

Undergraduate Business Program Course Catalog (as of

Course Description

This course builds upon the underlying framework and concepts of ACC201 Financial Accounting. This course is one of two courses in intermediate accounting. This course starts with an in depth review of the standard setting process and of the theoretical structure underlying the accounting process. The course analyzes what information is reported on each of the financial statements: Balance Sheet, Statement of Shareholders Equity, Income Statement

This course will build upon some of the concepts learned in ACC227 Individual Income Tax, as it looks at corporate, gift and estate taxes. It will provide an overview of the US tax system and how it is applied to corporations, partnerships and Estates. Detailed topics will include, but are not limited to, corporate tax, taxation of partnerships and S Corporations, gift taxes and estate taxes.

Prerequisite: ACC 227

BUS 118 - Business Ethics and Corporate Responsibility

Course Description

This course deals with business ethics and corporate social responsibility. Through class discussions and case studies, students explore the theory and practice of business ethics and develop their ability to recognize and address ethical issues. The course equips students with analytical skills in ethical reasoning and provides them with a substantive framework to deal with ethical challenges they may encounter in their future careers. Topics include corporate responsibilities vis-à-vis employees, customers, clients, and society; conflicts of interest in finance and accounting; insider trading; discrimination in employment; sweatshop labor; advertising and sales tactics; pricing; whistle-blowing; bribery; executive pay; intellectual property; censorship; health care resource allocation; and climate change.

BUS 201 - Impactful Presentations

Course Description

Impactful Business Presentations emphasizes the importance of effective verbal communication within a business setting. Students will be exposed to strategies that will enable them to communicate their ideas in a clear, persuasive, and memorable way. Students will therefore learn to produce and deliver impactful and engaging presentations in various business scenarios. By the end of the course, students will be able to function as proficient communicators who are ready to embrace the communicative challenges inherent in today's dynamic business environment.

BUS 217 - Principles of Business Leadership

Course Description

This course provides an overview of leadership in a business context, with a focus on leadership theories, approaches and styles. Students will gain an understanding of effective leadership. Application of leadership principles is emphasized with ethical considerations. The course aims to develop individual leadership abilities. Students will identify their preferred leadership style and learn to enhance their skills.

BUS 219 Negotiations

Course Description

This course is focused on the theories and processes of negotiation relevant to the broad spectrum of negotiation problems faced by employees and managers, and in situations outside of organizations. Real-world applications of these theories are used to enhance personal communication skills and demonstrate course teachings. Students will discover optimal solutions to problems and means to implement solutions through classroom simulations, role playing, and case studies. This collaborative and hands-on approach will support student learning of the negotiation process within the structured environment of the classroom. Students will receive first-hand experiential with the tensions, strategies, objectives, and motivations behind negotiating.

This course is not open to first-year or sophomore students.

BUS 221 Operations & Strategy

Course Description

Operations Management is the systematic direction and control of the processes that transform inputs into finished goods or services. This course provides an introduction to the concepts and analytic methods that are useful in understanding the management of operations, whether they are done fully within a firm or using a supply chain that cuts across firm boundaries, and understanding the key role that operations play in firm strategy. This course gives an overview of operations strategy in a wide variety of industries such as: groceries, style goods, consumer electronics and services. The impact of shifts from traditional channels to e-commerce will be emphasized. New initiatives introduced to address these new challenges, such as vendor managed inventory (VMI), variety postponement, cross docking, real options contracts and quick response, will be studied and applied both in class and assignments.

This course is not open to first year students.

BUS 389 - Business Research

Course Description

This course provides an overview in business research methods. This course is designed for students in fields that emphasize quantitative methods. Probability concepts and the theory of sampling distributions are used as aids to quantitative reasoning and data analysis. Students will work in teams to develop, create, and analyze a research project for an actual client and present the project to the client.

Upon successfully completing the course, students will be able to:

- Identify a business problem that requires primary data and quantitative research methods to solve
- Understand survey principles
- Analyze relationships between variables
- Formulate research project and present results

Prerequisites: FIN 205. Open to junior or senior business majors or minors only. Minimum 3.0 business GPA.

CIS 211 - Business Modeling with Excel

Course Description

The objective of this class is to develop your ability to model business problems in quantitative terms, and analyze them for understanding, insight, and good solutions. The primary focus will be on problem formulation and analysis identifying the key components of a decision problem, structuring it, translating it into an analytical model, and working with the model to generate useful insights. No previous excel experience required, all levels welcome.

CIS 191 - Introduction to Programming for Business Analytics

Course Description

This course is aimed at undergraduate business students with little or no programming experience. The goal of the course is to equip the students with basic programming skills in Python. The students will learn a systematic approach to organizing, writing and debugging medium-size programs. The course will also introduce computational approaches to problem solving, and a set of common algorithmic and problem reduction techniques.

CIS 220 Business Information Systems & Analytics

Course Description

This course focuses on use and management of information systems in organizations. Topics include the theoretical foundations underlying management information systems and their vital role in nBT/F1 10 Tf1 0 0 1 112. (en78 Tm0 g02 reW*nBT/F3

in the context of topics such as environmental sustainability, poverty and inequality, health promotion, lobbying, impact investing, advertising, fake news, nudging, machine learning and big data, and markets for organs. Offered every other year.

FIN 205 Financial Management

Course Description

This course centers on how a firm is funded, and on how financial management can help maximize the financial rewards to those who own the firm, while meeting the obligations of the firm to other stakeholders. The effect of timing on the value of cash flows is developed at length, and is applied to the valuation of bonds and stocks. Various facets of stocks and bonds are also introduced, and a brief overview of the stock market is presented. Cash flow concepts are then incorporated into a development of how investment opportunities are analyzed, which includes a discussion of the strengths and weaknesses associated with different analytical methods. The topics of capital market efficiency and portfolio theory are then discussed and tied in to the concept of what investors have sacrificed in order to invest in a firm. This, in turn, is tied in to which investments are worthwhile to a firm's owners. In covering this material, recent business examples and financial research will be featured to supplement the textbook.

Prerequisites: ECON 108 or equivalent and one statistics course.

FIN 206 Investments

Course Description

The investments course covers the fundamental ideas and tools of modern investment theories, and applies them to concrete portfolio management problems. FIN 206 builds upon the foundational knowledge learned in FIN 205, of securities markets, investment theory (including CAPM), and derivatives. It is highly recommended that students complete FIN 206 prior to taking FIN 224/MATH 210.

We will cover at least 2 case studies throughout the course. We begin with an overview of securities markets, then study how to discount cash flows, and lastly introduce the concept of arbitrage. The investment theory part starts from partial equilibrium (mean-variance analysis) and proceeds with general equilibrium (CAPM). We test it with

This course provides students with an understanding of the wide range of financial derivatives, including options, forwards, futures & swaps. Financial derivatives are an innovative part of capital markets that are being integrated into almost all aspects of finance (capital markets, corporate finance, banking, real estate financing). We will consider carefully the financial contract underlying each derivative, theories of pricing the derivative and complex

Prerequisite: FIN 205

FIN 246 -

question. Data collection methods discussed are questionnaire design, sampling, experimental design and secondary data sources. Data visualization tools and statistical testing to analyze research questions related to differences and relationships are stressed. Standard summary statistics, hypothesis tests and regression are reviewed and utilized in marketing settings. In addition, a variety of more complex statistical and empirical tools such as factor analysis, multidimensional scaling and conjoint analysis are covered.

Prerequisites: MKT 203 and statistics

MKT 213 - Marketing Projects

Course Description

This course is an advanced seminar in applied marketing techniques and consulting agency work, offering students practical experience in managing and fulfilling client expectations. Student teams conduct marketing projects for commercial or not-for-profit client organizations, providing real-world deliverables and recommendations by semester's end. Case readings and executive guest speakers provide discussion opportunities in support of successful needs assessment, project design, execution and professional report presentation.

Prerequisites: MKT 203 and one additional marketing course. (MKT 212 is preferred)

Restrictions: Not open to first years or sophomores

MKT 233 - Advertising & Promotional Strategy

Course Description

This course examines how advertising and integrated marketing programs drive business strategy through both traditional and online advertising and social media. Online accessibility is covered. Business cases are used throughout the course, as well as guest speakers from various areas of agencies. Student teams work on optimizing social media plans for local small businesses and not-for-profits.

Prerequisite: MKT 203

MKT 235 - Product & Brand Strategy

Course Description

Strategy is the foundation of outstanding products and winning brands. This course explores the key elements of both product and brand strategy, inclusive of their fit within a successful business model. The course is applied in nature, as opposed to theoretical, with cases and projects to illustrate the actual management of products and brands. The settings of the cases and exercises used in the course are diverse in terms of the sizes of the organizations involved and the types of markets they serve.

Prerequisite: MKT 203

This course is not open to first year students.

MKT 237 - Digital Marketing Strategies

Course Description

This course will provide students of any business discipline a broad understanding of how digital marketing strategies, tools and tactics interact with and impact consumer and company behavior. At the same time, the course integrates a degree of depth within select digital marketing tactics such that students can better understand how they operate, what roles they play in both the customer journey and the marketing plan as well as how to measure and optimize them. By the end of the course, students will be able to enter any company demonstrating a stronger digital

profile elevating how they use and keep current on digital marketing to deliver on both customer experience and business objectives.

Prerequisite: MKT 203

STR 203 Economic Theory of Organization

Course Description

This course teaches how to approach and solve a wide range of organizational problems, whether as manager at any level, entrepreneur, or consultant. In a world in which most sources of competitive advantage are fleeting, organizational effectiveness has emerged as a key source of long-run competitive advantage. Conversely, many corporate failures can be traced to poor internal organization. Topics covered range from individual job design to the structure of entire organizations and the boundaries of the firm (e.g., M&A decisions or vertical integration). The

STR 241 Pricing Strategy

This course prepares future managers to analyze the environment in which their firm/organization operates and to arrive at an appropriate pricing policy for a product or service. There are several components: cost definition and measurement; measurement of price sensitivity and the implied market segmentation; strategic analysis vis--vis competitors and distributors; and the legal aspects of pricing. Topics include: economic value analysis, incremental profit analysis, bundling and tie-in sales, product-line pricing and competitive pricing.

Prerequisites: ECON 207 and MKT 203 Co-located: ECON 241