COURSE DESCRIPTIONS

ACCOUNTING (ACCT)
Dr. Ananth Seetharaman, Chair
Department of Accounting

ACCT-220 Financial Accounting (3)
PREREQUISITE: Sophomore standing. An introduction to financial reporting of results of operations, cash flow and financial position of corporate entities through general purpose financial statements. Emphasis is placed on the real-world environment of business and the use of financial accounting information for management decision making.

ACCT-222 Managerial Accounting (3)
PREREQUISITE: ACCT-220. An introduction to the design and use of accounting information within an organization. Emphasis is placed on cost and revenue analysis for planning and control of organizational units and activities.

ACCT-311 Financial Reporting I (3)
PREREQUISITE: ACCT-220 with a grade of C or higher. This course is the first in a three-course sequence which provides an overview of accounting and external financial reporting. Significant emphasis is given to the analysis and communication of accounting information. As the individual topics are discussed, students will be expected to identify and explain the significance of related accounting concepts and conventions. Particular attention is given to a study of the body of generally accepted accounting principles concerned with the recognition and matching of revenues and expenses to determine accounting net income and the related issues of asset measurement.

ACCT-322 Cost Management (3)
PREREQUISITE: ACCT-222 with a grade of C or higher. The study of modern techniques for active management of operating costs to achieve organizational efficiency and effectiveness. Specific topics include: C-V-P analysis, J.I.T., identification of cost drivers, life cycle costing and strategic cost management issues.

ACCT-411 Financial Reporting II (3)
PREREQUISITE: ACCT-311 with a grade of C or higher; FIN-301 highly recommended. The study of the generally accepted accounting principles and original authoritative pronouncements concerning measurement and reporting of an entity’s liabilities, equity and cash flow. Particular emphasis is placed on developing the student’s analytical and critical thinking skills.

ACCT-416 International Financial Reporting Standards (3)
PREREQUISITE: ACCT-311 with a grade of C or higher. Financial reporting in the United States is now influenced and impacted by International Financial Reporting Standards (IFRS). This course is designed to give students a conceptual understanding and overview of IFRS. Part one encompasses recognition, measurement, disclosure and presentation standards. The second part focuses on financial instruments including investments. Lastly, part three covers reporting standards for derivatives and hedging.

ACCT-425 Accounting Information Systems (3)
PREREQUISITES: ITM-200 and ACCT-311 with a grade of C or higher. Study of the theoretical and practical aspects of designing and utilizing financial information systems. Particular attention is directed to internal financial controls and auditing EDP systems.

ACCT-430 Federal Income Tax I (3)
PREREQUISITE: ACCT-311 with a grade of C or higher. This course introduces the student to federal income taxation. It is designed to provide the student with a framework to understand the structure of the Federal Income Tax system, to integrate income tax planning into business decisions, and to evaluate future changes to the income tax system (such changes are ongoing and inevitable). This course is also intended to provide a base for the student’s future study of advanced tax topics.

ACCT-440 Auditing (3)
PREREQUISITES: ACCT-411 and ACCT-425 with grades of C or higher. (ACCT-425 may be taken concurrently with ACCT-440) Theory and application of standards and procedures used by independent certified public accountants in verifying business data in order to render an opinion and report on financial statements of the entity being examined. The duties, responsibilities and ethics of the auditor (CPA), generally accepted accounting principles and auditing standards are discussed.

ACCT-480 Accounting Internship (0-3)
PREREQUISITES: ITM-250, ACCT-311. permission of the department chair, and junior or senior standing. This course can be used as elective credit or as concentration credit. Participants will have the opportunity to develop new skills through experiential learning under the direction of a skilled practitioner. The arrangements for the working relationship must be established prior to the assignment.

ACCT-498 Independent Study (1-3)
Permission of the department chair.

BUSINESS (BIZ)

BIZ-100 Business Foundations (1)
This course provides students with an overview of the nature of business and shows students how the business curriculum is designed to help prepare them for a business career. In addition, the course will address some common transition-to-college issues faced by freshmen.

BIZ-400 Business Capstone (1)
Application of knowledge and skills gained through completion of the Business Common Body of Knowledge. Also covers ethics and value-based decision making. Pre-requisite: completion of Business Common Body of Knowledge except MGT 400 which must be taken concurrently; senior standing.

DECISION SCIENCES (DSCI)
Dr. Reuven Levary, Chair
Department of Decision Sciences and Information Technology Management

DSCI-207 Introductory Business Statistics (3)
PREREQUISITE: MATH-120. Introduction to descriptive statistics for displaying and summarizing business data; the use of probabilities and random variables in business decision models, probability distribution, statistical inference as a decision-making tool, sampling of business data, simple linear regression and correlation, time series analysis and use of index numbers in economic data.

DSCI-305 Introduction to Management Sciences and Operations Management (3)
PREREQUISITES: DSCI-207 and MATH-132 or MATH-142 or higher level Calculus course. The objectives of this course are to: 1) acquaint the student with the overall operations research/management science process; 2) expose the student to several most widely utilized operations research/management science and production planning models, along with the solution techniques; 3) familiarize the student with the use of computers in facilitating managerial decisions.

DSCI-498 Independent Study (1-3)
Permission of the department chair.
ECON-450  Economics of International Migration (3)
PREREQUISITES: ECON-314 and MATH-132 or MATH-142 or higher level Calculus course. Labor markets, determinants of labor supply, labor demand and wages (both as cost and income); institutions affecting labor, including trade unionism and labor law; work-leisure trade-offs, the work ethic as it affects work hours and productivity.

ECON-445  Economics of International Trade (3)
PREREQUISITES: ECON-314 and MATH-132 or MATH-142 or higher level Calculus course. The operation of markets under competitive and imperfectly competitive conditions; and welfare implications of marketplace performance.

ECON-314  Intermediate Microeconomics (3)
PREREQUISITES: ECON-190, MATH-132 or MATH-142 or higher level Calculus course. The maximizing behavior of households (consumers) as constrained by income and prices; business firm behavior in price and output decisions and in factor markets; comparisons of the operation of markets under competitive and imperfectly competitive conditions; and welfare implications of marketplace performance.

ECON-379  Economics of Latin America (3)
PREREQUISITE: ECON-190. Explores two major themes from the perspective of Latin America: the integration of national economies into the global economy; and the role of the state in addressing market failure. Includes both theoretical and policy-oriented analyses.

ECON-312  Intermediate Macroeconomics (3)
PREREQUISITE: ECON-190. Measurement of aggregate economic activity—national income accounting; equilibrium levels for national income, employment, prices and interest rates in aggregate models; policy instruments and goals, fiscal and monetary policies; empirical and analytical treatment of economic growth; and inflation and unemployment.

ECON-301  Introduction to Econometrics (3)
PREREQUISITES: ECON-190 and DSCI-207. Introduction to basic econometric techniques as preparation to analyze and interpret empirical regression and to conduct their own applied analyses. The course focuses on application of quantitative and empirical skills by using econometric software to estimate regression models, testing hypotheses and interpreting regression results.

ECON-408  Industrial Organization and Public Policy (3)
PREREQUISITES: ECON-314 and MATH-132 or MATH-142 or higher level Calculus course. Economic theory, case studies and law are utilized to explore the causes of monopoly power, its effect on rivals and social consequences. Role and effect of anti-trust policy in curbing abuses of monopoly power are also explored.

ECON-456  Economic Development (3)
PREREQUISITES: ECON-314 and MATH-132 or MATH-142 or higher level Calculus course. Analyzes elements of economic growth in economies that are both internationally open and relatively poor: accumulation of human and physical capital, technological change, market structure, and international linkages.

ECON-310  Introduction to Econometrics (3)
PREREQUISITES: ECON-190 and DSCI-207. Introduction to basic econometric techniques as preparation to analyze and interpret empirical regression and to conduct their own applied analyses. The course focuses on application of quantitative and empirical skills by using econometric software to estimate regression models, testing hypotheses and interpreting regression results.

ECON-416  History of Economic Analysis (3)
PREREQUISITES: ECON-312, ECON-314, and MATH-132 or MATH-142 or higher level Calculus course, or permission of department chair. Origins and development of modern economic thought, from ancient time, through the 19th century.

ECON-412  Law and Economics (3)
PREREQUISITES: ECON-312, ECON-314, and MATH-132 or MATH-142 or higher level Calculus course, or permission of department chair; MGT-218 highly recommended. This course broadly examines the roles of prices and markets, the causes of market failures and the criteria for legal and public-policy intervention. Specific topics include (1) the long-run and short-run economic interests of individual, corporate and public sector clients in a variety of legal contexts, (2) the normative judgments that are implicit in many economic policies and the legal structures implementing such policies; and (3) the uses and limits of economic analysis and economic data in solving a variety of social problems.

ECON-420  Money and Banking (3)
PREREQUISITE: ECON-312. Impact of the U. S. Treasury, the Federal Reserve System, commercial banks and other financial institutions on economic variables such as employment, prices and the balance of payments.

ECON-440  Labor Economics (3)
PREREQUISITES: ECON-314 and MATH-132 or MATH-142 or higher level Calculus course. Students will apply the theoretical tools of microeconomics to the analysis of labor markets; apply statistical and econometric techniques in empirical work on wage determination; study papers at the cutting edge of economic research with an eye toward how economists define questions, marshal evidence, and present results; and grapple with issues of policy design.

ECON-431  Exchange Rates and the Global Economy (3)
PREREQUISITE: ECON-312. Examines basic international economic principles and determinants of trade balances and exchange rate movements. The course evaluates the factors that affect real and nominal exchange rate movements in the short, medium and long-run. It is designed to ask and answer important questions of current international macroeconomic issues, particularly with respect to financial, currency, debt and banking crises.

ECON-440  Labor Economics (3)
PREREQUISITES: ECON-314 and MATH-132 or MATH-142 or higher level Calculus course. Labor markets, determinants of labor supply, labor demand and wages (both as cost and income); institutions affecting labor, including trade unionism and labor law; work-leisure trade-offs, the work ethic as it affects work hours and productivity.

ECON-450  Economics of International Migration (3)
PREREQUISITES: ECON-314 and MATH-132 or MATH-142 or higher level Calculus course. Origins and development of modern economic thought, from ancient time, through the 19th century.
ECONOMICS (ECON) (continued)

ECON-460 Public Finance (3)
PREREQUISITES: ECON-314 and MATH-132 or MATH-142 or higher level Calculus course. Public finance economics examines two key functions of government—taxation and expenditures. These government functions are evaluated based on efficiency and equity criteria. Topics including externalities, public goods, Social Security, Medicare and the personal income tax are examined.

ECON-470 Health Economics (3)
PREREQUISITES: ECON-314 and MATH-132 or MATH-142 or higher level Calculus course. Analyze the economics of health and health care markets using the standard tools of microeconomics and empirical analysis. The course considers three main topics: inputs to health and the demand for medical care, structure and consequences of public and private financing of health care, and the supply of health care. Current public policy topics will be highlighted.

ECON-477 Advanced Econometrics (3)
PREREQUISITES: DSCI-207, ECON-312, ECON-314, and MATH-132 or MATH-142 or higher level Calculus course. Econometrics is concerned with using empirical data and statistical methods for estimating economic models, testing economic theories and hypotheses, measuring the net marginal effect of one factor on another, and evaluating the effects of government policies. The most common application of econometrics is the forecasting of important economic and financial variables.

ECON-480 Economics Internship (0-3)
PREREQUISITES: ECON-190, concurrent enrollment in ECON-312 or ECON-314; permission of the department chair and junior or senior standing. This course can be used as elective credit but not as concentration credit. Participants will have the opportunity to develop new skills through experiential learning under the direction of a skilled practitioner. The arrangements for the working relationship must be established prior to the assignment.

ECON-493 Special Topics in Economics (1-3)
PREREQUISITE: Varies with topic of course.

ECON-495 Senior Residency (0)
PREREQUISITES: ECON-312 and ECON-314 or permission of department chair.

ECON-497 Senior Synthesis (0-3)
PREREQUISITES: ECON-312 and ECON-314 or permission of department chair.

ECON-498 Independent Study (1-3)
PREREQUISITES: ECON-312, ECON-314, and permission of the department chair.

FINANCE (FIN)

FIN-301 Principles of Finance (3)
PREREQUISITES: ACCT-220, DSCI-207, and ECON-190 and CO-REQUISITE: ACCT-222. A grade of B- or higher required in FIN-301 prior to enrolling in all other FIN courses. Introduction to financial decision-making in the firm, with focus on choices and decision criteria for sources and uses of funds. Emphasis on financial analysis and investment decisions: ratios, relevance of accounting statement data, use of debt and equity, investment theory and practice, and firms’ market capitalization.

FIN-314 Insurance (3)
CO-REQUISITES: FIN-333 and FIN-363. Survey of the nature of risk, insurance contracts, property and casualty coverages, and legal aspects, appraisal, market analysis, insurance carriers and markets, governmental regulations; functions of underwriting, sales, rate-making and financial operation of carriers; risk exposure, loss prevention, combating of risks, and insurance administration.

FIN-316 Real Estate (3)
CO-REQUISITES: FIN-333 and FIN-363; or permission of the department chair. Study of real estate concepts, practices, institutions; specific attention given to legal aspects, appraisal, market analysis, mortgage financing, realty investment, property development and marketing, government influences and programs, housing and urban problems.

FIN-333 Fixed Income Securities and Markets (3)
PREREQUISITE: FIN-301 with grade of B- or higher. Principles of investing in fixed income securities; types of investments; analysis of securities’ markets and the mechanics of trading; principles of diversification and portfolio analysis; and security analysis and equity valuation, including economy, industry and company analysis.

FIN-423 Financial Management (3)
PREREQUISITES: FIN-353 and FIN-363; or permission of the department chair. Study of principles of corporate finance and application of those principles to a variety of financial management problems; applications include capital budgeting, working capital management, capital acquisition and other aspects of financial management.

FIN-425 International Financial Management (3)
CO-REQUISITES: FIN-333 and FIN-363; or permission of the department chair. Study of international finance with emphasis in international management for the firm, international financial institutions and markets, international finance systems, and foreign investments and securities.

FIN-433 Financial Analysis and Modeling (3)
PREREQUISITES: FIN-333, FIN-363, and FIN-423. Develop a solid understanding of financial analysis using electronic spreadsheets, and the ability to integrate an electronic spreadsheet into the identification, analysis and solution stages of a financial problem. This course will focus on the electronic spreadsheet skills needed to aid in the solution of financial problems, as well as practical financial applications using Microsoft Excel.

FIN-444 Financial Planning (3)
PREREQUISITES: FIN-333 and FIN-363. This course is designed for students who are targeting careers in financial planning and wealth management. We will study the financial planning process: determining a client’s financial objectives, considering alternative methods for meeting those objectives, selecting the method best suited for a client’s circumstances, implementing and periodically assessing/revising the plan. Particular focus will be on retirement planning and “big picture” issues in investing in equities, bonds and alternative investments.

FIN-453 Advanced Financial Management (3)
PREREQUISITES: FIN-333, FIN-363, and FIN-423. In-depth study of financial topics applicable to the firm and attention to financial decision-making affecting the firm’s investment, financing, and dividend policies; areas of emphasis will be financial objectives of the firm, shareholder value, capital budgeting, risk management, cost-of-capital, estimations, and fund flows.
FIN-463 Applied Portfolio Management (3)
PREREQUISITES: FIN-333, FIN-363, and permission of instructor. The objective of this course is to provide students with hands-on experience in evaluating common stocks as investments and in the fiduciary management of investment assets. Students will manage an initial allocation of $250,000-$500,000 in SLU endowment funds. Students will be responsible for recommending a portfolio of common stocks, sales of existing portfolio assets, and recommending replacement assets. While the performance of the portfolio will be a primary focus of the course, and will be reviewed on an ongoing basis, it is not presumed that the students will be able to beat the market on a consistent basis. Rather, the goal will be to deliver high quality practical education in an area of considerable interest to students and employers alike. In addition, the course will cover advanced topics in investments beyond those offered in FIN 363.

FIN-465 Derivative Securities and Markets (3)
PREREQUISITES: FIN-333 and FIN-363; or permission of department chair; strong math skills highly recommended. The course examines the various types of derivative securities that exist, their uses in investment and risk management, the market in which they are traded, and the arbitrage models used to estimate their market values.

FIN-473 Commercial Banking (3)
CO-REQUISITES: FIN-333 and FIN-363. Study of both the banking system and bank management, with particular emphasis on the latter; encompasses management of bank assistance, bank lending, and investment practices and policies, trust services, bank equity and profitability, and international banking.

FIN-480 Finance Internship (0-3)
PREREQUISITES: FIN-333, FIN-365, permission of the department chair, and junior or senior standing. This course can be used as elective credit or as concentration credit. Participants will have the opportunity to develop new skills through experiential learning under the direction of a skilled practitioner. The arrangements for the working relationship must be established prior to the assignment.

FIN-481 Financial Analysis Internship (0-3)
PREREQUISITES: FIN-333 and FIN-363 with a grade of at least a “B-” in each; junior standing and successful completion of twelve hours of accounting, with at least six hours at the advanced (300) level. The study of topics related to the Financial Analysis track in conjunction with a concurrent internship experience in the same field. The objective of the course is to exploit the connection between theory and practice, and will be reflected in the scholarly work required to earn credit.

FIN-482 Financial Planning Internship (0-3)
PREREQUISITES: FIN-333 and FIN-363 with a grade of at least a “B-” in each; junior standing and successful completion of twelve hours of accounting, with at least six hours at the advanced (300) level. The study of topics related to the Financial Planning track in conjunction with a concurrent internship experience in the same field. The objective of the course is to exploit the connection between theory and practice, and will be reflected in the scholarly work required to earn credit.

FIN-498 Independent Study (1-3)
Permission of the department chair.

INFORMATION TECHNOLOGY MANAGEMENT (ITM)

ITM-200 Introduction to Information Technology Management (3) (includes a lab)
This course introduces students to the development, implementation, and use of information systems in organizations. It is intended to prepare students for living and working in an information-rich, networked world and to introduce students to the profession of ITM. A variety of computer software is utilized to fulfill the objectives. Major topics include: e-commerce and the internet; the creation, storage and usage of data, information and knowledge; systems development; the application of information systems in organizations and functional areas; and the use of computer resources for problem-solving. As more and more businesses globally adopt enterprise systems, it becomes increasingly important for students to understand how real-world business processes are managed and executed.

ITM-201 Introduction to Enterprise Systems and Information Technology Management (3) (includes a lab)
The material covered in this course is identical to that covered in ITM-200. The only difference between the two is the type of SAP software used. In this course, the students will use the full size commercial SAP software as opposed to a more limited simulation version of SAP software being used in ITM-200.

ITM-250 Spreadsheet & Database Productivity (3)
PREREQUISITE: ITM-200 or ITM-201. The purpose of this course is to help students build skills and knowledge related to the use of electronic spreadsheet software. The focus is on the use of these tools to improve decision making and efficiency in organizations. Students will learn how to properly apply techniques such as scenario analysis, goal seeking analysis, logical functions and lookup tables. In addition, students will learn how to build simple databases, and retrieve data from more complex databases. Students will also learn how to extract data from databases to enable analysis in a spreadsheet.

ITM-310 Program Development Techniques (3)
PREREQUISITE: ITM-200 or ITM-201. This course is aimed at providing the student with an understanding of how to approach programming for business from a structured and object-oriented viewpoint. This is accomplished through use of a programming language such as Java. Further, it serves as a foundation course for more advanced topics that follow including object-oriented systems.

ITM-320 Object-Oriented Programming (3)
PREREQUISITE: ITM-310. Object-oriented programming focuses on the organization of software as a collection of discrete objects that incorporate both data structures and the operations performed on those structures. This course teaches the basics of object-oriented programming as it applies to business, including class, inheritance, and encapsulation, through the use of a language such as Java.

ITM-330 Database Management Systems (3)
PREREQUISITE: ITM-200 or ITM-201. This course introduces students to the principles of relational database design and implementation and to the practical realities of database administration including the need for security, recovery and resource sharing. Students learn and practice the fundamentals of the Structured Query Language (SQL), entity-relationship diagrams, dependencies and normalization, multi-user systems and XML. Projects require the student to design and develop a database application by utilizing design tools and a major DBMS package such as Oracle.
ITM-345 Web Site Design and Development (3)
PREREQUISITE: ITM-200 or ITM-201. This course will teach students how to design web sites with creative interfaces, graphic images, functional site organization and logical navigation with a concentration on the design of web pages. It will also present the basics and the concepts of developing a web site. The basics include a working knowledge of HTML and internet protocols. Students will learn to use a web site editor such as Dreamweaver MX. Web site design concepts introduced include effective use of color, images, animation and layout. Students will learn to create a basic home page and publish it on a web server along with advanced navigation and presentation techniques in the development of a design portfolio. Upon course completion, students will be prepared to design, implement and manage a basic web site.

ITM-350 Information Security Management (3)
PREREQUISITE: ITM-200 or ITM-201. This course will examine the field of information security to prepare students for their future roles as business decision makers. It will present both the managerial and the technical aspects of the discipline and address knowledge areas of the CISSP (Certified Information Systems Security Professional) certification throughout. Information security will be addressed within a real world context and include many examples of issues faced in today’s businesses.

ITM-360 Global Information Management (3)
PREREQUISITES: ITM-200 or ITM-201 and IB-200. This course addresses issues in global information management. It will focus on the central issues facing IT managers and general managers working with IT on a multinational basis. The context of issues regarding regions/nations, firms, and individuals will be addressed in terms of policies, technical infrastructure, application and business processes, and IT operations. Students will work with cases to apply these concepts in context. Students will also interact with students from other countries for developing knowledge regarding global information technology issues using groupware technology.

ITM-370 Business Analytics and Modeling (3)
PREREQUISITES: ITM-200 or ITM-201, ITM-250 and ISCI-207. Students in this course will learn how to apply information technology tools to analyze data for the purposes of business decision making. Students will learn a methodology for analyzing and modeling business decisions, as well as sourcing, collecting and analyzing data. Data quality and ethical use issues will also be discussed.

ITM-380 Project Management (3)
PREREQUISITES: ITM-200 or ITM-201 and junior standing. Students in this course will learn that projects are the vehicles to introduce change into complex organizational systems and that managing that process requires business, technical and people skills. A growing number of industries are increasingly using project management as a way to manage organizational goals. Projects may involve disciplines such as information systems, accounting, operations management, marketing and international business. The general course objective focuses on developing problem analysis/solution development skills related to project definition planning, scheduling, organizing, managing, and closing projects (a.k.a., the project management life cycle). Topics covered align with selected knowledge areas prescribed by the Project Management Institute to set the foundation for students that might like to pursue further study and certification in this field.

ITM-410 Systems Analysis and Design (3)
PREREQUISITE: ITM-200 or ITM-201, corequisite: ITM-390. This course provides a general understanding of the systems development life cycle as well as other techniques including prototyping. Students will develop the analytical skills required to thoroughly understand a problem and formulate the optimal solution. Projects will require the student to use process modeling techniques to assist in the analysis and design process.

ITM-435 Data Communications and Networking (3)
PREREQUISITES: ITM-200 or ITM-201 and junior standing. This course looks at the types of information used in the business environment and the implications in terms of communications along with the trend toward digital integration of historically stand alone analog and digital technologies. It examines the process of converting voice, data, image, and video information into integrated electromagnetic signals for transmission via various media. Coverage includes communication techniques, transmission efficiency methods, wide area networks (WANs), local area networks (LANs), high-speed trends in networking, and communications architectures and subsequent internetworking issues.

ITM-450 Web-Based Applications and Architectures (3)
PREREQUISITES: ITM-320, ITM-330; corequisites: ITM-410, ITM-435. This course reviews current and emerging multi-tier development platforms. Students integrate knowledge gained from prior coursework, performing application development on platforms typified by J2EE, .NET or open source technologies (PHP, Apache, etc.). Coursework concentrates on web-based, object-oriented architectures, and explores in detail the relationship between the database, business logic and user interface tiers.

ITM-460 Business Process Implementation with ERP/SAP (3)
PREREQUISITES: ITM-200 or ITM-201 and ACCT-220, or permission of the instructor. Laptop computer with internet access required. The course objective is to introduce the student to business processes and their interdependent nature across the enterprise. The course includes both a conceptual overview of business processes and hands-on exercises that allow the student to configure a hypothetical company from the ground up using SAP R/3. The hypothetical company does not have a production facility; rather, it buys completed products and sells them to its customers. It provides students with a conceptual understanding of how businesses are comprised of a federation of interdependent functional areas. It further provides students with a basic SAP configuration experience as they apply SAP to a hypothetical company thereby providing a solid understanding of the value of process integration in the Enterprise. Particular emphasis is placed on the integration points between the modules and cross-functional business processes that are critical to the success of a company.

ITM-480 ITM Internship (0-3)
PREREQUISITES: ITM-200 or ITM-201, permission of the department chair, and junior or senior standing. This course can be used as elective credit or as concentration credit. Participants will have the opportunity to develop new skills through experiential learning under the direction of a skilled practitioner. The arrangements for the working relationship must be established prior to the assignment.

ITM-490 Enterprise Systems Practicum (3)
PREREQUISITE: ITM-200 or ITM-201 and junior standing. This course serves as an introduction to ERP and also provides a solid foundation for common business processes in many disciplines and how they are supported by modern information systems. The class examines various elements of an organization’s business process and teaches students to examine and analyze business processes. The student’s study is reinforced by the use of SAP ERP software to support both strategic decisions and day-to-day operations of a business.

ITM-498 Independent Study (1-3)
Permission of the department chair.
COURSE DESCRIPTIONS

INTERNATIONAL BUSINESS (IB)
Dr. Seung Kim, Chair
Department of International Business

IB-200 Introduction to International Business (3)
PREREQUISITE: ECON-190 (or equivalent). A broadly based introduction to the field of international business; consists of an inter-disciplinary survey of the fundamentals of (1) international trade; (2) environmental factors; (3) international institutions and agencies; and (4) company organization, managerial functions and operations around the world.

IB-302 Latin American Business (3)
PREREQUISITE: IB-200. The focus of the course is on the cultural, historical, economic, social, political, and business environments in Latin America and on the activities of multinational corporations therein.

IB-304 Asian Business (3)
PREREQUISITE: IB-200. Focusing on a group of selected Asian economies, this course has three objectives: (1) to acquaint the students with the region’s basic business environments; (2) to examine the style and practices of Asian management; (3) to provide insight to the implications of the Asian business environment and management practice on strategic planning by non-Asian firms. Students will attain a practical knowledge of the complexity of the business environments of the region and be able to incorporate analytical skills and strategic thinking into the reality of the Asian markets.

IB-310 Geopolitics of World Business (3)
PREREQUISITE: IB-200. This course is designed to prepare students to understand how geography and politics intersect with and influence international business and multinational firms. Upon successful completion of the course, students should possess an awareness of important geopolitical facts and should be able to demonstrate the analytical and strategic thinking skills that reflect an understanding of how these facts interact with and affect international business competition. In particular, the course will examine how geographic location, natural resource endowments, historical relationships, and national and institutional political factors influence global companies.

IB-314 International e-Business (3)
PREREQUISITES: IB-200 and ITM 200 or ITM 201. International e-business is now emerging as an important way of conducting global business. However, there is a dearth of trained professionals at multinational companies who can manage and coordinate international e-business efforts and implement international e-business strategy. This course will help you understand international online market entry, issues regarding web site localization and cultural customization. Specifically, the course provides applied knowledge to successfully use the web to tap global online markets.

IB-315 Middle Eastern Business (3)
PREREQUISITE: IB-200. The focus of the course is the business environment of the Middle East and North Africa (MENA). National and corporate cultures, customs and laws, geopolitical environment, economic systems, natural resources and security of supply, and other major business-related elements will be covered. This coverage is complemented by a description of the changing order in the MENA region and what it means for multinational firms.

IB-316 Cultural Differences in International Business (3)
PREREQUISITE: IB-200. Ample evidence abounds that cultures of the world are getting more and more in contact as the business world becomes increasingly global. Given this globally interdependent economy, it is imperative that students understand the value of culture when conducting business across boundaries. This course examines the concept of “culture” as it applies in an international business context. Among those topics discussed are communicating and negotiating across cultures, the impact of culture on global alliances and strategy, and multicultural teams in international organizations. Classroom discussions are based on text readings as well as specific country-based cases.

IB-412 International Business Strategies (3)
PREREQUISITE: IB-310 or IB-316. This course is designed to develop a broad understanding of strategic challenges in the international business environment. The major objective of the course is to engender a global mindset and a better understanding of the problems and challenges that organizations face in the international context. The challenge is to make sense of the shifting dynamics and multifaceted phenomena that confronts global business. The course weaves together conceptual and practical considerations to create a balanced and exciting learning experience. It is designed to enhance your capacity to function more effectively in the international business environment.

IB-480 International Business Internship (0-3)
PREREQUISITES: IB-200, permission of the department chair, and junior or senior standing. This course can be used as elective credit or as concentration credit. Participants will have the opportunity to develop new skills through experiential learning under the direction of a skilled practitioner. The arrangements for the working relationship must be established prior to the assignment.

IB-493 Special Topics in International Business (1-3)
Topics of course will vary. Prerequisite: IB-200.

IB-496 Study Abroad Session (3)
PREREQUISITE: IB-200. Only one may be used to fulfill IB concentration requirements. This course provides business students a first-hand, practical exposure to business competition in another country or region. The course combines case study, traditional classroom lecture, guest lectures from academia and commerce, and field trips. Cultural excursions and presentations are integrated into the course instruction providing the students with a comprehensive view of business activity abroad. Pre-trip coursework and a final project are required.

IB-498 Independent Study (1-3)
Permission of the department chair.

Other course options for IB (see course descriptions):
ECON-379 Economics of Latin America (3)
ECON-416 History of Economic Analysis (3)
ECON-430 International Trade (3)
ECON-431 Exchange Rates and the Global Economy (3)
ECON-445 Economics of International Migration (3)
ECON-456 Economic Development (3)
FIN-425 International Financial Management (3)
ITM-360 Global Information Management (3)
MKT-455 International Marketing (3)
COURSE DESCRIPTIONS

MANAGEMENT (MGT)

Dr. David Kaplan, Chair
Department of Management

MGT-218 Legal Environment of Business I (3)
Introduction to the U. S. legal system and to specific areas of the law such as torts, contracts, the law of agency and of business organizations. The course also covers American public law affecting businesses, including securities regulations, antitrust law, consumer protection, employment and environment law. Global and ethical issues are considered throughout.

MGT-300 Management Theory and Practice (3)
PREREQUISITE: Sophomore standing. Studies management using both classical as well as modern theories of organization; the functions of management, external and/or environmental aspects bearing on managerial responsibility; development of practical management policy as guides to managerial decision-making, and human aspects of management including motivation, workplace equity, and demographic diversity.

MGT-307 Introduction to Sports Management (3)
PREREQUISITES: MGT-300 and Junior standing. This introductory course emphasizes basic management principles as they relate to the business of sports. Students are introduced to every aspect of sport business, which includes: ethics, management, marketing, law, media, economics, finance, events, facility management, governance, global industry, and other related areas. There is an emphasis on developing and improving communication skills while interacting with senior executives from the industry. An overview is provided with regard to career opportunities in this field.

MGT-310 Management of Human Resources (3)
PREREQUISITE: MGT-300. Overview of contemporary HR problems and practices as related to the management of individual firms; major topics include: employee selection, training and development, personnel appraisal, organizational morale and discipline, compensation administration, employee benefits and services, and organizational communication.

MGT-312 Organization Behavior (3)
PREREQUISITE: MGT-300. A study of interpersonal relations between individuals and groups in an organizational setting. The social environment of the work situation, along with the need of understanding and working with this environment, is emphasized. Problems arising from such relations are analyzed and evaluated.

MGT-320 Managing Ideas in Entrepreneurial Firms (3)
PREREQUISITE: MGT-300. The course is intended as a general introduction to the models and applications of entrepreneurship, innovation and creativity. The course will introduce the three major forms of entrepreneurship: independent (as in self-employment), corporate entrepreneurship and social venturing. In addition, the course will educate students about the three key elements of modern entrepreneurship: the recognition and creation of opportunities, the development of strategies to realize those opportunities, and the packaging of those opportunities for maximum impact in intended markets.

MGT-321 Managing Resources in Entrepreneurial Firms (3)
PREREQUISITE: MGT-320. The course (MREF) is intended as the fundamental preparation for entrepreneurship majors in the analysis and management of the key resources used to create and sustain firms—financial, human, operational, and legal. Topics will include the life-cycle of the entrepreneurial firm, entrepreneurial leadership and the human resource function in the small or emerging firm, the analysis of financial and accounting information for daily cash management and the evaluation of business performance, sources of funds for emerging and small businesses, strategies for managing assets, operations, and intellectual property, as well as strategies for growing and harvesting firms.

MGT-330 Negotiations and Conflict Resolution (3)
PREREQUISITE: MGT-300. This course focuses on processes for conducting negotiations and resolving conflicts. The course will introduce different theoretical perspectives and help students understand their own attitudes and aptitudes regarding negotiations and conflict resolution. In addition, students will have the opportunity to put this knowledge into practice, and reflect upon the outcomes.

MGT-400 Strategic Management and Policy (3)
PREREQUISITES: Completion of the business common body of knowledge core and senior standing. Capstone course to the business program; analysis of cases drawn from companies at different stages in the cycle of economic activities. Students develop approaches to corporate management functions and policy formulation at the top management level and an understanding of the strategic management process; application of the concepts of management, human relations, accounting, marketing, production, economics, and financial analysis to real case situations.

MGT-405 Fundamentals of Leadership (3)
PREREQUISITE: MGT-300. The purpose of this course is to provide students an opportunity to apply theories of leadership to everyday practice, to understand the history of the study of leadership, to explore the relationship between personal awareness and reflection on growth in their leadership development, and to provide feedback from others on perceptions of the student’s leadership effectiveness.

MGT-408 Organizational Failure, Change & Transformation (3)
PREREQUISITE: MGT-300. This course should create an awareness of the reasons why organizations experience crises and what might be done to identify potential failure and to transform the organization to enable it to succeed in the future. The symptoms and, more particularly, the causes of failure will be examined in depth, as well as the techniques that may be used to identify the onset of difficulties as early as possible. Successful turnaround strategies will more likely be achieved if problems are recognized early.

MGT-411 Talent Management (3)
PREREQUISITE: MGT-310. Addresses human resource planning, recruitment policies and practices at all organizational levels, pre-employment selections, interviewing and testing techniques and tools, appraisals and development of employee resources, internal personnel administration and equal employment opportunity affirmative action programs.
**COURSE DESCRIPTIONS**

**MANAGEMENT (MGT)**

(continued)

**MGT-413 Compensation (3)**
PREREQUISITE: MGT-310. Addresses the purpose of compensation administration for the attraction of competent employees, retention of these employees, provision of incentives for effective employment and the rewarding of employees according to merit and accomplishment. The course presents the principles and concepts essential to establishing and maintaining adequate and equitable compensation for employees.

**MGT-415 Current Problems in Management (3)**
PREREQUISITE: MGT-300. In-depth analysis and exposure to current problems and challenges facing today’s manager. Subject matter will vary from semester to semester.

**MGT-421 Business Plan Development (3)**
PREREQUISITES: MGT-320 and MGT-521. Involves new business planning and analysis applied to developing and presenting financial and operational plans for new businesses. Topics include competitive analysis, strategic and managerial analyses, securing start-up financing, and professional presentation methods. The class also provides interaction with entrepreneurs and local entrepreneurship professionals. A one-hour lab required with the course focuses on entrepreneurial financial analyses and computer applications in new business development and operation.

**MGT-422 Introduction to Family Business (3)**
PREREQUISITE: MGT-320. Explores family business topics such as growth and expansion, professionalization, succession and family dynamics, conflicts, and relationships relative to the business. Also provides an overview of families who own businesses and profiles of those businesses relative to the stages of business activity.

**MGT-424 Legal Issues in Sport & Entertainment (3)**
PREREQUISITE: MGT-218 (or PLS-100). This course aims to give the student an in-depth understanding of amateur and professional athletics, and the sports and entertainment industry in general, in relation to the American system of jurisprudence, statutory law, administrative law, constitutional law, and common law. It is intended to familiarize the student with legal concepts and analysis, which will be integral to the student’s ability to recognize, approach and resolve sport and entertainment-related legal issues. Answers to legal questions will be pursued through critical thinking and reasoning, especially on matters of policy, legal and political philosophy, with an ultimate goal of gaining valuable insight on issues the student will be called to deal with in his/her ensuing academic and professional life.

**MGT-425 Intercollegiate Athletics Management (3)**
PREREQUISITE: MGT-300. The course will offer extensive and management legal theory background and important rules’ interpretation, as well as the application on a variety of issues arising in intercollegiate athletics. The student will learn to recognize, approach, and resolve NCAA and Conference rules’ related issues. The course will promote the student’s ability to deal with problems in intercollegiate athletics and encourage critical thinking and reasoning. As an upper level sport business course member, the student will be called to assume a critical stance on the issues under study, and will have to support theoretically, conceptually, and practically.

**MGT-428 Legal Environment of Business II (3)**
PREREQUISITE: MGT-218. Advanced course for students (1) desiring to expand their knowledge of the legal and ethical environment of business and of issues in business law or (2) preparing to take the CPA examination. Topics covered include negotiable instruments, secured transactions, debtor-creditor relationships, property law, trusts and wills, business associations and other special topics such as accountants’ liability and international legal problems.

**MGT-430 Integrated Sports Business (3)**
PREREQUISITES: Senior standing, MGT 307, and two of the Sports Business courses. The Integrated Sports Business Capstone ties together the concepts learned in all previous sports business courses and in the general business studies (Marketing, Finance, etc.). It allows students to apply that knowledge to a “real world” sports business project for a client (team, sponsor, etc.). Because of the non-traditional, project-oriented nature of the course, a heavy emphasis will be placed on team-based, experiential learning.

**MGT-480 Management Internship (0-3)**
PREREQUISITES: MGT-300, permission of the department chair, and junior or senior standing. This course can be used as elective credit or as concentration credit. Participants will have the opportunity to develop new skills through experiential learning under the direction of a skilled practitioner. The arrangements for the working relationship must be established prior to the assignment.

**MGT-498 Independent Study (1-3)**
Permission of the department chair.

**MARKETING (MKT)**

Dr. James Fisher, Chair
Department of Marketing

**MKT-300 Introduction to Marketing Management (3)**
PREREQUISITES: Junior standing and ECON-190. Introduction to the concept of marketing and its application to domestic and foreign markets, and to consumer, producer, institutional, and service markets; analysis of marketing mix, including product, price, promotion/advertiing, and distribution policies; and an overview of career opportunities in the marketing field.

**MKT-330 Marketing Channels and Distribution Systems (3)**
PREREQUISITE: MKT-300. Institutional structures and distribution processes viewed as a subsystem of marketing strategy; channel structure, promotion, pricing, product assortment considerations, and physical logistics to achieve channel policies; and social, governmental, economic, and competitive aspects affecting channels.

**MKT-340 Integrated Marketing Communications (3)**
PREREQUISITE: MKT-300. Advertising efforts; public relations efforts, and coordinating and integrating promotional strategy efforts; situation analysis; determination of objectives and budgets; media strategies; sales promotion and public relations.
MARKETING (MKT)

MKT-350  Sports Marketing (3)
PREREQUISITE: MKT-300. The content of this course focus on three aspects of sports marketing: (1) the use of sports as a marketing tool for other products; (2) the marketing of sports properties; and (3) the emerging issues relevant for both marketing through and the marketing of sports. The first component addresses the various domains of the sports marketing environment and traditional sponsorship. The second focuses on the marketing of professional and amateur sports, the marketing of participation-oriented sports, and the marketing of a broad array of sports-related products such as sporting goods and apparel. The third addresses the impact of relationship marketing, technology, and controversial issues within the sports marketing industry.

MKT-360  Marketing Research (3)
PREREQUISITES: DSCI-207 and MKT-300. Problem-solving in marketing through assimilation and interpretation of information; secondary sources and techniques of surveying and experimentation examined; and statistical tools applied to research design and interpretation.

MKT-430  Retail Management (3)
PREREQUISITE: MKT-300. Retailing operations within the marketing systems; the management, organization and control of retail establishments; and retail buying practices, pricing, control of inventories, personnel publicity, advertising, and store location.

MKT-440  Buyer Behavior (3)
PREREQUISITE: MKT-300. Concepts and theories explaining the cognitive, behavioral, and experimental aspects of individual and group purchasing of goods and services; analysis of a broad range of purchase and consumption situations; development of appropriate target market strategies.

MKT-444  Personal Selling (3)
PREREQUISITE: MKT-300. The course content revolves around the personal selling process. Role playing and sales presentations are used to improve oral communication skills, enhance self-confidence, and hone selling skills. Persuasive writing skills are also practiced.

MKT-445  Sales Management (3)
PREREQUISITE: MKT-300. Environment of sales management; forecasting sales; budgeting; structuring a sales force; selecting, training, compensating salespeople; motivating and evaluating salespeople; and the personal selling process.

MKT-455  International Marketing (3)
PREREQUISITE: MKT-300. Environmental systems approach, examining socio-cultural aspects and the economic and political infrastructure of foreign markets; analysis of multiple modes of market entry and market segmentation; and marketing strategy development, appropriate to various sizes and types of companies in the U.S. and abroad.

MKT-460  Brand Management (3)
PREREQUISITE: MKT-300; MKT-360 and MKT-465 are highly recommended. This course will focus on understanding, building, measuring, and managing the essence of brand power: brand equity. Starting with an overview of brands and branding decisions, we will highlight the content and context of brand management, before proceeding to strategies for building brand equity, measuring brand equity using financial/marketing/customer measures, and managing brand equity over time and across geographical boundaries.

MKT-465  Marketing Decision Models (3)
PREREQUISITE: MKT-360. A quantitative approach to effective marketing decision making; includes decision models relating to segmentation, positioning, new product design models as well as advertising and promotion; also covers pricing models and the implications of marketing decisions to costs, revenue, and profits.

MKT-480  Marketing Internship (0-3)
PREREQUISITES: MKT-300, permission of the department chair, and junior or senior standing. This course can be used as elective credit or as concentration credit. Participants will have the opportunity to develop new skills through experiential learning under the direction of a skilled practitioner. The arrangements for the working relationship must be established prior to the assignment.

MKT-490  Marketing Policy (3)
PREREQUISITES: MKT-300, MKT-360, and Senior standing. Capstone marketing course, to be taken in the final semester of study, using case approach; emphasis on strategic and executional issues connected with marketing policy; examines managing marketing mix decisions with special attention given to communication (personal and mass), price practices, channels of distribution, and product policy.

MKT-498  Independent Study (1-3)
Permission of the department chair.

SPORTS BUSINESS (SPBZ)

Dr. Brett Boyle, Program Coordinator

SPBZ-480  Sports Business Internship (0-3)
PREREQUISITES: MKT-307, permission of Sports Business Program Coordinator and junior standing. The objective of the Sports Business internship is to expose the student to the sports industry or sports-related work through hands-on responsibilities in the area. This may be accomplished through an internship within a sports organization itself, or an organization which leverages sports as part of their business model.

Other course options for SPBZ (see course descriptions):

ECON-450  Sports Economics (3)
ITM-380  Project Management (3)
MGT-307  Introduction to Sports Management (3)
MGT-424  Legal Issues in Sport & Entertainment (3)
MGT-425  Intercollegiate Athletics Management (3)
MGT-430  Integrated Sports Business (3)
MKT-350  Sports Marketing (3)