

Bachelor of Science in Business Administration

The School of Business offers a Bachelor of Science—Business Administration, with specializations in finance, general business, international business, management, and marketing. The specializations share a common set of courses that provide students with the knowledge and skills to:

- Analyze the environment in which an organization operates.
- Evaluate an organization's strategic choices.
- Function effectively in the workplace using knowledge of the major business disciplines.
- Apply financial theories and methods to the analysis of the organization's financial situation.
- Use quantitative tools to choose the best decision from a set of alternatives.
- Work effectively in an organization.
- Develop a commitment to lifelong improvement of analytic, communication, and leadership skills.

Specialization in Finance

Faculty: Beierlein, Mayo, Patrick

The study of finance provides the student with the ability to analyze the allocation of financial resources within a corporation, individual, or governmental setting; to analyze sources of funding and the ramifications of financial decisions; and to allocate these sources of funds. Students who complete the finance program are employed by banks, financial institutions, brokerage houses, major corporations, and the government. Students are also prepared to continue their education in graduate school and through professional certification.

Specialization in General Business

Faculty: Lasher, Zanglein

The general business specialization presents a broad overview of business. Rather than specializing in one particular area, the student takes advanced professional courses in a variety of business disciplines. This is an appropriate specialization for students choosing to be generalists as well as for those planning to enter a graduate business school or law school. The number of electives in the program and the flexibility of the degree requirements make it easy for a student to complete minors or pursue a variety of interests inside or outside the School of Business.

Specialization in International Business

Faculty: Beierlein, Leven, Neves, Peterson, Quinton, Sanyal

The international business specialization is an interdisciplinary program in which the various business disciplines that relate to international trade and investment are integrated with selected courses offered outside the School of Business. It is designed to provide students with a strong background in international business and an appreciation for diversity of cultures and business environments. All students specializing in international business are encouraged to pursue one of the following opportunities:

- Study abroad for up to two semesters. Arrangements to study at a university/college in a foreign country can be made through the College's Office of Undergraduate Global Programs.
- Take a course that requires an overseas tour. The School of Business offers a four-week study tour to Europe in the summer and a two-week study tour to Central America over the winter break.
- Complete an internship in an approved organization. Internships for credit in area organizations can be arranged through the College.

Specialization in Management

Faculty: Braender, Butler, Hofmann, Letcher, Kravitz, J. Liu, Neves, Peterson, Sanyal, Vincelette, Wallace

The management specialization prepares students for careers in managing organizational resources in profit and non-profit organizations and graduate study. The task of the manager is to coordinate the activities of people and resources to accomplish organizational objectives. The manager must perform a variety of roles for the organization to achieve its goals: planner, leader, motivator, innovator, and problem-handler. Since the manager is focused on people and processes, the management program is designed to provide its students with a solid grounding in people skills, communication skills, and organizational skills. The program fosters attitudes that will help students succeed in all types of organizations: a future-oriented outlook, rational decision making, teamwork, individual responsibility, and the value of diversity. There is a student professional organization, a chapter of the Society for Human Resource Management (SHRM).

Specialization in Marketing

Faculty: McCarty, Pelham, Prensky, Quinton, Tucci

Marketing relates business strategy decisions to the environment in which companies operate. Strategy decisions consider product introduction; extensions of product line and deletions; distribution channels for products; market-oriented pricing; and promotion including personal selling and advertising. Besides major social and economic influence on strategy, the nature of market demand and competitive activity are carefully examined in terms of their influence on strategy choice. There is a student professional organization, a chapter of the American Marketing Association.

Requirements for the Specializations

Finance

The required course units for a specialization in Finance are as follows:

- ECO 101, ECO 102
- MAT 125, STA 215 and STA 220 or ECO 231
- BUS 200
- ACC 201, ACC 202
- FIN 201, MGT 201, MIT 201 and MKT 201 (.5 course units each)
- One Breadth Course in each area (Management, Managing Information Technology, and Marketing)

- MGT 360 OR MKT 360
- MGT 499
- Six Courses in Finance (FIN 310, FIN 320, FIN 330, FIN 495, and Two Finance Electives).

General Business

The required course units for a specialization in General Business are as follows:

- ECO 101, ECO 102
- MAT 125, STA 215, and either ECO 231 OR STA 220
- BUS 200
- ACC 201, ACC 202
- FIN 201, MGT 201, MIT 201 and MKT 201 (.5 course units each)
- One Breadth Course in each area (Finance, Management, Managing Information Technology, and Marketing)
- MGT 360 OR MKT 360
- MGT 499
- Three Business Option Courses
- BUS 498

International Business

The required course units for a specialization in International Business are as follows:

- ECO 101, ECO 102
- MAT 125, STA 215, and either ECO 231 OR STA 220
- BUS 200
- ACC 201, ACC 202
- FIN 201, MGT 201, MIT 201 and MKT 201 (.5 course units each)
- One Breadth Course in Managing Information Technology
- ECO 340, MGT 380, FIN 340, INB 260 and MKT 340
- Three Course Units in a Foreign Language
- One International Business Option from either ECO 345, ECO 335, FIN 330, INB 250 or BUS 360
- MGT 360 OR MKT 360
- MGT 499
- INB 498

Management

- ECO 101, ECO 102
- MAT 125, STA 215, and either ECO 231 OR STA 220
- BUS 200

- ACC 201, ACC 202
- FIN 201, MGT 201, MIT 201 and MKT 201 (.5 course units each)
- One Breadth Course from both Finance and from Marketing
- One Breadth Course from Management Group I and one additional Breadth Course from Management Information Technology.
- MGT 360 or MKT 360
- MGT 499
- Four option courses from Management and Management Information Technology
 - One to two from Group I
 - Two to three from Group II

Marketing

The required course units for a specialization in Marketing are as follows:

- ECO 101, ECO 102
- MAT 125, STA 215 and STA 220 or ECO 231
- BUS 200
- ACC 201, ACC 202
- FIN 201, MGT 201, MIT 201 and MKT 201 (.5 course units each)
- One Breadth Course in each area (Finance, Management, Managing Information Technology, and Marketing)
- MKT 300
- One 300 Level Breadth Course in Marketing
- MKT 450 OR MKT 440 in Marketing
- One 400 Level Course in Marketing
- MKT 360
- MGT 499

Recommended First-Year Sequence of Courses

BUS 100/Freshmen Business Colloquium	0	F
FSP First Seminar	1	F
WRI 102/Academic Writing (if not exempted)	1	S
MAT 125/Calc. for Bus. and the Soc. Sciences	1	F
STA 215/Statistical Inference	1	S
ECO 101/Principles of Microeconomics	1	F/S
ECO 102/Principles of Macroeconomics	1	F/S
Natural Science or other liberal learning requirement	1	F/S
BUS 200/Legal and Regulatory Environment of Business	1	S

Notes:

- Students should consult their academic advisers for course replacements when receiving waivers, advanced placement credits, or transfer credits.
- Students specializing in international business should substitute courses necessary to meet the liberal learning foreign language requirement.

Program Entrance, Retention, and Exit Standards

Every major program at the College has set standards for allowing students to remain in that program, to transfer within the College from one program to another, and to graduate from a program. Students are strongly discouraged from requesting changes of major after the junior year. Change of majors after the junior year will be processed by the School of Business, but students are not guaranteed that completion of the remaining requirements in the new major may be accomplished in two semesters. If a student chooses to request a change of major after the junior year, the School of Business will not make extraordinary accommodations to allow graduation within two semesters of the requested change of major. Students are encouraged to consult with faculty advisers and with the assistant dean for student services prior to requesting a change of major after the junior year. The following are the standards for the specializations in business administration. Minimum grades are noted in parentheses.

Finance:

- Retention in the program is based on the following performance standards: a minimum grade of a (C) in two of the following: FIN 201, FIN 310, FIN 320, and FIN 330.
- Transfer into the program from another program within the College is based upon the following performance standard; a (B–) in one of the following courses: FIN 310, FIN 320, and FIN 330.
- Graduation requires a GPA of 2.0 in courses for the program.

General Business:

- Retention in the program is based on the following performance standards in these “critical content courses”: BUS 200/Legal and Regulatory Environment of Business (C); all four of the following courses: FIN 201/Financial Management (C); MGT 201/Managing in the 21st Century (C); MIT 201/Information Systems: Concepts and Applications (C); MKT 201/Marketing Principles (C).
- Transfer into the program from another program within the College is based upon the following performance standards in four “foundation courses” with no grade lower than C– in any of the four courses, as well as a 3.0 average across the four courses: ACC 201/Financial Accounting and Reporting, BUS 200/Legal and Regulatory Environment of Business, and any two of the four following courses: FIN 201/Financial Management, MGT 201/Managing in the 21st Century, MIT 201/Information Systems: Concepts and Applications, MKT 201/Marketing Principles.
- Graduation requires a GPA of 2.0 in courses for the program.

International Business:

- Retention in the program is based on the following performance standards in these “critical content courses”: MKT 340/Marketing in the International Environment (C+); FIN 340/International Finance (C+); ECO 340/International Economics (C+).
- Transfer into the program from another program within the College is based upon the following performance standards in these “foundation courses”: ECO 101/Principles of Microeconomics (B-); ECO 102/Principles of Macroeconomics (B-); MAT 125/Calculus for Business and the Social Sciences (C) or MAT 127/Calculus (C). A minimum of C+ in two of the following four courses: FIN 201/Financial Management, MGT 201/Managing in the 21st Century, MIT 201/Information Systems: Concepts and Applications, MKT 201/Marketing Principles.
- Graduation requires a GPA of 2.0 in courses for the program.

Management:

- Retention in the program is based on the following performance standards in these “critical content courses”: MGT 201/Managing in the 21st Century (C); MIT 201/Information Systems: Concepts and Applications (C); any MGT or MIT breadth course (C).
- Transfer into the program from another program within the College is based upon the following performance standards in these “foundation courses”: MGT 201/Managing in the 21st Century (C); MIT 201/Information Systems: Concepts and Applications (C).
- Graduation requires a GPA of 2.0 in courses for the program.

Marketing:

- Retention in the program is based on the following performance standards in these “critical content courses”: MKT 300/Marketing Information and Analysis (C+).
- Transfer into the program from another program within the College is based upon the following performance standard in this “foundation course”: MKT 201/Marketing Principles (B-).
- Graduation requires a GPA of 2.0 in courses for the program.

Minors in Business Administration

A minor in business administration offers students the opportunity to combine their major with a second program in a business discipline.

Minor in Finance

Five course units in finance: (1) FIN 201 or 202, (2) FIN 310, (3) FIN 320 or FIN 330, and (4) two additional courses in finance.

Minor in International Business

Five course units: ECO 340/International Economics; FIN 340/International Finance; MKT 340/Marketing in the International Environment; MGT 310/Cross-Cultural Management or MGT 380/International Management; one elective chosen with the approval of an international business adviser.

Minor in Management

Five course units: MGT201 (.5 course units); one course unit from MIT 201, MKT201, FIN 201 (.5 course units); one course unit from ECO 101, PSY 101 or PSY 121, SOC 101 or HON 216, PSY 366; choose two course units from group I courses: MGT 301 or PSY 267, MGT 320, MGT 350, MIT 310 or MIT 320; choose one additional course unit with a MGT or MIT prefix.

Minor in Human Resource Management

Five course units: one course unit from MGT 320 and PSY 364; four course units from BUS 325, ECO 315, MGT 330, MGT 335, MGT 420, PSY 366, PSY 374, PSY 386, PSY 393/492 (prior approval from instructor is required before enrolling in PSY 393).

Minor in Marketing

Five course units: MKT 201 (.5 course unit), FIN 201 or MGT 201 or MIT 201 (.5 course unit); ECO 101 or PSY 101 or SOC 101; three additional courses in marketing.

Minor in Professional Selling

Five and one half (1/2) course units: MKT 201 Marketing Principles; MKT 371 Professional Selling; MKT 372 Advanced Professional Selling; MKT 375 Sales Management; and a choice of two additional courses from the following options: COM 242 Interpersonal Communication, PSY 202 Making Decisions and Evaluating Claims, PSY 267 Organizational Psychology, PSY 265 Psychology of Business and Industry, MKT 220 Consumer Behavior, or MGT 317 The Art and Science of Negotiation.

Finance

FIN 201/Fundamental Financial Methods

.5 course unit

(every semester)

Prerequisites: ECO 101 or 102, and STA 215 (or equivalent)

The basic tools and methods of financial analysis and decision making are introduced to all business majors. A general study of financial management to include time value of money, measurement of risk and return, capital structure, and capital budgeting. All subsequent courses in finance build upon this base, and the course serves as a prerequisite to all additional courses in the finance program.

FIN 202/Introduction to Finance for Non-Business Students

1 course unit

(every semester)

Prerequisite: STA 215 or equivalent course in statistics

A survey course in finance for non-business majors. Topics include time value of money, valuation and returns, cost of capital, and capital budgeting. The elements of accounting and economics necessary for the comprehension of financial concepts and analysis are also covered. This course may not be taken by majors from the School of Business.

FIN 310/Introduction to Investments and Financial Analysis **1 course unit**
(every semester)

Prerequisite: FIN 201 or FIN 202

The fundamentals of investing in stocks, bonds, mutual funds, and other marketable securities. Securities markets, mechanics of trading, analytical techniques, risk management, diversification, and valuation of assets are included.

FIN 320/Working Capital Management **1 course unit**
(every semester)

Prerequisite: FIN 201 or FIN 202

Management of short-term assets and liabilities, financial statement analysis, planning, budgeting, and bankruptcy. Extensive use of problems and cases.

FIN 330/Capital Budgeting **1 course unit**
(every semester)

Prerequisite: FIN 201 or FIN 202

Management of long-term assets and liabilities under condition of uncertainty, cost of capital, and mergers. Extensive use of problems and cases.

FIN 340/International Finance **1 course unit**
(fall)

Prerequisite: FIN 201 or FIN 202

A global approach to financial management. Topics include: financial structure in global markets; managing exchange rate risks and hedging; international capital budgeting; and international arbitrage and parity.

FIN 350/Management of Financial Institutions **1 course unit**
(spring)

Prerequisite: FIN 201 or FIN 202

Analyzes the financial institutions industry with particular emphasis on banking. Topics include balance sheet structure, liquidity, capital adequacy, risk management, cost of funds, bond portfolio construction and valuation, derivatives, and lending.

FIN 370/Selected Topics in Finance **1 course unit**
(occasionally)

Note: Each time this course is offered, the specific topic and course prerequisites will be announced.

An opportunity to pursue, in a structured setting, a topic of current interest or specialized focus not available in scheduled business courses. (Course context will vary; course may only be taken for credit twice.)

FIN 391/Independent Study in Finance **variable course units**

Prerequisites: Permission of instructor and program leader

An opportunity to engage in individual or small-group directed readings or study, not otherwise available in the curriculum, under the supervision of a faculty adviser. Student must have a minimum grade point average of 2.5.

FIN 393/Independent Research in Finance **variable course units**

Prerequisites: Permission of instructor and program leader

An opportunity to engage in individual or small-group projects or studies, not otherwise available in the curriculum, under the supervision of a faculty adviser. The experience should result in a paper which is either published or formally presented. Student must have a minimum grade point average of 2.5.

FIN 410/Portfolio Management and Derivative Securities **1 course unit**
(fall)

Prerequisite: FIN 310

Continuation of FIN 310 with emphasis on security valuation under uncertainty, efficient financial markets, options, commodity and financial futures, portfolio construction, and planning.

FIN 430/Business Valuation **1 course unit**
(fall)

Prerequisite: FIN 201 or FIN 202

Valuation of closely held corporations using discounted cash flow and comparative company methods. Analysis of financial statements and adjustments to balance sheets and income statements. Coverage also includes the valuation of family limited partnerships and intangible assets.

FIN 495/Senior Thesis in Finance **1 course unit**
(every semester)

Prerequisites: Senior standing, finance major, FIN310, FIN 320, and FIN 330

Independent research under faculty supervision. Topic agreed upon by student and sponsoring faculty member. This course is the capstone writing course for finance. The student will complete a formal, bound research paper.

General Business

BUS 100/Freshmen Business Colloquium **0 course unit**
(fall)

An introductory course for all entering business students that examines how marketing, accounting, management, finance, and economics contribute to the functioning of a business in today's global marketplace. Course sessions will be delivered primarily by senior business professionals. Freshmen Business Colloquium is required for all entering business students.

BUS 200/Legal and Regulatory Environment of Business **1 course unit**
(every semester)

An examination of the legal environment and of the individual's rights and responsibilities in his or her various roles in a free society. Particular emphasis will be placed on common law contracts as they relate to the individual's relationships within the business community.

BUS 300/Law for Business **1 course unit**
(fall odd years)

Prerequisite: BUS 200

The purpose of this course is to study several types of law with which business people must work on a daily basis. Students learn contract, sales, negotiable instruments and commercial paper, bankruptcy and secured transactions law and see how it applies in today's world. Current events will be a major part of this class.

BUS 325/Employment Law **1 course unit**
(spring odd years)

Prerequisite: BUS 200

A study of the various federal and state laws and regulations affecting employment relationships in a rapidly changing economy. Equal opportunity, age discrimination, and disability discrimination are points of focus.

BUS 360/International Business Law

1 course unit

(fall even years)

An introduction to the legal issues involved in international trade and finance, focusing on the effective management of legal risk. This course will provide students with a basic understanding of international business law concepts, such as corporate, employment and contract law principles.

BUS 370/Selected Topics in Business Administration

1 course unit

(occasionally)

Note: Each time this course is offered, the specific topic and course prerequisites will be announced.

An opportunity to pursue, in a structured setting, a topic of current interest or specialized focus not available in scheduled business courses. (Course context will vary; course may only be taken for credit twice.)

BUS 391/Independent Study in Business Administration

variable course units

Prerequisites: Permission of instructor and program leader

An opportunity to engage in individual or small-group directed readings or study, not otherwise available in the curriculum, under the supervision of a faculty adviser. Student must have a minimum grade point average of 2.5.

BUS 393/Independent Research in Business Administration

variable course units

Prerequisites: Permission of instructor and program leader

An opportunity to engage in individual or small-group projects or studies, not otherwise available in the curriculum, under the supervision of a faculty adviser. The experience should result in a paper which is either published or formally presented. Student must have a minimum grade point average of 2.5.

BUS 399/Internship in Business

variable course units

Prerequisites: Sophomore, junior, or senior standing; permission of internship coordinator

An opportunity for students to integrate theory with field experience in business under the instruction and supervision of a business person in consultation with the internship coordinator. Graded P/U only.

International Business

INB 250/International Business Study Tour

1 course unit

(Generally offered during winter semester break and summer session)

An experiential course on international business and culture that combines classroom instruction with travel to business and cultural sites in foreign countries. Tours are geographically focused and have included Western Europe, the Caribbean, and Central America; varies from year to year. Course requires an additional fee to cover the travel portion.

INB 260/Multinational Firms/Environment and Operations

1 course unit

(fall)

Prerequisite: ECO 101 or 102

Examination of the global operating environment in which an international firm, specifically a multinational firm, organizes its activities to compete successfully. The operating environment includes national and international politics, cultural peculiarities of the various human societies, and financial, monetary, and trading/investment rules and regulations.

INB 330/Capital Flows and Currency Crisis

1 course unit

(fall even years)

Prerequisite: ECO 102

This course examines the economic and financial forces that influence open economies. Focuses on the causes of currency and banking crises and on the consequences of these crises for domestic economic growth and examines thoroughly the tools governments, central banks, and the International Monetary Fund use to manage balance of payments problems. The course will provide students with a framework for analyzing international monetary policies and problems.

INB 350/International Trade Patterns and Practices: A Caribbean Focus

(occasionally)

(same as INT 350)

Prerequisite: ECO 101 or ECO 102

The course examines trade relationships, flows, and structures in the context of historical experiences, contemporary political relationships, and economic imperatives. With a focus on the Caribbean region, the course also looks at how international trade processes actually work.

INB 370/Selected Topics in International Business

1 course unit

(occasionally)

Note: Each time this course is offered, the specific topic and course prerequisites will be announced.

An opportunity to pursue, in a structured setting, a topic of current interest or specialized focus not available in scheduled business courses. (Course context will vary; course may only be taken for credit twice.)

INB 391/Independent Study in International Business

variable course units

Prerequisites: Permission of instructor and program leader

An opportunity to engage in individual or small-group directed readings or study, not otherwise available in the curriculum, under the supervision of a faculty adviser. Student must have a minimum grade point average of 2.5.

INB 393/Independent Research in International Business

variable course units

Prerequisites: Permission of instructor and program leader

An opportunity to engage in individual or small-group projects or studies, not otherwise available in the curriculum, under the supervision of a faculty adviser. The experience should result in a paper which is either published or formally presented. Student must have a minimum grade point average of 2.5.

INB 498/Senior Seminar in International Business

1 course unit

(spring)

Prerequisites: ECO 340, FIN 340, MKT 340, senior status, international business major

This capstone course for international business students focuses on analyzing the existing and future business opportunities for a particular region of the world. The course integrates materials from economics, finance, management, marketing, and politics.

Management

MGT 201/Managing in the 21st Century **.5 course unit**

(fall, spring)

CBK

Prerequisite: Sophomore standing or above

Provides the basic knowledge of the historical roots of management history, current trends in management, the functions and roles of a manager, leading skills, individual and team management, as well as the ethical and social responsibility of management.

MGT 301/Organizational Behavior **1 course unit**

(every semester)

Breadth, Group I

Prerequisite: MGT 201 or PSY 101, or Junior Standing or above

An in-depth examination of research and practice concerning the forces which contribute to the behavior of organizational members; exploring the relationship between human behavior and organizational performance at the individual, group, and organizational level. Topics covered include individual perceptions, individual goals and attitudes, work group and team behavior, leader and supervisory behavior, intergroup relations, and communications problems. Students will be better able to predict, understand, and thus influence human behavior and organizational events.

MGT 310/Cross-Cultural Management **1 course unit**

(spring)

Group II

Prerequisites: MGT 201 and Junior Standing or above

Integrated overview of the role of culture in conducting global business and the management issues influenced by differences in national and sub-national cultures. Addresses how cultural proclivities inform employee motivation, organizational leadership, interpersonal communication, work-place conflicts and conflict resolution, and decision-making processes; how employees and managers can prepare for culture shock; and how firms can create a global mindset among their employees.

MGT 317/The Art and Science of Negotiation **1 course unit**

(occasionally)

Group II

Prerequisite: Sophomore standing or above

Negotiation is the process of creating agreements between two or more parties. It is both an art and a science. The science includes recognizing the type of situation and players involved in a negotiation, the knowledge of theories that may help to guide the parties, and the development of a strategy. The art includes the development of individual negotiation skills, the creation of new outcomes, and the knowledge of oneself throughout the negotiating process.

MGT 320/Strategic Issues in Human Resources **1 course unit**

(every semester)

Breadth, Group I

Prerequisite: MGT 201 or PSY 267

An in-depth examination of how managers align an organization's human capital with its strategic direction. Through the use of readings, assignments, mini-cases, and scenarios, the course will emphasize employment law, job analysis, recruitment and selection, performance appraisal, discipline, and health and safety, all within an ethical framework.

MGT 330/Employee and Labor Relations **1 course unit**
(fall)

Group II

Prerequisite: MGT 201

Examination of how rules of the workplace affecting rank-and-file employees are established and enforced in unionized and non-unionized environments. The course adopts a managerial perspective, identifying strategies and practices that preserve the prerogatives of managers while protecting employee rights and needs. This tension is studied in the context of a legal framework and a market economy.

MGT 335/Employee Benefits **1 course unit**
(spring)

Group II

Prerequisites: Junior or Senior Standing

The Employee Benefits course explores current topics and trends in health, welfare, paid-time-off, and retirement plans. Students will discuss issues of access and affordability of specific plans and will examine the challenges of administering, controlling costs, and communicating these benefits to employees as an important tool to attract and retain a productive workforce. Presentations and discussions will emphasize the societal impact of these benefit options.

MGT 350/Designing Organizations **1 course unit**
(fall)

Breadth, Group I

Prerequisite: MGT 201

Examination of contemporary organizational designs and theories in order to acquire the most up-to-date view of how organizations are structured for success in a rapidly changing, competitive, global environment. Focus on the critical structural and contextual dimensions of organizational design. Students will identify and analyze the various operating environments of organizations, describe and define the organizations operating within those environments, and then diagnose and solve the organizational problems utilizing real-world cases.

MGT 360/Operations Management **1 course unit**
(every semester)

CBK, Group II

Prerequisite: MGT 201

Provides knowledge and insights on how firms design and deliver products and services to their customers, how manufacturing and service firms associate themselves with suppliers and distributors in efficient supply-chains, and how managers use optimization techniques to improve quality and increase productivity. This operations perspective is essential to understand how firms compete in the marketplace, add value for their customers, and pursue profitability.

MGT 370/Selected Topics in Management **1 course unit**
(occasionally)

Note: Each time this course is offered, the specific topic and course prerequisites will be announced.

An opportunity to pursue, in a structured setting, a topic of current interest or specialized focus not available in scheduled business courses. (Course context will vary; course may only be taken for credit twice.)

MGT 377/Management Science **1 course unit**
(occasionally)
Group II

Prerequisites: MAT 125 or MAT 127 or equivalent and STA 215 or equivalent

Management Science is about optimization methods, focusing on linear programming and simulation techniques. The course emphasizes learning by doing, and students work in groups to formulate and solve relevant and familiar problems in business and society.

MGT 380/International Management **1 course unit**
(spring)

Breadth, Group I

Prerequisites: MGT 201

This course is taught from the perspective of US/EU organizations operating in a global economy. The course explores the manner in which economic, political, cultural and social differences and similarities affect planning, organization, leadership and control of organizational performance. Business organizations are considered. Also considered are government organizations, non-governmental organizations, profit making organizations, non-profit making organizations, and military organizations. The emphasis is on managing in Latin America, Africa, Asia, and Europe.

MGT 381/Entrepreneurship/Small Business Management **1 course unit**
(spring)

Group II

Prerequisites: Junior or Senior Standing

This is an interactive course which will teach the student to prepare a complete and effective Business Plan that can be adapted to a small business of your choice. Students will also gain knowledge in areas of planning, operation, marketing, finance, legal controls, and human elements associated with the startup, acquisition and operation of a small business from the entrepreneurial perspective.

MGT 385/Business Ethics and Corporate Social Responsibility **1 course unit**
(occasionally)

Group II

Prerequisite: Junior Standing

This course is a study of ethical behavior, social responsibility, and expectations in the business environment. It provides an investigation of ethical theories and their application to issues faced by today's managers. Students will analyze the moral challenge of operating a business enterprise in a market oriented society in relation to other societies.

MGT 391/Independent Study in Management **variable course units**

Prerequisites: Permission of instructor and program leader

An opportunity to engage in individual or small-group directed readings or study, not otherwise available in the curriculum, under the supervision of a faculty adviser. Student must have a minimum grade point average of 2.5.

MGT 393/Independent Research in Management **variable course units**

Prerequisites: Permission of instructor and program leader

An opportunity to engage in individual or small-group projects or studies, not otherwise available in the curriculum, under the supervision of a faculty adviser. The experience should result in a paper which is either published or formally presented. Student must have a minimum grade point average of 2.5.

MGT 415/Leadership in Business and Society**1 course unit**

(spring)

Group II

Prerequisites: MGT 201 or PSY 267, and Junior or Senior Standing

This course is designed to help students gain an understanding of the nature of leadership; to teach students the fundamental elements of effective leadership; and to demonstrate the importance of leadership in their chosen careers. Students will be introduced to the field of leadership by studying the works of many influential writers and analyzing historical and contemporary leaders and their complex roles in managing organizational issues. Leadership exercises and self-assessment tools will help students identify their personal leadership styles and develop their personal approach to effective leadership. This course will prepare and encourage students to assume leadership roles in their personal and professional lives.

MGT 420/Compensation Management**1 course unit**

(spring)

Group II

Prerequisite: MGT 320 or PSY 364

Deals with rewards for the supply of labor. Addresses the ways in which both tangible and intangible forms of compensation may be used to motivate and reward employee performance. Job analysis, job descriptions, and job evaluation will be used as the basis of compensable factors in designing an equitable pay structure. Discusses how to assess reward systems using criteria of equity and cost effectiveness and to assess and diagnose compensation issues and problems and develop appropriate solutions.

MGT 451/Decision Making Seminar**1 course unit**

(spring)

Group II

Prerequisites: MGT 201 and Senior Standing

This is an extensive writing course and a seminar course. It provides students with opportunities to pursue relevant personal interests in the field of decision making and to explore both normative and descriptive decision-making models along with the many issues that reduce the quality of the decision process. Students will be writing about, and discussing, required readings along with participation in experimental activities. It is a qualitative rather than a quantitative approach that emphasizes an active and informal exchange of information, ideas, and experiences.

MGT 499/Strategic Management**1 course unit**

(every semester)

CBK

Prerequisites: Senior standing, School of Business major, FIN 201, MGT 201, MKT 201, MIT 201

Capstone course integrates what the student has learned from the various business disciplines and applies this thinking to the firm's actions and outcomes. It illustrates how analysis, planning and implementation, and adaptation are necessary components of strategic management under conditions of rapid change and unpredictability. Technology, innovation, globalization and linkages between organizational behavior and firm strategy are stressed. The course emphasizes current business practices taught through case analysis, business research, report writing, and oral presentations.

MIT 201/Information Systems: Concepts and Applications **.5 course unit**
(fall, spring)
CBK

Prerequisite: Sophomore standing or above

Examines current trends in information systems and the impact these trends may have on work performance in a firm. Study of the nature of information, such as timeliness, the structure of an information system, and methods for supporting job-level information needs through the use of computer-based technology.

MIT 310/Business Information Systems and Technology **1 course unit**
(every semester)

Breadth, Group I

Prerequisite: MIT 201

Engages students in the study of information systems, technology, and business application software. Focus on business and managerial applications, includes various experiential learning activities including team work projects, learning modules, cases studies, and computer lab assignments.

MIT 320/Database Management for Business **1 course unit**
(every semester)

Breadth, Group I

Prerequisite: MIT 201

Contemporary approaches to database management including the relational and object-oriented models, both as to their current use in organizations as well as their contrasts to legacy approaches that include the hierarchical and network models. Examination of current database environments with information processing currently done by integrating business functional-area data processing as opposed to legacy approaches referred to as traditional file processing environments.

MIT 330/Managing Projects and Work Teams **1 course unit**
(every semester)

Group II

Prerequisites: Junior Standing

Managing Projects and Work Teams engages students in the study of project management concepts, principles, tools, and techniques. With a focus on business and managerial cases, Managing Projects and Work Teams enables student to gain real-time experience in the challenges of creating a unified team, solving problems, decision making, tracking projects, dealing with conflict resolution, preparing project deliverables, and presenting team projects and reports to the class.

MIT 370/Selected Topics in Management of Information Technology **1 course unit**
(occasionally)

Note: Each time this course is offered, the specific topic and course prerequisites will be announced.

An opportunity to pursue, in a structured setting, a topic of current interest or specialized focus not available in scheduled business courses. (Course context will vary; course may only be taken for credit twice.)

MIT 391/Independent Study in Management of Information Technology **variable course units**

Prerequisites: Permission of instructor and program leader

An opportunity to engage in individual or small-group directed readings or study, not otherwise available in the curriculum, under the supervision of a faculty adviser. Student must have a minimum grade point average of 2.5.

MIT 393/Independent Research in Management of Information Technology

variable course units

Prerequisites: Permission of instructor and program leader

An opportunity to engage in individual or small-group projects or studies, not otherwise available in the curriculum, under the supervision of a faculty adviser. The experience should result in a paper which is either published or formally presented. Student must have a minimum grade point average of 2.5.

MIT 400/Seminar in Managing Technology

1 course unit

(spring)

Group II

Prerequisites: Senior Standing and one from MIT 310, MIT 320, CSC 215 or CSC 220

Seminar in Managing Technology engages students in the exploration of contemporary, and sometimes controversial, issues in the information technology field. Students will investigate current technological trends that shape the business environment and influence the way we work, communicate, and manage both people and tasks. Students will gain insights into the issues facing managers working in the 21st century by reading current literature, participating in discussions and writing papers on topics relative to the intersection of management and technology.

Marketing

MKT 201/Marketing Principles

.5 course unit

(every semester)

Prerequisite: Sophomore standing or above

Provides a basic understanding of the role of the marketing function and the key marketing management decisions that organizations must make. The course emphasizes the factors that must be considered in the selection of the target market and the selection of the product, price, promotion, and place strategies and tactics. It provides a base of concepts and practices to enable students to successfully learn more advanced marketing concepts and decision-making skills in one or more courses.

MKT 220/Analysis of Consumer Behavior

1 course unit

(every semester)

Prerequisite: MKT 201 or PSY 101 or SOC 101

Students will learn to analyze consumers' purchase activities and the activities used by marketers and public policy actors to influence consumers' purchase processes. The focus will be on identifying the distinctions among the purchase processes of many different types of consumers—women and men of all ages and economic, social, cultural, and ethnic backgrounds. This is the application of market segmentation, the core concept of marketing, to the analysis of consumer behavior. This course will not meet the marketing breadth requirement for business administration majors.

MKT 300/Marketing Information and Analysis

1 course unit

(every semester)

Prerequisites: MKT 201, STA 215 or equivalent course in statistics

Focus on the analysis of marketing information and the importance of that analysis to sound marketing decisions. Considers the analyses related to marketing planning (industry analysis, competitor analysis, and customer analysis), as well as the analytical techniques that are part of the day to day management of a product or service. This course is required of marketing majors and a prerequisite to 400-level marketing courses.

MKT 310/Marketing Research **1 course unit**
(fall)

Prerequisites: MKT 201, STA 215 or equivalent course in statistics

Methods and techniques used in marketing problem analysis including problem definition, hypothesis formulation, sampling techniques, questionnaire preparation, field surveys, data tabulation, and research results presentation.

MKT 335/New Product Management **1 course unit**
(spring)

Prerequisites: MKT 201, and STA 115 or STA 215

This course is an examination of the new product/service development process. Particular emphasis is placed on techniques for idea generation, concept testing and market testing. Students will develop a new product/service concept and conduct a survey to estimate the concept's acceptance by consumers.

MKT 340/Marketing in the International Environment **1 course unit**
(fall)

Prerequisite: MKT 201

An examination of the overall changes that marketers must consider making to their marketing strategies and tactics when carrying on marketing activities outside their home market. It includes an exploration of effective analysis and decision making when adapting or standardizing marketing practices across foreign markets including segmentation, targeting, positioning, and the development of a marketing mix to fit the needs of international or global markets. Marketing functions undertaken during the internationalization of the firm's business encompass market research, product/service development or adaptation, pricing strategies, distribution patterns, logistics, communications, organization, and control.

MKT 360/Supply Chain Management **1 course unit**
(every semester)

Prerequisite: MKT 201

Supply chain management examines functional (Plan, Buy, Make, Move, and Sell) integration beyond the boundaries of the firm including those performed by its customers, suppliers, and intermediaries. The supply chain is an end-to-end process running from suppliers to customers that is linked by operational strategies and information technologies. This course provides a strategic and tactical framework for analyzing the entire supply chain in a global context that encompasses all firms, activities, and functions necessary to bring a product or service from the point of origin to the point of consumption.

MKT 370/Selected Topics in Marketing **1 course unit**
(occasionally)

Note: Each time this course is offered, the specific topic and course prerequisites will be announced.

An opportunity to pursue, in a structured setting, a topic of current interest or specialized focus not available in scheduled business courses. (Course context will vary; course may only be taken for credit twice.)

MKT 371/Professional Selling **1 course unit**
(fall)

Prerequisite: MKT 201

Develops an understanding of the role of personal selling within the context of the marketing function and the organization, as well as the process of selling products/services to businesses. The course develops key selling skills, namely listening, questioning, understanding, presentation, objection handling, closing, and relationship-building. Applications include critiques of selling activities in cases and videotapes, selling in a role-playing exercise, and a selling decision-making simulation.

MKT 372/Advanced Professional Selling **1 course unit**
(spring)

Prerequisites: MKT 201 and MKT 371

Builds upon the knowledge and skills of the introductory professional selling course. Content emphasis is upon the concepts of strategic account management, customer relationship management, consultative selling, and customer problem diagnosis in a variety of customer situations. Activities designed to increase the student's persuasiveness and logic in the selling interaction, which requires enhancement of questioning, listening, and speaking skills. Activities are also designed to enhance organizing, analysis, and problem-solving skills.

MKT 375/Sales Management **1 course unit**
(fall)

Prerequisites: MKT 201 and MKT 371

This course develops an understanding of the functions and strategies employed in the management of sales persons as applied to industrial, institutional and retail markets. Students gain an understanding of how personal selling fits into the overall marketing mix and marketing strategy of a firm. Sales management will be studied through its functions of planning, budgeting, selecting, recruiting, training, motivating, compensating, delegating and evaluating of salespersons.

MKT 380/Advertising **1 course unit**
(every semester)

Prerequisite: MKT 201

Examination of advertising, both as a form of persuasive communication and as one of the tools used to accomplish marketing objectives. As a form of persuasive communication, the course considers the different ways advertising may work. As a marketing communications tool, the course provides students with a thorough understanding of the advertising management process, including the setting of objectives, budgeting, and creative and media strategy.

MKT 391/Independent Study in Marketing **variable course units**

Prerequisites: Permission of instructor and program leader

An opportunity to engage in individual or small-group directed readings or study, not otherwise available in the curriculum, under the supervision of a faculty adviser. Student must have a minimum grade point average of 2.5.

MKT 393/Independent Research in Marketing **variable course units**

Prerequisites: Permission of instructor and program leader

An opportunity to engage in individual or small-group projects or studies, not otherwise available in the curriculum, under the supervision of a faculty adviser. The experience should result in a

paper which is either published or formally presented. Student must have a minimum grade point average of 2.5.

MKT 440/International Marketing Management
(spring)

1 course unit

Prerequisites: MKT 300 and MKT 360

This course develops an understanding of the environmental factors that contribute to the differences between foreign and domestic markets and marketing practices. Students will apply this understanding to make market entry decisions, using a marketing computer simulation. Students will develop and apply a specific marketing mix to a selected set of foreign markets in order to meet firm goal.

MKT 450/Marketing Management
(spring)

1 course unit

Prerequisites: FIN 201, MGT 201, MKT 300 and MKT 360

This capstone marketing course requires the student to take a strategic approach to marketing decision making. Through cases and a simulation, the student will analyze situation data and recommend marketing strategies and tactics. This course seeks to reinforce the students understanding of the role of the elements of the marketing mix through applications and exercises.

MKT 460/Retail Management
(fall)

1 course unit

Prerequisites: MKT 201 and MKT 300

Provides students with an understanding of the nature of merchandising and location decisions that retail organizations must make. The student will apply previous understanding of key marketing concepts, requiring analysis of the retail situation, and selection of decision criteria. Applications include cases, computer problems, and a strategic retail plan which assess the quality of inventory management decisions, location decisions, and retail format decisions.

MKT 493/Independent Research II
(every semester)

1 course unit

Prerequisites: Permission of the instructor and program leader

This course allows the marketing student to independently research an marketing topic of interest and prepare an in-depth written study of that topic under the direction and guidance of a marketing faculty member with expertise in that area.