

School of Management

Undergraduate Handbook

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Welcome to SOM!

With a combination of innovative new programs and fundamental business coursework, the School of Management at Binghamton University offers its students a state of the art business education. Our finance majors have access to the Zurich Trading Room, a modern trading facility where they learn to manage a real money portfolio. Budding business owners can participate in our Entrepreneurship program and compete for real start-up funding. Case competitions sponsored by major corporations challenge our seniors to evaluate business problems in front of real-world executives. All these combine to provide SOM graduates with the tools and skills needed in today's global business environment.

Our incoming freshmen and transfer students are among the best in their schools and current students chose BU over such competing schools as Cornell, NYU, Michigan State, University of Maryland, UMASS, Boston University and Penn State as well as other SUNY colleges and university centers. SOM is the most competitive admission at Binghamton and throughout the SUNY system.

We offer a modern academic facility with multimedia classrooms, an up to date computer lab and a state of the art trading room. Our courses are taught by doctoral qualified faculty and professionally-qualified business executives. Advisement is conducted from a student friendly advising office where advisors are always available without the necessity of appointments to ensure prompt attention to academic questions and to facilitate exploration of internship and study abroad opportunities. Career development and placement activities are coordinated by the university's Career Development Center which provides workshops and events for students as early as freshman year and by SOM's Placement Director who conducts professional development activities while facilitating visits to SOM by major recruiters. Placement compares very favorably with our peer schools. Student organizations are also invaluable resources for career exploration. SOM faculty are always available to discuss opportunities in the various management disciplines and can offer guidance on career options, write letters of recommendation, and generally help students make connections in their fields.

Binghamton University and its School of Management grant the bachelor of science in accounting and the bachelor of science in management degrees. Within the BS degree in Management, options are available to specialize in Finance, Financial Engineering, Leadership and Consulting, Marketing, Global Management, Entrepreneurship and Management Information Systems.

Student's Responsibilities

All students enrolled in School of Management are subject to University and school regulations concerning student affairs, conduct and discipline. It is the student's responsibility to know the regulations in effect and to keep informed on matters relating to registration, prerequisites, degree requirements, calendar dates, etc. Each student is expected to have knowledge of the information contained in this handbook and in other University publications.

Student's Right to Privacy

The Federal Right to Privacy Act defines and limits the information that may be released to others without the expressed consent of the student. School of Management is prevented by federal law from releasing information on grades and progress toward degree unless specifically asked to do so, in writing, by the student.

School's Right to Amend Rules and Procedures

School of Management reserves the right to amend its rules and procedures when necessary. The school grants students the right to petition for relief from its rules and procedures in individual cases. The school, however, does not have the authority to waive requirements set by Binghamton University.

Student Services Offices

Advisement and Student Services

You are one of approximately 1,400 undergraduate students enrolled in SOM. The **SOM Advising Office** can be of invaluable help to you throughout your years at Binghamton. We recommend that you visit the Advising Office on two particular occasions: in your junior year, when you may officially declare your concentration if you are a management major, and at the beginning of your senior year, when you are advised to complete a seventh-semester check of your completed coursework and remaining requirements. In addition, you are strongly encouraged to seek advisement whenever you have a question concerning your degree program.

The School of Management Advising Office is located in Academic A, room 142. The Advising Office should be the first point of contact for any questions or problems that may arise. Staff usually will see you on a walk-in basis, but an appointment may be made for situations requiring lengthy discussion. Petition forms with instruction sheets and advising materials may be picked up from the staff in Academic A, room 142.

You may also e-mail questions to Brian Perry, the undergraduate adviser, at bperry@binghamton.edu. Instant Messaging is also available to contact the Advisor. The IM handle is SOMADVISING.

The Advising Office maintains several listservs for communicating with all or portions of the student body. Students are automatically subscribed to the appropriate listservs and receive announcements concerning events in the school, upcoming deadlines, changes to the curriculum, recruiting activities and other topics. Students are encouraged to learn to use e-mail immediately upon arrival at Binghamton in order to take advantage of this information.

Most faculty use e-mail and Blackboards for communications and instructional assistance.

Familiarity with electronic communication is vital to your education in School of Management. You must check for e-mail and consult Blackboard daily.

Career Services Office (<http://www2.binghamton.edu/som/student-resources/career-services.html>)

The Career Services Office prepares students for the very competitive job market, maintains connections with current recruiters, and builds relationships with new employers. Their website is rich with resources critically important to SOM students and you should make it a habit to look there often.

Other School of Management Career Resources

SOM faculty are readily available to discuss opportunities in the various management disciplines and can offer guidance on career options, write letters of recommendation and generally help students make connections in their fields. They also hold annual Concentration Nights to meet with interested students and discuss courses, career paths and other subjects relating to their field.

Student organizations bring in many corporate speakers, including representatives of the Big 4 accounting firms, who often focus on recruiting-oriented topics such as interviewing techniques and pre-professional

opportunities. Many speakers are SOM alumni and offer the opportunity to network with former students. Student organizations often produce and publish résumé books for distribution to firms in their disciplines.

The student organizations of the School of Management are another invaluable resource for career exploration. Student clubs often bring in recruiters and alumni to speak with interested majors about the world of work, course preparation and how to network.

The Career Development Center

The **Career Development Center**, located on the ground floor of Bartle Library, helps students plan for their careers after leaving Binghamton University. Most colleges and universities offer traditional, passive placement activities to assist students in gaining their first job. The CDC moves from this passive placement model to one that encourages students to be active and to assume responsibility for examining the many directions they may take after completing their education at Binghamton. Students may explore career options, internships opportunities, graduate school information and job openings. Students are encouraged to visit the CDC early in their stay at Binghamton to take advantage of its many resources, workshops and personnel.

The use of computer technology also assists students in their career efforts. The CDC's catalogs of colleges and universities can aid summer course selection as well as searches for graduate programs.

World Wide Web access through the CDC facilitates searching for graduate school and corporate information. Services include a Career Resource Area; numerous publications; peer assistants; the Alumni Career Network; and eRecruiting, a Web-based system for managing on-campus recruitment and job-vacancy information. Currently, more than 230 companies schedule more than 2,200 interviews with upcoming graduates each year.

The CDC also sponsors an annual Employer Fair and co-sponsors Law Day, the Graduate School Fair and Career Day.

Undergraduate Degree Information

The undergraduate degree programs of School of Management are designed to prepare students for management positions in both the private and not-for-profit sectors. The curriculum encompasses a broad liberal arts and pre-business exposure in the first two years, with a general education in the various management disciplines during the third and fourth years.

All liberal arts courses are taken in Harpur College of Arts and Sciences, the liberal arts school at Binghamton University, which consists of the divisions of Humanities, Science and Mathematics, and Social Sciences or at other approved colleges and universities.

School of Management's program, which is accredited by the Association to Advance Collegiate Schools of Business (AACSB), leads to a bachelor of science degree. Each student in the BS in management curriculum may choose to select a concentration in one or two of the management disciplines as part of degree requirements. Concentrations are available in consulting and leadership, entrepreneurship, finance, financial engineering, global management, management information systems, marketing and general management.

Students declare their degree choice (accounting or management) upon admission to School of Management. This choice may be changed, and while it is possible to set up a program with your adviser to take parallel courses for both options, you must ultimately choose accounting or management. You are strongly encouraged to do so by the start of the junior year, as the programs begin to diverge at that time. The school is non-departmental with no formal majors, so double majors are not possible, but you may concurrently enroll and pursue a double degree in another school at Binghamton University.

The school also offers a master of business administration degree, a master of science in accounting and a PhD program. Details of those degree programs are available from the SOM Graduate Advising Office and on the web at <http://www2.binghamton.edu/som/graduate/index.html>

BS in Accounting and BS/MS in Accounting Programs

The BS in Accounting program prepares students for careers as Certified Public Accountants (usually in combination with the MS in Accounting program), for other accounting careers or for graduate programs in other management disciplines or Law School.

Program of study for the 4-year BS in Accounting:

Non-Management Requirements (60 credits min.)

General Education requirements

Macroeconomics

Calculus

Statistics

Three non-introductory liberal arts courses

Two courses with a writing emphasis

Electives as needed

Management Requirements

Management Core:

Introduction to Management and Computer Applications (CQS 111)

Microeconomics

Financial accounting (ACCT 211)

Business Law I and II (BLS 111 & 112)

Introduction to International Business (IBUS 311)

Principles of Marketing (MKTG 311)

Financial Management (FIN 311)

Organizational Behavior (MGMT 311)

Management information systems (MIS 311)

Operations management (OPM 311)

Advanced Computer Tools (CQS 311)

Global Strategic Management (MGMT 411)

Accounting core:

Cost Accounting (ACCT 305)

Intermediate Accounting I & II (ACCT 311 & 312)

Auditing (ACCT 460)

Taxation of Entities (ACCT 476)

Five-Year BS/MS Program in Accounting - NYS Registered CPA program

School of Management offers students the option to obtain both the BS in Accounting and an MS (or MBA degree) in a five-year period. Students who complete a BS in accounting program and are admitted to a graduate program are guaranteed a one-year master's degree program. This program satisfies the American Institute of Certified Public Accountants membership requirement for a five-year degree. A 150 credit degree program is required to become a licensed CPA in New York State. The combination BS/MS degree program satisfies all requirements to sit for the NYS CPA licensing exams and for exams in most other states. The BS/MS program at BU is the only NYS Registered Program. NYS no longer recognizes 120 credit BS degrees as fulfilling requirements for a CPA license.

The 32 credit MS in Accounting program includes the following required accounting courses:

Financial Accounting Theory (ACCT 540)

Audit and Managerial Accounting Theory (ACCT 541)

Advanced Accounting Theory (ACCT 555)

Individual Tax (ACCT 573)

ACCT and MGMT electives

CPA Licensing

Information about the examination and necessary forms may be obtained by calling 1-800-CPA-EXAM or visiting this website: <http://www.nasba.org/nasbaweb.nsf/exam>. Once there click in Uniform CPA Examination at the top of the page and then select NYS (or other desired state). This will take you to a page devoted to the state's requirements and downloadable forms.

BS in Management Degree Program
(130 total credits)

Students in the BS in management degree program are encouraged to complete one or more concentrations in the functional areas of management. Each concentration requires four (4) courses beyond the introductory junior level core course in that area. If you are uncertain about which concentration to pursue, allow yourself time to take the introductory courses in the various concentration areas before deciding. Faculty teaching in the academic areas can be very helpful to you in exploring these fields.

The BS in Management degree includes the following requirements:

Non-Management Requirements (65 credits minimum)

General Education requirements

Microeconomics

Macroeconomics

Calculus

Statistics

Three non-introductory liberal arts courses

A second course with a writing emphasis

Electives as needed

Management Requirements

Management Core:

Introduction to Management and Computer Applications (CQS 111)

Financial accounting (ACCT 211)

Managerial accounting (ACCT 212)

Business Law I (BLS 111)

Marketing (MKTG 311)

Financial management (FIN 311)

Organizational Behavior (MGMT 311)

Management Information Systems (MIS 311)

Operations Management (OPM 311)

International Business (IBUS 311)

Global Strategic Management (mgmt 411)

Three management concentration courses

Second concentration or three electives - Management or non-Management

Declaration of Concentration

Declaration of a concentration is usually done prior to or during the junior year by submitting a declaration of concentration form to the SOM Advising Office (room AA_142), but may be done anytime prior to graduation and may be easily changed by visiting the SOM Advising Office. Those who do not elect to declare a concentration are considered to be General Management and may take their 4 electives from any of the management areas.

Students may elect to complete a second concentration by completing the four appropriate courses beyond the introductory level as noted above. It is not possible to do this within the normal 130-credit degree requirements but many students have room in their degree plan due to Advanced Placement or College credits taken while in High School which allows completion of 2 concentrations within the normal 4 year program.

College teaching practica (MGMT 491) internships (MGMT 495) and independent study (MGMT 497) do not fulfill concentration requirements.

Concentration in Consulting and Leadership

The concentration in consulting and leadership prepares students to take entry-level roles in consulting firms and other organizations that will require exemplary leadership skills. We believe many students will find a combination of consulting and leadership with other concentrations such as management information systems (MIS) or marketing to be attractive to future employers. Students make use of traditional methods of learning, such as texts and lectures. However, this concentration emphasizes hands-on practice by means of simulations, student projects in local companies, cases and guest speakers. Extensive use is made of communications technology in the form of the Internet, computer-assisted decision making and virtual teamwork to teach required technology skills. An innovative part of the program is a comprehensive assessment of leadership skills. Students use feedback from this assessment to develop personal development plans to enhance their leadership potential. Courses also provide practice in presentations and writing. Students are encouraged to take internships in local companies or elsewhere, perhaps New York City.

To fulfill the requirements of the Consulting and Leadership concentration, students must complete the standard core curriculum for the management degree option, three LEAD courses and one elective chosen from the list below. Each course is four credit hours.

LEAD courses: (take all three)

LEAD 351. Leadership Skills & Development: Concentrates on leadership as it occurs in one-on-one situations and in small groups. A survey of the major topical areas of leadership is provided. Students learn to use technology to enhance their leadership skills in both face-to-face situations and at a distance.

LEAD 352. Team Leadership: Students develop team and shared leadership skills. The course begins with an emphasis on one individual leading a team of individuals. However, over time the teams take a shared leadership model, whereby participants learn how to distribute leadership within their teams. Students work in project teams to learn the process of implementing and leading a project team. Teams work both face-to-face and through technology to learn how to function effectively as a virtual team. The team and project leadership literature provides readings for this course.

Lead 353. Strategic Leadership: Examines the role of leadership in larger systems and the role of culture in organizations. Emphasis is on how to work in larger organizations to effect strategic change, implement new technology, work across different boundaries or units, and work in different cultures and globally. Intent is to develop the capacity in students to consult with larger organizations on strategic leadership and change management practices. Students work with advanced information technology to learn how to best manage knowledge and to develop a learning culture in organizations.

LEAD Concentration electives: (choose one or more)

FIN 324. Corporate Finance: An in-depth examination of valuation and financial decision making in the corporate setting, including some cases analysis. Topics include capital market efficiency, required rates of return, options in the corporate setting, long-term investments, capital structure, financial planning and dividend policy.

MKTG 441. Customer Analytics: Provides hands-on skills in using advanced computer-based tools that help in marketing decisions. Topics include sales-call planning, segmentation using cluster analysis, positioning using MDS, new-product design using conjoint analysis and pricing using yield management. Emphasis is placed on conceptualizing the problems as well as their practical solutions. This course is particularly relevant for the data-rich e-commerce environment (e.g., data mining techniques for marketing decisions). Students gain valuable spreadsheet skills and learn to integrate analysis with marketing intuition.

SCM 360. Advanced Spreadsheet Modeling: Teaches techniques widely used to assess and manage risk, structure problems, determine the optimal decision and estimate the impact of a decision on performance measures of interest. Through cases, lectures and exercises, sharpens students' problem-solving skills and analytical and logical thinking ability. Greatly enhances students' proficiency in spreadsheet analysis and modeling, an invaluable skill in today's business environment.

Other electives may be approved by the Leadership faculty upon petition.

Concentration in Entrepreneurship

The Entrepreneurship program provides a resource to enhance the educational and professional opportunities of the School of Management students through experiential learning. The curriculum will consist of a series of integrated courses including a course in new product marketing, a course in venture capital and new business finance and a course in business plan development. Students will leverage the research and analytical capabilities provided by the program with emphasis on developing an idea into a viable business opportunity. The focus in these courses is on the identification and evaluation of new venture opportunities, the development of effective business plans, and the financing, establishment and operation of new businesses. The classes will simulate the experiences that entrepreneurs undergo during the process of launching a new business.

The format of the classes will include case studies, lectures, guest speakers, and self-assessment and group exercises. Students will be divided into teams that will prepare and present proposed business plans to their entire class, and then to entrepreneurs who will function as judges. Faculty members and entrepreneurs will assist students in their research, discussions and presentation preparation. The entrepreneur judges will typically be alumni of the School of Management who are working on Wall Street as venture capitalists, along with local business owners and managers. Course grades will be determined on the basis of faculty evaluation of reports, presentations, class participation, and assessment by peers and business professionals.

In order to fulfill the requirements of the concentration in entrepreneurship, students must complete the standard core curriculum for the management degree option, ENT 460 and three or more of the following undergraduate electives:

ENT 460. Entrepreneurship (required course): Investigation of the components, tools and practices of entrepreneurship. Focuses on identifying new venture opportunities; evaluating the viability of a new venture; writing a business plan; building a "E-team" that possesses the attributes necessary for success; financing, starting and operating a business; and creating liquidity for shareholders. Business plans are presented to a board of entrepreneurs and venture capitalists at the end of the semester. This course is required for all ENT majors.

FIN 324. Corporate Finance: An in-depth examination of valuation and financial decision making in the corporate setting, including some cases analysis. Topics include capital market efficiency, required rates of return, options in the corporate setting, long-term investments, capital structure, financial planning and dividend policy.

MKTG 324. Marketing Strategy: Advanced treatment of integrating elements of the marketing mix, i.e., product, place, promotion and price decisions in the context of marketing planning. The role and importance of e-commerce in shaping marketing mix integration is highlighted.

MKTG 325. Product Marketing: Explores strategic aspects of new product management, and the issues relating to the process of new product development for sustained future growth.

LEAD 351. Leadership Skills & Development: Concentrates on leadership as it occurs in one-on-one situations and in small groups. A survey of the major topical areas of leadership is provided. Students learn to use technology to enhance their leadership skills in both face-to-face situations and at a distance.

BME courses from the Watson School of Engineering

Concentration in Finance

The undergraduate concentration in the finance curriculum offers students a strong foundation in the various areas of finance, including financial management, investments and financial institutions. This knowledge base is supplemented by studies in corporate finance and derivative assets that provide applications to real-world cases. The emphasis is on development of strong analytical and quantitative skills. Students also gain practical experience using computer software applications. To fulfill the requirements of the finance concentration, students must complete the standard curriculum for the management degree option and four (4) or more of the following four-credit courses.

Required Finance Courses: (take both)

FIN 322. Investments: Various institutional, analytical and pragmatic aspects of security analysis and investment management; securities market, sources of investment information, bond and stock valuation models, risk return analysis, behavior of security prices, portfolio management and capital market theory.

FIN 324. Corporate Finance: An in-depth examination of valuation and financial decision making in the corporate setting, including some cases analysis. Topics include capital market efficiency, required rates of return, options in the corporate setting, long-term investments, capital structure, financial planning and dividend policy.

Finance electives: (choose 2 or more)

FIN 320. Financial Theory and Institutions: An overview of financial markets and institutions, theories of interest rate structure and money and capital markets. Emphasis is on commercial banks. Topics include the nature of commercial banking; asset, liability and capital management; deposit insurance; regulation; economies of scale and scope; and international banking. Thrift institutions are also considered.

FIN 450. Derivatives: Introduction to and a comprehensive analysis of the derivatives markets in the U.S. Topics include discussions of options, futures, swaps and future markets.

FIN 430. Financial Statement Analysis: This course is about the analysis of financial information - particularly firms' financial statements - for making decisions to invest in businesses. The primary focus is on equity valuation, with some attention given to credit analysis and the valuation of debt. The methods of fundamental analysis will be examined in detail and applied in cases and projects involving publicly traded companies. Topics include models of shareholder value, a comparison of accrual accounting and discounted cash flow approaches to valuation, the analysis of profitability, growth and valuation generation in a firm, diagnosing accounting quality, forecasting earnings and cash flows, pro-forma analysis for strategy and planning, and the determination of price/earnings (P/E) and market-to-book (P/B) ratios.

FIN 460. International Finance: Seminar addressing issues in international finance including balance of payments, exchange controls, international reserves, adjustment mechanisms and off-shore financing.

FIN 465: Arbitrage Strategies: This is an advanced, research based, seminar course targeted at students majoring in Accounting and/or Finance. It teaches students to apply the latest research techniques used in research. The skills taught in this course are used in research related jobs in auditing, consulting, corporate finance, forensic accounting, hedge funds, investment banking, quantitative financial analysis, securities litigation consulting, etc.

FIN 480. Special Topics in Finance: Recent topics have included international finance and derivatives.

Concentration in Financial Engineering

Recent innovations in financial markets have led to an increased demand for analytically skilled students. Understanding pricing models in derivatives and other exotic securities requires knowledge in finance and also statistics, stochastic processes, and differential equations. The financial engineering program is designed to provide students with opportunities to pursue a mathematically challenging program of study.

Program of study

In addition to meeting the usual School of Management requirements, students would complete courses in the following groups:

Required non-SOM courses

Two semesters of calculus (Math 221 and Math 222)

Linear Algebra (Math 304)

Introduction to Econometrics (Economics 466)

Finance Courses

Investments (FIN 322)
Derivatives (FIN 450)
Arbitrage Strategies (FIN 465)

One FIN elective from:

Corporate Finance (FIN 324)
Financial Statement Analysis (FIN 430)
International Finance/Risk Management (FIN 460)

Advanced Spreadsheet Modeling (SCM 360)

Eligibility

The program is designed for placement of students in investment banks. Only outstanding undergraduate students with a cumulative GPA above 3.5 will be admitted into the program. It is in their best interest to maintain that GPA while they are in the program.

Required courses: (take all four)

FIN 322. Investments: Various institutional, analytical, and pragmatic aspects of security analysis and investment management; securities market, sources of investment information, bond and stock valuation models, risk return analysis, behavior of security prices, portfolio management, and capital market theory. This class includes participation in the Zurach Trading Room where students manage a real money portfolio for the School.

FIN 450. Derivatives: Introduction to and a comprehensive analysis of the derivatives markets in the US. Topics include discussions of options, futures, swaps, and futures markets.

FIN 465: Arbitrage Strategies: This is an advanced, research based, seminar course targeted at students majoring in Accounting and/or Finance. It teaches students to apply the latest research techniques used in research. The skills taught in this course are used in research related jobs in auditing, consulting, corporate finance, forensic accounting, hedge funds, investment banking, quantitative financial analysis, securities litigation consulting, etc.

SCM 360. Advanced Spreadsheet Modeling: Teaches techniques widely used to assess and manage risk, structure problems, determine the optimal decision and estimate the impact of a decision on performance measures of interest. Through cases, lectures and exercises, sharpens students' problem-solving skills and analytical and logical thinking ability. Greatly enhances students' proficiency in spreadsheet analysis and modeling, an invaluable skill in today's business environment.

Financial Engineering electives: (choose 1 or more)

FIN 324. Corporate Finance: An in-depth examination of valuation and financial decision making in the corporate setting, including some cases analysis. Topics include capital market efficiency, required rates of return, options in the corporate setting, long-term investments, capital structure, financial planning, and dividend policy.

FIN 430 - Financial Statement Analysis: In-depth analysis of financial statements from the equity analyst perspective. Students will write a thorough, credible equity research report that. This report will include both a quantitative and qualitative assessment of the firm and the industry in which it operates.

FIN 460. International Finance: Seminar addresses issues in international finance including balance of payments, exchange controls, international reserves, adjustment mechanisms, and off-shore financing.

Concentration in Global Management

To complete the concentration in Global Management students must complete the standard core curriculum required of all management students plus four (4) courses focusing on the international business environment. One non-SOM course may be included in this total. Relevant international experience is required as evidenced by a Study Abroad, a Travel Abroad course (see IBUS 480 courses) or an internship with a within the US or abroad where the student is exposed to issues relating to international business. In addition, proficiency in a second language is required. For non-native English speakers, English is considered to be the second language. Course descriptions follow:

IBUS 410: Negotiations

Introduces the fundamental concepts of negotiation such as BATNA, ZOPA, integrative vs. distributive bargaining. From this foundation the course expands by integrating the international dimension.

IBUS 480: Special Topics in International Business

Current topics in the fields of international business and global management. The 4 current topics courses are:

IBUS 480A: Global Business Risk Management

This course provides a general understanding of the field of global risk analysis and management. You will learn about the development of the risk assessment industry and the major approaches to risk assessment. You will also get acquainted with the various types of risk that international businesses face in their operations abroad, and the major strategies for risk mitigation and management. We will pay special attention to political risks (asset expropriation, contract repudiation, legal and regulatory risks), societal risks (activism of international non-governmental organizations, reputation and public image issues), and everyday risks (corruption).

IBUS 480E: Doing Business in Emerging Markets

This course provides a general understanding of the business potential in the world of emerging economies offering an in-depth perspective on business strategies and operations across the most important regions with emerging markets in the world - Asia, Eastern Europe, and Latin America, with a special emphasis on the BRIC countries (Brazil, Russia, India and China).

IBUS 480: Doing Business in India

The purpose of this course is to introduce students to the social, technological, economic, and political environment of India. Students will receive a foundational understanding of India. The trip to India includes visits to tourist sites and business companies and students are provided with India-related articles and recommended supplementary books to read. Students will watch Hindi-language movies (English subtitled) as well.

IBUS 480: Doing Business in China

At the completion of this course, students will display command of the knowledge of China's people, negotiation styles, culture, history, economics, and political institutions; be able to critically interpret the leading economic and political phenomenon and challenges in China at a basic level; effectively apply key business concepts in analyzing the business issues in East Asian countries and demonstrate awareness of cultural differences in China's business environments and practices, relative to domestic practices.

MKTG 470. International Marketing: Focuses on marketing management problems in the international environment. Emphasis on techniques and strategies necessary to incorporate a marketing concept into today's international marketplace.

FIN 460. International Finance: Balance of payment adjustment mechanism and international monetary system. Role of international reserves in international payment system. Adjustment under fixed and flexible exchange rates. Formation of use of optimal policy mixes, use of exchange controls.

Concentration in Management Information Systems (MIS)

The undergraduate management concentration in management information systems is geared toward servicing the needs of students and their prospective employers in two ways. The curriculum provides students with marketable job skills by teaching them material that is of immediate usefulness in entry-level positions. For example, students gain depth in the areas of software development using database technology, or fourth-generation languages or C. Also, emerging trends and issues in information systems theory and applications are emphasized in order to better serve those students who rise to managerial responsibility. Thus, students are prepared to use their practical knowledge in a decision-making capacity.

Students must complete the standard curriculum for the management degree option; the required Information Systems Analysis and Design course; and three more concentration electives in order to fulfill the requirements of the MIS concentration. Completion of an Introduction to Programming elective is very strongly recommended. MIS has 6 suggested groups of courses corresponding to particular career tracks in MIS). Four-credit course descriptions follow:

MIS 323. Information Systems Analysis and Design (required concentration course): Introduces principal methods and tools for the analysis and design of logical specifications, including administrative and managerial principles of information systems development.

MIS 325: Essentials of Programming: The course will cover principal components of different types programming languages: object oriented languages such as C++, Java; scripting languages such as VBA; 4th generation query languages such as SQL. The focus of the course will be on how to use the languages and when to use them. However, the course will also include the components of the languages such as the data structures, and programming constructs. Such knowledge will enable effective use of the languages in various analytical applications, mainly financial and other data analysis.

MIS 333. Data Base Management Systems: Discussion of the implementation of logical design specifications in a data base environment. Topics include an

introduction to data base architecture, integrative issues and semantic data modeling in existing data base products.

MIS 383. Business Telecommunications: Surveys issues, technologies and skills relating to the application of data communications and telecommunications technology in management systems. Topics include network management techniques and models, network design and simulation.

MIS 425. Web Application Development: Web application makes the Web as an active medium which enables the web business on the Internet. Making web application provides platform independent information systems which have business rules and logics as web formats. Pure e-commerce players like amazon.com rely on web application development. In this course, principles of web application development are introduced with advanced e-business practices such as web database, XML, web services, the web 2.0, and the semantic web. With advanced information technologies and communications networks (i.e., the Internet), the revolution of the way of business is now happening.

MIS 450. IT Security and Forensics: This course covers the technological principles, and the relevant social, behavioral, managerial and organizational issues. The technology topics are (but not limited to): intrusion detection, access control, database security, software security, malicious software, operating systems security, Internet security, network security, techniques such as encryption. Some of the non-technical issues (but not limited to): IT security planning, IT security policy, IT security audits, information assurance, physical security, risk management.

MIS 473. Information Systems Development Project: A capstone "hands-on" course using concepts from previous MIS courses in a project for local businesses and organizations.

MIS 480. Special Topics in Management Information Systems: Current issues in MIS are explored in special topics courses which are often candidates for permanent inclusion in the concentration after a few semesters. Recent topics courses have included E-business and Advanced Spreadsheets.

Concentration in Marketing

The undergraduate management concentration in marketing provides students with both a theoretical and a practical knowledge of marketing. The curriculum achieves these ends by integrating practical applications with theoretical and conceptual understanding. Examples include hands-on computer usage, team projects and case analysis, marketing simulation games and sales training tapes. In addition, ethics and international issues are woven through the curriculum to further enrich the students' marketing background.

In order to fulfill the requirements of the concentration in marketing, students must complete the standard curriculum for the management degree option and four (4) undergraduate marketing courses beyond the introductory level. The students' course selections should reflect their career choice. MKTG provides 4 groups of courses which correspond to particular career paths. See Guidesheet for details. Each course is four credit hours:

MKTG 320. Marketing Research: The role of marketing research, research design, sampling, questionnaire construction, data collection methodology, techniques for data analysis, report writing and presentation.

MKTG 322. Consumer Behavior: Individual, situational and cultural influences on consumer attitudes (judgment) and decision making, normative versus descriptive theories of decision making. Special topics include on-line buying behavior, conjoint models of preference formation and innovation diffusion.

MKTG 324. Marketing Strategy: Advanced treatment of integrating elements of the marketing mix, i.e., product, place, promotion and price decisions in the context of marketing planning. The role and importance of e-commerce in shaping marketing mix integration is highlighted.

MKTG 325. Product Management: Explores strategic aspects of new product management, and the issues relating to the process of new product development for sustained future growth.

MKTG 340. Advertising: Integrated marketing communications (IMC) with an emphasis on advertising on the Internet and the new media. Topics include the selection of target markets, establishment of communications objectives, selection of and working relationships with advertising agencies, creative strategy and execution, media selection, appropriations and budgets, and program evaluation procedures.

MKTG 350. Distribution Channels & Marketing Relations: Principles of cooperative marketing strategy dealing with selection of relationship partners, structuring partnerships, creating incentives and evaluating relationship performance, with specific focus on the role of the Internet in structuring firm-customer relationships.

SCM 360. Advanced Spreadsheet Modeling: Teaches techniques widely used to assess and manage risk, structure problems, determine the optimal decision and estimate the impact of a decision on performance measures of interest. Through cases, lectures and exercises, sharpens students' problem-solving skills and analytical and logical thinking ability. Greatly enhances students' proficiency in spreadsheet analysis and modeling, an invaluable skill in today's business environment.

MKTG 441. Customer Analytics: Provides hands-on skills in using advanced computer-based tools that help in marketing decisions. Topics include sales-call planning, segmentation using cluster analysis, positioning using MDS, new-product design using conjoint analysis and pricing using yield management. Emphasis is placed on conceptualizing the problems as well as their practical solutions. This course is particularly relevant for the data-rich e-commerce environment (e.g., data mining techniques for marketing decisions). Students gain valuable spreadsheet skills and learn to integrate analysis with marketing intuition.

MKTG 470. International Marketing: Seminar on marketing management problems in the international environment. Students gain an understanding of the scope of international marketing activities and the impact of culture and environment on marketing programs.

MKTG 475: Strategic Brand Management: Marketing is responsible for creating customer value through exchanges to provide a firm with sustained competitive advantage. To achieve this goal, the marketing area communicates and teaches marketing students an integrative understanding of, and the ability to apply, concepts about (a) information acquisition, management, and use, (b) customer analyses, and (c) marketing mix design and marketing strategy development.

MKTG 480. Special Topics in Marketing: Current topics within the broad area of marketing. Some recent Special Topics courses include Social Media Marketing, Data Driven Marketing, Retailing, and Pricing. Topics courses are often added to the curriculum as regular offerings after a few semesters.

Concentration in General Management

Students wishing to specialize in an area not currently available as a concentration (effectively creating a specialized concentration) or who wish a broad exposure to the various management disciplines in preparation for graduate study may choose to remain as a General Management concentration. Such students are required to complete any four elective courses in the School of Management above the 311 level.

PricewaterhouseCoopers Scholars Program in Accounting and Management

The **PricewaterhouseCoopers scholars program** (PwC Scholars) attracts superior students and challenges them to reach their full academic potential. The PwC Scholars program is a rigorous program aimed at students with the drive to excel.

PwC Scholars augment the normal SOM curriculum with additional requirements geared to better prepare them to excel in their careers. Experiential learning through completion of a community project is required and PwC scholars are required to complete additional coursework in their primary field of management concentration or to complete a second concentration in another management area. In addition, they are expected to take an additional writing oriented course.

The program is also designed to facilitate interaction with faculty and other honors students through participation in the Scholars Leadership Forum and other venues. PwC Scholars will also take a scholars course as freshmen to enhance certain skills, including teamwork, writing and computer skills, to prepare them for future courses. Completion of the honors program is noted on the student's official transcript and through an honors certificate issued by SOM.

Admission to the program is competitive and is limited to 10 percent of the entering freshman class. Students are invited to participate in the program when they are accepted for admission to the University. However, it is also possible to apply or reapply after completion of the freshman year. In the latter case, it is the student's responsibility to work with the SOM Advising Office in planning the first year of coursework so that it is compatible with program requirements.

PwC Scholars receive the benefits of earlier registration during the advance registration period.

PwC Scholars are required to take the following courses:

MGMT 150. Ethical Issues in Business

MGMT 350. Community Service Project

PwC Seminars. A series of one-credit seminars taken each semester the student is enrolled as a PwC Scholar. This seminar is run by the current PwC seniors.

Participants in the PwC Scholars program are expected to successfully complete a minimum of 16 credits per semester. They are also expected to maintain and graduate with a cumulative GPA of at least 3.5. If the student's cumulative GPA is below 3.5 for two consecutive semesters, the student may not continue in the program. Because scholars' coursework may also be counted toward the traditional SOM degrees, discontinuation of participation in the PwC Scholars program does not result in additional coursework requirements and graduation in the usual time frame is likely.

Notes on Management Requirements

Computer Competency

Computer competency may be developed in a variety of ways. Courses generally cover such topics as word processing, spreadsheets, Internet usage, database design and presentation graphics. First semester Freshman SOM students are required to take CQS 111 which is an Introduction to SOM course that includes a significant computer skills component focusing on Excel and basic financial modeling techniques. Transfer students are encouraged to take CQS 111 if they have not already completed a basic computer tools course. Internal transfers from other schools at Binghamton are encouraged to take a similar course prior to transferring into SOM. CS 105 from the Watson School is an acceptable course. Similar courses are offered by most colleges and may be taken over summer or winter breaks. Upper-level SOM courses will assume such skills are present. Students may not receive credit for more than one computer tools course, and therefore should not take CQS 111 if they have already taken another intro level computer skills course.

Accounting 212 and Accounting 305

Students pursuing the accounting degree take a different second accounting course from those pursuing the management degree. While there are similarities in the course content, Cost Accounting (ACCT 305), required of accounting students, is offered at the junior level and is a more rigorous treatment of the material than occurs in Managerial Accounting (ACCT 212). Management students generally take the sophomore-level ACCT 212, although substituting ACCT 305 is permissible. Students who change from the accounting degree option to a management option after completing ACCT 305 may use that course to satisfy the ACCT 212 requirement. Students who change degree options from management to accounting after completing ACCT 212 will lose credit for that course, as they must take ACCT 305, and both courses cannot be counted toward the degree.

Notes on Non-Management Requirements

Calculus Requirement

The minimum mathematics requirement for all SOM students is one semester of calculus. This may be satisfied by AP calculus taken while in high school, by a course transferred from another university or by either of the calculus courses

offered by the Mathematics Department at Binghamton. MATH 220 is a survey of calculus oriented toward management students and is the most commonly taken calculus course for SOM students. MATH 221 is the first semester of the normal three-semester calculus sequence for math/science majors. Students who wish to take additional calculus or calculus-based coursework are required to take MATH 221, as MATH 220 does not satisfy the prerequisite for higher-level mathematics courses. Financial Engineering majors must take MATH 221 or equivalent.

Statistics Requirement

Management students are required to complete an introductory course in statistics. It is strongly advised that students enroll in CQS 112, which is the statistics course offered by School of Management, especially Accounting majors who are required by NYS to have a Business Statistics course. Courses offered by the Mathematics (MATH 147), Psychology (PSYC 243) or Economics (ECON 366) departments are acceptable, but a second statistics course may not be taken for elective credit, since it would be considered a duplicate course. Only one introductory statistics course may be taken toward the degree. Upper-level statistics courses from the Mathematics and Economics departments may be used to fulfill non-introductory liberal arts coursework.

Non-Introductory Courses

All SOM undergraduates are required to complete a minimum of three non-introductory courses from outside of the School of Management. A non-SOM course is considered to be non-introductory if, according to the Binghamton University Bulletin, it meets any one of four criteria:

- * the course has a prerequisite course requirement;
- * the course is designated by the offering department to be an intermediate or advanced course; 200-level courses in HIST, PLSC, SOC, ARTH are so designated.
- * the course is "not open to freshmen" or "open to sophomores" or "open to juniors and seniors only";
- * the course is numbered 300 or above.

One four-credit course or two two-credit courses that are both non-introductory may be used to satisfy one of the three course requirements. All other courses that do not meet one of these four criteria are deemed to be introductory. Three-credit transfer courses are evaluated separately and generally require a course prerequisite to be considered non-introductory.

Writing Courses

The School of Management writing requirement consists of two courses in the liberal arts with a writing emphasis designation. These courses are available in all divisions of Harpur College and are identified in the Schedule of Classes by the "C" or "J" designation.

Courses that carry a "W" designation are recommended to improve a student's writing skills, but do not fulfill the SOM writing requirement. A combination of courses with a "W" designation does not fulfill a "C" course requirement. One of the two writing courses will simultaneously fulfill the GenEd composition requirement.

General Education Requirements

The faculty of Binghamton University, to encourage students to investigate the variety of subjects taught at Binghamton and believing that there are several areas of knowledge and experience central to the academic experience of all Binghamton University students, requires the completion of a program of General Education.

Most of the requirements will be satisfied with liberal arts coursework and normally are completed during the first two years at the University. Advanced Placement (AP) coursework taken while in high school may be used to satisfy some GenEd categories. All General Education courses must be taken for a letter grade. The GenEd categories follow:

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Category 1: Language and Communication

Composition (C) courses are courses in any of the departments or divisions of the University. They require a process of revision and a minimum of 20 pages of expository prose. Students will perform the basic operations of personal computer use; understand and use basic research techniques; and locate, evaluate and synthesize information from a variety of sources. At least 50 percent of the course grade is based on student writing.

Oral Communication (O) courses involve at least two oral presentations and evaluation of speaking that count for at least 15 percent of the final course grade. In the SOM curricula, this requirement is satisfied by the senior level MGMT 411 course.

The language of communication for fulfilling both the C and O requirement shall be English.

Note: Composition and Oral Communication components may be combined to create Joint (J) courses. J courses satisfy both the C and the O requirements.

Foreign Language skills are ensured by requiring that students pass either a third-semester college-level course in one foreign language or a second-semester course in two foreign languages, or satisfactorily complete some other significant activity that requires second-level foreign language proficiency as a prerequisite, such as study abroad in a non-English environment or an internship serving people who can communicate only in a language other than English. Students may fulfill the foreign language requirement prior to enrolling in college either by completing four or more units of one high school foreign language with a course grade in the fourth year of 85 or better, or three units each of two high school languages with course grades in each third unit of 85 or better, by passing the AP examination (or its equivalent) with a score of 3 or better, or by demonstrating equivalent proficiency in some other fashion.

The Foreign Language requirement for transfer students is fulfilled by one college course in foreign language at any level. This requirement may also be fulfilled in high school by demonstrating a level of proficiency equivalent to passing the corresponding Regents foreign language examination with a score of 85 or higher.

Category 2: Creating a Global Vision

The complexity of the modern world demands that students attain a heightened awareness both of the plurality of cultures that have contributed to the making of the United States and of the interdependence of the cultures of the world.

Pluralism in the United States (P) courses consider three or more cultural groups in the United States in terms of their specific experiences and how they have affected and been affected by the basic institutions of American society. Each course takes substantial account of at least three of the following: African Americans, Asian Americans, European Americans, Latino Americans and Native Americans.

Most P courses assume a basic knowledge of United States history, as measured by demonstrating a level of proficiency equivalent to a score of 85 or above on the Regents examination on United States History and Government. Students who have not demonstrated this knowledge must meet the P requirement by choosing from among a designated group of P courses that pay significant attention to a broad span of United States history.

Global Interdependencies (G) courses consider how one or more of the regions of the world have influenced and interacted with the West and with one another, and how the West has affected and been affected by these regions and their distinctive cultures or civilizations. Additionally, major portions of the course content focus both on broad, foundational aspects of the long-term development of distinctive features of Western civilization in Europe and North America and on the distinctive features of one or more non-Western civilizations, such as those of Asia, Africa or the indigenous peoples of the Americas.

Category 3: Natural Sciences, Social Sciences and Mathematics

Students must have an understanding of the methods of investigation typical of the natural and social sciences and must be able to make individual observations and quantitative measurements in a hands-on environment in the natural sciences. In order to have the experience of discovery through the use of logic and reasoning, students also need to study mathematical methods and reasoning.

Laboratory Science (L) courses emphasize the formulation and testing of hypotheses and the collection, analysis and interpretation of data. Each course includes a minimum of 10 laboratory meetings, exercises, field studies or practica.

Social Science (N) courses emphasize the major concepts, models and issues of at least one of the social sciences. Either of the required courses in Micro or Macro Economics will satisfy this requirement.

Mathematics/Reasoning (M) courses include any course in the Mathematics Department numbered 130 or above, any of several designated statistics courses, or any of several designated logic courses. An Advanced Placement score of 3 or better in Calculus or Statistics may be used to satisfy this requirement. M courses assume a basic knowledge of high school mathematics as measured by demonstrating a level of proficiency equivalent to passing Mathematics Course B (algebra, geometry, trigonometry) with a score of 85 or above on the corresponding Regents examination. For SOM students, either of the required courses in Calculus or Statistics satisfies this category.

Category 4: Aesthetics and Humanities

By taking courses in this area, students gain an expanded sense and understanding of culture and a greater appreciation of human experience and its expressions.

Aesthetics (A) courses enhance students' understanding of the creative process and the role of imagination in it. Students study or practice artistic expression and production in such fields as art, art history, cinema, creative writing, dance, graphic design, music and theater.

Humanities (H) courses enhance students' understanding of human experience through the study of literature or philosophy.

Category 5: Physical Activity/Wellness

Exercise, body awareness and wellness are essential components of a healthy and productive lifestyle. The dictum we follow is "a sound mind in a sound body." Physical Activity (Y) courses devote at least 50 percent of their time to the performance of physical exercise designed to develop one or more of the following attributes: neuromuscular skill, muscular strength and endurance, cardiovascular endurance, flexibility.

Wellness (S) courses deal with such topics as diet and nutrition, physical development, substance abuse, human sexuality, relaxation or physical, mental and emotional fitness. Their focus is on developing a healthy lifestyle rather than on simply providing information about the human body.

The Physical Activity/Wellness requirement may be fulfilled in any of the following ways:

- Completion of a one-credit (or more) Physical Activity course and a one-credit (or more) Wellness course.
- Completion of a one-credit Physical Activity/Wellness course and one of the following:
 - one-credit Physical Activity course;
 - one-credit Wellness course;
 - one-credit Physical Activity/Wellness course.
- Completion of a two-credit (or more) course that combines a physical activity and wellness.

Note: Physical Activity and Wellness components may be combined to create Physical Activity/Wellness (B) courses.

Restrictions and Exceptions

- Students may use appropriate transfer credits to satisfy particular course requirements. The determination of which transfer credits satisfy General Education requirements will be the responsibility of the evaluator of transfer credit in each of the undergraduate schools.
- General Education courses may also be counted as satisfying college and major requirements.
- Certain courses are designated as meeting the criteria for more than one of the General Education categories. When a course is so designated, students may use it to satisfy only one of the General Education course requirements. There is an exception to this rule: Composition (C), Oral Communication (O) and Joint (J) courses may satisfy either one or both of these requirements and also satisfy one other General Education requirement.
- General Education courses may not be taken Pass/Fail unless that is the mandatory grade option in the course.
- Appropriate Advanced Placement credits, in some instances, may be used to satisfy the following General Education requirements: Aesthetics, Foreign Language, Humanities, Laboratory Science, Mathematics/Reasoning or Social Science.

- For all General Education requirements, a “course” is understood to be four credits. There are exceptions to this rule:
 - transfer courses that earned three credits at the student’s original school;
 - Physical Activity/Wellness courses (the specific credit-hour criteria for these courses are defined above);
 - Laboratory Science courses of one and two credits that have a four-credit pre- or co-requisite;
 - Oral Communication courses of varying credits;
 - schools or programs in which three-credit courses are the norm.

Other Academic Opportunities

Minors

School of Management permits its students to undertake the completion of a minor in one of the other schools at Binghamton. Not all departments offer minors, and students are subject to any admission requirements imposed by those departments. Students wishing to have a minor may use elective credits typically used for a second concentration, as well as non-Management electives. With careful planning it may be possible to complete a minor and a second concentration within the 130 credits required for graduation.

Minors generally consist of six to seven courses in a department, some of which may be specified. See the University Bulletin under the appropriate department for details on minor requirements. Consent to enter a minor is controlled by the department offering it, and students should inquire there rather than at SOM Advising. SOM cannot guarantee access to courses outside of the School in order to complete minors.

Double Degrees

At any time during his or her studies, a student may apply and be granted entrance into more than one school at Binghamton University.

The student will be seeking two degrees simultaneously, and will be responsible for all of the requirements for each degree. There is often overlapping coursework that need only be taken once toward both degrees. The two degrees are to be sought simultaneously, and only after completion of both will they be awarded. If at some point, the student has completed one of the degrees, and wishes to have it awarded, the student must withdraw from the other program in which he or she is enrolled. To apply to any school at Binghamton University, including two different programs, a student must turn in the appropriate paperwork to the Undergraduate Admissions Office. A double degree program typically requires five years (156 credits) to complete. It is not possible to obtain both BS degrees from School of Management.

Internships

School of Management at Binghamton University values the combination of theoretical and practical elements in the curriculum for management and accounting students. An important part of this approach is enabling students to gain academic credit for well-defined internship assignments within a wide variety of organizations, normally requiring the completion of a project or written report based on that experience.

Most internships span an entire semester - from September to December, January to May or June to August - with exact start, finish and holiday dates agreed on

by the student and the sponsoring organization. A typical intern devotes from 12 to 16 hours per week to an internship for four hours of credit. Internship opportunities are open only to junior and seniors who have completed core management coursework and any prerequisites appropriate to the internship assignment. Internships are graded only on a Pass/Fail basis.

The sponsoring organization is asked to provide a written description of the internship goals, tasks and projects, and to provide an on-site supervisor from whom the intern will receive work assignments and performance appraisals, and to whom the student may turn regarding problems during the internship. In addition to those opportunities available during the regular academic year, a variety of businesses have provided summer internship opportunities for our students. If you are interested in pursuing an internship, information regarding application and registration is available at the Advising Office. The Career Development Center also has extensive information on internships, and many of the companies who recruit our graduates also meet with students interested in internships when they visit the campus.

SOM internship credit may be used as a management elective but it does not fulfill concentration requirements. Internship credit may also occasionally be obtained through Off Campus College or various Harpur College departments. Such credit would satisfy non-Management requirements. Internship credit is not granted if the student is receiving pay at the same time.

Independent Study

Opportunities to augment classroom study with independent study under the guidance of the School of Management faculty are available to SOM students. Arrangements should be made with individual faculty members prior to obtaining the paperwork from the SOM Advising Office.

Independent study usually consists of substantial independent research on a well-defined topic of special interest to the student and not otherwise represented among the curricular offerings or by aiding faculty with research. Registration is for one to four credit hours, depending on the amount of time to be devoted to the individual research.

Independent study in management may be used for free elective or management elective credit and may be graded on a Pass/Fail or letter grade basis. Independent studies may not be used as part of concentration requirements unless approved by the School.

Practicum in College Teaching

Senior-level students in School of Management may be invited to serve as teaching assistants in freshman-, sophomore- and junior-level SOM courses. Under the direction of the faculty member, the student's primary responsibility is to lead workshop, laboratory and/or course review sessions. The student should have attained a minimum grade of A- in the SOM course in which the student will assist. Registration is for two credit hours, which may be used as free elective or management elective hours, and grading is on a Pass/Fail basis. Registration forms and more detailed instructions are available from the Advising Office. Students are limited to one practicum toward the degree.

Learning in an International Setting - Study Abroad

The faculty strongly encourages you to include a study-abroad experience in your undergraduate education. It is advisable to start early in exploring the over 400 international opportunities available through Binghamton University and the

entire State University of New York system. To start your investigation of study abroad, follow these procedures:

1. Go to the Office of International Programs, located in room G-1 of the Nelson A. Rockefeller Center (777-2336), and review possible programs. If you find a program that interests you, obtain the appropriate application forms.
2. Complete the program application(s), allowing enough time to gather recommendations, transcripts, approvals, etc.
3. See an academic adviser in AA 142 to review the number of liberal arts credits and/or free elective credits you will have available for transfer.
4. Prepare a personal statement and leave it with the coordinator of undergraduate advising (AA 142) for review and signature.
5. When you are admitted to a study-abroad program, gather information on course offerings and descriptions.
6. Obtain a transfer credit petition from the SOM Advising Office. Complete the petition and submit it with the appropriate documentation required for approval. Remember, some coursework is not transferable, so be sure you gain approval prior to taking any coursework to ensure that it will transfer. For study abroad junior year or later, a handout of some approved courses at several high quality international schools is available.

While you are out of the country, be sure to respond to advance registration material sent to you by the Office of International Programs to assure your registration for your next semester in residence on the Binghamton campus. School of Management students are eligible for the Rosefsky Scholarship, which provides financial aid to students engaged in overseas studies.

Pre-Law

Binghamton University has long been recognized by law schools for the high caliber of its students. Each year over 10 percent of the graduating class in Harpur College and nearly 8 percent of the seniors in School of Management apply to law school. Of those who apply, an overwhelming majority are accepted at one or more schools.

While attending Binghamton, students interested in legal careers pursue a variety of majors. Unlike other graduate and professional schools, law schools do not require specific courses for admission. Any major is perfectly in order, as long as the individual takes courses that help develop clear and systematic thinking, command of the English language and a broad understanding of our society. Far more important than a student's undergraduate major is the rigor of the coursework and how he or she performs in completing an undergraduate degree. The Pre-Law Office of Harpur College Academic Advising (AB G-18)) has materials and services available to help all students interested in a legal career, regardless of major or school. Generally, the pre-law adviser helps first- and second-year students with curriculum development, third-year students with the explorations of opportunities and fourth-year students with application to law schools.

Academic Policies

Incomplete Policy

A notation of Incomplete, rather than a grade, may be reported by the instructor when a student has made substantial progress but has not been able to complete a course. In addition, the student must have a valid reason, such as illness or other justifiable circumstances, for requesting an Incomplete. The question of substantial progress, potential to pass the course, and a valid reason for the request, will be decided by the instructor. When giving an Incomplete, the instructor must:

- * Complete a contract for fulfilling the Incomplete which is signed by the instructor and the student.
- * Submit the contract to the SOM Advising Office along with the submission of the Incomplete grade.
- * Specify in the contract how the course will be completed, when the work must be completed, and that the student is in compliance with SOM rules regarding the number of Incompletes a student may carry at one time. A student may not carry more than eight credit hours of Incompletes at any time without specific approval from the Advising Office.
- * Include in the contract any extenuating circumstances (e.g. sabbatical) and the signature of any additional instructor needed for successful completion of the course. This signature is to be obtained by the originating faculty member, not the student.

An Incomplete grade will become an "F" 72 hours after the last scheduled final in the next regular semester following the issuance of the Incomplete, unless a change of grade or a request for extension is submitted by the instructor. It is the student's responsibility to ascertain that the coursework has been completed according to the contract and a new grade has been submitted. An extension of this deadline must be approved by the instructor and the SOM Dean's Office and will only be approved in highly unusual circumstances. Contracts and other required forms may be obtained from the SOM Advising Office.

Repeating Courses

Students are permitted to repeat, for credit, courses at Binghamton in which they received a grade of "D." Both courses appear on the official record and enter into GPA calculation. A later course does not replace an earlier course. The credit hours earned for a repeated course do not contribute towards the required 130 credit hours needed for graduation, however. Each required course in which an "F" was received must be repeated.

Academic Petitions

Be sure that you need to petition by first checking at SOM Advising if you think you need an exception to one of the policies of the school or University. Make your petition as complete as possible. Many petitions are returned for additional information or because they are not clearly written. To avoid having it returned, take the time to explain what you want, what policy is affected, what circumstances make your case an exception to the policy and why you are petitioning now. Attach supporting documentation as required. If you have more than one request for exception, use separate forms. In most cases, you are governed by the policies of the school you are in, not the school offering the course. Once you realize that you need to petition, don't wait. Do it as soon as possible. Don't assume that your petition will be approved. It is a petition, that is, a request that an exception to the rule be made and it may or may not be approved by the instructor, the SOM Advising Office or the SOM Dean's Office.

The following situations are common times for an academic petition:

Closed Course petition

This form is for requesting admission to an SOM course which is closed or full. Complete the form and take it to SOM Advising.

Late Adds

Students may add an open course during the first two weeks of classes using the BUSI registration system. The add deadline is usually the second Friday after classes begin. Make sure you know when the deadline is. To add a course after the add period, state clearly when you began attending the course and have your instructor sign the petition. If you did not begin attending within the add period, you may not be allowed to late add the course.

Late Drops

Students may drop courses without special permission before the announced drop deadline, by using the BUBrain registration system. No grade will be reported for a course dropped within that time period. After the drop deadline but prior to the Withdrawal Deadline, a grade of W is automatically reported. After the Withdrawal Deadline a course may be dropped only via a petition approved by the undergraduate adviser. These requests require evidence that extraordinary circumstances beyond your control occurred after the deadline. State exactly the nature of the circumstances and provide documentation of them. For example, if you became ill after the drop date, submit a doctor's note or hospital records verifying the dates of your illness. Then have your instructor sign the petition form. Matters deemed within your control or extraordinary circumstances that began prior to the drop date will usually result in a denial of your request. Doing poorly in a course or getting a grade back after the drop deadline are not deemed extraordinary circumstances for this request. Courses that are dropped after the drop deadline will receive a grade of "W."

Late change of grading option

During the first eight weeks of classes (before the announced Withdrawal deadline), students may change the grading options for individual courses by using the BUSI registration system. If there is no record of your change of grading option attempt by the drop date, state exactly when and how you attempted to register such a change and provide information supporting the fact that your instructor was aware of such a change (for example, evidence that you have been graded consistently on a particular option). Have the instructor sign. Again, doing poorly in a course, getting a grade back after the deadline or doing better than you expected are not deemed extraordinary circumstances for this request, and such petitions will be denied.

Waiver of the residency requirement

The last 30 credit hours of the degree program must be completed at Binghamton. If you wish to complete your degree elsewhere or take a course elsewhere and are within the final 30 credits of your degree program, you must gain approval by submitting the form to the Advising Office. A waiver of eight or fewer hours is normally Granted, especially if the course(s) to be taken are not SOM courses. You will also need to submit the petition to take courses at another institution (see below).

Taking courses at another institution

If, after entering Binghamton University, you wish to take courses at another college or university, you must first receive consent to do so. To receive this consent, you must complete the petition form showing the course(s) desired and the equivalent course(s) at Binghamton.

You must also attach to the petition a copy of the course description, or, if you are seeking consent to take an upper-level management or accounting course, a copy of the course syllabus from the school offering the desired course. Turn in the completed form and documentation to the SOM Advising Office for review. Make sure the form is filled out completely and all requested materials are provided. Clearly indicate how the requested course or courses will be used (liberal arts elective, non-introductory course, writing emphasis course, free elective, etc.). Upon completion of the course, you must request that an official transcript be sent to the SOM Advising Office at Binghamton University. Grades do not transfer, only credit. Be aware that most other schools use a three-credit system and you may need to complete additional courses to fulfill graduation requirements after transferring in coursework. Refer to your DARS report.

Requests for courses to replace required upper-level SOM courses are generally only granted for courses taken at other Association to Advance Collegiate Schools of Business (AACSB) accredited universities. Courses from community colleges are rarely accepted for upper-level management courses.

Overloads

You may register for up to 18 credits per semester, plus one physical Education credit via BUSI. If you wish to register for more than this, fill out an overload petition and submit it to the SOM Advising Office. Such petitions are normally granted if you need the credits to graduate that semester or if you have a GPA of 3.0 or better. Approval of the overload does not guarantee entrance into a particular course. It means only that you have permission to take extra credits. The maximum allowed registration is 24 credits.

Leave of Absence

There is no formal leave of absence from the University. In order to take a leave, you simply do not register. If you have advance registered, you must cancel your registration with the Office of the Financial Aid and Student Records.

Scholarships from outside organizations will require notification. Check all scholarships received to be sure they allow leaves.

Withdrawal from All Classes During the Semester

Students may withdraw from all coursework at any time prior to the last day of classes by coming to the SOM Advising Office and filling out a Notice of Withdrawal form. Signatures of appropriate campus offices must be obtained and the form must be returned to the Student Accounts Office for final processing. Students receive a grade of W for all registered courses on the official transcript. After the drop deadline, it is not possible to withdraw from only a portion of the courses in which you are enrolled. Such withdrawal implies that you have left the University for the semester and will not complete any coursework.

Students who withdraw may return for the next semester by registering. No formal readmission is necessary. If you do not return for the next semester, however, you must apply for readmission when you wish to return. Student data forms listing registration times for the next semester will automatically be sent to any student who withdraws from classes prior to the pre-registration period. If you withdraw after advance registration, you will have already registered for next semester's classes; if you decide to return for that semester, you will not need to do anything unless you desire changes in that schedule when the next semester begins.

Readmission

Students who withdraw from one major semester and who do not return for the next must seek readmission before returning. Students who finish a major semester but who do not enroll at Binghamton for the next major semester also must file a readmission form, which is available from the Undergraduate **Admissions** Office website. The Admissions Office must receive the readmission form for the semester desired as early as possible, but no later than two weeks prior to the start of classes for that semester.

Non-matriculated students who study at Binghamton are automatically eligible for the following two semesters. After two semesters of non-enrollment, they will need to seek readmission.

All outstanding financial obligations (fines, tickets, etc.) and/or administrative holds (dismissal, etc.) on your registration must be cleared by the appropriate office before readmission. The readmission process does not reinstate financial aid. You should consult with the Office of Student Financial Aid and Employment to update your financial aid eligibility.

Graduation

Students are eligible to graduate during any summer, fall, winter or spring semester. You must complete the Application for Degree early in the semester in which you plan to graduate using BUBrain. Commencement ceremonies are held at the end each Fall and Spring semester. The School of Management holds a Recognition Ceremony on the Saturday prior to Spring Commencement for its graduates where each graduate is recognized individually. Diplomas are mailed by the Registrar's Office to all graduated students after degrees have been certified and conferred.

Grading Policies

Grades and GPA

Numerical values are assigned to each grade received in the following manner:

A	= 4.0
A-	= 3.7
B+	= 3.3
B	= 3.0
B-	= 2.7
C+	= 2.3
C	= 2.0
C-	= 1.7
D	= 1.0
F	= 0.0

These grades are averaged each semester as a measurement of academic progress and reported as the grade point average. The cumulative GPA and the SOM-only GPA are both reported on the DARS report each semester.

Computing Your GPA

1. Multiply the number of credits in each course by the numerical equivalent of the letter grade. (Exclude "P" grades because there is no numerical equivalent for "P.") This product equals quality points.
2. Total the quality points for all courses taken.
3. Divide total quality points by the total number of credits for all attempted course. For example:

ENG 101	4 credits	A	4 x 4.0	=	16
SOC 102	3 credits	A-	3 x 3.7	=	11.1
ANTH 103	2 credits	B+	2 x 3.3	=	6.6
MUS 104	1 credit	D	1 x 1.0	=	1
ECON 101	2 credits	F	2 x 0	=	0
	12 credits attempted		quality points	=	34.7

34.7 quality points/12 credits = 2.89 GPA

Passing Grades

A grade of "D" or higher is a passing grade for any SOM course, and will count toward the degree requirements in the School of Management.

Pass/Fail Grading Option

SOM students who enter Binghamton as freshmen are permitted to take a total of 16 credit hours of their non-Management course work taken at Binghamton with a Pass/Fail grading option. Transfer students are permitted to take eight credit hours of Pass/Fail coursework. Physical education classes and courses offered only on a Pass/Fail basis are not included in this total.

Within these limits, any non-SOM course not being used to fulfill General Education requirements may be taken on a Pass/Fail basis, even required courses such as calculus or economics.

All School of Management coursework must be taken on a letter-grade basis with the exception of management internships and teaching practica, which are offered only Pass/Fail. Courses taken at other institutions or abroad must be taken for a letter grade and are not considered part of the Pass/Fail total.

Changing your grading option currently requires a visit to the Office of Financial Aid and Student Records to fill out a grading option change request. This process is currently under development for addition to the BUBrain menu.

Academic Probation and Suspension

SOM students must maintain a cumulative 2.0 GPA overall (all Binghamton University courses) and a 2.0 GPA for their School of Management coursework to remain in good academic standing. Students with less than 2.0 GPA for either of these criteria may continue on academic probation, but must raise their cumulative GPA to a 2.0 or better within a reasonable period or be subject to Suspension or Dismissal. The **Academic Dismissal Index** is shown in the SOM section of the University Bulletin. Students who fall below the minimum GPA for their standing are subject to suspension or dismissal from the program.

Registration

Advance Registration

Each student has an opportunity to advance register for the upcoming semester during the mid-semester advance registration period. Prior to the advance registration period, consider your interests and review your DARS report, the

Bulletin, the Schedule of Classes and relevant sections of this Undergraduate Handbook to identify courses that suit your individual and curricular needs and for which you have the appropriate standing and prerequisites. As a freshman, don't worry about falling behind; almost any choices in liberal arts are applicable to your program.

Before registering, construct your proposed class schedule. You may enroll for up to 18 academic credits unless an overload has been approved. All the information needed to choose course meeting times, section numbers, course numbers and prerequisites is listed in the Schedule of Classes. Pay special attention to any notes that are listed for courses. Descriptions of courses are shown in the Schedule of Classes and the Bulletin. Be aware that since some courses require multiple meeting times for labs, lectures and/or discussion sessions, these factors should be considered in making your schedule. If you have any questions or wish to have an adviser review your proposed course requests, stop at the SOM Advising Office; bring your Degree Audit and prospective schedule.

Registration at the beginning of the semester

If your Advance Registration course schedule does not suit you as a final schedule for the upcoming semester, you may make adjustments when you return for the start of classes. This combination of registration periods should result in a full schedule of classes. Please take advantage of your advance opportunity to register, as many courses do fill and it may not be possible to get desired or needed classes at the registration period at the beginning of the semester. Your best opportunity for getting the courses you want comes at the advance registration period. Access to closed courses may be requested by petition in SOM Advising (for SOM courses only) or through the department offering the course (for non-SOM courses).

Petitioning for Closed Courses

During advance registration many courses will fill to their limits, or you may lack the required number of credit hours (standing) to enroll in a particular course and the registration system will not let you request a desired course. In these circumstances, you may submit a closed course petition to the SOM Advising Office (for SM courses only) or other school or departmental office.

Petitions for SOM courses are generally approved when courses are needed to ensure graduation on schedule or if you are within a few credit hours of necessary standing AND space is available. It does not help your chances to have the instructor sign your petition. Decisions on closed course petitions generally are available at the Advising Office within 24 hours. If you fail to act on the approval Within 48 hours, an approved petition does not guarantee your enrollment. Spaces will not be held in courses.

For courses offered by other schools at Binghamton, go to the department offering the course and follow their petitioning process. Do not assume that you will be able to enroll just because you have been attending class or because there are seats available in the room. Many factors go into making these decisions, so don't delay your request or you may find yourself unable to graduate on time.

Transfer Policies

Advanced Placement Credit

Incoming students frequently have received credit for Advanced Placement courses taken while in high school. These courses transfer to Binghamton University upon submission of official scores by the high school or by the Educational Testing Service to the University Undergraduate Admissions Office, provided you received a score of 3 or higher.

Since the Admissions Office does not receive Advanced Placement score reports until late summer, you will not receive official University notification about AP credit until after summer Orientation.

Nevertheless, you may proceed with registration by using your common sense and the information in this section about the AP policy of individual departments. In other words, estimate the score you expect to earn on your AP exam, and select your next course according to guidelines below. You may change your schedule registration at the beginning of the semester if necessary.

The following are guiding principles regarding AP credit:

- * The Advanced Placement credit you will be awarded may not be turned down. If you are awarded Advanced Placement credit for a particular course, you will not receive credit if you repeat the course here.
- * Advanced Placement credit may be used to fulfill major requirements where appropriate.
- * Except for where indicated, Advanced Placement credit may not be used to satisfy General Education requirements. See the **table** of AP/GenEd equivalencies.
- * Your Advanced Placement credit will be listed on your Binghamton University transcript under the heading of "Exam Hours." There is no grade attached to any Advanced Placement credit awarded you.
- * No credit is awarded for scores of 1 or 2.

International Baccalaureate

Completion of the International Baccalaureate Diploma may yield up to 32 credits in transfer, provided the following conditions are met:

- * successful completion of the IB diploma with a score of 30 or more points;
- * completion of three Higher-Level (HL) Examinations with scores of 5 or higher (on a scale of 1 through 7).

The IB holder who does not meet all of these conditions will receive credit on a course-by-course basis for Higher-Level (HL) Examinations with the following scores:

- * Scores of 4 or 5 receive 4 credits
- * Scores of 6 or 7 receive 8 credits

The IB standard examinations (SL) are not considered for credit. A score of 4 or higher on the Mathematics Higher-Level Examination will satisfy the General Education Mathematics/Reasoning requirement.

The IB holder who successfully meets the conditions required for the full year of credit (32 credits) may also receive GenEd credit for Composition (C) and/or Aesthetics (A), provided the holder has completed a Higher-Level Examination (score of 4 or higher) from one or both of these areas.

College-Level Courses Taken in High School

Many high schools now offer students the opportunity to earn college credit while still in high school. The courses, offered in conjunction with a college, usually follow the same syllabus used at the college, but are taught by high school instructors. Upon successful completion, the student receives credit from the sponsoring institution. These courses are accepted as transfer credit provided the course content meets normal transfer criteria. They may not be repeated at Binghamton for credit. An official transcript from the granting college must be sent to Binghamton.

Transferring from a Community College

Binghamton University attracts a large number of students who have started their college careers at two-year schools and even may have completed an associate degree. These students can generally expect to transfer most of the coursework completed with little problem and begin their careers at Binghamton as juniors provided that they have completed a course of study designed to facilitate transfer into four-year schools. Many community colleges offer programs that are not designed for students wishing to continue their education at another institution and that contain coursework that is not acceptable at all four-year colleges and universities. The best program to have followed at most community colleges is one identified as a transfer program, which focuses more heavily on the liberal arts requirements and less on business coursework.

The School of Management at Binghamton University follows the guidelines on transfer credit established by the Association to Advance Collegiate Schools of Business (AACSB). If the School of Management offers a course at the upper-division level (300 level or higher) that the student has taken at the lower division (100-200 level) at another institution, AACSB regulations require validation of the transfer course. At the School of Management, the validation procedure is a written examination. In general, the school only considers the following courses for transfer credit without a passage of a validation exam:

Computer Tools for Business
Introductory Statistics or Business Statistics
Financial Accounting
Managerial Accounting
Legal Environment of Business I & II (aka Business Law I & II)
All Liberal Arts and General Education coursework

In addition, the following courses, not required at Binghamton, may be accepted as management electives as appropriate:

Principles of Management
Introduction to Business
Business Communications

Upper-level courses taken at another institution are only considered for transfer if the credit-granting school was accredited by the Association to Advance Collegiate Schools of Business (AACSB). Therefore the following courses, if taken at a non-AACSB school or taken prior to the junior year do not transfer without passing a validation exam:

Principles of Marketing
Principles of Finance
Organizational Behavior
Introduction to International Business
Operations Management
Management Information systems

Cost Accounting
Intermediate Accounting I & II

Students who are interested in transferring academic credit should consult with the academic advisor concerning additional details about courses that are eligible for transfer and about the validation procedure. Admitted transfer students are provided with an initial evaluation of coursework upon admission and a final evaluation at Orientation.

Tables showing pre-business and business course transferability from most SUNY & CUNY AS in Business Administration programs are available here:

<http://www2.binghamton.edu/som/undergraduate-programs/prospective-students/prospective-transfer-students.html>

Tables showing many commonly transferred non-mgmt courses from SUNY and CUNY community colleges may be found via Harpur College at:

<http://www2.binghamton.edu/harpur/advising/transfer/index.html>

A good source for online courses is the [SUNY Learning Network](#). This site shows the online courses offered each semester by most of the SUNY schools. You can search by term, school or course. If you find a course you wish to take, obtain approval from the Advisor.

Validation Examinations

Students transferring from community colleges generally will not receive credit for School of Management courses offered at the 300 (junior) level. To receive credit for such courses, students must pass a validation examination. These examinations are given at the beginning of each semester and may be taken only once. Passage of the examination results in the appropriate course being accepted for transfer. Failure is not noted, so there is no penalty for trying. A course may not be challenged by taking the examination without an appropriate course showing on the transcript. Validation examinations are not offered for courses above the introductory level and such courses may not be transferred from community colleges.

Transfer Grades

Grades received in courses at other institutions do not transfer to Binghamton and therefore do not enter into the Binghamton GPA calculation. While the grades do not transfer, only courses for which a grade of "C" or better was received will be accepted in transfer. In special cases, a higher grade may be required. Courses taken pass/fail at another institution generally do not transfer.

Recognition of Academic Achievement and Scholarships

Dean's List

At the end of each fall and spring semester, School of Management students who have earned exceptional grades during that semester are accorded Dean's List recognition. Such recognition is limited to students who have completed at least 14 credit hours for letter grades. A minimum grade point average of 3.75 is required.

Academic Honors

Undergraduate students with outstanding academic records are awarded graduation honors at Commencement. Determinations are made in accordance with the following guidelines:

* Selections are made on the basis of the student's entire academic career as measured by the student's cumulative GPA.

* individual designations are determined as follows:

- Students with cumulative GPAs of 3.85 or greater receive the designation summa cum laude.
- Students with cumulative GPAs between 3.7 and 3.84 receive the designation magna cum laude.
- Students with cumulative GPAs between 3.5 and 3.69 receive the designation cum laude.

* Students with GPAs below 3.5 are not considered for honors.

* Students who have entered Binghamton after completing a portion of their degree requirements at another institution must present cumulative GPAs of at least 3.5 for all coursework taken at other institutions and must complete at least 60 credit hours in residence at Binghamton to be eligible for graduation honors.

* Four-year students may present no more than 16 credit hours of "P" grades. Transfer students are limited to four credit hours of "P" grades per full year of attendance at Binghamton. Physical education courses or SOM courses with a mandatory Pass/Fail grading option are not counted in this limitation. Students who fail to satisfy any of the above criteria are not considered for graduation honors unless an exception is granted through the Dean's Office.

Scholarships and Awards

The University, School of Management and its friends recognize superior academic achievement and involvement in community activities through a number of scholarships and awards.

Most of the awards are granted during the senior year, either at a special fall awards ceremony or at the School of Management Recognition Ceremony held during Commencement weekend. Award recipients are chosen by University and SOM administrators and faculty based upon specified award criteria.

Scholarship applications are available during the spring semester in SOM Advising for the following academic year and are open to any continuing SOM student.

The following awards and scholarships are offered:

Awards:

Award for Academic Excellence in the School of Management: given to an outstanding graduating senior.

Donna Curley Memorial Accounting Award: given to an outstanding female junior accounting major.

U. S. Greene Award in Auditing: given to a graduating senior who has excelled in courses in auditing.

Philip M. Piaker Award for Commitment to Excellence: given to a graduating senior who, through leadership efforts in promoting the ideals of service and ethical standards in the profession of accounting, best exemplify the qualities demonstrated by Professor Piaker.

Mitchell Titus and Company Scholarship Award for Excellence in Accounting: given to a junior minority student who is pursuing the study of accounting.

Paul Grier Award in Finance: Awarded to a graduating student majoring in Finance.

Ryan Russell Award in Finance and Management Information Systems: Awarded to a graduating student majoring in finance or management information systems or both.

Scholarships (add new ones)

Charles G. and Nancy M. Brink Scholarship: given to a full- or part-time student with demonstrated financial need, awarded in alternate years to a matriculated student in SOM.

P. J. and Palmina Casella Scholarship: preference given to a Broome County resident enrolled in SOM who demonstrates academic promise and financial need.

Chase Manhattan Foundation Scholarship: given to two students, one male and one female, in good academic standing, who reside in Broome, Tioga or Chenango counties and demonstrate financial need.

Samuel and Rae Eckman Scholarship: given to a student who demonstrates academic promise and financial need.

James P. and Helen T. Ernstrom Scholarship: given to a full-time sophomore, junior or senior with academic merit, proven financial need and commitment to community service.

Peter Gordan Memorial Scholarship: given to a junior who has demonstrated leadership and financial need.

International Studies Scholarship: given to a full-time female student, with first preference to a student with interest in international business, who displays academic merit. International students may be considered.

Marilyn C. Link Endowed Scholarship for Women In Finance: given to a matriculated student, with first priority to a female undergraduate student studying finance. Female graduate students studying finance are eligible.

Harold P. McGowan Scholarship: given to an undergraduate student with demonstrated financial need.

Eugene E. Peckham Scholarship In Taxation: given in the spring semester to a full- or part-time undergraduate or graduate student who has demonstrated outstanding performance in an initial taxation class and has a GPA of 3.0 or above.

William H. and Audree F. Rincker Scholarship: given to an SOM student, with first preference given to a student from the greater Southern Tier of New York with an interest in finance.

James J. Rotella Scholarship: given to a full-time junior student who demonstrates an admirable work ethic, based on academic merit and proven financial need.

School of Management 25th Anniversary Scholarship: given to a full-time junior student with good academic standing demonstrating leadership and contribution to the University and the school.

J. Russell Thorne Scholarship: given to a student who is a New York state resident and intends to enter the business community upon graduation.

Degree Audit Reporting System (DARS)

In order to improve advising information and to automate the degree certification process, Binghamton University has implemented the Degree Audit Reporting System (DARS). The system makes use of student records, including transfer records and advanced placement exams, to produce a report showing progress towards the degree. Students may access DARS at anytime through the student portal **BUBrain**.

The DARS report shows the degree requirements for your declared major and inserts completed courses in the appropriate places to give a picture of the progress you have made to date. For School of Management, the report is separated into several parts, each showing different aspects of the graduation requirements. You must make sure that all credit hour requirements plus all course requirements are completed in order to graduate. Each section shows only a part of the picture.

It is possible to complete all the required non-Management courses, for example, and still need additional non-Management credits to fulfill that part of your degree. The different parts of the DARS report are outlined below.

Part One: Summary of Requirements - The credit hour requirements for the degree (130), the residency requirement (30 credits) and the hours earned in various categories are shown. Courses being counted toward the non-Management and Management categories are shown. You must have a minimum of 65 credits of non-Management coursework and a maximum of 65 credits of Management coursework. Accounting students should make sure to include a minimum of 60 credits of liberal arts coursework among their non-Management courses to satisfy CPA requirements. The non-Management section shows credits earned and the minimum remaining to be taken to satisfy the requirement. Since there is no minimum credit requirement in Management, there is no "credits remaining" number shown. In the upper left corner of the box is an indication of the status of the section. A "NO" means that whole requirement has not yet been completed. An "OK" means that all requirements of this section have been met. For sub-requirements in a section, a "+" or "-" will be shown, indicating fulfillment or lack of fulfillment of the sub-requirement. A notation of "*" is an indication of general information. Total accepted transfer credits are shown.

Part Two: Grade-Point Averages - Both the cumulative GPA (all courses taken at Binghamton) and the SOM GPA (only courses offered by the School of Management) are shown. You need at least a 2.0 in each GPA in order to graduate.

Part Three: General Education - This section shows the status of completion of the various General Education requirements. Each course shown here will also count under non-Management or Management in Part One above. You need to complete at least one course for each category. Students who transferred prior to Fall 2002 after having completed at least 57 credits at another institution are not required to fulfill Gen Ed requirements, and will have a message to this effect instead of the Gen Ed requirements. Effective Fall 2002, all new transfer students must complete GenEd requirements. Appropriate coursework from previous institutions will be applied to the GenEd categories.

Part Four: Non-Management Requirements - This section shows the specific liberal arts courses required of all SOM students. Course appearing here also are included in Part One above. Micro- and macroeconomics, calculus, statistics and

three non-introductory courses are common to all SOM majors. In addition, this section shows the status of the writing requirement. SOM requires two writing emphasis (C) courses. These two courses may also satisfy another requirement at the same time, and so are shown separately.

Part Five: Management Requirements - This section shows those management and accounting courses which are required of all SOM students. The first requirement shows the appropriate freshman and sophomore courses for each major, and the second shows the junior and senior core courses. Accounting majors will also have a section showing the required accounting.

Part Six: Primary Concentration Requirements - Part 6 shows the concentration requirements for management majors once a concentration has been selected or the requirements for a General Management concentration prior to that time. If a second concentration or a minor has been chosen, a second section will also appear. If you choose not to select a secondary concentration, you still must satisfy the credit hour requirements that normally would be used to complete it. This may be done by taking enough additional Management or non-Management electives to bring your credit total to at least 130. A student who starts at Binghamton and takes all courses here will normally have three courses to be used for the secondary concentration or as electives. Unless a secondary concentration or a minor is selected, these courses will only appear under the appropriate section of Part One.

All Other Coursework: Shows all courses not used elsewhere. These include duplicate courses, courses with a grade of "F", excess credits and courses not acceptable toward the degree.

Courses in Progress: This section shows your currently registered courses and the grading option for each as of the date the report is run. Always check this section after any changes you make to your schedule.

In order for you to graduate, Parts One, Three, Four, Five, Six and both sections of Part Two must say "OK." Please contact SOM Advising with the report if you have any questions. Don't wait! Get problems resolved as soon as you discover them.

Academic Dishonesty

The following actions constitute forms of behavior that are considered academically dishonest and, therefore, subject to punishment under School of Management's published Procedures for Handling Cases of Suspected Academic Misconduct.

- * use of crib sheets or similar materials during examinations;
- * sharing or copying of answers on homework, quizzes, examinations or computer projects;
- * use of books, class notes, charts or other materials that have not been authorized by the course instructor or examination proctor;
- * failure to observe the rules, requirements or directions associated with the dissemination and collection of examination or quiz materials;
- * improperly securing and/or providing to others advance knowledge of questions/materials to be included on a test or quiz;
- * depriving others of access (through theft or similar means) to required course materials or library materials that are a necessary source of information for all students in class (library reserve materials, class hand-outs, etc.);
- * improperly attributed or unattributed use of source materials and/or the words or ideas of other individuals, published or unpublished. This includes failure to use quotation marks and/or proper footnotes when quoting another individual or source document;
- * unauthorized and/or unacknowledged collaboration in the preparation or writing of a term paper, report, computer programming assignment, case analysis or class presentation;
- * failure to participate fully and equitably in assigned team projects and/or dishonestly presenting collaborative work as representing a fair share contribution by all team members;
- * buying or selling of term papers or reports and/or submission of another person's work as your own.

Finally, it must be understood that toleration, encouragement of and/or failure to report acts of academic dishonesty - thus condoning such behavior - is itself a dishonest act.

Grievance Procedure

Binghamton University and School of Management encourage prompt resolution of student grievances as they arise and provide the following procedure for their adjudication.

School of Management has a standing Academic Standards Committee (ASC), which has membership from among the faculty, administrative, undergraduate and graduate student constituencies. Among other duties specified within School of Management's governance document, this committee acts as a hearing board for student-initiated grievances involving SOM faculty (and, by inference, administrators). This committee meets on a grievance or complaint only after attempts to remedy the grievance have been undertaken first with the faculty member(s) who is (are) the subject of the grievance and then, if necessary, with the assistant dean. If the student has consulted with the faculty member(s), and the assistant dean has been unable to obtain consideration of and/or an acceptable remedy to his or her grievance, the student, at his or her discretion, may next request that the assistant dean bring the matter before the ASC.

If, after reviewing the issue involved, the assistant dean deems there is justification for the matter to be sent to the ASC, and the student wishes the committee to hear the case, the assistant dean, as chair of the ASC, will

schedule an informal hearing before the committee. After hearing the student's concerns and consulting with the respective faculty member or administrators, the ASC will recommend a course of action to SOM's associate dean, who will render a decision as appropriate. The dean of School of Management is the final level of appeal.

Student Organizations and Clubs

Honorary Societies

Alpha Mu Alpha

The American Marketing Association (AMA) has remained committed to the advancement of excellence in the field of marketing. Alpha Mu Alpha, is the national marketing honorary society for qualified undergraduate, graduate and doctoral marketing students. The top 10% of such majors are invited to join AMA.

Beta Alpha Psi

This national scholastic and professional accounting fraternity's primary objective is to encourage and give recognition to scholastic and professional excellence in the fields of accounting, finance and Mgmt Information Systems. The fraternity accepts only students in the top 35 percent of their class.

Beta Gamma Sigma

The mission of Beta Gamma Sigma, the national scholastic honor society of the Association for the Advancement of Collegiate Schools of Business (AACSB), is to encourage and honor academic achievement and personal excellence in the study and practice of business. Students elected to membership are recognized as "the best in business," the highest national honor a student at an AACSB-accredited institution may attain. The top 10% of juniors and 20% of seniors are eligible to be inducted.

Clubs ([link to SOM Career Services Student Org page](#))

Students in the School of Management also have opportunities to participate in clubs associated with the various management disciplines. Among these are:

Association of Latino Professionals in Finance and Accounting (ALPFA)

Alpha Kappa Psi (AKPsi)

American Marketing Association (AMA)

Bert Mitchell Minority Management Organization

CTVMA

Delta Sigma Pi (DSP)

Finance Society

FX Trading Club (FX)

National Association of Asian Accountants (ASCEND)

Personal Finance Association

PricewaterhouseCoopers Scholars (PwC)

Society for Human Resource Management (SHRM)

Students in Free Enterprisde (SIFE)

Women in Business

Meetings of SOM clubs are announced via email and are frequently held in the SOM Student Lounge located next to the Advising Office.

In addition, there are more than 150 other clubs representing various social, fraternal, cultural and interest-related activities available on the Binghamton campus. Visit Campus Activities in the University Union for details on the many other clubs at BU.

Prospective employers frequently look for evidence that a student is a well-rounded individual and participation in clubs, especially in leadership positions often fosters this impression.

Frequently Asked Questions

Q: I'm a freshman in School of Management, and I want to take ECON 160/162 (Principles of Microeconomics/Macroeconomics). Which one should I take first?

A: It does not matter which one is taken first.

Q: I have AP credit for calculus, but I want to take MATH 220. May I receive credit for it?

A: No; this is duplicate coursework, and you will not receive credit.

Q: I have not received my scores from AP examinations taken (e.g. calculus). Should I register for the course at Binghamton University?

A: Don't register for a course if you feel that you passed the AP examination. Grades are from 1 to 5. If you have a 3 or better, you will receive credit for the course, and it will fulfill the requirement.

Q: I'm in School of Management. May I take ECON 160/162 and/or MATH 220/221 on a Pass/Fail basis?

A: Yes. SOM students have a limited number of courses in the liberal arts that may be taken with a Pass/Fail grading option, and since these are liberal arts courses, you may choose the Pass/Fail option even though they are required courses. This is true for any Harpur College course. Remember however, that any courses used in GenEd must be letter graded. If you take a GenEd course p/f, it will not count in the appropriate category and another course would need to be taken.

Q: Which should I take: MATH 220 (Calculus for Management Decisions) or MATH 221 (Calculus I)?

A: Take MATH 221 if you are planning to continue the calculus sequence. If you plan to take only one calculus course, MATH 220 will fulfill the requirement, although you may take MATH 221 if you prefer. MATH 220 will not allow you to proceed to MATH 222 or higher, however.

Since Financial engineering majors must take Calc II and Linear Algebra, they must take MATH 221 as their first calculus course.

Q: I'm in School of Management, and I intend to take MATH 147 (Statistics). Is this okay?

A: Yes, but CQS 112 (Statistics for Management) is preferred to fulfill the statistics requirement, especially for Accounting majors. It is designed for management students and therefore uses examples from that field of study. Only one introductory statistics course may be applied toward SOM degree requirements. Therefore you may not use MATH 147, PSYC 243 or ECON 366 as an additional non-Management elective under any. You may substitute one of these for CQS 112 if necessary

Q: I'm a student in School of Management. May I have a minor in Harpur College?

A: Yes. You may also have minors in the other schools at Binghamton if they offer them. See the departmental offerings in the Bulletin for details of the requirements for each minor.

Q: I'm in the SOM management program. May I have more than one concentration area?

A: Yes. SOM students may elect to complete a second concentration, although it may not be possible to do so without taking extra coursework above that required for the degree. If you choose not to complete a second concentration, those

credits must be filled with additional non-Management coursework, possibly as part of a minor, or with any combination of Management and non-Management electives.

Q: What courses fulfill the writing emphasis requirement in School of Management?

A: The SOM writing requirement consists of two courses in the liberal arts that are designated as "C" in the Schedule of Classes. These writing emphasis courses focus on writing more than a "W" course. Students are encouraged to take "W" courses to bolster their writing skills, but no combination of such courses will fulfill the writing requirement.

Q: I'm a freshman in another school at Binghamton University, but I want to transfer to School of Management. How and when do I go about it?

A: You generally need to complete a year in original school and then apply through the Undergraduate Admissions Office for an Intra-University transfer. Intra-university transfer into SOM is very competitive and good grades in math and economics are especially desirable.

Q: May I take some of my junior-level courses early so I may study abroad during my junior year?

A: The faculty feels strongly that you should take the appropriate liberal arts courses in preparation for the upper-level management courses, and so does not permit these junior-level courses to be taken early. If you wish to study abroad, it is best to do so during the sophomore year or to go to one of the approved international business schools. See the SOM Advising Office for assistance in choosing a school for business coursework.