

## Course Descriptions

### Definition of Prefixes:

ACG-Accounting; BAN-Banking; BUL-Business Law; CGS-Computer and Information Systems; FIN-Finance; GEB-General Business; ISM-Information Systems Management; MAN-Management; MAR-Marketing; QMB-Quantitative Methods in Business; REE-Real Estate; TAX-Taxation; TRA-Transportation.

F-Fall semester offering; S-Spring semester offering; SS-Summer semester offering.

### Departmental or School/College Prefixes:

**AC** – School of Accounting

**AS** – College of Arts & Sciences

**BA** – College of Business Administration

**DS** – Decision Sciences and Information Systems

**EC** – Department of Economics

**FI** – Finance

**MA** – Management and International Business

**ME** – Marketing

**MS** – Mathematical Sciences

**TD** – Theatre and Dance

### **ACG 2021 Accounting for Decisions (AC) (3).**

Accounting concepts and analyses essential to determining the income and financial position of a business enterprise. Prerequisites: ECO 2023, or equivalent and sophomore standing.

**ACG 3024 Accounting for Managers and Investors (AC) (3).** Introduction to the principles used in measuring organization activities. For non-business majors only.

**ACG 3301 Accounting for Planning and Control (AC) (3).** Use of accounting concepts, analyses, and financial data to aid in the evaluation of the business enterprise; and to aid management in its planning, organizing, and controlling functions. Prerequisites: ACG 2021 or equivalent with a grade of 'C' or higher.

**ACG 3083 Accounting Preparation and Review (AC) (0).** A review of ACG 2021 and preparation for ACG 4101. The course explores the preparation and use of accounting information. A thorough review of math procedures applied to business decisions. Prerequisites: ACG 2021 and ACG 3301.

**ACG 4101 Financial Accounting I (AC) (3).** Underlying concepts and ethical, regulatory and business environment of financial reporting with emphasis on measurement, analysis and interpretation of income, cash flows and financial position. Prerequisites: MAC 2233 and ACG 3301 or equivalent with grades of "C" or higher, successful completion of entrance exam and junior standing.

**ACG 4111 Financial Accounting II (AC) (3).** Underlying concepts and ethical, regulatory, and business environment of financial reporting with emphasis on measurement, analysis and interpretation of financial position. Prerequisite: ACG 4101 with grade of 'C' or higher.

**ACG 4201 Financial Accounting III (AC) (3).** Underlying concepts and ethical, regulatory and business environment of financial reporting, with emphasis on accounting for partnerships, international corporations, and business combinations. Prerequisite: ACG 4111 with a grade of 'C' or higher.

**ACG 4251 International Accounting (AC) (3).** Comparative analysis of accounting concepts and practices in different countries; international accounting standards; problems of accounting for multinational corporations, including transfers of funds and income measurement; and the role of accounting in national economic development. Prerequisites: CGS 2100 or equivalent, ACG 3301 with a grade of 'C' or higher.

**ACG 4311 (AC) Applied Accounting Concepts (3).** Intensive study and application of new topic(s) as a response to current developments in the fields of financial accounting, auditing/assurance, business valuation, and accounting information systems. Prerequisite: ACG 4401 with a grade of "C" or higher.

**ACG 4341 Management Accounting (AC) (3).** Determination and control of production costs; job order and process systems; actual and standard costs; budgetary control; performance measurement; ethics; short-run decision models. Prerequisite: ACG 4101 with a grade of 'C' or higher.

**ACG 4353 Advanced Management Accounting (AC) (3).** Discuss defects in traditional cost management systems, highlight today's leading edge practices including ERP, and show how to design systems benefiting a wide range of organizations. Prerequisites: ACG 4111, ACG 4341, ACG 4401 with grades of "C" or higher.

**ACG 4401 Accounting Information Systems (AC) (3).** The study of the concepts and terminology of accounting information systems and the use of IT to and decision making in accounting and auditing. Prerequisites: CGS 2100 or equivalent with grade of "C" or better and ACG 4101 with grade of "C" or better.

**ACG 4501 Governmental and Institutional Accounting (AC) (3).** Budgeting, accounting, and reporting standards and practices for government and other not-for-profit entities. Prerequisites: ACG 4111 or equivalent with grade of "C" or higher.

**ACG 4651 Auditing (AC) (3).** Standards and procedures of auditing financial information, ethics and responsibilities of auditors, collection and documentation of audit evidence, reporting and international auditing standards. Prerequisite: Must be taken in the last semester of the student's program. ACG 4111 with a grade of 'C' or higher.

**ACG 4671 Operational Auditing (AC) (3).** Examines operational auditing as a professional discipline for testing and evaluating totality of planning and operating controls; particular attention to development, selling and implementation of recommendations for operating improvement and cost containment. Prerequisites: ACG 4111 or equivalent with grade of "C" or higher.

**ACG 4692 Accounting Information Presentation (AC) (3).** Seminar in the development and presentation of oral and written information as required by authoritative standards and pronouncements in accounting and auditing. Prerequisites: ACG 4651 and ACG 4341 with grades of 'C' or higher.

**ACG 4821 Accounting and Social Responsibility (AC) (3).** Ethical and social responsibilities of accountants with emphasis on professional ethics in corporate, government and public accounting structure and practices and their

effects on employees, environment and community. Prerequisites: ACG 4341, ACG 4651 with grades of 'C' or higher.

**ACG 4901 Independent Study in Accounting (AC) (1-3).** Individual conferences, supervised readings, and reports on personal investigations.

**ACG 4931 Special Topics in Accounting (AC) (1-3).** For groups of students who wish an intensive study of a particular topic or a limited number of topics not otherwise offered in the curriculum. Prerequisite: Permission of the Director of the School of Accounting.

**BUL 4310 The Legal Environment of Business (AC) (3).** The course includes issues such as: Contracts, Torts, Legal/Political/Economic aspects of Ethics and the Law, U.C.C., Antitrust Law, Employment Law, Administrative Law, Securities Law, and International Business Law topics. Prerequisite: Students must be fully admitted to College of Business.

**BUL 4320 Business Law I (AC) (3).** Substantive issues and principles of business law, including: the American legal system, torts, contracts, Uniform Commercial Code sales, property law, credit and secured transactions, and ethical issues in business law.

**BUL 4321 Business Law II (AC) (3).** Substantive issues and principles of law including agency, partnership and corporation law, commercial paper, antitrust, employment, administrative, environmental and computer law; ethical issues in business law.

**BUL 4540 Employment Law (AC) (3).** Legal and regulatory issues to include: the ADA, privacy issues, sexual harassment, race, gender, religion, age, and other areas of discrimination. Also OSHA, ERISA, workers' compensation, regulations affecting job performance evaluation.

**BUL 4650 Special Topics in Business Law (AC) (1-6).** Intensive study for groups of students of a particular topic, or a limited number of topics, not otherwise offered in the curriculum. Prerequisite: Permission of the Director of the School of Accounting.

**BUL 4904 Independent Study in Business Law (AC) (1-6).** Individual conferences; supervised readings; reports on personal investigations. Prerequisite: Permission of the Director of the School of Accounting.

**CGS 3300 Introduction to Information Systems (DS) (3).** Survey major information systems (I.S.) problems in organizations. Brief study of basic computer concepts; I.S. development cycle; relation of I.S. and decision-making; microcomputer database, spreadsheet and word-processing business applications. Prerequisites: CGS 2060 or CGS 2100 or equivalent.

**FIN 3005 Introduction to Business Finance (FI) (3).** Application of financial management to organizations. Analysis of financial statements, cash budgeting, time value of money, etc. Prerequisite: ACG 3024.

**FIN 3105 Personal Investment Management (FI) (3).** An introductory course to acquaint individuals with basic principles of investments. Topics include the buying and selling of stocks, bonds, and commodities. The operation of markets and planning for risks and returns.

**FIN 3140 Personal Financial Management (FI) (3).** An introductory course to help individuals achieve their personal financial goals. Topics include personal budgeting, taxes, credit, major expenses, insurance, investments, and retirement planning.

**FIN 3244 Introduction to Financial Markets (FI) (1).** Introduction to Financial Markets is an overview of credit, money and equity markets and the roles of depository institutions in these markets.

**FIN 3403 Financial Management (FI) (3).** A study of financial decision making in the corporate form of enterprise. An analysis of the sources and uses of funds. Emphasis is placed on working capital management; capital budgeting techniques; short and long term financing; and capital structure and the value of the firm. Prerequisites: STA 2023 and ACG 2021 or ACG 3024 or equivalent.

**FIN 3424 Intermediate Finance (FI) (3).** Advanced theories and applications underlying financial decision making. Topics may include valuation of assets and liabilities, advanced time value, mortgage math, commercial loans, capital budgeting, cost of capital, capital structure, dividend policy, restructuring, mergers and acquisition, bankruptcy, cash management, and agency theory. Prerequisite: FIN 3403.

**FIN 3652 Asian Financial Markets and Institutions (FI) (3).** The course provides students, who are interested in Asia, an exposure to Asian financial market practices and institutional framework. The materials discussed provide a basic framework for the non-finance student to understand the basic concepts and tools of financial markets and institutions, and the specific intricacies of the various Asian countries and their institutional practices.

**FIN 3949 Cooperative Education in Finance (FI) (3).** Semesters of full-time classroom study are alternated with semesters of full-time remunerated employment which closely relates to the student's area of academic study. Carefully designed and monitored work assignments are intended to develop the student's understanding of the relationship between theory and practice in an authentic work environment. Prerequisite: Approval of Chairperson.

**FIN 4080 The Business of the Financial Industry (3).** Course examines ethical dilemmas confronting organizations and individuals within a peer group. Topics: human behavior in groups, history of markets, securities law, current events. Prerequisite: Junior status and above.

**FIN 4303 Financial Markets and Institutions (FI) (3).** Financial markets and the role of financial intermediaries in these markets. Emphasis will be upon the objectives and policies of financial intermediaries within the constraints of law and regulatory authorities. Prerequisites: FIN 3403 or equivalent.

**FIN 4324 Commercial Bank Management (FI) (3).** The management of bank assets and liabilities; specialized banking functions; and the role of the commercial bank in financing business. Prerequisites: FIN 3403 or equivalent.

**FIN 4345 Credit Analysis and Loan Evaluation (FI) (3).** Topics to include: introduction to commercial lending; secured lending; accounts receivable financing and factoring; inventory financing; introduction to lending vehicles; short term lending; domestic taxation;

consolidations; forecasting and intermediate term cash flow lending; term loan agreements/covenants; subordinations and guarantees; foreign exchange; international transactions and leasing. Prerequisite: FIN 3403.

**FIN 4412 Working Capital Management (FI) (3).** Liquidity analysis; inventory, credit, and payables mgt.; collection concentration, and disbursement systems; cash forecasting; short-term investing, borrowing, and risk mgt.; treasury info systems. Prerequisite: FIN 3424.

**FIN 4435 Capital Budgeting Techniques and Applications (FI) (3).** The application of contemporary theory and techniques to the problem of long term resource allocation. A review of capital budgeting techniques and the implications the investment and management of capital have toward the goal of maximizing the value of the firm. Prerequisites: FIN 3424 or equivalent.

**FIN 4443 Policies for Financial Management (FI) (3).** The process of securing and allocating funds within the organization, with emphasis on the relevant financial decision-making and policy aspects. Prerequisites: FIN 3424 or equivalent.

**FIN 4461 Financial Statement Analysis (FI) (3).** This course explores methods of deriving information from financial statements, including both published documents and privately prepared reports, that would be of interest to lenders and investors. Extensive use is made of computer assisted financial planning forecasting models. Prerequisite: FIN 3403.

**FIN 4486 Financial Risk Management-Financial Engineering (FI) (3).** A survey of financial instruments used for financial risk management, including forwards, futures, options and swaps. Emphasis is on identification of financial risks and designing optimal risk management program. Prerequisites: FIN 3424 and FIN 4502.

**FIN 4502 Securities Analysis (FI) (3).** The examination of the determinants of the values of common and preferred stocks, bonds, and warrants. The timing of security purchases and sales and an introduction to portfolio construction techniques. Prerequisite: FIN 3403.

**FIN 4514 Portfolio Analysis and Management (FI) (3).** Financial theories will be applied to the construction of portfolios. Portfolio management techniques will be analyzed in regard to the goals of individuals, corporations, and various financial institutions. Prerequisites: FIN 4502 or equivalent.

**FIN 4533 Futures Markets (FI) (3).** This course covers the institutional, speculative, and hedging concepts associated with futures markets. Individual and institutional uses of these markets are examined, with the emphasis on the risk-return aspects of the futures and cash markets. Prerequisites: FIN 3424 and FIN 4502, FIN 4303 is okay.

**FIN 4534 Options Markets (FI) (3).** An examination of the risk-return structure of options on stocks, indexes, debt, and futures. An examination of the structure of these markets and strategies for their use in portfolios. Prerequisite: FIN 4502.

**FIN 4556 Behavioral Finance (FI) (3).** Behavioral Finance studies human behavior and decision-making under

conditions of uncertain risk, greed and loss. It applies research from psychology, sociology and anthropology to human behavior in markets.

**FIN 4604 International Financial Management (FI,MA) (3).** Capital budgeting operational analysis and financial decisions in the multinational context. Working capital management and intrafirm fund transfers. Measurement and evaluation of the risk of internationally diversified assets. Prerequisites: FIN 3403 or equivalent.

**FIN 4614 International Capital Markets (FI) (3).** The world's major non-U.S. stock exchanges; international diversification and the international capital asset pricing model; foreign exchange markets and Euro-currency markets. Prerequisite: FIN 3403.

**FIN 4615 International Banking (FI) (3).** Introductory survey of issues that deal with international aspects of banking. The course provides an overview of the structure and operation of the international banking function, the services offered, supporting documentation, and measures to improve the efficiency and effectiveness of the international banking organization. The purpose of the course is to acquaint the students with the daily activities in international banking. Prerequisites: FIN 3403 or equivalent.

**FIN 4651 Latin American Financial Markets and Institutions (FI) (3).** This course examines the Latin American financial climate and especially financial markets and institutions. Topics include evolution of the money and capital markets, regulation, banking innovations, the role of foreign banking, integration and globalization of banking. Prerequisite: FIN 3403.

**FIN 4663 Global Private Banking (3).** This course seeks to provide the students with an understanding of the nature of the global private banking, its role in preserving, augmenting and protecting wealth and how it is shaped by a sometimes-controversial need for confidentiality. Prerequisite: FIN 3403.

**FIN 4904 Independent Study in Finance (FI) (1-6).** Individual conferences, supervised readings, reports on personal investigations. Consent of faculty tutor and Department Chairperson required.

**FIN 4934 Special Topics in Finance (FI) (1-6).** For groups of students who desire an intensive study of a particular topic or a limited number of topics not otherwise offered in the curriculum. Consent of faculty supervisor and Department Chairperson required.

**FIN 4941 Finance Internship (FI) (1-3).** Full-time supervised work in a selected bank or other organization in the area of finance. Prerequisites: At least 9 hours of finance, consent of instructor, and department chairperson.

**FIN 4949 Cooperative Education in Finance (FI) (3).** Semesters of full-time classroom study are alternated with semesters of full-time remunerated employment which closely relates to the student's area of academic study. Carefully designed and monitored work assignments are intended to develop the student's understanding of the relationship between theory and practice in an authentic work environment. Prerequisite: Approval of Chairperson.

**GEB 2011 Introduction to Business (MA) (3).** Introduction to the business world, including the functions of business and management. Examination of the free enterprise system, forms of business ownership and the role of business in society.

**GEB 2935 Professional Skills: Career and Leadership Development (MA) (1).** Course will respond to the need for students to make sound career decisions. Students will be able to prepare for success in a changing work environment and to use the skills introduced to cope with career decision-making.

**GEB 4110 Business Plan Development (3).** Takes students through the process of initiating a business venture. Provides students with tools to develop a new business, evaluate business models and analyze entrepreneurial issues. Prerequisite: GEB 4113.

**GEB 4113 Entrepreneurship (MA) (3).** An introduction to the general theories, principles, concepts and practices of entrepreneurship. Developing business plans. Heavy emphasis is placed on lecture, readings, case studies and group projects.

**GEB 4117 Product Development and Innovation (3).** Students will develop a theoretical and practical understanding of product development, including actions and methods appropriate in each phase using estimations, spreadsheets and geometric models.

**GEB 4364 International Entrepreneurship (3).** This course provides a foundation in international entrepreneurship, focusing on the experiences of small as well as large entrepreneurial firms. Cross-national and cross-cultural business practices are analyzed. Prerequisite: GEB 4113.

**GEB 4414 Social Entrepreneurship (3).** This course explores opportunities for social entrepreneurship-addressing societal needs via the creation of innovative nonprofit or for-profit social purpose organizations.

**GEB 4948 Service Learning (MA) (3).** The integration of classroom theory with experimental learning in community service. Participation, development, and management of community service projects, especially those associated with the business community.

**ISM 3012 Introduction to Decision and Information Systems (DS) (3).** Understanding how computer systems can be used to improve decision making. Includes applications and impacts of IS, databases, decision support systems, production planning and control systems, and resource allocations systems. Not available to business majors.

**ISM 3130 Implementing Enterprise Systems (DS) (3).** This course focuses on Enterprise Systems functionality and Implementation System architecture, process re-engineering, implementation methodologies and tools, and system configuration are assigned. Prerequisite: ISM 3153.

**ISM 3153 Enterprise Information Systems (DS) (3).** Designed to provide the students with a comprehensive understanding of Enterprise Information Systems (EIS) and how these systems are able to achieve companies' information and process integration. The implications of EIS on companies' organizational structure, processes,

and people's working practices are discussed. Technical aspects of Enterprise Systems such as networks/architecture, system administration and security, communication interfaces, and application development/tools are discussed. The course also introduces the student to Enterprise Systems Integration, Web-Enabled Enterprise Systems, Customer Relationships Management, Data Warehousing, and E-commerce concepts/tools. Hands-on experience with an Enterprise System is provided.

**ISM 3949 Cooperative Education in Management Information Systems I (DS) (1-3).** A program enabling MIS majors to work in jobs significantly related to their major area and career goals. Placement must be approved by instructor.

**ISM 4054 Introduction to Web Management (DS) (3).** Designed to mesh current thinking relative to the development and effective use of web sites in organizations. Topics include the understanding or major web related hardware and software available, and how to manage and use them in organizations. During the course, students will create a commercial web site for a desired known corporation. Prerequisites: CGS 3300 or equivalent.

**ISM 4113 Systems Analysis and Design (DS) (3).** Topics include: information systems concepts; the structure, design, and development of the data base; and techniques and procedures used in the analysis and design of systems projects. Prerequisites: CGS 3300 or equivalent.

**ISM 4151 Systems Management (DS) (3).** An in-depth, case-oriented, study of the problems encountered in the management of systems projects. Analyst-user conflicts, communication problems within the systems department, computer evaluation and selection techniques, computer negotiations and contracts, and project management are covered in detail. Where appropriate, field study investigating a topical area will be carried out by each student.

**ISM 4210 Data Base Applications (DS) (3).** Application of the data base technology and concepts to organization problems. Includes DBMS components; hierarchic, network and relational approaches to DBMS design. Hands on experience with a DBMS. Prerequisites: CGS 3300 or equivalent.

**ISM 4211 Database Systems and Physical Design (3).** Trains students on managerial activities performed by a database administrator and on efficient performance of a database. Topics include: physical design, database server architecture, capacity planning, and storage structure. Prerequisite: ISM 4210: Database Applications.

**ISM 4220 Business Data Communications (DS) (3).** Application of telecommunication technology and concepts to organizational problems. Includes components of telecommunication network, management of a network, and issues related to installing and managing interorganizational systems.

**ISM 4323 Information Security Management (3).** Managing information security problems: includes attack methods, detection and prevention techniques, cryptography, firewalls and intrusion detection systems,

security policies and risk management, and incident response.

**ISM 4340 Organizational Impacts of Information Systems (DS) (3).** Investigation of the human and organizational factors relevant to design and implementation of information systems in complex organizations. Prerequisites: MAN 3025 and CGS 3300.

**ISM 4400 Management Support Systems (DS) (3).** Understanding of how Decision Support Systems (DSS) and Expert Systems (ES) support decision making in organizations. Includes architecture of a DSS/ES and how these systems are developed. Hands-on experience with DSS tools. Prerequisites: CGS 3300 or equivalent.

**ISM 4949 Cooperative Education in Management Information Systems II (DS) (1-3).** A continuation of ISM 3949. A program enabling MIS majors to work in jobs significantly related to their major area and career goals. Placement must be approved by instructor. Prerequisite: CGS 3300 or equivalent.

**MAN 3025 Organization and Management (MA) (3).** An analysis of organizations and the management processes of planning, organizing, directing, and controlling in the context of socio-technical systems. Individual, group, intergroup, and organizational responses to various environments and technologies are studied, as are pertinent techniques of manpower management.

**MAN 3061 Business, Ethics and Environment (MA) (1).** This course will include personal values and ethics, role of business as a social institution, corporate citizenship, creation of ethical work climates, ethics in a global economy, and emerging issues.

**MAN 3503 Managerial Decision Making (DS) (3).** This course concentrates on practical decision problems for the manager in an organization. Topics include decision-making theory, linear programming and extensions, Markov Chains, queuing, simulation, and decision support systems. Use of computer packages. Prerequisites: College Algebra, STA 2023 or the equivalent, and QMB 3150.

**MAN 3949 Cooperative Education Management I (MA) (3).** A special program enabling management majors to work in jobs significantly related to their major area and career goals. Specific placement must be approved by the Department Chairperson prior to enrollment. Prerequisites: Qualification for Cooperative Education Program; 2.75 GPA; and senior standing.

**MAN 4028 Community Service program Management (MA) (3).** An applied course in managing community service programs. Contemporary readings combined with development and/or management of a community service program.

**MAN 4064 Crisis Management (MA) (3).** Examines the dilemmas of managerial responsibility that occur when organizations face crisis because of disasters or other unexpected circumstances. Emphasis is placed on how to avoid or minimize the organizational or environmental damage a crisis can cause. Prerequisite: MAN 3025.

**MAN 4065 Business Ethics (MA) (3).** The application of ethical theory to business management. A review of ethical systems, and examples, theoretical and practical of

institutionalizing ethics in organizations. Case analyses used, and written projects required.

**MAN 4102 Managing Diversity (MA) (3).** Examines how workforce diversity can lead to competitive advantage and ethical, fair-minded decision making. Includes topics of gender, race, ethnicity, and other areas of diversity. Covers perception and stereotyping, sexual harassment, the "glass ceiling," and legal issues.

**MAN 4120 Managing Virtual Teams (MA) (3).** This course centers on the analysis of selected concepts in intergroup relations and introduces the strategies, tools and techniques necessary for success in a virtual team environment. Prerequisite: MAN 3025.

**MAN 4142 Intuition in Management (MA) (3).** Balancing Rational and Intuitive approaches for a flexible decision style. Experiential learning individually and in groups. Application of class learnings to life situations. Prerequisite: MAN 3025.

**MAN 4151 Organizational Behavior (MA) (3).** An analysis of selected concepts in behavioral science, their interaction and application to management. Topics include perception, motivation, and group behavior. Prerequisite: MAN 3025.

**MAN 4152 Facilitating Activities for Teambuilding (3).** This experimental and webassisted course will teach students to facilitate activities to improve group communication, trust, decision-making, problem solving and interpersonal skills. Prerequisite: MAN 3025.

**MAN 4201 Organization Theory (MA) (3).** A comparative analysis of various theories of organization (including the classical, biological, economic, and Cyert-March models); and of their treatment of fundamental structure; conflict communications; group and individual behavior; and decision-making. Primary emphasis on developing an integrated philosophy of organization and management. Prerequisites: MAN 3025 or equivalent.

**MAN 4203 Leadership in Multilateral Organizations (3).** This course is designed to provide the undergraduate IB student with a clear understanding of current thinking in the area of leadership in multinational firms and coordination of multilateral work activities. Prerequisite: MAN 4602.

**MAN 4301 Human Resource Management (MA) (3).** Attention is focused on the theory and practice of modern personnel management as related to other management functions. Topics include: selection; training; job and performance evaluation; and incentive schemes. Special attention is given to human resource management and development at various organizational levels. Prerequisite: MAN 3025.

**MAN 4320 Recruitment and Staffing (MA) (3).** In-depth study of the personnel staffing function. Includes an analysis of objectives, techniques, and procedures for forecasting manpower needs, recruiting candidates, and selecting employees. Prerequisite: MAN 4301.

**MAN 4322 Human Resource Information Systems (MA) (3).** A survey of personnel reporting requirements; assessment of information needs; manpower planning; and development of integrated personnel systems. Prerequisite: MAN 4301.

**MAN 4330 Compensation and Benefits (MA) (3).** Presents the theories and techniques used by management in the areas of work measurement, wage incentives, and job evaluation. Prerequisite: MAN 3025.

**MAN 4350 Training and Development (MA) (3).** Overview of corporate training functions including needs analysis, training program/content development, training techniques and effective delivery systems. Management development and presentation skills are emphasized. Prerequisite: MAN 3025.

**MAN 4401 Collective Bargaining (MA) (3).** Introduction to labor/management relationships in the United States. Attention to the development of unionism as an American institution, government regulations, and collective bargaining in private and public sectors. A negotiation simulation generally is integrated with classroom work. Prerequisite: MAN 3025.

**MAN 4410 Union-Management Relations (MA) (3).** Examination of current issues and problems facing unions and management, with emphasis on unfair labor practices, contract administration, and arbitration. Prerequisite: MAN 3025.

**MAN 4442 International Business Negotiations (3).** This course is aimed at developing expertise in negotiations across cultural borders, working with various suppliers, developing multicultural project teams and sensitivity, and developing counter proposals. Prerequisite: MAN 4602.

**MAN 4504 Operations Management (DS) (3).** Concepts in design, analysis, and control of operating systems. Facility location and layout, work standards, maintenance, quality control, MRP, planning and scheduling applied to production and service systems. Prerequisite: QMB 3200 or equivalent.

**MAN 4523 Production Information Systems (DS) (3).** A study of the special problems associated with the development of information systems capable of supporting the production function of an organization. Review of information systems approaches to inventory control and work processing management. Prerequisites: CGS 3300 and MAN 4504, or consent of instructor.

**MAN 4584 Productivity and Project Management (DS) (3).** Methods and cases to measure, evaluate, plan and improve productivity in business and service organizations; also methods on how to manage projects. Prerequisite: Senior standing in the College.

**MAN 4600 International Management (MA) (3).** Examines the functions of management in the international firms (e.g., leadership, motivation, communication, human resource development) and issues related to adapting managerial practice to "local" environments. Prerequisite: MAN 4602.

**MAN 4602 International Business (MA) (3).** An overview course that examines the international business environment (e.g., economic, political, legal, and cultural aspects) and related institutions that impact a global firm (e.g., world banks, the United Nations, and various economic blocs). Prerequisites: ECO 2013, ECO 2023.

**MAN 4610 International and Comparative Industrial Relations (MA) (3).** Examines selected industrial relations

systems of Western Europe, Asia and the Americas, with special emphasis on differences among systems and the reasons such differences exist. The industrial relations significance of the multinational enterprise and management problems associated with operations in diverse systems are analyzed. Prerequisite: MAN 4602.

**MAN 4613 International Risk Assessment (MA) (3).** Introduces the types of risk confronting businesses operating internationally. Critiques specific techniques used to assess risk and relates the results to management decision making. Prerequisite: MAN 4602.

**MAN 4629 International Business Internship (MA) (3).** Supervised work in a selected organization in the area of international business. Prerequisites: Consent of instructor and department chairperson.

**MAN 4633 MNC Strategy Simulation (MA) (3).** Study of the concept and process of MNC strategy. Involves considering the competitive and political structure of the global market, logic of the multinational enterprise, and nature of organizations. Prerequisite: MAN 4602.

**MAN 4660 Business in Latin America (MA) (3).** This course examines the Latin American business climate and especially U.S.-Latin American Business linkages. Topics include exporting to Latin America, regional economic integration, and examinations of individual countries. Prerequisite: MAN 4602.

**MAN 4661 Business in Asia (3).** This course provides a comprehensive overview of culture and management in major East and Southeast Asian economies. It includes a brief survey examination of the Asian business environment. Prerequisite: MAN 4602.

**MAN 4662 Business in Europe (3).** In this course we investigate and show how a unique combination of cultures and environments, despite great social and military conflicts, is now a rival to the top four world economies. Prerequisite: MAN 4602.

**MAN 4670 Management of Global Multimedia Enterprises (MA) (3).** Multimedia can be used to learn, work, discover, and communicate. Explain how Global entrepreneurial, creative professionals create and/or use multi-media to accomplish their objectives creatively, cost efficiently, and profitably. Prerequisite: MAN 3025.

**MAN 4671 Special Topics in International Business (MA) (3).** For groups of students who wish to study intensively a particular topic, or a limited number of topics, in international business, not offered elsewhere in the curriculum. Prerequisites: Faculty sponsor and permission of Chairperson.

**MAN 4672 International Business Regulation and Ethics (3).** This course provides a transactional approach to the International regulation and ethical frameworks in which firms conduct business in the global economy. Prerequisite: MAN 4602.

**MAN 4673 Trade Policy and Business (3).** This course examines the multilateral trading system, its rules and practices and its relevance to U.S. business. Attention will focus also on the political dynamics of international trade policy and application. Prerequisite: MAN 4602.

**MAN 4690 Independent Study in International Business (MA) (3).** Individual conferences; supervised readings; reports on personal investigations. Prerequisites: Faculty sponsor and written permission of Chairperson and Dean.

**MAN 4701 Business in Society (ME) (3).** A conceptual and practical overview of the role of business in contemporary society. Explores the social context of economic systems, examines the concept of business legitimacy, and looks at responsible management in a global, hi-tech economy. Prerequisite: MAN 3025.

**MAN 4702 Emergency and Disaster Management (MA) (3).** Organizational response to emergencies and disasters. Preparing for and responding to external crisis such as hurricane, floods, fires, etc.

**MAN 4707 Managing Organizational Reputations (3).** This course examines the importance of organizational reputation for survival in today's challenging economic and social climate. The course emphasizing ways organizations can create and maintain reputations for integrity, consistency and quality that will insure viability in the face of both internal and external threats. Prerequisite: MAN 3025.

**MAN 4711 Business-Community Leadership (MA) (3).** Examines the role of the company as a community citizen, focusing on ways business leaders can contribute to strengthening the social fabric of their communities to achieve benefits for both the community and the firm. Prerequisite: MAN 3025.

**MAN 4712 International Business – Government Relations (3).** The main objective of this course is to impart a broad understanding of the relationships between business and government in the international market place. Prerequisite: MAN 4602.

**MAN 4722 Strategic Management (MA) (3).** The use of cases, guest lecturers, and gaming to integrate analysis and measurement tools, functional areas, and public policy issues. The objective is to develop skill in broad areas of rational decision-making in an administrative context of uncertainty. Prerequisite: Completion of all core requirements. Must be taken in last academic semester of senior year.

**MAN 4731 Modern Business History (MA) (3).** An examination of the history of the corporation in the United States since the Civil War, up to, and including, the development of the multinational corporation. An examination of the social and economic forces operative in the development of the corporate form. A full exploration of the current power of the corporate form and legal and other, efforts to limit this power. Prerequisites: MAN 4701 or consent of the Instructor.

**MAN 4741 Managing Change in Organizations (MA) (3).** Emphasizes organizational challenges associated with internal change and examines the importance of change management strategies for organizational policy formation. Explores the impact of change on employee morale, firm performance, and management response capability. Prerequisite: MAN 3025.

**MAN 4742 Environmental Management (MA) (3).** A course on the effect of industrialization and technological change on the physical environment. An examination of

the current legal, economic and political consequences of pollution and environmental damage, and the abatement of these factors. Prerequisites: MAN 4701 or consent of Instructor.

**MAN 4802 Small Business Management (MA) (3).** The organization and operation of the small business: accounting, finance, production, and marketing subsystems. The use of analytical approach. Problems of manpower management and information flow. Possible use of EDP, case studies. Prerequisite: MAN 3025.

**MAN 4864 Family Owned Business (3).** This course addresses the special issues facing family-owned and managed firms and gives an appreciation for the dynamics in such firms and how to be professional managers in such organizations.

**MAN 4930 Special Topics in Management (MA) (1-6).** Intensive study of a particular topic or a limited number of topics not otherwise offered in the curriculum. Faculty sponsor and written permission of Chairperson and Dean required. Grading option.

**MAN 4949 Cooperative Education-Management II (MA) (1-3).** Continuation of MAN 3949. Prerequisites: MAN 3949 and qualification for Cooperative Education Program; 2.75 GPA; and senior standing. Permission of Department Chairperson required.

**MAN 4956 Study Abroad in International Business (3).** This course is an integrated program of learning conducted in foreign business environments. It develops an understanding between economic, political, and cultural factors in various countries. Prerequisite: MAN 4602.

**MAN 4970 International Business Honors Project Seminar (3).** Seminar that explores recent themes in international business. Course is designed to help students develop a thesis proposal and identify the necessary resources and methodology. Prerequisites: MAN 4602, MAN4600, IDH 3006.

**MAR 3023 Marketing Management (ME) (3).** A descriptive study emphasizing the functions and institutions common to marketing systems. Prerequisites: Junior standing or permission of department.

**MAR 4001 Marketing Yourself in Today's Competitive Job Market (ME) (3).** This class introduces students to the importance of their professional image, including a winning attitude, effective communication, interviews, appointments, office protocol, etiquette in global arenas, presentation skills, team building, and negotiations, among other topics. This course is required for all marketing majors. Prerequisite: MAR 3023.

**MAR 4002 Tools for Managing Marketing Information (ME) (3).** This course presents students with a thorough grounding in approaches and calculations used in the field of marketing, including product mix/pricing/volume relationships, market share concepts, media math, cross tabs, and retail calculations. Prerequisites: MAR 3023, MAR 4613.

**MAR 4025 Marketing of Small Business Enterprises (ME) (3).** Designed to develop an understanding of the principles and practices which contribute to the successful marketing operation of a small business enterprise, this course deals with marketing policies, techniques, and

applications to aid the entrepreneur in this field. Prerequisite: MAR 3023.

**MAR 4071 Current Issues in Marketing I (ME) (3).** Intensive study of various topic areas in marketing. Course emphasizes student reading and research, with oral and written reports. Students electing to take this seminar may take no more than 3 credit hours of independent study in marketing. Prerequisite: MAR 3023.

**MAR 4072 Current Issues in Marketing II (ME) (3).** Students electing to take this seminar may not take independent study in marketing. Prerequisite: MAR 4071.

**MAR 4144 Export Marketing (ME) (3).** The course emphasizes practical approaches to export marketing, including marketing strategies by individual firms to serve foreign markets. Operational methods of identifying, establishing, and consolidating export markets are discussed, with particular attention to the needs of the smaller business. Prerequisite: MAR 3023.

**MAR 4156 International Marketing (ME) (3).** The course studies the information required by marketing managers to assist in satisfying the needs of consumers internationally. Special emphasis will be given to the constraints of the international environment. Prerequisite: MAR 3023.

**MAR 4203 Marketing Channels (ME) (3).** The course focuses upon institutions, functions, and flows within channels of distribution; and their integration into channels systems. Wholesaling and physical activity are emphasized. Prerequisite: MAR 3023.

**MAR 4231 Retail Marketing (ME) (3).** An examination of the role of retailing in the marketing system. Attention is concentrated on fundamentals for successful retail management. The course emphasizes basic marketing principles and procedures, including merchandising; markup-markdown; pricing; stock-turn; and sales and stock planning. Prerequisite: MAR 3023.

**MAR 4232 Current Issues in Retail Marketing (ME) (3).** An intensive look at topics of current importance in retailing, from planning, buying and store management perspectives. Course emphasizes interaction with business executives and a practical learning approach. Prerequisite: MAR 4231.

**MAR 4323 Integrated Marketing Communication (ME) (3).** A broad introduction to the field of integrated marketing communications and how it fits into the marketing plan. Discussion of objective setting, budgeting, and media planning, as well as the strategic planning and evaluation of advertising media, sales promotion, public relations, direct marketing, personal selling and marketing communications on the internet. Prerequisite: MAR 3023.

**MAR 4333 Promotional Strategy (ME) (3).** The course deals with problems of decision-making in the areas of marketing communication methods, with primary emphasis on advertising. Prerequisite: MAR 3023.

**MAR 4334 Advertising Campaign Management (ME) (3).** Strategic approaches to managing advertising campaigns, including selection of approaches; market research; consumer target markets; media; advertisements; development and control of budgets. Prerequisites: MAR 4323 or consent of Instructor.

**MAR 4400 Personal Selling (ME) (3).** The development of effective salesmen/customer relationships is emphasized. Selection, training, and motivation of the sales force, and the relationship between personal selling and the other elements of marketing strategy are analyzed. Prerequisite: MAR 3023.

**MAR 4403 Sales Management (ME) (3).** Analysis of field sales management with emphasis on the role of personal selling in the marketing mix, building an effective organization, and controlling and evaluating the sales force. Prerequisite: MAR 3023.

**MAR 4503 Consumer Behavior (ME) (3).** The course offers an introduction to the analysis of the consumer, as the basis for the development of the marketing mix. Prerequisite: MAR 3023.

**MAR 4613 Managing Marketing Information (ME) (3).** An examination of the marketing research process and its role in aiding decision-making. Emphasis is placed on evaluation and utilization of research information in making marketing decisions. Prerequisites: MAR 3023, QMB 3150 or permission of the instructor.

**MAR 4676 Cyber Marketing (ME) (3).** This course focuses on the integration of interactive technologies into the design and implementation of contemporary marketing programs. Emphasis on market identification through customer analysis, pricing, etc. through capabilities of marketing information technology. Prerequisites: MAR 3023 and MAR 4503.

**MAR 4722 e-Marketing (ME) (3).** This introductory course in electronic marketing explores how the Internet has revolutionized the buying and selling of goods and services in the marketplace. Topics covered include b2b and b2c electronic commerce, Internet user characteristics, net product, pricing, and distribution, relationship marketing through online strategies, and the legal and ethical challenges of e-marketing. This course emphasizes hands-on learning.

**MAR 4803 Cases in Marketing Management (ME) (3).** An analytic approach to the performance to marketing management. The elements of marketing mix as the focus of decision-making in marketing are studied, and the case method of instruction is employed. Prerequisites: MAR 4503, MAR 4613.

**MAR 4853 Marketing Strategy (ME) (3).** An analysis of marketing strategy, including situation analysis, target strategy, positioning strategy, and planning. Course emphasizes the use of cases. Prerequisites: MAR 4503, MAR 4613.

**MAR 4860 Customer Relationship Management (ME) (3).** Customer Relationship Management (CRM) is becoming an important strategic tool in consumer goods, firms, financial, health and tourist services, business-to-business firms, and in all of eMarketing. Prerequisite: MAR 3023.

**MAR 4907 Independent Study in Marketing (ME) (1-6).** Individual conferences; supervised reading; reports on personal investigations. Consent of faculty tutor, Department Chairperson and Dean required.

**MAR 4933 Special Topics in Marketing (ME) (1-6).** For groups of students desiring intensive study of a particular

topic or a limited number of topics, not otherwise offered in the curriculum. Consent of faculty supervisor and Department Chairperson required.

**MAR 4941 Marketing Internship (ME) (1-6).** Full-time supervised work in a selected organization. Prerequisites: At least 12 hours in marketing; consent of instructor and Department Chairperson.

**MAR 4942C The General Motors Marketing Internship (GMMI) Project (ME) (3).** To give students the opportunity to gain extensive real-world business experience by preparing and executing an actual hands-on marketing program, which is typically not available in the average classroom. Prerequisite: MAR 3023.

**MAR 4949 Cooperative Education in Marketing (ME) (3).** Open to marketing majors who have been admitted to the Cooperative Education Program, with consent of Chairperson. Full-time supervised work with a participating organization in marketing. Report to the organization and a paper to the Chairperson are required.

**QMB 3003 Quantitative Foundations of Business Administration (DS) (3).** Elements and extensive applications of the following quantitative tools to Accounting, Finance, Economics, Marketing, Management and Production: Algebra review, sets, combinatorics, matrices, linear and non-linear functions, derivatives and integrals with a view towards optimization. Case studies. Open only to Business Administration majors. Prerequisite: College Algebra.

**QMB 3200 Application of Quantitative Methods in Business (DS) (3).** Inference and modeling for business decisions under uncertainty. Topics covered include survey sampling, confidence intervals and hypothesis testing for mean(s), variance(s), and proportion(s), chi-square test for independence and goodness of fit, correlation, linear regression, time series, and analysis of variance. Use of computer packages to solve real business problems. Prerequisite: STA 2023 or equivalent.

**QMB 4680 Simulation of Management Systems (DS) (3).** Exploration of basic concepts in computer simulation of systems. Application of these concepts to a variety of managerial problems. Discussion of waiting line models, continuous simulation models; heuristic methods; and management games. Presentation of several computer programs and languages for simulation. Exposure to the operation and analysis of some simulation models. Prerequisite: CGS 3300.

**QMB 4700 Principles of Operations Research I (DS) (3).** Application of deterministic operations research models (such as linear and non-linear programming, networks, dynamic programming, and branch and bound techniques) to managerial problems of allocation, planning, and scheduling.

**QMB 4905 Independent Study in Decision Sciences (DS) (1-6).** Individual conferences; supervised readings; reports on personal investigations. Consent of instructor, Department Chairperson and Dean required. P/F only.

**QMB 4930 Special Topics in Decision Sciences (DS) (1-6).** For students who wish an intensive study of a particular topic or a limited number of topics not otherwise

offered in the curriculum. Consent of instructor and Department Chairperson required. Grading option.

**REE 3043 Real Estate Principles (FI) (3).** Introduction to the nature principles and fundamental practices of the real estate industry. The completion of this course and REE 4433, meets the FREC educational requirement for real estate licensing.

**REE 4103 Appraisal of Real Estate (FI) (3).** Valuation and appraisal framework applied to residential and income producing property; role of computers; valuation theory and process as a guide to business decisions.

**REE 4204 Real Estate Finance (FI) (3).** Financial analysis and structuring of real estate projects; traditional and creative concepts and mechanisms for construction and permanent financing; portfolio problems; governmental programs; money and mortgage market analysis; computers and financial models. Prerequisites: REE 3043 or permission of the instructor.

**REE 4303 Real Estate Investment (FI) (3).** Advanced concepts of acquisition, ownership, and disposition of investment property; taxation and tax shelter; cash flow projection; analysis of specific types of investment property; utilization of computers as a decision-making tool; models of real estate investment analysis; case analysis and policy formulation. Prerequisites: REE 3043 or permission of instructor.

**REE 4433 Legal Environment of Real Estate (FI) (3).** The legal environment of real estate as it relates to buying, financing and selling of real property. The completion of this course and REE 3043, meets the FREC educational requirement for real estate licensing. Prerequisites: REE 3043 or permission of instructor.

**REE 4504 Real Estate Management (FI) (3).** Theories and techniques of professional management of real estate including such topics as creating a management plan; merchandising space; economics of alternates; market analysis; the maintenance process; owner-tenant manager relations; operating budgets; tax consideration; and ethics. (on demand)

**REE 4733 Real Estate Land Planning (FI) (3).** Theories of city growth and structure, operations of the real estate market in land allocation; current practices in real estate land planning. (on demand)

**REE 4754 Real Estate and Regional Development Policy (FI) (3).** A capstone course in integrating all the aspects of real estate and regional development learned in previous courses, projects, cases, and field trips. Prerequisite: Permission of the instructor. (on demand)

**REE 4814 Real Estate Marketing (FI) (3).** Techniques of selecting, training, and compensating sales personnel; obtaining and controlling listings; process and methods involved in the selling of real estate; promotion activities; including advertising and public relations; growth problems; professionalism; and ethics. (on demand)

**REE 4905 Independent Study in Real Estate (FI) (1-6).** Individual conferences; supervised readings; reports on personal investigations. Consent of faculty tutor, Department Chairperson, and Dean required.

**REE 4930 Special Topics in Real Estate (FI) (1-6).** For groups of students desiring intensive study of a particular

topic or a limited number of topics, not otherwise offered in the curriculum. Consent of faculty tutor and Department Chairperson required.

**REE 4956 International Real Estate (FI) (3).** This course will focus on the characteristics of the international real estate environment including: inbound and outbound transactions, accounting practices, tax laws, legal constraints, global strategic planning, foreign exchange, global financing, and cultural issues. Prerequisites: REE 3043 or permission of instructor.

**STA 2023 Statistics for Business and Economics (MS) (3).** The use of statistical tools in management; introduction of probability, descriptive statistics, and statistical inference as included.

**TAX 4001 Income Tax Accounting (AC) (3).** A survey of federal income taxation with emphasis on taxation of individuals and corporations, and the ethics of income tax accounting. Prerequisites: ACG 3301 with grade of 'C' or higher and junior standing.

**TAX 4011 Taxation of Corporations and Partnerships (AC) (3).** An in-depth study of income taxation of corporations and partnerships, including tax planning. Prerequisites: TAX 4001 or equivalent with a grade of 'C' or higher.

**TAX 4901 Independent Study in Taxation (AC) (1-3).** Individual conferences, supervised readings, and reports on personal investigations. Prerequisite: Permission of the Director of the School of Accounting.

**TAX 4931 Special Topics in Taxation (AC) (1-3).** For groups of students wishing an intensive study of a particular topic(s) not otherwise offered in the curriculum. Prerequisite: Permission of the Director of the School of Accounting.

**TRA 4012 Principles of Transportation (ME) (3).** Overview of transportation systems. Topics include: a survey of transportation modes (including rail, motor, water, air, and pipelines), management issues (market entry, pricing, competitive responses, service levels, capital structure, traffic management) and global perspectives.

**TRA 4202 Logistics Technology (ME) (3).** The use of information technology in logistics: EDI, data bases, Internet, decision support systems for logistics, and commercial logistics software. The application of quantitative models in logistics.

**TRA 4203 Principles of Logistics (ME) (3).** Overview of the logistics function within a firm and in the context of integrated vertical systems. Topics include: customer service, information flow, inventory control, materials management, order processing, packaging, physical distribution, purchasing, transportation, warehousing, and supply chain management.

**TRA 4214 Logistics Strategy (ME) (3).** Study of logistics policy and strategy, computer simulation of logistics systems under various market conditions, and integration of the logistics function with marketing, production, and finance functions. Case and simulation exercises to illustrate logistics.

**TRA 4411 Airport Management (ME) (3).** Application of management principles to airport operation, with emphasis on unique characteristics of airport finance; government relations and regulations; airline relations and interdependence.

**TRA 4721 Global Logistics (ME) (3).** Logistics activities of multinational firms, international transportation systems, global sourcing, customer service, facility location, inventory management, customs issues, export-import activities and the role of governments.

**TRA 4936 Special Topics in Transportation (ME) (1-6).** For groups of students desiring intensive study of a particular topic or a limited number of topics, not otherwise offered in the curriculum. Consent of faculty supervisor and Department Chairperson required.