

## School of Business--Course Descriptions-1

### School of Business--Course Descriptions

#### ACCOUNTING (ACC)

**ACC 191/Introduction to Accounting Profession** **0 course unit**  
(fall)

An introduction to the accountancy program, the accounting profession, and the variety of career options available to graduates of the accountancy program. Professional accountants describe their career development and their roles in providing accounting services. This course also provides an orientation to the college community, its regulation and operations.

**ACC 201/Financial Accounting and Reporting** **1 course unit**  
(every semester)

*Prerequisites:* A course unit of college-level math and knowledge of spreadsheets

This course is an introduction to financial accounting within the framework of business and business decisions. The role and use of accounting information by external decision makers will be emphasized. The course provides an in-depth analysis of financial statements and annual reports of publicly traded companies.

**ACC 202/Managerial Control and Design** **1 course unit**  
(every semester)

*Prerequisites:* ACC 201 and FIN 201

*Pre- or corequisite:* ECO 231

Basic course in managerial accounting including study of accounting information for internal and external decision making, cost-volume-profit analysis, cost control and variance analysis, short-term decision-making, performance evaluation, analytical tools used in managerial accounting, software as a managerial accounting tool, short-term and long-term planning and control, and accounting-related research using online resources. This course is only available for non-accounting majors.

**ACC 211/Fundamentals of Accounting** **1 course unit**  
(spring)

*Prerequisite:* ACC 201

Introduction to cost and financial accounting primarily for accounting majors and students who minor in financial accounting. Study and analysis of basic cost accounting concepts such as cost-volume-profit and the master budget. Emphasizes understanding of accounting concepts as well as their applications. Introduces the environment and structure of the standard-setting process, the conceptual framework of financial accounting, and the processing and reporting of financial information.

**ACC 291/Sophomore Career Planning/Shadowing** **0 course unit**  
(spring)

A series of ten programs, including various workshops, seminars, presentations, panel discussions, and advisement, designed to educate the student about the different career paths in accounting. Students receive information and personal assistance to help them obtain an internship and/or a full-time position.

## School of Business--Course Descriptions-2

### **ACC 301/Intermediate Financial Accounting I** **1 course unit** (fall)

*Prerequisites:* ACC 211 and STA 215

This course examines the current topics in corporate financial reporting. It focuses on current assets, property, plant and equipment, intangible assets, liabilities, and stockholders' equity. Students evaluate and learn how to apply generally accepted accounting principles to record transactions, and to prepare financial statements. Original pronouncements issued by the Accounting Principles Board and the Financial Accounting Standards Board are integrated with materials and assigned cases.

### **ACC 302/Intermediate Financial Accounting II** **1 course unit** (spring)

*Prerequisite:* ACC 301

This course examines the advanced and complex topics in corporate financial reporting. Topics include dilutive securities and earnings per share, investments, revenue recognition, deferred income taxes, leases, pensions, and cash flows. Students evaluate and learn how to apply generally accepted accounting principles to record transactions related to these topics, and to prepare financial statements. Original pronouncements issued by the Accounting Principles Board and the Financial Accounting Standards Board are integrated with materials and assigned cases.

### **ACC 311/Cost Accounting** **1 course unit** (fall)

*Prerequisite:* ACC 211 or ACC 202

This course emphasizes the use of accounting information for internal and external purposes. Advanced topics including cost accumulation concepts, techniques for product costing, information for planning and control, pricing decision, cost allocation and performance measurement, as well as non-routine managerial decisions.

### **ACC 321/Accounting Information Systems** **1 course unit** (spring)

*Prerequisites:* MIT 201 and either ACC 202 or ACC 211

An introduction to the concepts underlying information systems as they relate to organizational structure, managerial decision making, and accounting. This course focuses on conceptual modeling and implementation of business processes, documentation of workflow processing, database and control requirements. Students apply these concepts, techniques, and procedures to the planning, analysis, and design of manual and computer-based information systems. A variety of tools are used to design, create, or document accounting information systems (AIS) to achieve organizational objectives.

### **ACC 370/Selected Topics in Accounting** **1 course unit**

*Note:* Each time this course is offered, the specific topic will be announced.  
(occasionally)

An opportunity to pursue in a structured setting a topic of current interest or specialized focus not available in scheduled accounting courses. (Course content will vary; course may be repeated for credit up to a maximum of two course units.)

### **ACC 391/Independent Study in Accountancy** **variable course units**

*Prerequisites:* Permission of instructor and department chair

Student must have a minimum grade point average of 3.0. An opportunity to engage in individual or small-group projects or studies, not otherwise available in the curriculum, under the supervision of a faculty advisor.

### School of Business--Course Descriptions-3

**ACC 399/Internship in Accounting** **1 course unit**

*Prerequisites:* Junior or senior standing with a minimum GPA of 2.5 and permission of internship director

An opportunity to work under the supervision of accounting professionals in a structured setting.

**ACC 401/Federal Income Tax** **1 course unit**

(fall)

*Prerequisite:* ACC 211 or ACC 202

An introductory course in taxation designed to introduce the student to the dynamic discipline of Federal income taxation. The fundamental concepts and more common transactions will be emphasized which will provide an understanding of the impact of tax laws on our daily activities and how tax laws affect business and financial decisions. Theory will be developed through tax research and applied to the preparation of income tax returns.

**ACC 411/Advanced Accounting** **1 course unit**

(fall)

*Prerequisite:* ACC 302

Advanced topics including parent-subsidary relationships, consolidated financial statements (including preparation of consolidated working papers), governmental and not-for-profit accounting and foreign currency translation.

**ACC 421/Auditing Theory and Practice** **1 course unit**

(fall)

*Prerequisite:* ACC 302

Auditing standards, procedures, programs, computer-assisted working papers, internal control, sampling techniques, analytical procedures, and the ethical and legal responsibilities of the certified public accountant.

**ACC 422/ Internal Auditing** **1 course unit**

(spring)

*Prerequisite:* ACC 211 or ACC 202

The organization of the internal audit department, control structure, enterprise risk management, fraud detections, and the elements of internal auditing, i.e., preliminary survey, audit programs, fieldwork activities, reporting, and management review.

**ACC 498/Accounting Capstone**

(spring)

*Prerequisite:* Senior standing

This writing intensive course is designed for students who will be accounting professionals. The broad objective of this course is to integrate and enhance study of accounting topics, concepts and methods, building on the knowledge acquired from earlier courses in the program. This course is designed to address these Program Learning Goals: Accounting concepts, critical thinking in accounting, and effective communication

## School of Business--Course Descriptions-4

### ECONOMICS (ECO)

**ECO 101/Principles of Microeconomics** **1 course unit**  
(every semester)

Examines the role of the market price system in production and allocation decisions. Analyzes interactions of individuals and firms under varying market conditions with particular attention to efficiency concerns.

**ECO 102/Principles of Macroeconomics** **1 course unit**  
(every semester)

An introduction to the measurement and analysis of the aggregate level of economic activity including unemployment, interest rates, inflation, exchange rates, and economic growth. Government fiscal and monetary policies are examined along with international economic interactions.

**ECO 115/American Economic History** **1 course unit**  
(fall)

Examination of economic forces and their impact on impacted historical events in the United States from Colonial times to the end of World War II. Basic economic theory and statistics will be used to examine a series of historical episodes in the development of the United States. A research paper is required.

**ECO 120/European Economic History** **1 course unit**  
(spring)

The economic development of Europe is traced from the medieval period to modern times. Particular emphasis is given to the growth of economic institutions that preceded those of modern Europe. The growth of these institutions is further developed to demonstrate their influence on the United States.

**ECO 210/History of Economic Thought** **1 course unit**  
(spring)

The development of economic analysis from the Classical School until today. The ideas of Smith, Ricardo, Marx, Marshall, Keynes, Pigou, and Sraffa are analyzed. A research paper is required.

**ECO 231/Applied Business Statistics (Statistics II)** **1 course unit**  
(every semester)

*Prerequisite:* STA 215 (or equivalent)

Application of statistical techniques to business problems including ANOVA, time-series analysis, and multiple regression. The multiple regression model is emphasized. Computer applications are integrated. A research paper is required.

**ECO 301/Intermediate Microeconomics** **1 course unit**  
(spring)

*Prerequisites:* ECO 101 and one of the following: ECO 231, PSY 203, or STA 305

An examination of the modern price theory with specific emphasis on consumer demand, production and cost, the firm and market organization, and market failure.

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**ECO 302/Intermediate Macroeconomics** **1 course unit**  
(fall)

*Prerequisites:* ECO 102; and one of the following: ECO 231, PSY 203, or STA 305

Theories of national income determination are studied. Fiscal and monetary policy effects on inflation and unemployment are investigated. The influences of foreign trade on the national economy are considered.

**ECO 310/Money, Credit, and Financial Markets** **1 course unit**  
(occasionally)

*Prerequisite:* ECO 102

An examination of the behavior and functions of money, financial markets, and institutions. The role of credit, flow of funds, importance of interest rates, efficiency of financial markets, and the role of the Federal Reserve Bank are also examined.

**ECO 315/Labor Economics** **1 course unit**  
(occasionally)

*Prerequisite:* ECO 101

An examination of labor markets and labor relations. It includes an analysis and history of unions, labor market organization and operation, unemployment causes and remedies, wage determination, hours and working conditions, collective bargaining, scope and role of government in labor markets, and labor relations in non-profit sectors.

**ECO 320/ Health Economics** **1 course unit**  
(spring)

Apply economic reasoning to health-related issues with the goal of understanding the mechanism of health care delivery in the United States and the changing nature of health and medical care. Topics include demand versus need, costs of health care services, structure of the health care market, labor, hospitals, managed care, insurance (public and private), pharmaceutical interventions and practice patterns.

**ECO 325/Women, Gender, and Work** **1 course unit**  
(fall)

*Prerequisite:* ECO 101

An examination of the economic basis of policy debates on gender inequality in the labor market and in the workplace. Perfect competition and strategic competition theories of gender inequality are studied and contrasted. Topics include the wage gap, occupational distribution, labor force participation, productivity differentials, working conditions, and international comparisons. A research paper is required.

**ECO 335/Economic Development** **1 course unit**  
(fall, odd years)

*Prerequisite:* ECO 101

Study of theoretical growth models and their application to the problems of developing countries. The relation of trade to growth and foreign aid policies and are examined. A research paper is required.

**ECO 340/ International Economics** **1 course unit**  
(spring)

*Prerequisite:* ECO 102

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Study of the theory, policy, and institutions of international trading and monetary relations. A research paper is required.

**ECO 345/Comparative Economic Systems** **1 course unit**  
(fall, even years)

*Prerequisite:* ECO 102

Economic systems of China, Japan, Russia and former USSR republics, U.S., and selected countries in Europe and Eastern Europe will be analyzed with respect to economic performance and achievement of goals. A research paper is required.

**ECO 350/Economics of Environmental Quality** **1 course unit**  
(fall)

*Prerequisite:* ECO 101

An examination of production and consumption from the perspectives of ecology and applied economic theory. Resource utilization, externalities, pollution-control methods and their theoretical and practical consequences for the U.S.; developed and less-developed economies will be analyzed in terms of the economic goals of efficiency, equity, and growth. A research component is required.

**ECO 355/Organization of Industry** **1 course unit**  
(fall, even years)

*Prerequisite:* ECO 101

A detailed study of the modern theory of the firm and antitrust issues. The theory of the firm focuses on the impact of transaction costs on economic organization. Uses price theory and the theory of the firm to analyze antitrust issues. A research paper is required.

**ECO 365/Economics of the Law** **1 course unit**  
(fall, odd years)

*Prerequisite:* ECO 101

Application of economic analysis to common law rules (i.e., contract, property, and tort law). Economic analysis is used to predict the effect of legal rules, determine which legal rules are economically efficient, and explain the development of law and legal institutions. A research paper is required.

**ECO 370/Selected Topics in Economics** **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.)

**ECO 375/Strategic Interaction:  
Experiments and Applications of Behavioral Game Theory** **1 course unit**  
(occasionally)

*Prerequisite:* STA 215

An examination of the nature and consequences of strategic interaction using both theory and empirics. The empirical component focuses on analysis of experimental results. Bargaining, investment, auctions, market entry, government regulations, and motivating employees are analyzed using techniques and concepts from economics, psychology, and mathematics. A research paper is required.

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### **ECO 391/Independent Study in Economics** **variable course units**

*Prerequisites:* Permission of instructor and department chair

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 advisor. Student must have a minimum grade point average of 2.5.

### **ECO 393/Independent Research in Economics** **variable course units**

*Prerequisites:* Permission of instructor and department chair

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

### **ECO 399/Internship in Economics** **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.

### **ECO 420/Econometrics** **1 course unit**

(spring)

*Prerequisite:* One of the following: ECO 231, PSY 203 or STA 305

An examination of single-equation and simultaneous-equations regression procedures used to test theoretical economic models. Includes techniques for analysis of time series, cross section and panel data as well as regression diagnostics. Computer applications are integrated. A research paper is required.

### **ECO 490/Senior Thesis Preparation** **0 course unit**

(fall)

*Prerequisites:* Senior standing, economics major.

Independent research under faculty supervision. Students must identify a topic and complete a prospectus for their senior research project (ECO 495). The prospectus must include a motivation, literature review, bibliography and prospective data sources.

### **ECO 495/Senior Thesis in Economics** **1 course unit**

(spring and by arrangement)

*Prerequisite:* ECO 490

Independent research under faculty supervision. Students must have a topic approved by their mentor (faculty advisor) prior to registration for this course. This course is the capstone course and research course for economics. The student will complete a formal research paper and present it in front of faculty members and students.

### **ECO 496/Honors Senior Thesis in Economics** **1 course unit**

(spring, and by arrangement)

*Prerequisites:* Senior standing, acceptance into economics honors program

Independent research under faculty supervision. Students must have a topic approved by their mentor (faculty advisor) prior to registration for this course. This course is the capstone course and research course for economics, and substitutes for ECO 495. The student will complete a formal research paper and present it in front of the faculty members and students.

## School of Business--Course Descriptions-8

### FINANCE (FIN)

**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 including time value of money, measurement of risk and return, capital structure, and capital budgeting.

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

*Prerequisite:* FIN 201, ACC 201

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, ACC 201

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, ACC 201

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

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

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

*Prerequisite:* FIN 201

Analyzes financial institutions 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.)



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### **FIN 391/Independent Study in Finance**

**variable course units**

*Prerequisites:* Permission of instructor and department chair

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 advisor. 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 department chair

An opportunity to engage in individual or small-group projects or studies, not otherwise available in the curriculum, under the supervision of a faculty advisor. 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, ACC 201

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 specialization, 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.

## **INTERDISCIPLINARY BUSINESS (BUS)**

### **BUS 099/Business Freshmen Seminar**

**0 course unit**

(fall)

This course introduces students to different areas of their college career through a series of workshops. Students will learn about what the School of Business has to offer and learn life skills such as dealing with diversity, teamwork, and change management. This course is required for all entering business students.

### **BUS 100/Sophomore Business Colloquium**

**0 course unit**

(spring)

A course for all 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. Sophomore Business Colloquium is required for all business students.

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

An examination of the legal environment of business, particularly as it relates to the competing interests of a business's various stakeholders. Current events, the lawmaking process, public policy issues, business ethics, and the role and functioning of the corporation are the major foci of this course. This is a sophomore-level School of Business writing course.

**BUS 300/Law for Business** **1 course unit**  
(occasionally)

*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)

*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**  
(occasionally)

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 department chair

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 advisor. 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 department chair

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

## **School of Business--Course Descriptions-11**

### **BUS 399/Internship in Business**

**variable course units**

Graded P/U only.

*Prerequisites:* 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.

This course cannot be used to fulfill option requirements for the Interdisciplinary Business Studies specialization.

### **BUS 493/Independent Research II**

**variable course units**

*Prerequisites:* Permission of the instructor and department chair

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

### **BUS 495/Senior Thesis**

**1 course unit**

*Prerequisites:* Senior standing; interdisciplinary business studies concentration, and permission of advisor and department chair

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

### **BUS 498/Seminar in Interdisciplinary Business Issues**

**1 course unit**

*Prerequisites:* Interdisciplinary business major, senior standing; MGT 201, MKT201, FIN 201, and MIT 201. Preferably, the student has also had breadth courses, in addition to the foundation courses, in each area.

This writing intensive capstone seminar will provide students in the interdisciplinary business specialization with the opportunity to utilize the multi-disciplinary knowledge they have gained during their years of study to examine a current business issue. Students will research and discuss the topic under study from a variety of perspectives and report their findings and recommendations in memos, research reports and presentations. The subject under study will change each semester to reflect current business conditions. This is a senior-level writing course for students in the interdisciplinary business specialization.

## **INTERNATIONAL BUSINESS (INB)**

### **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. Location varies from year to year. Course requires an additional fee to cover the travel portion.

### **INB 260/Multinational Firms/Introduction to International Business**

**1 course unit**

(fall/summer from Paris)

*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.

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### **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** **1 course unit**

(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 department chair

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 advisor. 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 department chair

An opportunity to engage in individual or small-group projects or studies, not otherwise available in the curriculum, under the supervision of a faculty advisor. 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 specialization

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)**

### **MGT 201/Management Principles and Practices** **1 course unit**

(fall, spring)

*Prerequisite:* Sophomore standing

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

### **MGT 301/Organizational Behavior**

**1 course unit**

(every semester)

Breadth, Group I

*Prerequisite:* MGT 201 or PSY 101, or junior standing

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 influence human behavior and organizational events.

### **MGT 310/Cross-Cultural Management**

**1 course unit**

(spring)

Group II

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/Negotiation**

**1 course unit**

(occasionally)

Group II

*Prerequisite:* Sophomore standing

Negotiation is the process of creating agreements between two or more parties. It is both an art and a science. Students will learn how to recognize different types of situations, apply principles to develop appropriate negotiation strategies, and improve their personal bargaining skills. The course is based on discussions of the classical readings in the field and weekly simulated negotiations. A reflective personal journal is required.

### **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

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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

*Prerequisite:* Junior 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

Students examine 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. The critical structural and contextual dimensions of organizational design are identified. Students will 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)

*Prerequisites:* MGT 201, STA 215 or equivalent

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, 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.

## School of Business--Course Descriptions-15

### **MGT 380/International Management**

**1 course unit**

(spring)

Breadth, Group I

*Prerequisite:* MGT 201

This course is taught from the perspective of US/EU organizations operating in a global economy. It 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 standing

This is an interactive course which will teach students to prepare a complete and effective Business Plan that can be adapted to a small business of their 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**

(spring)

Group II

*Prerequisite:* Sophomore standing

This course will examine leading accounts of ethical behavior, the role of business and the demands of the marketplace. These concepts will be applied to real-world ethical cases faced by business organizations, their leaders, employees and stakeholders. Students will be asked to reflect on their own assumptions about business and its role in society, and how values can shape career choices and the trajectory of a business enterprise.

### **MGT 391/Independent Study in Management**

**variable course units**

*Prerequisites:* Permission of instructor and department chair

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 advisor. 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 department chair

An opportunity to engage in individual or small-group projects or studies, not otherwise available in the curriculum, under the supervision of a faculty advisor. 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**

(occasionally)

Group II

*Prerequisite:* Junior 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

## School of Business--Course Descriptions-16

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 a senior-level intensive writing course, a seminar course, and a capstone course for management majors. 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 495/Senior Thesis**

**1 course unit**

(every semester)

*Prerequisites:* Senior standing; management major, and permission of advisor and department chair

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

### **MGT 499/Strategic Management**

**1 course unit**

(every semester)

*Prerequisites:* Senior standing, School of Business major, ACC 201, MGT 360 or MKT 360

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.



## School of Business--Course Descriptions-17

### MANAGEMENT INFORMATION TECHNOLOGY (MIT)

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

*Prerequisite:* Sophomore standing

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)

*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)

*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)

*Prerequisite:* 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 department chair

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 advisor. Student must have a minimum grade point average of 2.5.

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### **MIT 393/Independent Research in Management of Information Technology**

**variable course units**

*Prerequisites:* Permission of instructor and department chair

An opportunity to engage in individual or small-group projects or studies, not otherwise available in the curriculum, under the supervision of a faculty advisor. 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**

(occasionally)

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 21<sup>st</sup> century by reading current literature, participating in discussions and writing papers on topics relative to the intersection of management and technology.

## **MARKETING (MKT)**

### **MKT 201/Marketing Principles**

**.5 course unit**

(every semester)

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

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 for marketing specialization and a prerequisite to 400-level marketing courses.

## School of Business--Course Descriptions-19

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

*Prerequisites:* MKT 201, STA 215 or equivalent

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, STA 215 or equivalent

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)

*Prerequisites:* MKT 201, STA 215 or equivalent

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.)

## School of Business--Course Descriptions-20

### **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)

*Prerequisite:* MKT 201

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 department chair

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 advisor. 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 department chair

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

## School of Business--Course Descriptions-21

### **MKT 430/Micromarketing Analysis and Strategy**

**1 course unit**

*Prerequisites:* MKT 201 and MKT 300

This course examines marketing analysis and strategy in instances when marketers narrowly market to consumers, either in small well-defined groups or on a one-on-one basis. Micromarketing is possible in instances when a marketer can obtain individual-level information about consumers, such as transaction data about their own customers. The course will focus on micromarketing analytical tools (e.g., database marketing, lifetime value analysis, geo-demographic analysis) and the development and implementation of marketing strategies in a micromarketing context.

### **MKT 440/International Marketing Management**

**1 course unit**

(spring)

*Prerequisites:* FIN 201, MGT 201, MKT 300 and senior standing

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 445/Service Marketing Management**

**1 course unit**

(occasionally)

*Prerequisites:* MKT 201, MKT 300 or permission of program coordinator

This course considers the strategy and tactics of service marketing. Service marketing has become a more important part of marketing, not only for service organizations but also for product marketers. As product marketers add more services to define and differentiate their product offerings, the marketing of services has become more essential to them. Students will learn of the special problems of and opportunities for the marketing of services. Students will work with a service organization to develop a marketing strategy and plan.

### **MKT 450/Marketing Management**

**1 course unit**

(spring)

*Prerequisites:* FIN 201, MGT 201, MKT 300 and senior standing

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**

**1 course unit**

(occasionally)

*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.

## School of Business--Course Descriptions-22

### **MKT 480/ Marketing Communications Management**

**1 course unit**

(occasionally)

This course concerns the communications part of the marketing mix. Marketers must communicate with their customers in order to achieve their marketing objectives. Traditionally, marketers used advertising and sales promotions as their primary forms of communication. More recently, marketers have learned to exploit other communication channels as well, including direct marketing, public relations, sponsorship, product placement, and buzz. This course is about how marketers pull together these different communications to provide an integrated, coherent message to their consumers. Students will learn about the strategy of communications, as well as the execution of a strategy through an integrated communications effort.

### **MKT 493/Independent Research II**

**variable course units**

(every semester)

*Prerequisites:* Permission of the instructor and department chair

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.

### **MKT 495/Senior Thesis**

**1 course unit**

(every semester)

*Prerequisites:* Senior standing; marketing major, and permission of advisor and department chair  
Independent research under faculty supervision. Topic agreed upon by student and sponsoring faculty member. The student will complete formal research paper and presentation. This course is a capstone writing course.