

School of Business

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Undergraduate education in business is designed to impart general knowledge and, in particular, knowledge of resource administration. The curricula seek to expand capacities, perspectives, and skills of students who wish direct preparation for careers in either business firms or the public service.

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

Regional Plan. In conformity with plans approved by the Board of Trustees of the six New England land grant universities for regionalization of certain fields of specialized education, three majors in the School of Business at the University of Connecticut are identified as regional programs. The Real Estate and Urban Economic Studies major is open to students from all the New England states; the Risk Management and Insurance major is a regional program for students from all other New England states except Rhode Island; the Health Care Management major is designated a regional program for all other New England states except New Hampshire and Vermont. To implement this policy, first priority in admission to the school is given to qualified applicants who are residents of Connecticut. Second priority is given to qualified applicants from those New England states which are members of the compact. Regional students will pay a reduced tuition.

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

Admission and Degree Requirements

Admission Requirements. See Admission to the University. The School of Business admits qualified students into the School directly as freshmen. Students not admitted into the School of Business at the time of entry to the University may apply for admission through School of Business procedures. Decisions will be based on several criteria including the applicant's academic record, courses completed, and space availability.

School of Business majors will have to present either three years of one foreign language (high school) or two years of one foreign language (college) to satisfy the language requirement for the degree. Students not currently attending or who have never attended the University as an undergraduate degree seeking student must file a separate University application with the Transfer Admissions Office, 2131 Hillside Road, Unit 3088, Storrs, CT 06269-3088. Students wishing to transfer directly into the School of Business should have made substantial progress toward completing the freshman-sophomore, 100 level requirements, particularly those courses which are prerequisites for the Common Body of Knowledge/Entry Level Business courses. Number of credits earned, grade point average in all courses taken, including any repeated courses, and space availability will be key considerations in the admissions decision.

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

All applicants to the School of Business will be considered carefully in order to select the best qualified candidates. If notified of admission before registration in the spring, students may register for fall semester classes in a business program. All admissions are contingent upon successful completion of any current course work for which applicants were registered at the time of application. Note: Students not in the School of Business are not eligible to take more than 27 credits of coursework offered by the School of Business.

Scholastic Standing Requirements. Students admitted to the School of Business must earn a 2.4 grade point average by the end of the semester in which they earn a minimum of 24 calculable credits of graded coursework at the University of Connecticut and a 2.55 by the end of the following fulltime

equivalent semester to be guaranteed continuation in the School. Students must also earn a minimum of a 2.7 grade point average in all freshman-sophomore courses in order to be guaranteed continuation to the junior year in the School of Business. Normally the 2.7 grade point average review will take place at the end of a student's fourth semester/when a student has completed 60 credits. Students who have not maintained an average of 15 credits per semester may be reviewed after earning 54 credits, just prior to when they are eligible to take 200 level courses. Additionally, students must show substantial progress toward meeting the freshman-sophomore course requirements, especially those courses that are requisites for the 200 level business courses. All course grades, including those of repeated courses, are considered in the above grade point average calculations.

Students must maintain a minimum of 2.0 for their semester grade point average, a 2.0 for their cumulative grade point average, and a 2.0 grade point average in all credits in School of Business courses for which they have been registered, including all grades for repeated courses. Students who fail to maintain the minimum grade point average in any of these areas are subject to dismissal from the School of Business.

Bachelor's Degree Requirements. Upon recommendation of the faculty, the degree of Bachelor of Science is awarded by vote of the Board of Trustees to students who have met the following requirements: (1) Earned a total of 120 credits; (2) earned at least a 2.0 cumulative grade point average; (3) earned at least a 2.0 grade point average for all credits, including all grades for repeated courses; in School of Business courses for which they have been registered (4) earned at least 50 percent of the business credit hours required for the business degree at the University of Connecticut; (5) earned at least 24 credits in 200-level courses in the School of Business at the University of Connecticut, with no more than three of these credits in independent study courses and no more than three of these credits in field internship courses; (6) met all the requirements of the School of Business.

The degree in business requires a minimum of 120 degree credits of course work. At least 60 credits presented for the degree must be comprised of courses other than business, including general education course work: no more than 9 credits of economics and no more than 6 credits of statistics may be counted as part of these 60 credits.

Stamford and Waterbury/Tri-campus Campuses Programs. Students at the Stamford and Waterbury/Tri-campus campuses have the opportunity to complete all of the requirements and the Common Body of Knowledge courses of the requirements before transferring to the Storrs campus. All curricular options (majors) except Business and Technology require additional work at the Storrs campus.

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

Transfer Credits. The transfer of credits for 200-level courses offered in the School of Business on the basis of work done at schools that do not offer the baccalaureate or schools not accredited by the AACSB International - The Association to Advance Collegiate Schools of Business, is permitted only by validation procedures established by academic departments within the School. Typical validation procedures may include successful completion (C or better) of additional prescribed course work at the University of Connecticut or the completion of a departmental examination. Students must receive departmental approval before beginning any validation procedures.

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

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

Curricula in Business

I. University General Education Requirements

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

II. School of Business Requirements

Business students must complete the following requirements in order to prepare for professional studies that will begin in the junior year. Students should note

that many of these courses may also be used to fulfill University General Education requirements (indicated by *).

Note: Please refer to page 42 to find the Curricula in Management and Engineering.

Accounting

ACCT 131

Foreign Language

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

Expository Writing

ENGL 110* or ENGL 111*, or ENGL 105* and ENGL 109*

Quantitative Analysis

MATH 105Q* and MATH 106Q*² (*Preferred Sequence*)
STAT 100V* or 110V*

Culture and Modern Society

HIST 101*
ANTH 100* or GEOG 160*

Philosophical or Ethical Analysis

PHIL 101* or PHIL 102* or PHIL 103* or PHIL 104* or PHIL 105* or PHIL 106* or SCI 240*

Social Scientific and Comparative Analysis/Practice

ECON 111* and 112*
COMS 102* or 105³

Non-Laboratory Science

PSYC 132*

Additional Requirements

Business students must also meet the University General Education requirements of *two "W" courses, Group 4 Literature and Arts, and Group 8 Laboratory Science*. These requirements are not met by any of the Business requirements listed above.

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

Required Courses and Sample Sequence

Freshman Year First Semester

Mathematics 105²
English 105
Psychology 132
Group 4 (Arts)
Elective

Freshman Year Second Semester

Mathematics 106²
English 109
Philosophy 101 or 102 or 103 or 104 or 105 or 106 or SCI 240
Communication Sciences 102 or 105
Elective

Sophomore Year Third Semester

Economics 111
Accounting 131
Statistics 100 or 110
Geography 160 or Anthropology 100
W Course

Sophomore Year Fourth Semester

Economics 112
History 101
Group 4 (Literature)
Group 8 (Laboratory Science in Chemistry or Biology or Geology or Physics)
Elective

Junior-Senior, 200 Level Requirements

No School of Business students should enroll in any 200-level, business courses, with the exception of Accounting 200, until they have passed the freshman-sophomore, 100 level, requirements.

Common Body of Knowledge. The following Common Body of Knowledge courses are prescribed for all students in this school and should be completed in the junior year, except for Management 290

ACCT 200 - Principles of Managerial Accounting (to be taken no later than fifth semester)

BLAW 271 - Business Law or BLAW 275⁴ - Business, Law and Society

FNCE 201 - Financial Management

MGMT 201 - Introduction to Management and Organization

MGMT 272⁵ - Career Development in Business

MGMT 290 - Strategy, Policy and Planning

MKTG 201 - Introduction to Marketing Management

OPIM 203 - Business Information Systems

OPIM 204 - Operations Management

Computer Equipment. A laptop computer requirement is being phased in for business students starting in Fall, 2001. Laptops will be required in Junior - Senior, 200 level courses starting in the student's junior year. **Consult the School of Business website: <http://www.business.uconn.edu/> for the latest information before purchasing a machine.**

Accounting

The undergraduate (four year) program consists of the Bachelor of Science (B.S.) degree in Business with a major in Accounting. The B.S. degree combines a general background in business with an appropriate number (currently seven 3-cr. plus one 1-cr., ACCT 205, Introduction to a Profession) of upper level accounting courses to prepare students for successful entry into an accounting career.

Accounting majors are required to achieve a 2.0 grade point average in all accounting courses taken at the University of Connecticut, excluding grades and credits for independent studies (ACCT 299's) and internship (ACCT 289's) as a requirement for graduation.

A student majoring in accounting must have taken at least two-thirds of the following 200-level accounting course credits at the University of Connecticut or an accounting program accredited by the American Assembly of Collegiate Schools of Business.

ACCT 201 - Intermediate Accounting I

ACCT 202 - Intermediate Accounting II

ACCT 203 - Advanced Accounting

ACCT 205 - Introduction to the Profession

ACCT 221 - Cost Accounting

ACCT 243 - Assurance Services

ACCT 260 - Federal Income Taxes

BLAW 277 - Business Transactions and the Law

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

Internships in Accounting. Many students who major in accounting participate in an internship. Currently, the Accounting Department has internships during both Spring semester and the summer. During the period of internship,

¹ When the years of study have been split between high school and earlier grades, the requirement is met if the student has passed the third year level course.

² May also take one of the following combinations: MATH 115Q* and 116Q* or MATH 112Q* and 113Q* and 114Q*, or MATH 120Q* and 121Q* or MATH 115Q* and 105*, or MATH 112Q* and 113Q* and 105, or MATH 112 and 105 and 106.

³ COMS 105 is **required** for Accounting majors.

⁴ BLAW 275 is **required** for Accounting majors.

⁵ Not required for Accounting majors.

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

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

Business and Technology

The business and technology major is only open to students at the Stamford and Waterbury/Tri-campus campuses. The objective of the major in business and technology is to provide a business degree with a special emphasis in the application of information technology. Functional area concentrations (three courses) are also possible in selected areas based on the availability of courses.

Courses required in the major are:

OPIM 205 - Data Base Management
 OPIM 206 - Business Application Programming
 OPIM 207 - Internet Technologies and Electronic Commerce
 MGMT 250W - Management Communications
 Plus three 3 credit School of Business electives at the 200 level beyond the common body of knowledge courses.

Finance

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

FNCE 203 - Applications in Financial Management

Any two from the following:

FNCE 202 - Investment and Security Analysis
 FNCE 204 - Financial Risk Management
 FNCE 205 - Global Financial Management
 FNCE 206 - Financial Services

Any two additional from the following:

FNCE 202 - Investments and Security Analysis
 FNCE 204 - Financial Risk Management
 FNCE 205 - Global Financial Management
 FNCE 206 - Financial Services
 FNCE 217 - Economics for Global Business Decisions
 FNCE 221 - Risk Management and Insurance
 FNCE 223 - Health Insurance
 FNCE 224 - Social Insurance
 FNCE 225 - Life Insurance and Retirement Security
 FNCE 228 - Risk Management: Property and Liability Exposures
 FNCE 230 - Real Estate Principles
 FNCE 232 - Real Estate Investments
 FNCE 233 - Real Estate Finance
 FNCE 234 - GIS Applications and the Use of the Internet in Real Estate Markets
 FNCE 298 - Special Topics
 HSMG 280 - Introduction to Health Care Management
 HSMG 281 - Health Care Analysis
 HSMG 282 - Health Care Information Technology
 HSMG 283 - Advanced Topics in Health Care Management

Health Care Management

The objective of the baccalaureate program with a major in health care management is to provide a conceptual and a practical understanding of the health care management field. The Health Care Management Program is a Full Member of the Association of University Programs in Health Service Administration (AUPHA) and is the only undergraduate Health Care Management Program in New England to maintain both AACSB accreditation and AUPHA full membership. This academic program has been designated by the New England Board of Higher Education as a New England Regional Student Program. Qualified residents from other New England states may enroll in the Health Care Management Program at reduced tuition since the major is not offered at other state universities in the region.

Admission to the Health Care Management Program as a major is competitive on a space available basis.

FNCE 221 – Risk Management and Insurance
 FNCE 223 – Health Insurance
 HSMG 280 – Introduction to Health Care Management
 HSMG 281 – Health Care Analysis
 HSMG 282 – Health Care Information Technology
 HSMG 283 – Advanced Topics in Health Care Management
 HSMG 290 – Internship in Health Systems

Internships in Health Care Management. Students usually schedule their HSMG 290 course (6 credits) during the summer following the junior year of study. The internship component of the program provides students with the opportunity to obtain clinical experience within a health care facility. Students normally participate in conducting a health care management project in a health care organization either in Connecticut, another state or another country depending on geographical preference. While students are responsible for securing internship sites, the Center for Health Care and Insurance Studies will provide considerable guidance in site selection.

Management

Students in this major gain an in-depth understanding of the problems and challenges that face today's managers and leaders. All Management majors are required to take MGMT 225 (International Business) and MGMT 291 (Small Business Consulting). Beyond these two required courses, students must select from one of two concentrations: Entrepreneurship or International Business.

Entrepreneurship requires MGMT 234 (Management of Small Businesses) and six credits - 200 level from the following: MGMT 235 (Entrepreneurship and Venture Management); MGMT 298 (Special Topics); Management or School of Business Elective(s) in addition to the MGMT 225 (International Business) and MGMT 291 (Small Business Consulting) required of all Management majors.

International Business requires at least nine credits from the following: MGMT 245 (Managerial Behavior in Cross Cultural Settings), BLAW 280 (International Business Law), MKTG 270 (Global Marketing Strategy), MGMT 293 (Foreign Study - 6 credits maximum), FNCE 205 (Global Financial Management), FNCE 217 (Economics for Global Business Decisions), FNCE 293 (Foreign Study - 6 credits maximum), or MKTG 293 (Foreign Study - 6 credits maximum). Up to six of these credits may be Management or School of Business Electives. Students in the International Business concentration must also take MGMT 225 (International Business) and MGMT 291 (Small Business Consulting) required for all MGMT majors.

Management Information Systems

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

- OPIM 211 - Systems Analysis and Design
- OPIM 220 - Business Software Development
- OPIM 221 - Business Data Base Systems
- OPIM 222 - Network Design and Applications

Two 3-hour OPIM electives, from the following list:

- OPIM 212 - Advanced Information Technology
- OPIM 223 - Advanced Business Application Development
- OPIM 298 - Special Topics

Management Information Systems students must complete six credits in one of the following Applications Areas: Accounting, Finance, Health Systems Management, Management, Marketing, Operations and Information Management, Real Estate and Urban Economic Studies, Risk Management and Insurance; or from other *faculty advisor-approved* subject areas.

Marketing

The marketing major provides business students with the analytical tools for the following strategic decisions for the firm: which markets and customers to serve, with which products and services, and how it will compete. Students study the management of customers, distribution channels, products and brands, communications, and pricing and the use of information for marketing decisions. Students considering a Marketing major are advised to complete PSYC 133 or PSYC 135 or SOCI 107 as part of their freshman or sophomore course work, and are strongly encouraged to take Business Law (BLAW) 275 to fulfill the Junior - Senior, 200 level BLAW requirement.

MKTG 208 – Consumer Behavior or 209 – Industrial Buyer Behavior
 MKTG 280 – Marketing Research

MKTG 282 – Marketing Planning and Strategy or MKTG 270 – Global Marketing Strategy

and two additional three-credit Marketing or School of Business or Economics electives (200-level). A maximum of three (3) credits of Marketing 289 or 299 can be counted toward this requirement.

No Marketing major may count more than nineteen Marketing credits beyond Marketing 201 toward those credits presented for degree requirements.

Real Estate and Urban Economic Studies

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

FNCE 230 - Real Estate Principles

Any two from the following:

FNCE 232 - Real Estate Investments

FNCE 233 - Real Estate Finance

FNCE 234 - GIS Applications and Use of the Internet in Real Estate Markets

BLAW 274 - Real Estate Law

Any two from the following:

FNCE 232 - Real Estate Investments

FNCE 233 - Real Estate Finance

FNCE 234 - GIS Applications and Use of the Internet in Real Estate Markets

BLAW 274 - Real Estate Law

FNCE 202 - Investments and Security Analysis

FNCE 203 - Applications in Financial Management

FNCE 204 - Financial Risk Management

FNCE 205 - Global Financial Management

FNCE 206 - Financial Services

FNCE 217 - Economics for Global Business Decisions

FNCE 221 – Risk Management and Insurance

ECON 259 – Urban and Regional Economics

MKTG 280 – Marketing Research

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

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

Risk Management and Insurance

The objective of this major is to provide students with an understanding of risk management techniques used by individuals and businesses. The special role played by insurance in the areas of life and property-liability risk exposures and in the management of pension and other employee benefit plans is emphasized as preparation for a career as an insurance professional. The Risk Management and Insurance major has been designated by the New England Board of Higher Education as a New England Regional Student Program. Qualified residents from other New England states may enroll in this program at reduced tuition since the major is not offered at some state universities in the region.

FNCE 221 – Risk Management and Insurance

FNCE 223 – Health Insurance

or

FNCE 224 – Social Insurance

FNCE 225 – Life Insurance and Retirement Security

FNCE 228 – Risk Management: Property and Liability Exposures

One from the following:

FNCE 202 – Investment and Security Analysis (formerly FNCE 208)

FNCE 206 – Financial Services

FNCE 223 – Health Insurance

or

FNCE 224 – Social Insurance

FNCE 230 – Real Estate Principles

FNCE 298 – Special Topics

and one additional three-credit Finance or School of Business or Economics elective (200-level)

Curricula in Management and Engineering for Manufacturing

I. University General Education Requirements

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

II. School of Business Requirements

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

Management and Engineering for Manufacturing

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

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

Expository Writing

ENGL 110* or ENGL 111*, or ENGL 105* and ENGL 109*

Quantitative Analysis

MATH 115Q and MATH 116Q or MATH 112Q, 113Q, and 114Q - MATH 210 and 211⁶

STAT 110V*

Culture and Modern Society

HIST 101*

ANTH 100* or GEOG 160*

Philosophical or Ethical Analysis

PHIL 104*

Social Scientific and Comparative Analysis/Practice

ECON 102*

Laboratory Science

CHEM 127* or 129Q*

PHYS 151Q* and 152Q*

Management and Engineering for Manufacturing majors are required to complete the following:

ACCT 131

ACCT 200

BLAW 271

CE 211⁶, 212, and 287

CSE 123⁶

EE 220

ENGR 100⁶

FNCE 201

ME 221, 222, 227, 233, and 260W

MEM 151, 210, 211, 215W, 221, 225, and 231

MGMT 201, and 290

MKTG 201

MMAT 201

OPIM 252

Technical Electives courses (6 credits)

The Technical Electives course must be 200-level or higher listed in the departments listed in the School of Business and the School of Engineering as

* Courses required for the School of Business which may also meet a University General Education requirement are noted with an *.

⁶School of Engineering requirements. See "School of Engineering" section.

specified in the *Management & Engineering for Manufacturing Guide to Course Selection*. Students are encouraged to seek faculty-supervised manufacturing summer internships prior to their junior and senior years. Such internships may be shown on the student records by registering for MEM 296 – Manufacturing Internship, with instructor and advisor approval.

Other Educational Opportunities

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

Insurance – Actuarial Science. Insurance majors who are interested in preparing for careers in actuarial science should consult the requirements under the Mathematics Department in the College of Liberal Arts and Sciences.

Study Abroad. Business students with interest in International Trade and Marketing with special reference to East-West Trade and International Affairs have available to them a special joint School of Business-Center for European Studies program. For detailed program description see the College of Liberal Arts and Sciences section.

Pre-Law Studies. Business students who plan to apply for admission to a school of law may arrange for pre-legal curricular counseling through the assistant dean, School of Business.

Cooperative Education Program. The School of Business participates in the Cooperative Education Program which develops pre-professional off-campus employment opportunities for University students.

Master of Business Administration Program

General management-oriented courses of study leading to the Master of Business Administration degree are offered as a full-time day program on the Storrs campus and as part-time evening programs in Hartford and Stamford. Details of the programs may be obtained from the M.B.A. Director, School of Business, 368 Fairfield Road, Unit 2041, University of Connecticut, Storrs, CT 06269-2041.

Master of Science in Accounting Program

The M.S. in Accounting is a 30-credit program. Five areas of specialization include: Financial Reporting and Assurance Services, Information Systems, Tax, Healthcare, and Financial Services. The M.S. Program is offered both on a full-time and a part-time basis. Details of the program may be obtained from the M.S. in Accounting Director, School of Business, 368 Fairfield Road, Unit 2041A, University of Connecticut, Storrs, CT 06269-2041.

Ph.D. Program in Business Administration

With areas of concentration in Accounting, Finance, Management and Marketing, the Ph.D. program in Business Administration aims to produce scholars able to make contributions to academic institutions as well as to government and business. Details of the program may be obtained from the Chairperson of the Ph.D. Admissions Committee, School of Business, 368 Fairfield Road., Unit 2041, University of Connecticut, Storrs, CT 06269-2041.

Center for International Business Programs

The Center for International Business Programs is a focal point for international research and outreach activities. The Center sponsors faculty travel and hosts visiting international scholars. It is a resource center for international business education. It is the focal point for facilitating academic-business partnerships on an international basis.

Center for Real Estate and Urban Economic Studies (CREUES)

The Center for Real Estate and Urban Economic Studies is especially concerned with research on real estate markets and valuation, urban growth and land use structure, and public and private administration of real estate resources. Research interests also include the administration of business firms in construction and

development, real estate law, real estate financing, marketing, management, and valuation. The Center operates in conjunction with and supports the school's teaching program in real estate and urban economic studies.

Center for Health Care and Insurance Studies (CHCIS)

The Center for Health Care and Insurance Studies (CHCIS) is concerned with education, research and service in the areas of health systems, planning, design and management. The Center administers the undergraduate program in Health Systems and the graduate program in Health Care Management. It also cooperates with other units of the University in offering interdisciplinary programs in health care education and research. Over the last ten years the Center has been primarily concerned with developing systems designed to improve the delivery of health care services.

Institute for Development of Entrepreneurial Advantage

This Institute is dedicated to exploring various aspects of entrepreneurship. The Center has focused its activities in the areas of small businesses and family businesses. There is also a generalized program in entrepreneurship. Description of the three component parts of IDEA, the Family Business Program, the Small Business Institute, and the Thomas J. and Bette Wolff Family Program in Entrepreneurship follow.

Family Business Program

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

The Small Business Institute

The Small Business Institute provides free management consulting on all types of business problems for a growing number of small businesses and start-up ventures throughout Connecticut. During this past year, management consulting reports were provided for 70 clients.

Consulting teams are composed of MBAs enrolled in either the Small Business Management and Entrepreneurship course, the Business Policy, Strategy and Planning course, or the Small Business Consulting (Independent Study) course. In some cases, the graduate students are supported in their assignments by undergraduate students. Clients may be recommended for consulting by the United States Small Business Administration, students, alumni or small business people may contact the Director of the Institute directly.

Thomas J. and Bette Wolff Family Program in Entrepreneurship

The Wolff Program sponsors a series of luncheons between highly successful entrepreneurs and honors students interested in becoming entrepreneurs. The primary objectives of the series are to provide a forum for discussing the role of free enterprise in our American economy and to expose budding entrepreneurs to successful business role models.

This program also sponsors an annual lecture series which invites top entrepreneurs from the nation to speak before our students and alumni.

The support for this program is due to the generosity of one of our most distinguished alums, Mr. Thomas J. Wolff. The department is indeed proud to have such support.

Institute of Writing

The Institute of Writing was created in 1988 to encourage excellence in professional communication. As part of the School of Business, its major responsibility is to teach both undergraduate and graduate students how to write, speak, think, and listen more effectively. In addition, the Institute sponsors a yearly prize for the best written legal brief in Connecticut, and holds seminars on legal and technical writing. It also conducts workshops for faculty on grant proposals. Outreach programs will expand in the future.

School of Business Website

<http://www.business.uconn.edu/>