TO 6.00

Topics designed to meet the current needs of students.

BA 211 - Financial Account Credits: 4.00

Introduction to financial statements prepared by accountants for business entities. Emphasis of the course is upon the fundamental procedures involved in the preparation of financial data for presentation to outside users. Prerequisite: MATH 070.

BA 213 - Managerial Account Credits: 4.00

A study of the development, presentation, and interpretation of accounting information utilized by management in decision making, planning and control. Prerequisite: BA 211.

**BA 220 - Gender, Work & Society* S/HB Credits: 5.00
Gen Ed-Social Science**

New Gen Ed-Human Behavior

This course is cross listed with GEND 220 This course will explore the gender implications of women's participation in American business. Women's participation in the major economic transformation effecting American life is powerful. Women have played a large role in the emergence of American capitalism, the creation of laboring and professional classes, and the institutionalization of property ownership and law. This course explores substantive issues that impact women in business using gender as a category of analysis to determine the meaning of business inclusive of both the feminine and masculine.

BA 225 - Report Writing Credits: 4.00

Must be enrolled in one of the following Level(s): Denied Adm Graduate, Graduate, Non-Admitted Graduate, Post-Baccalaureate, Post-Baccalaureate Non-Grad. Analysis of methods of investigating, collecting, organizing, and presenting data for formal and informal business reports.

BA 254 - Business Law Credits: 4.00

Nature, origin and philosophy of law and procedures. Study of law of contracts and sales.

BA 310 - Selected Topics Credits: 1.00 TO 6.00

Topics designed to meet the current needs of students. Student must have at least sophomore standing to register for this course.

BA 312 - Prin Marketing Credits: 5.00

An introductory course focusing on the methods of identifying and interpreting wants and needs of consumers, selecting the particular wants and needs the organization will satisfy, and determining the proper mix of product, price, promotion and place. Lecture and readings are blended with problems and cases for class discussion. Student must have at least junior standing to register for this course.

BA 313 - Prin Finance Credits: 5.00

An introductory course focusing on the allocation of resources for investments in short- and long-term assets, decisions with respect to debt and equity financing, dividend policy decisions, and securities decisions. Lectures and readings are blended with problems and cases for class discussion. Prerequisite: BA 213, ECON 201 and STAT 315. Student must have at least junior standing to register for this course.

BA 321 - Prin Management Credits: 5.00

Study of primary functions of management of goal-directed organizations. Analysis of the internal organization structure and of management roles within complex organizations. Study of structural bases, work-flow pattern, leadership patterns, and control systems upon human behavior. Student must have at least junior standing to register for this course.

BA 325 - Information Mgmt Credits: 3.00

This course will provide students with a significant experience in the use of information systems in organizations. Acknowledge of the sophisticated use of information systems is a necessary component of any business program. Student must have at least sophomore standing to register for this course.

BA 328 - Personal Finance Plng Credits: 5.00

Personal Financial Planning is designed to give students an understanding of methods and procedures for establishing life financial goals. Through reading, selected exercises and projects, the students will explore many facets of personal financial planning. Student must have at least sophomore standing to register for this course.

BA 332 - Investments Credits: 3.00

Principles of investment in stocks and bonds; securities analysis and market operation. Student must have at least junior standing to register for this course.

BA 333 - Ind Income Tax Credits: 5.00

A study of the federal income tax system as it relates to the taxation of the individual, including a survey of the historical development of the tax law, tax research techniques, technical tax provisions and tax planning. Prerequisite: BA 213. Student must have at least junior standing to register for this course.

BA 334 - Corporation Tax Credits: 3.00

A study of the federal income tax system as it relates to corporations, partnerships, estates, and trusts. Throughout the study of the various technical tax provisions, tax research techniques are emphasized. Prerequisite: BA 213. Student must have at least junior standing to register for this course.

BA 346 - E-Commerce Strategy Credits: 3.00

This course presents the strategic themes and issues that are associated with success in the networked economy including an introduction to the Internet, the basics of finding market opportunities and selling on the Internet, and basic Internet business models. Prerequisite: None, both BA 321 and BA 312 are recommended. Student must have at least sophomore standing to register for this course.

BA 347 - Workplace Diversity Credits: 3.00

This class will explore the cultural aspects of Diversity in the Workplace. Attitudes and perceptions have resulted in typecasting persons of different ethnic, social, cultural and religious backgrounds. These accepted practices have evolved through centuries of discrimination. To understand the workforce demographics of today, students will explore the history of selected minorities. By analyzing the historical perceptions of cultures from a different perspective, the students will develop a better understanding of the current struggles of ethnic cultures. Student must have at least sophomore standing to register for this course.

BA 366 - Management Science Credits: 5.00

Management decision processes utilizing mathematical models and computer software. Models include mathematical programming, decision theory, simulation and others. Prerequisite: MATH 241, STAT 315, 316. Student must have at least junior standing to register for this course.

BA 383 - Intermed Account I Credits: 5.00

A comprehensive study of generally accepted accounting principles and procedures underlying valuation, income measurement and the preparation of financial data. Must be taken in sequence. Prerequisite: BA 213. Student must have at least junior standing to register for this course.

BA 384 - Intermed Account II Credits: 5.00

A comprehensive study of generally accepted accounting principles and procedures underlying valuation, income measurement and the preparation of financial data. Must be taken in sequence. Prerequisite: BA 213. Student must have at least junior standing to register for this course.

BA 385 - Intermed Account III Credits: 5.00

A comprehensive study of generally accepted accounting principles and procedures underlying valuation, income measurement and the preparation of financial data. Must be taken in sequence. Prerequisite: BA 213. Student must have at least junior standing to register for this course.

BA 403 - Capstone Credits: 5.00

Capstone course for Liberal Studies Pre-Approved Program in Business and Psychology. Student must have at least junior standing to register for this course.

BA 405 - Selected Topics Credits: 3.00

Student must have at least junior standing to register for this course.

BA 407 - Seminar Credits: 1.00 TO 15.00

Student must have at least junior standing to register for this course.

BA 408 - Job Search Skills Credits: 1.00

Class is designed to assist students in preparing for the job search process. Students will have the opportunity to prepare resumes, write cover letters, practice interviewing skills, and research employers. Class structure will include lecture, discussion and special events. Grade will be based on the satisfactory completion of all assignments. Work must be of high quality and presentable to employers. Student must have at least junior standing to register for this course.

BA 409 - Practicum Credits: 1.00 TO 15.00

(Internship Experience) A planned and supervised work experience in business, industry, and public agencies, extending the student's learning experience by combining classroom principles and work application. Learning objectives must be approved by instructor. No more than five (5) credit hours may be applied to the Business Administration specialization. Prerequisite: Junior standing, BA 312 and 321, and consent of instructor. Student must have at least junior standing to register for this course.

BA 410 - Selected Topics Credits: 1.00 TO 6.00

Selected topics in business. Student must have at least junior standing to register for this course.

BA 411 - Business Ethics & Regulation Credits: 4.00

An examination of the legal, regulatory, and ethical environment of business. Topics will include agency relationships, business organization, antitrust regulation, securities regulation, administrative agencies and employment law. In addition, students will investigate the many ethical challenges facing individuals and organizations in the business environment. Student must have at least junior standing to register for this course.

BA 419 - Adv Accounting Credits: 5.00

An in-depth examination of the principles, procedures, and theory applicable to accounting for partnerships and corporate consolidations. Other topics include home and branch office accounting, business combinations, and governmental accounting. Prerequisite: BA 385. Student must have at least junior standing to register for this course.

BA 420 - Non-Profit Account Credits: 3.00

An in-depth examination of the principles, procedures and theory applicable to accounting for not-for-profit organizations. Types of organizations covered include state and local governments, hospitals, colleges, health-welfare and other non-profit organizations. Prerequisite: BA 213. Student must have at least junior standing to register for this course.

BA 421 - Cost Accounting Credits: 5.00

A study of the concepts, purposes, and terminology underlying cost accounting. Topics include job-order costing and processing, cost-volume-profit relationships, standard costs, joint-product costs and by-product costs, capital budgeting, cost allocation, and the planning, control, and valuation of inventory. Relevant to preparation for the CMA and CPA examinations. Prerequisite: BA 213. Student must have at least junior standing to register for this course.

BA 422 - Adv Cost Account Credits: 3.00

Student must have at least junior standing to register for this course.

BA 426 - Accounting Theory Credits: 5.00

An in-depth Examination of the development and present state of accounting theory. Topics include corporate financial reporting, income and expense determination, asset valuation long-term commitments, and stockholder's equity. Emphasis is placed on preparation for the theory section of the CPA examination. Prerequisite: BA 385. Student must have at least junior standing to register for this course.

BA 428 - Auditing Credits: 5.00

An introduction to auditing and the auditing profession. Topics include generally accepted auditing standards, generally accepted accounting procedures, the auditor's opinion, the development and use of audit programs, professional responsibilities, and the acquisition and evaluation of audit evidence. Relevant to preparation for the auditing section of the CPA examination. Prerequisite: BA 385. Student must have at least junior standing to register for this course.

BA 430 - Small Business Consult Credits: 5.00

Students will participate as consulting members of the Small Business Institute located on campus. Student consulting teams will work with regional business firms to assist them in improving their business operations. Some travel by students will be required to client sites in northeast Oregon. Prerequisite: Senior standing. Completion of junior business administration core. Student must have at least junior standing to register for this course.

BA 431 - Gaming Marketing Credits: 5.00

Strategic marketing of Tribal Gaming Operations. Student must have at least junior standing to register for this course.

BA 432 - Hospitality Op Mgmt Credits: 5.00

Strategic management of Hospitality Operations. Student must have at least junior standing to register for this course.

BA 433 - Gaming Law Credits: 5.00

Federal and state regulation of Tribal Gaming. Student must have at least junior standing to register for this course.

BA 434 - Hospitality Law Credits: 5.00

Federal and state regulation of hospitality law. Student must have at least junior standing to register for this course.

BA 436 - Strat Trvl/Tourism Mgmt Credits: 5.00

Principles and practices of strategic travel and tourism management. Student must have at least junior standing to register for this course.

BA 438 - The Tourism System Credits: 5.00

Understanding the structure and function of the tourism system. Student must have at least junior standing to register for this course.

BA 447 - Manage Finance Credits: 5.00

Student must have at least junior standing to register for this course.

BA 450 - Retailing Credits: 5.00

Operations of retailing firms; coordination of retailing practice;

planning for retail operations. Prerequisite: BA 312, 321. Student must have at least junior standing to register for this course.

BA 451 - Human Resource Mgmt Credits: 5.00

Study of the personnel function and its relationship to the objectives of the organization. Examination of human resource management as a primary function of all managers. Analysis of personnel problems involved in the selection, appraisal, and development of the work force in business organization. Prerequisite: BA 321. Student must have at least junior standing to register for this course.

BA 454 - Product Plan & Develop Credits: 3.00

Study of the management process of developing and marketing new products to meet the wants and needs of consumers. Prerequisite: BA 312. Student must have at least junior standing to register for this course.

BA 460 - Entrepreneurship Credits: 5.00

The content of this course is focused on the processes involved in defining and solving problems associated with meeting the needs of internal and external customers of the firm. The course also provides a context for assessing and understanding modern entrepreneurship and entrepreneurship. Prerequisite: BA 321. Student must have at least junior standing to register for this course.

BA 461 - Organizational Behavior Credits: 5.00

Study of behavior in organizations at the individual, small group intergroup and organizational levels. Students participate in projects applying behavioral science principles, such as theories of motivation, leadership and conflict resolution, to organizations and the process of change. Prerequisite: BA 321. Student must have at least junior standing to register for this course.

BA 464 - Promotion Strategy Credits: 5.00

Study of the alternative persuasive communication media available to firms. Determination of effective promotion strategies combining advertising, inter-personal communication, sales promotion and publicity. Prerequisite: BA 312. Student must have at least junior standing to register for this course.

BA 465 - Consumer Behavior Credits: 5.00

Study of purchasing behavior, or why people buy what they buy. Consumer behavior is an exciting and challenging subject... it's about people, marketing, and the consumer marketplace itself. Prerequisite: BA 312. Student must have at least junior standing to register for this course.

BA 466 - Managerial Projects Credits: 5.00

Practical application of management and/or marketing concepts and fundamentals to real-world or simulated-world situations. Student must have at least junior standing to register for this course.

BA 471 - Independent Bus Mgmt Credits: 3.00

Study of operational management of independent businesses including analysis of location, markets, risks, financing, merchandising, inventory and time control. Student must have at least junior standing to register for this course.

BA 481 - Prod & Operat Mgmt Credits: 5.00

An introductory course focusing on the management of the operations function; on the analysis, design, planning, and controlling of production processes; on the determination of plant layout and location; and on other quantitative techniques needed. Prerequisite: MATH 241, STAT 315, 316. Student must have at least junior standing to register for this course.

BA 482 - Proj Mgmt/Plan/Control Credits: 5.00

Managing projects is one of the key aspects in today's business operations. It requires a blend of theory and practice. In this course, emphasis will be given to practical examples. Students will learn how to manage projects by focusing on project planning, organization, team building, and effective control mechanisms. Student must have at least junior standing to register for this course.

BA 484 - International Business Credits: 5.00

An upper division introduction to the financial, cultural, marketings, and operational aspects of doing business overseas. Special emphasis is given to cultural factors and the role of the multi-national enterprise. Prerequisite: BA 312, 321. Student must have at least junior standing to register for this course.

BA 485 - International Marketing Credits: 5.00

Covers basic theories, strategies and skills in the field of marketing and serves as a training process through which students develop their marketing skills, and the capability of strategy formulation and operation planning in a global market. Prerequisite: BA 312. Student must have at least junior standing to register for this course.

BA 486 - International Finance Credits: 5.00

The focus of this course is on the financial problems faced by multinational companies (MNC's). The first part of the course deals with the international financial environment and the foreign exchange market. The second part deals with foreign exchange risk. The last part of the course covers a number of financial problems faced by MNC's. Prerequisite: BA 313. Student must have at least junior standing to register for this course.

BA 487 - International Mgmt Credits: 5.00

This course introduces theories, concepts, principles, and functional and operational aspects of international management. Students will also be exposed to an array of social, economic, political, and cultural forces in the global environment. Prerequisite: BA 321. Student must have at least junior standing to register for this course.

BA 490 - Senior Project Credits: 5.00

(Capstone) Students within a concentration in the Business Administration degree program will conduct an activity that will provide a culminating experience within their concentration and will result in an academic product. Prerequisite: minimum of 130 credits 40 of which have a BA or EC prefix. Student must have at least junior standing to register for this course.

BA 498 - Business Policy & Strategy Credits: 5.00

The course helps students integrate, focus, and apply the business and economic knowledge and skills they have acquired through complex real-world business case studies. Prerequisites: BA 312, BA 313, and BA 321. Student must have at least junior standing to register for this course.

BA 507 - Seminar Credits: 1.00 TO 6.00

May not be enrolled in one of the following Level(s): There is a two-credit seminar that accompanies each of the three-credit MBA courses. Each seminar is taught by the corresponding instructor. Must be enrolled in one of the following Class(s): Graduate, Non-Admitted Graduate, Post-Baccalaureate.

BA 510 - Selected Topics Credits: 1.00 TO 6.00

May not be enrolled in one of the following Level(s): Special Topics. Must be enrolled in one of the following Class(s): Graduate, Non-Admitted Graduate, Post-Baccalaureate

BA 515 - Marketing Strat & Tech Credits: 3.00

May not be enrolled in one of the following Level(s): This course deals with the development of marketing strategies for services and products in the current, very dynamic, marketing environment. Course objectives include: the development of the skills and techniques needed to form successful marketing strategies; an enhancement of analytical abilities to discern patterns and discrete pivotal events in company history; an enhancement of writing and presentation skills focused on presenting ideas based on deep analysis of data. The course will focus on the development of viable marketing strategies based on extensive data from current companies in the marketplace. Marketing is pervasive in the activities of any organization and developing successful marketing strategies is central to the survival of that organization. Must be enrolled in one of the following Class(s): Graduate, Non-Admitted Graduate, Post-Baccalaureate.

BA 520 - Financial Strat/Tech Credits: 3.00

May not be enrolled in one of the following Level(s): This course deals with the concepts and skills involved in financial management. Emphasis is placed on developing an understanding of the core responsibilities of the financial manager in creating and maintaining wealth. Through the use of the course text, classroom lectures, case studies, and assigned reading the student will gain an understanding of the scope and complexity of financial management with respect to capital budgeting, capital structure, and financing options through the capital markets. Must be enrolled in one of the following Class(s): Graduate, Non-Admitted Graduate, Post-Baccalaureate.

BA 530 - Contemp Mgmt & Org Credits: 3.00

This course applies the disciplinary concepts and theories to the functions of modern management and organizations. It adopts a hands-on approach toward the learning of advanced skills and approaches to in task planning, decision making, and problem solving. Various techniques of management are introduced and practiced through research work, case analysis, and project design. The training challenges students to manage through innovation and enhances their leadership capabilities. By reviewing the impact of changing social, economics, and technological environments, the class examines the patterns of strategic human resource management, teamwork, work process design, communication, innovation, and organizational change. Must be enrolled in one of the following Class(s): Graduate, Non-Admitted Graduate, Post-Baccalaureate.

BA 540 - Operations Management Credits: 3.00

May not be enrolled in one of the following Level(s): This course focuses on managerial issues arising in the operation of both manufacturing and servicing industries. The objectives

of the course are to familiarize students with the problems and issues of confronting operations managers, and to introduce language, conceptual models, and analytical techniques that are broadly applicable in confronting such problems. The spectrum of different process types used to provide goods and services is developed and then examined through methods of process analysis and design. Operation Management is a key element in controlling the production process in every business providing a good or service. Regardless of the format or objective of the operation, managers must be able to analyze the efficiency of each segment of the business. In the competitive environment of national and international business, the success of any organization depends upon the skill of the management team in developing, maintaining and controlling the production and distribution of goods and services. Must be enrolled in one of the following Class(s): Graduate, Non-Admitted Graduate, Post-Baccalaureate.

BA 550 - Mgmt Information System Credits: 3.00

May not be enrolled in one of the following Level(s): This course provides an overview of contemporary Management Information Systems (MIS). It emphasizes the broader environments of Information Systems (IS) and Information Technology (IT) and their impact on the organization and the non-MIS manager. The course describes a diversity of technical, managerial and professional knowledge, which are needed for the non-MIS manager to optimize success in the typical technology rich organization of today. Current business and technology trends and drivers, including emerging technologies, that affect the present and future of IS and organizations are presented as well. Must be enrolled in one of the following Class(s): Graduate, Non-Admitted Graduate, Post-Baccalaureate.

BA 560 - Bus Ethics/Govt/Society Credits: 3.00

May not be enrolled in one of the following Level(s): The course's main objective is to provide business managers with an ethical basis for making business decisions. In order to achieve this objective, the course will begin by exploring the complex nature of the interrelationships between business, government and society. Next, we will examine the meaning of corporate social responsibility and the concerns of various stakeholders including those outside the business environment. Throughout the course, we will use assigned readings, case analysis and class discussion to explore the ethical issues that arise in business and to develop a foundation for responding to ethical dilemmas in a responsible manner. Must be enrolled in one of the following Class(s): Graduate, Non-Admitted Graduate, Post-Baccalaureate.

BA 570 - Intl Bus:Strat/Tech Credits: 3.00

May not be enrolled in one of the following Level(s): In the international arena, organizations often plunge into new, unfamiliar, or asymmetrical provinces, and confront challenges in operation. This course examines unique features of international business, and introduces a variety of management strategies and techniques in international trade, global sourcing, licensing, FDI, marketing and finance. In examining the global environmental impact, the course delivers a comprehensive package of knowledge in diverse economics, cultures, socio-economic systems, and familiarizes students with distinct features of major international markets. To facilitate the learning, students engage in case analyses, research, and project design. By exposing students to volatile environments to which

international operation is subject, the class takes an insight look at the issues that are critical for management success. Must be enrolled in one of the following Class(s): Graduate, Non-Admitted Graduate, Post-Baccalaureate.

BA 580 - Competition/Strat Mgmt Credits: 3.00

May not be enrolled in one of the following Level(s): Much has been written about the breathtaking changes that are redefining industries and forcing companies in almost every economic sector to re-examine their strategies. Many observers believe that a fundamental “paradigm shift” is underway. The shift seems to be away from striving for mass production efficiencies, hierarchical organization, and bureaucratic control over large diversified firms and masses of employees and toward more flexible, focused, horizontal corporations that change continuously, solve problems spontaneously, and compete. In this course a dynamic approach to competitive analysis that is well suited to today’s turbulent environment is developed. In exploring these emerging developments, this course integrates conceptual knowledge about Strategic Management with

opportunities to develop practical managerial skills through the analysis of business cases and through participation in a business strategy computer simulation where concepts are applied to real-world organizations. Teamwork in strategic problem solving is emphasized in a setting that approximates the management teams typically charged with such tasks. Case Team debates inject a bit of competition. Must be enrolled in one of the following Class(s): Graduate, Non-Admitted Graduate, Post-Baccalaureate.

BA 699 - Master Project Credits: 5.00

May not be enrolled in one of the following Level(s): Following the successful completion of the first stage of the program (core and elective courses), participants will commence work on a project, which will be formally crafted and submitted as a Masters Thesis. The aim of the project leading to a Masters Thesis is to test the applicability of core and elective learning to a specialist area of management under the guidance of an academic facilitator. Must be enrolled in one of the following Class(s): Graduate, Non-Admitted Graduate, Post-Baccalaureate.

Eastern Oregon University

Fire Services Administration

Division of Distance Education

The Fire Services Administration program is cooperatively offered by Western Oregon University (WOU) and Eastern Oregon University (EOU) through a consortium arrangement. Core FSA courses, or “institutes,” are sponsored by both universities onsite and online in EOU’s Web offerings and WOU’s Degrees at a Distance correspondence offerings. Chemeketa Community College and Portland Community College are the two-year college consortium members. State standard guidance comes from a fifth member, the Department of Public Safety Standards and Training (DPSST).

All course objectives and outcomes correspond to the requirements of DPSST. By agreement, EOU accepts WOU’s Degrees at a Distance Program fire service courses and WOU accepts EOU’s Prior Learning credit as appropriate within the degree program. Prior learning credits count toward residency at EOU, but Degrees at a Distance credits do not.

The BA/BS degree requirements provide for an upper division major built upon an associate degree in fire protection science or a professional-technical core fire science curriculum available from most Oregon community colleges.

Professional upper division courses in the program are offered on WOU’s campus and in Portland at specific times, and some of them are offered by EOU via the Web. Please contact the Division of Distance Education at EOU for further information on course availability and delivery method.

REQUIREMENTS FOR THE BA OR BS IN FIRE SERVICES ADMINISTRATION

1. All students, including those with an Associate Degree in Fire Science / Fire Protection, must complete the lower division fire technology core curriculum or equivalents:

- Introduction to Fire Protection** (3 credits)
- Major Emergency Tactics and Strategy** (3 credits)
- Fundamentals of Fire Prevention** (3 credits)
- Building Construction for Fire Suppression** (3 credits)
- Fire Department Leadership** (3 credits)
- Fire Protection Systems & Extinguishers** (3 credits)
- Fire Codes and Ordinances** (3 credits)
- Firefighters Law** (1-3 credits)
- Fire Department Budgets** (1-3 credits)
- Public Relations** (1-3 credits)

Admission to the upper division professional core is limited to persons who have completed required lower division fire science coursework at the community college level. EOU's Fire Services Administration program strongly encourages substantial firefighting experience and Firefighter II designation.

The FSA program director determines all lower division course equivalencies. Waivers are almost never granted. EOU Prior Learning credit is determined by a faculty member from either Portland Community College or Chemeketa Community College.

2. Upper division Professional Core "Institute" Courses (24 hrs)

a) Complete the following required courses with a grade of "C-" or better.

FSA 307 Emergency Services Delivery (3)

FSA 309 Inspection and Investigation (3)

FSA 311 Principles of Fire Protection Management (3)

FSA 313 Fire Personnel Management (3)

FSA 315 Organization for Fire Protection (3)

FSA 317 Fiscal Management in Fire Protection (3)

FSA 319 Legal Aspects of Fire Protection (3)

b) Advanced Institute Capstone (3)

(Choose one from one of seven 400+ level Advanced Institutes, which are available both on-site and on the Web)

3. Upper division elective coursework in Business, Social Science, and Communications (27 credits)

4. Complete institutional graduation requirements including:

a) For the BS degree, students must successfully complete (grade of "C-" or better) any mathematics course college level or above.

b) For the BA degree, the student must demonstrate foreign language proficiency.

c) Students must complete two writing-intensive courses. All FSA institutes are designated as writing-intensive courses. (Note: See additional institutional graduation requirements on page 27.)

5. Grade point average: Minimum of 2.00 GPA in the major and a minimum of 2.00 in all college work.

FIRE SERVICES ADMINISTRATION COURSE DESCRIPTIONS

FSA 307 - Emergency Serv Deliv Fire EMS Credits: 3.00

Explores multi-agency planning, deployment and operations as they relate to multi-alarm incidents, target hazards and major disasters. Student must have at least sophomore standing to register for this course.

FSA 309 - Fire Inspect And Investigation Credits: 3.00

Offers a comprehensive look at prevention, inspection, investigation, and enforcement issues from a senior officer perspective. Student must have at least sophomore standing to register for this course.

FSA 311 - Fire Protect Mgt Credits: 3.00

An investigation of management and supervisory responsibilities including motivation, discipline, human relations, training, communications, followership, planning, leadership, management-employee relations.

FSA 313 - Personnel Mgmt Credits: 3.00

To develop a perspective on specific personnel functions including manpower planning and development, job description and analysis, employment recruitment, selection and placement, promotions, transfers, separations, wage and salary administration, labor-management negotiations and contracts.

FSA 315 - Organization Credits: 3.00

To develop an understanding of fire department organization including fire defenses and insurance ratings, organization for fire suppression and prevention, the fire department and the municipality, inter-municipality fire services.

FSA 317 - Fiscal Mgmt Credits: 3.00

The budget process, taxation and assessment, operations planning, financial aid and grant programs, allotment of resources, analysis of expenditures and productivity; management information systems.

FSA 319 - Legal Aspects Credits: 3.00

Federal and state laws, codes and ordinances, legal responsibilities of fire service agencies, liabilities, and civil law, enforcement procedures and police powers.

FSA 321 - Master Planning Credits: 3.00

Major emergency planning, defining problems and problem areas, involving other municipalities or district agencies, the planning process, implementation of plan objectives, review of programs.

FSA 407 - FSA 407 Credits: 1.00 TO 15.00

Student must have at least junior standing to register for this course.

FSA 419 - Adv Legal Aspects Fire Prot Credits: 3.00

Overview of the U.S. Constitution and its relation to state laws; the nature of torts against fire services agencies and individuals; a fire department's responsibilities based upon state laws; court cases which have impacted department operations and their effects upon such operations; fire department compliance with hazardous materials right-to-know legislation; and identification of five current legal issues which could impact fire department operations (such as sexual discrimination and privacy issues). Student must have at least junior standing to register for this course.

FSA 421 - Adv Fire Serv Mstr Plan Credits: 3.00

This course covers the processes and steps used to develop a cost effective delivery system of public services. This delivery system is designed to provide the level of service/protection that a community desires and is based upon acceptable risks and costs. Prerequisite: Must be professional firefighters, fire-related emergency services professionals, or have the major of FSA. Student must have at least junior standing to register for this course.

Geography

Geography is the study of the human use of the earth and of the physical and cultural processes which form landscapes.

Geography at EOU leads the student to an understanding of human/environmental relations at the global, national, regional and local scales, while providing important academic understanding and practical skills that can lead to careers in such fields as urban and regional planning, environmental management, primary and secondary education, cartography and map reproduction, geographic data systems, tourism and economic development, and international business.

A minor in Geography is available as well as a specialty in Small City & Rural County Management under the Liberal Studies major.

MINOR IN GEOGRAPHY

(This minor is also available via the Division of Distance Education)

Requirements for a minor in Geography includes 13 credit hours of lower division and 18 credit hours of upper division courses. A grade of "C-" or better is required in all courses counted toward the minor.

Completion of the following lower division courses:

- GEOG 105** Introduction to Cultural Geography (5)
- GEOG 106** Introduction to Physical Geography (5)
- GEOG 201** Cartography I (3)

Total: 13

Completion of the following upper division courses:

- GEOG 306** Cartography II (3)
- GEOG 317** Land Use and Environmental Planning (3)
- GEOG 318** North American Regional Planning (5)
- GEOG 319*** Environ. Report Writing (3)
- GEOG 401*** Environ. Research (2)

Total: 18

GEOG 318 is listed as GEOG 483 in Division of Distance Education here at Eastern Oregon University.

*Education majors and those not pursuing a career in planning may substitute GEOG 484 - World Regional Geography for GEOG 319 and GEOG 401 (offered through the Division of Distance Education. GEOG 484 substitutes for GEOG 319 and GEOG 401).

GEOGRAPHY COURSE DESCRIPTIONS

GEOG 101- World Regnl Geog*S Credits: 5.00 **Gen Ed-Social Science**

Introduction to the physical and cultural geography of major regions of the world and their interactions and relationships with each other. The impact of man on the environment is emphasized.

GEOG 105- Cultural Geography*S/LC Credits: 5.00

Gen Ed-Social Science

New Gen Ed-Logic/Lang/Culture

An introduction to the ways in which various cultures have evaluated, utilized and modified the landscapes and environments they have occupied. Emphasis is on cultural regions of the United States and Canada.

GEOG 106- Physical Geography*N/NW Credits: 5.00

Gen Ed-Natural Science

New Gen Ed-Natural World

An introduction to the physical elements of geography and the natural environment, including weather and climate, vegetation, soils, landforms and geodesy. Case studies and examples of environmental problems in the Pacific Northwest are emphasized.

GEOG 201- Cartography I Credits: 3.00

An entry-level survey of the physical properties and uses of topographic maps and air photographs. Special emphasis is placed on the identification, analysis and interpretation of landscape elements utilized by geographers and planners. Lecture and laboratory. Prerequisite: GEOG 105, 106

GEOG 204- Intro Econ Geog Credits: 3.00

Patterns, structures and locational principles of economic activity, including regional economic development, agricultural and resource land use, industrial location and distribution of service activity. Comparison of theory with real-world examples is emphasized. Prerequisite: GEOG 105.

GEOG 207- Selected Topics Credits: 1.00 TO 5.00

Selected topics; terms and credit to be arranged

GEOG 208- Geog Recreation Credits: 3.00

An introduction to planning issues and techniques in outdoor recreation, including development and use of outdoor resources, patterns of travel and tourism, and recreational impact on natural environments.

GEOG 211- Political Geog Credits: 3.00

GEOG 306- Cartography II Credits: 5.00

Introduction to the elements of thematic map construction, including map design, compilation of data, lettering techniques, generalization and symbolization. Lecture and laboratory. Prerequisite: GEOG 201.

GEOG 306L - Appl Cartog Lab Credits: .00

GEOG 307- Cartography III Credits: 5.00

Development of intermediate skills in map design, projections, color, symbolization, graphic display of statistical data and map reproduction techniques. Lecture and laboratory. Prerequisite: GEOG 306.

GEOG 308- Computer Cartog Credits: 5.00

Principals and procedures involved in automated map production and geographic information systems. Prerequisite: BA 110-113, GEOG 307.

GEOG 310- Urban Geography Credits: 3.00

Patterns, forms and functions of urban settlements, including origins and growth, world urbanization, central place theory, spheres of influence, urban physical environments and land use dynamics in the North American city. Prerequisite: GEOG 204.

GEOG 311- Political Geog Credits: 3.00**GEOG 317- Land Use & Environ Credits: 3.00**

An introduction to landscape appreciation, including historical aspects of land use, environmental conflicts and land use planning.

GEOG 318- N Amer Regional Plng Credits: 5.00

A regional and topical seminar analyzing North American land use patterns and the creation of human landscapes. Environmental problems, land use planning and cultural impact on natural landscapes are emphasized. Prerequisite: GEOG 105, 106.

GEOG 319- Environ Report Writing Credits: 3.00

Data collection and analysis, design and writing of land use and environmental reports for public and private agencies. Individual and/or class projects. Prerequisite: GEOG 317, 318.

GEOG 324- Natural Resource Credits: 3.00

An analysis of the political organization of territory, including global political patterns, nationalism, colonialism, effect of boundaries, voting patterns and problems of local and regional political fragmentation. Prerequisite: GEOG 105

GEOG 393- Sem:Physical Geog Credits: 5.00

Advanced topics in physical geography, including climate, soils, vegetation, landforms and environmental hazards, with emphasis on applications to planning. Prerequisite: GEOG 106.

GEOG 401- Environ Research Credits: 1.00 TO 5.00

Selected topics; terms and credit to be arranged. Student must have at least junior standing to register for this course.

GEOG 407- Selected Topics Credits: 1.00 TO 5.00

Selected topics; terms and credit to be arranged. Student must have at least junior standing to register for this course.

GEOG 409- Field Placement Credits: 1.00 TO 15.00

A planned and supervised work experience at the intermediate level designed to allow students the opportunity to further explore or finalize career plans in a real-world setting. The work experience emphasizes the application of classroom learning to actual employment situations. Student must have at least junior standing to register for this course.

GEOG 411- Transportation Geog Credits: 3.00

Patterns and systems of the movement of goods and people as essential elements of modern economic development are considered, with an emphasis on techniques of quantitative analysis, historical and contemporary socioeconomic

settings, global differences in trade patterns and the effect of changing transportation technology over time. Prerequisite: GEOG 204. Student must have at least junior standing to register for this course.

**GEOG 434- Archit Geog/N Amer*S Credits: 3.00
Gen Ed-Social Science**

A survey of United States and Canadian architecture from the Colonial period to the present. The course deals with the diffusion of styles of residential, commercial, and public architecture across the continent, the availability of building materials and technology and effects of these on past and present landscapes of the Pacific Northwest. Special emphasis is placed on the visual differentiation of building styles. Student must have at least junior standing to register for this course.

GEOG 480- Geographic Educ Credits: 3.00

Basic geographic concepts for the K-12 classroom; includes selection and use of maps as visual aids, field work in geography, environmental issues and instructional strategies for global education. Student must have at least junior standing to register for this course.

GEOG 483- Regional Studies Credits: 5.00

Geographic analysis of selected world regions, including basic methodology and interpretation; regions include Africa, Europe, Pacific Rim, North America, Central and South America, USSR and others. Student must have at least junior standing to register for this course.

GEOG 484- Regional Studies Credits: 5.00

Geographic analysis of selected world regions, including basic methodology and interpretation; regions include Africa, Europe, Pacific Rim, North America, Central and South America, USSR and others. Student must have at least junior standing to register for this course.

GEOG 485- Geog Pacific NW Credits: 3.00

A geography of the Pacific Northwest with its central focus on the state of Oregon. Issues considered include geology and landforms, climate, settlement, urbanization and economic development, resources, transportation patterns and environmental problems. Student must have at least junior standing to register for this course.

GEOG 490- Geog World Affair Credits: 3.00

An introduction to geographic perspectives on international events; emphasis is on world trouble spots and issues including ethnic conflicts, economic disparities, territorial claims, food and energy supplies and population growth. Student must have at least junior standing to register for this course.

GEOG 707- Selected Topics Credits: 1.00 TO 15.00

May not be enrolled in one of the following Level(s): A graduate-level course in basic geographic concepts for the K-12 classroom; includes selection and use of maps as visual aids, field work in geography, environmental issues and instructional strategies for global education. Must be enrolled in one of the following Class(s): Graduate, Non-Admitted Graduate, Post-Baccalaureate.

GEOG 710- Seminar Credits: 1.00 TO 5.00

May not be enrolled in one of the following Level(s): A graduate-level seminar course for teachers dealing with special topics in geographic education. Must be enrolled in one of the following Class(s): Graduate, Non-Admitted Graduate, Post-Baccalaureate.

GEOG 808- Geog Ed Workshop Credits: 1.00 TO 5.00

May not be enrolled in one of the following Level(s): A graduate-level workshop in geographic education. Must be enrolled in one of the following Class(s): Graduate, Non-Admitted Graduate, Post-Baccalaureate.

Eastern Oregon University

Liberal Studies

(This major is also available via the Division of Distance Education)

The Bachelor of Arts/Bachelor of Science in Liberal Studies allows students to combine two areas of study into one interdisciplinary degree program. Because the two

areas of study may be chosen from the College of Arts and Sciences, the College of Education, and the College of Business a full description of the Liberal Studies Degree Program is located in the College of Arts and Sciences section.

Eastern Oregon University

Military Science

Eastern Oregon University and the Oregon Army National Guard offer a unique leader development program specifically for the civilian career-minded student. This program, the Guard Officer Leader Detachment, or GOLD, provides motivated young men and women exciting and valuable instruction in a variety of areas such as decision-making, goal-setting, team-building, and small-group leadership. Classroom and outdoor activities are designed to physically, mentally, and emotionally challenge you, build your self-confidence, and develop your leader skills. If you qualify, you could earn a commission as an Army officer upon graduation in the Oregon Army National Guard.

GOLD is a four-year program that provides on-campus military science instruction in two parts: the Basic Course and the Advanced Course. All classes are fully accredited and applicable towards fulfilling academic requirements for a baccalaureate degree.

BASIC COURSE (Introductory Phase)

The Basic Course is comprised of 100 and 200-level lower division courses, is usually taken in your freshman and sophomore years, and is open to any student enrolled at Eastern. Your participation in this course is completely voluntary and requires no military commitment. Instruction is oriented on adventurous outdoor and classroom activities that give you insight into the military service, basic soldiering, and leadership.

You also get to learn about the citizen-soldier and some of his/her social contributions, duties, and responsibilities. Through your personal involvement, you get to see whether this role appeals to you.

You must join the Guard and complete Army Initial Entry Training to be eligible for the Advanced Course.

ADVANCED COURSE (Pre-commissioning Phase)

The Advanced Course is a two-year pre-commissioning phase that integrates classroom instruction, military training, and practical experience to progressively develop your leader skills, qualities, and character. In April of your sophomore year, you enroll in the state's Officer Candidate School (OCS) at the Oregon Military Academy and train as an Officer Candidate with your OCS class during the summer. Summer training consists of 15 consecutive days after your sophomore year and another 15 consecutive days after your junior year. This training is presented in a challenging, 24-hours-a-day world. For this training, you are paid as a Staff Sergeant (E-6). In your junior and senior years, leader development occurs in 300 and 400-level upper division Military Science and PEH 180 Army Physical Fitness classes. We continuously assess your performance and provide you the essential feedback and reinforcement you need to become a top-notch leader in business, the community, and the Guard.

ELIGIBILITY

You must meet these requirements to be accepted into the Advanced Course:

1. Be between 18 and 30 years old,
2. Be a U.S. citizen,
3. Be a member of the Army National Guard,
4. Have completed Initial Entry Training (IET),
5. Be in good health as evidenced by a current physical,
6. Have an Army GT score of 110+ and a SAT of 850 or an ACT of 1900,
7. Be of good moral character and behavior, and
8. Be an admitted full-time student at Eastern Oregon University.
9. Although you do not have to participate in the Basic Course to enter the Advanced Course, it is encouraged.

FINANCIAL INCENTIVES

Several benefits are available to you once you join the Guard and participate in the GOLD program. As a full-time student, the Montgomery GI Bill will pay you \$288 per month to help you get your college degree. GI Bill Kicker \$200 initially and increased to \$350 once you complete Phase I. The Student Loan Repayment Program will help you repay up to \$20,000 of your student loans while you pursue your commission. As a guardsman, you may qualify for a \$10,000 initial enlistment bonus and receive weekend drill pay of between \$180 and \$200 per month. Drill pay increases to that of a Staff Sergeant (E-6) or roughly \$270 to over \$335 per month once you enroll in OCS. Additionally, IET pay for 8 week Basic Training and 5-8 week Advanced Individual Training amounts to between \$1,290 and \$1,850 a month. (Exact pay is dependent upon marital status and years of service.)

As a National Guard soldier in the GOLD program, you are eligible for the 75% Federal tuition Assistance. You may also compete for the Major General Willard K. Carey Scholarship awarded annually to a junior or senior in the Advanced Course who is an Oregon resident, maintains a cumulative 3.00 GPA, is physically fit, and exhibits leadership potential and exceptional character traits. This scholarship pays full tuition, book costs, and incidental fees for one year.

The bottom line is that during your junior and senior year, you can receive \$1,173 a month in cash and have 100% of your tuition paid for.

COMMISSIONING

When you complete the Advanced Course and receive your degree, you are commissioned a Second Lieutenant in the Oregon Army National Guard. You receive an officer specialty and are assigned to a unit in Oregon based on your personal preference, academic background, civilian employment, GOLD recommendations, and the needs of the Guard. As a newly commissioned officer, you normally attend an Officer Basic Course (OBC) in your specialty shortly after graduation. OBC is two months or longer, depending upon your specialty, for which you are paid over \$2,750 per month. Your Reserve commission permits you to serve in any state National Guard or Army Reserve unit, if a position vacancy exists, should it become necessary due to civilian employment transfer.

PROGRAM STRUCTURE

Basic Course (Freshman - MS 1)

- MS 101** Adventure Training I (1)
- MS 102** Role of the Total Army (1)
- MS 103** Adventure Training II (1)
- MS 010** Leadership Lab (0)

Basic Course (Sophomore - MS 2)

- MS 201** Land Navigation (2)
- MS 202** Leadership and Management (2)
- MS 203** Basic Military Skills (2)
- MS 010** Leadership Lab (0)
- MS 205** OCS Phase I (2) (Summer)

Advanced Course (Junior - MS 3)

- MS 301** Military Leadership (3)
- MS 302** Military Operations (3)
- MS 303** Small-Unit Tactics (3)
- MS 010** Leadership Lab (0)
- MS 310** OCS Phase III (2) (Summer)
- PEH 180** Army Physical Fitness Training (3 terms) (1 each)

Advanced Course (Senior - MS 4)

- MS 401** Army Training Management (3)
- MS 402** Military Law and Administration (3)
- MS 403** Personal Affairs & Career Development (3)
- MS 409** Practical Field Experience (1-6)**
- MS 010** Leadership Lab (0)
- PEH 180** Army Physical Fitness Training (3 terms) (1 each)

** MS 409 Practical Field Experience is optional and planned through the GOLD staff.

MINOR - MILITARY LEADERSHIP

The minor in military leadership provides the student a fundamental understanding of human behavior and the process of leading, motivating, and inspiring people to accomplish common goals. The student learns basic factors, principles, ethics, styles, and competencies of leadership that affect what he/she must be, know, and do to be an effective leader in any environment, civilian or military.

1. Open to any Eastern Oregon University student.
2. A minimum of 30 graded credits required for the minor.
3. Earn a GPA of at least 2.0 in all courses required for the minor.
4. Courses required for the minor:
 - MS 202** Leadership & Management (2)
 - MS 301** Military Leadership (3)
 - MS 302** Military Operations (3)
 - MS 303** Small Unit Tactics (3)
 - MS 401** Army Training Management (3)
 - MS 402** Military Law & Administration (3)
 - HIST 360** Military History (3)
5. At least 10 credit hours to be selected from the following:
 - SPCH 112** Fundamentals of Public Speaking (3)
 - PSY 201** General Psychology (S) (5)
 - THEA 250** Acting I (AC) (3)

PHIL 203 Critical Thinking (LL) (5)
POLS 221 International Relations (SS) (5)
HWS 298 Health & Fitness for Life (3)
SOC 204 General Sociology (SS) (5)
BA 321 Principles of Management (5)
ED 316 Human Development & Learning (3)

MILITARY SCIENCE COURSE DESCRIPTIONS

MS 010 - Leadership Lab Credits: .00

Provides practical experience in selected military skills and drill and ceremonies. Permits the exercise and evaluation of leadership skills in a controlled situation. Taken in conjunction with MS classes.

MS 101 - Adventure Training I Credits: 1.00

The examination and practical application of Basic Rifle Marksmanship, rappelling, mountain climbing, and basic first aid. An optional once a month field trip is offered for more extensive experience.

MS 102 - Role of the Total Army Credits: 1.00

A study of the Total Army, its concept and role in society. Examines missions, organization, personnel, and history of the Regular Army, National Guard, and Reserves.

MS 103 - Adventure Training II Credits: 1.00

The examination and practical application of survival skills, camping, water safety, weapons familiarization, and basic first aid. An optional once a month field trip is offered for more extensive experience.

MS 201 - Land Navigation Credits: 2.00

Teaches basic topographic map reading skills and land navigation using a lensatic compass and terrain association. Includes practical exercises.

MS 202 - Leadership & Management Credits: 2.00

Introduction to fundamental leadership and management, including problem analysis, decision-making, planning, management control, and interpersonal skills.

MS 203 - Basic Military Skills Credits: 2.00

Teaches basic military skills in first aid, radio and wire communications, Nuclear, Biological, and Chemical (NBC) defense, and weapons employment and operation. NOTE: Mandatory for OCS enrollment.

MS 205 - OCS Phase I Credits: 2.00

Intensive two week precommissioning training. Course oriented on leader development and individual/small-unit training in a physically and mentally rigorous environment. Individual proficiency in land navigation and communications skills is evaluated. Practical experience in a variety of leadership positions is provided. Located at various Army installations. Prerequisite: Approval of the 354th Army GOLD

MS 301 - Military Leadership Credits: 3.00

A study of Army Command and Control and small unit leadership fundamentals. The junior officer's role and responsibilities in the leadership process are fully examined. Topics such as professional ethic, soldier/team development, and Army written and oral communication skills are addressed.

MS 302 - Military Operations Credits: 3.00

A study of the principles of war and the employment of military forces in accordance with US Army doctrine, organization, equipment, and training.

MS 303 - Small Unit Tactics Credits: 3.00

A study of the fundamentals, techniques, and procedures of light infantry squad and platoon tactics. Develops leader skills in planning, organizing, and conducting small unit operations.

MS 310 - OCS Phase III Credits: 2.00

Intensive two week precommissioning training. Course oriented on squad and platoon tactical training in a field environment. Students plan, organize, and conduct small unit operations and training in a variety of leadership positions. Located at Ft. Lewis, WA.

MS 401 - Army Trng Mgmt Credits: 3.00

A study of the Army's training philosophy and the Army Training System. Course focuses on the junior officer's role and responsibilities in the process of battle focus planning, establishment of unit training programs, and execution of military instruction. Student must have at least junior standing to register for this course.

MS 402 - Military Law & Admin Credits: 3.00

A study of Military Justice, Army Personnel Management, and Army Logistics and Supply. Focus is on the junior officer's role and responsibilities in military law enforcement, officer and enlisted personnel management, resource management, and service support. Student must have at least junior standing to register for this course.

MS 403 - Personal & Career Development Credits: 3.00

An in-depth examination of the Second Lieutenant in the Total Army and preparation for officer commissioning in the Army National Guard. Provides critical information on topics from officer specialty selection, unit assignment, promotion and mobilization, to career planning, professional development, and balancing personal/family life, civilian employment, and military service. Student must have at least junior standing to register for this course.

MS 409 - Practical Field Exper Credits: 1.00 TO 6.00

A Practicum course which is designed to provide the student with practical military experience in areas ranging from Military Supply to Army Administration procedures. Each practicum will be designed by the instructor and student to meet each individual's needs/desires. Normally 1.5 to 2 hours of work per week is required for each hour of credit requested, e.g. 3 credits would normally require 4.5 to 6 hours of work per week. Student must have at least junior standing to register for this course.