

**Accounting**

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Dept: ACCT    Number: 200    Title: Financial Accounting I    Credits: 4

**Description:** Accounting 200 is an introduction to the concepts of business and the measurement systems used to control and evaluate business activities. This course is designed to be of interest to all students regardless of discipline.

**Prereqs:** MATH 101 and ENGL 101

**Restricted:** No

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Dept: ACCT    Number: 201    Title: Managerial Accounting I    Credits: 3

**Description:** A continuation of Financial Accounting 1. A study of concepts of materials, labor and overhead control; budget administration; cost accounting systems including standard costing; full costing and direct costing; income determine; differential costing; break even analysis; accounting statement analysis; and use of return on investment as a basis for management descisions.

**Prereqs:** ACCT 200

**Restricted:** No

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Dept: ACCT    Number: 205    Title: Survey of Accounting    Credits: 3

**Description:** This course is an introduction to financial and managerial accounting. It will introduce the concepts of business and the measurement systems used to control and evaluate business activities. It will also explore product costing systems and the use of accounting data as a basis for management planning and decision making. (Not open to students with credit in ACCT 200)

**Prereqs:**

**Restricted:** No

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Dept: ACCT    Number: 300    Title: Special Topics in Accounting    Credits: 1-5

**Description:** This is a variable-topic course open to undergraduates meeting the prerequisites for the specific topic being offered. Its purpose is to allow the occasional offering of accounting topics not covered by established courses. Enrollment is not limited to School of Business students.

**Prereqs:** Determined for each topic by instructor.

**Restricted:** No

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**Dept:** ACCT    **Number:** 303    **Title:** Introduction to the Accounting Profession    **Credits:** 1

**Description:** This course is designed for prospective or current accounting students who would like to learn more about the accounting profession. Topics include the role of accountants, career opportunities in accounting, the accounting major, the CPA exam and other certifications, accounting as a foundation for other careers, networking and job search strategies, ethics and professionalism. Students will meet the accounting faculty and outside speakers will participate in each session.

**Prereqs:** Pre or co-enrollment in ACCT 200

**Restricted:** No

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**Dept:** ACCT    **Number:** 311    **Title:** Information Systems for Accountants    **Credits:** 3

**Description:** This course provides an overview of how to understand, analyze, and control computerized information systems, and is designed to provide the computer tools and knowledge so that today's business or accounting student will be tomorrow's successful and complete manager, consultant, accountant, and/or auditor. The topics covered in this course will include computer technology, internal control in a computer environment, computer auditing, systems analysis and design, database systems, networking, electronic commerce, and specific systems applications. Hands on experience will be obtained through projects and various software packages. This course will count as an advanced business elective. Enrollment restricted.

**Prereqs:** ACCT 201 and IST 301.

**Restricted:** Yes

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**Dept:** ACCT    **Number:** 320    **Title:** Financial Accounting II    **Credits:** 3

**Description:** A study of generally accepted accounting principles (GAAP) underlying the preparation and interpretation of general-purpose financial statements with emphasis on the principles of revenue recognition, matching revenues and related costs and the determination of proper balance sheet valuations of assets and liabilities. The asset side of the balance sheet is the primary emphasis though the entire financial statements are used in examples throughout the course.

**Prereqs:** ACCT 201 and pre or co-enrollment in ACCT 303.

**Restricted:** No

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**Dept:** ACCT    **Number:** 321    **Title:** Intermediate Accounting for Finance    **Credits:** 3

**Description:** An intermediate accounting course with emphasis on interpretation of general-purpose financial statements and the related disclosure notes. Includes understanding interrelationships among the various financial statements and analyzing the effects of transactions on the financial statements. Common and significant accounts/transactions will be analyzed, especially those relating to the financing and equity sections of the financial statements. Not open to accounting majors with credit in ACCT 320.

**Prereqs:** FIN 310

**Restricted:** No

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**Dept:** ACCT    **Number:** 325    **Title:** Managerial Accounting II    **Credits:** 3

**Description:** An analysis of cost systems and their application in the determination, analysis and control of manufacturing and distribution costs. Emphasis is on managerial planning and control. Enrollment restricted.

**Prereqs:** ACCT 201

**Restricted:** Yes

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**Dept:** ACCT    **Number:** 330    **Title:** Introduction to Taxation    **Credits:** 3

**Description:** A study of the major concepts related to taxation with emphasis on the federal income tax for individuals including the implications of being a sole proprietor, partner of a partnership, and a corporate shareholder. Major topics covered include: different types of taxes; formation of the tax law; gross income; deductions; the tax formula; tax credits; filing status; tax treatment for capital gains and losses; and selected nontaxable transactions. Enrollment restricted.

**Prereqs:** ACCT 320

**Restricted:** Yes

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**Dept:** ACCT    **Number:** 335    **Title:** Introduction to Income Tax    **Credits:** 3

**Description:** An introduction to basic concepts of income tax and how the tax law is formed. While tax problems of an individual are considered, emphasis is placed on tax factors to consider when conducting a business either as a single proprietor, coporation, or partnership. Not open to students with credit in ACCT 330. This course is for non-accounting majors. Enrollment restricted.

**Prereqs:** ACCT 201

**Restricted:** Yes

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**Dept:** ACCT    **Number:** 400    **Title:** Special Topics in Accounting    **Credits:** 1-5

**Description:** This is a variable topics seminar. It's purpose is to allow the occasional offering of accounting topics not covered by established courses. Enrollment restricted.

**Prereqs:** Determined for each topic by the instructor

**Restricted:** Yes

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**Dept:** ACCT    **Number:** 410    **Title:** Financial Accounting III    **Credits:** 3

**Description:** A continuation of the study of generally accepted accounting principles (GAAP) underlying the preparation and interpretation of general-purpose financial statements. The focus of this course is on the liability and equity sections of the balance sheet, including such topics as loans, bonds, leases, pensions, accounting for income taxes, equity transactions, employee stock options, earnings per share, and cash flows. Application of many of the authoritative accounting pronouncements is illustrated. Enrollment restricted.

**Prereqs:** ACCT 320

**Restricted:** Yes

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**Dept:** ACCT    **Number:** 500    **Title:** Individual Research in Accounting    **Credits:** 1-5

**Description:** Individual study of selected topics in accounting not otherwise available to the student. Topics selected to be determined by the special interest and objective of the student in consultation with a faculty member who will supervise the reading and the research. Enrollment restricted.

**Prereqs:** DSCI 310; FIN 310; MGMT 310; MKTG 310; approval of the Area Director.

**Restricted:** Yes

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**Dept:** ACCT    **Number:** 543    **Title:** Introduction to Auditing    **Credits:** 3

**Description:** The fundamental concepts of audit risk, evidence accumulation and materiality are applied to financial statement audits using established accounting principles as the criterion. Audit objectives and procedures are studied in relation to the opinion which the auditor expresses on clients' financial statements. Financial statement audits are compared with other types of engagements performed by public accountants, and with other types of audits, such as compliance and operational audits. Enrollment restricted.

**Prereqs:** IST 311 & Acct 410.

**Restricted:** Yes

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**Dept:** ACCT    **Number:** 545    **Title:** Advanced Taxation    **Credits:** 3

**Description:** Introduction to taxation for corporations, partnerships, S corporations and limited liability companies. The course will also include coverage of property transactions, methods of accounting, tax-related investment decisions, and selected tax issues. Enrollment restricted.

**Prereqs:** ACCT 330

**Restricted:** Yes

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**Dept:** ACCT    **Number:** 599    **Title:** Internship in Accounting    **Credits:** 1-3

**Description:** Internships provide opportunities for students to combine their academic education with a meaningful experience in the business world. Accounting internships allow students to explore career pathways in accounting, further their professional growth, expand professional networks, and increase the relevancy of their academic coursework. The internship course combines job-related activities of the accounting internship position with a set of academic requirements. These requirements include academic assignments as well as a pre- and post-internship seminar held in the semester before and after the semester in which the internship occurs. Internships for credit must be approved by the Director of the Internship Program prior to the internship experience. Students may not receive more than three hours of internship credit from any of the following, BUS 599, ACCT 599, FIN 599, IBUS 599, IST 599, MGMT 599, or MKTG 599. ACCT 599 may count as an Accounting elective for students majoring in Accounting. Enrollment restricted.

**Prereqs:** Approval of the internship; two of the following: DSCI 310, FIN 310, MGMT 310, MKTG 310.

**Restricted:** Yes

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## Business Economics

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Dept: BE      Number: 301      Title: Managerial Economics      Credits: 4

**Description:** Analysis of economic factors affecting decisions made by firms. Topics include demand and supply, production and cost, profit maximization, market structure, and pricing and economics of information. Not open for credit to students in ECON 524.

**Prereqs:** ECON 142 and ECON 144.

**Restricted:** No

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## Business Law

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Dept: BLAW      Number: 300      Title: Special Topics in Business Law      Credits: 1-5

**Description:** This is a variable-topic course open to undergraduates meeting the prerequisites for the specific topic being offered. Its purpose is to allow the occasional offering of business law topics not covered by established courses. Enrollment is not limited to School of Business students.

**Prereqs:** Determined for each topic by instructor.

**Restricted:** No

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Dept: BLAW      Number: 301      Title: Legal Aspects of Business      Credits: 3

**Description:** A course designed to acquaint the student with the basic principles of law that are applicable to business transactions in the modern business world and the legal systems.

**Prereqs:** Junior standing (60 hours completed)

**Restricted:** No

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Dept: BLAW      Number: 400      Title: Special Topics in Business Law      Credits: 1-5

**Description:** This is a variable topic seminar. It's purpose is to allow the occasional offering of business law topics not covered by established courses. Enrollment restricted.

**Prereqs:** Determined for each topic by the instructor.

**Restricted:** Yes

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Dept: BLAW      Number: 505      Title: Legal Aspects of the Management Process      Credits: 3

**Description:** A course designed to acquaint students with the basic principles of partnerships, agencies and corporations with special emphasis on the problems encountered by managers and directors in operating a corporation. The course should acquaint a student with how to create and operate a corporation in light of current federal and state enactments. This course is in the business law area. Enrollment restricted.

**Prereqs:** BLAW 301

**Restricted:** Yes

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Dept: BLAW    Number: 510    Title: Legal Aspects of Real Property Transactions    Credits: 3

**Description:** This course will address legal matters of concern to property owners, real estate agents, and brokers, developers, renters, property managers, contractors, architects, planners and lenders regarding real estate transactions. Concentrating on the general subjects of (1) the nature of real property (2) transfer and financing of real estate (3) land use and regulation and (4) landlord and tenant regulations, the course will address specific topics such as estates and interest in land, forms of ownership, agency and brokerage, and tax attributes of real estate investments, and will consider pertinent status and legal documents frequently used in real estate transactions. This course is in the business law area. Enrollment restricted.

**Prereqs:** BLAW 301

**Restricted:** Yes

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Dept: BLAW    Number: 515    Title: Commercial Law    Credits: 3

**Description:** An advanced course in legal aspects of business with emphasis on the Uniform Commercial Code. This course is in the business law area. Enrollment restricted.

**Prereqs:** BLAW 301

**Restricted:** Yes

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## Business

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Dept: BUS    Number: 101    Title: Business Majors, Careers & Professional Skills    Credits: 2

**Description:** This course acquaints students with the nature of business majors and careers. With this knowledge, students can explore, engage and implement their academic and career interests within business. Students are introduced to the curricula requirements, expectations of business students, possible career paths, and the necessary professional skills in the business environment.

**Prereqs:** Open only to students with fewer than 30 hours.

**Restricted:** No

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Dept: BUS    Number: 300    Title: Special Topics in Business    Credits: 1-5

**Description:** This is a variable topics course open to undergraduates meeting the prerequisite for the specific topic being offered. It's purpose is to allow the occasional offering of business topics not covered by established classes. Enrollment is not limited to School of Business students.

**Prereqs:** Determined for each topic by instructor.

**Restricted:** No

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**Dept:** BUS    **Number:** 303    **Title:** Career Planning and Job Search Strategies    **Credits:** 1

**Description:** This course will introduce students to the fundamentals of organizing a personal employment search strategy. Emphasis will be placed on the assessment of individual goals and talents, job markets, evaluation and employment search strategies. It is highly recommended that students take this course during their junior year. Course is graded satisfactory/unsatisfactory. Course counts as an activity course.

**Prereqs:** Junior standing (60 hours completed)

**Restricted:** No

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**Dept:** BUS    **Number:** 305    **Title:** Information Sources for Business Research    **Credits:** 1

**Description:** This course is intended to prepare you for the rapidly changing environment of business information retrieval using both print and electronic information sources. Course sessions will cover (1) the conceptual analysis, selection, and use of business information sources and (2) research strategies and techniques in locating information on your topic. The course will focus on your ability to develop critical thinking skills in researching your topic throughout the semester.

**Prereqs:**

**Restricted:** No

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**Dept:** BUS    **Number:** 330    **Title:** Directed Study in Business Topics    **Credits:** 1-3

**Description:** Individual study of selected topics in business administration not otherwise available to non business majors. Topics selected will be determined by special interests and objectives of the student in consultation with the faculty member who will supervise the directed study or research.

**Prereqs:** 3.0 GPA; major in a field other than business administration and/or accounting and permission of the instructor offering the directed study and of the director of the undergraduate program.

**Restricted:** No

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**Dept:** BUS    **Number:** 400    **Title:** Special Topics in Business    **Credits:** 1-5

**Description:** A special variable topics seminar open to seniors and graduate students meeting the requirements established by the faculty members offering the particular seminar. Its purpose is to allow the occasional offering of management related topics not adequately covered in any regular course available to students of the School of Business. Enrollment restricted.

**Prereqs:** Determined for each topic by instructor.

**Restricted:** Yes

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**Dept:** BUS    **Number:** 500    **Title:** Individual Research in Business    **Credits:** 1-5

**Description:** Individual study of selected topics in business not otherwise available to the student. Topics selected to be determined by the special interests and objectives of the student in consultation with a faculty member who will supervise the reading and research. Enrollment restricted.

**Prereqs:** DSCI 310; FIN 310; MGMT 310; MKTG 310; 3.0 professional GPA and approval of proposed plan by of study by the instructor.

**Restricted:** Yes

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**Dept:** BUS    **Number:** 599    **Title:** Internship in Business Administration    **Credits:** 1-3

**Description:** Internships provide opportunities for students to combine their academic education with a meaningful experience in the business world. Internships allow students to further their professional growth, explore career pathways, expand professional networks, and increase the relevancy of their academic coursework. The internship course combines job-related activities of the internship position with a set of academic requirements. These requirements include academic assignments as well as a pre- and post-internship seminar held in the semester before and after the semester in which the internship occurs. Internships for credit must be approved by the Director of the Internship Program prior to the internship experience. Students may not receive more than three hours of internship credit from any of the following, BUS 599, ACCT 599, FIN 599, IBUS 599, IST 599, MGMT 599, or MKTG 599. BUS 599 may count as an Advanced Business Elective outside the student's major field of study. Enrollment restricted.

**Prereqs:** Approval of the internship; two of the following: DSCI 310, FIN 310, MGMT 310, MKTG 310.

**Restricted:** Yes

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## Decision Sciences

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**Dept:** DSCI    **Number:** 300    **Title:** Special Topics in Decision Sciences    **Credits:** 1-5

**Description:** This is a variable-topic course open to undergraduates meeting the prerequisites for the specific topic being offered. Its purpose is to allow the occasional offering of decision science topics not covered by established courses. Enrollment is not limited to School of Business students.

**Prereqs:** Determined for each topic by instructor.

**Restricted:** No

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**Dept:** DSCI    **Number:** 301    **Title:** Statistics    **Credits:** 4

**Description:** An introduction to statistical inference techniques with emphasis on the application of these techniques to decision making in a firm. Topics include probability theory, random variables, probability distribution functions, estimation, test of hypothesis, regression, correlation, and introduction to statistical process control.

**Prereqs:** Calculus II and IST 301 (co/prerequisite).

**Restricted:** No

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**Dept:** DSCI    **Number:** 305    **Title:** Survey of Decision Making in Business    **Credits:** 3

**Description:** An introduction to decision making under the uncertainty encountered in business and in everyday life. Covers selected topics in probability, statistics, economics, and operations research, and their application to complex problems in financial management, marketing, operations management, supply chain management, and quality management; as well as risks affecting everyday life, such as personal decisions in regard to career, marriage, and wealth management.

**Prereqs:**

**Restricted:** No

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**Dept:** DSCI    **Number:** 310    **Title:** Management Science & Operations Management    **Credits:** 3

**Description:** Introduces some of the most widely used models in management science. Topics will include decision making under uncertainty and resource allocation models. Also, some topics in production and operations management will be covered. Enrollment restricted.

**Prereqs:** IST 301 and DSCI 301.

**Restricted:** Yes

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**Dept:** DSCI    **Number:** 400    **Title:** Special Topics in Decision Sciences    **Credits:** 1-5

**Description:** This is a variable topic seminar. Its purpose is to allow the occasional offering of decision science topics not covered by established courses. Enrollment restricted.

**Prereqs:** Determined for each topic by instructor.

**Restricted:** Yes

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**Dept:** DSCI    **Number:** 405    **Title:** Advanced Production and operations Management    **Credits:** 4

**Description:** A further study of problems encountered in production from a managerial perspective employing the methodology of management sciences. Topics included in the course are location of facilities, design of product line, replacement of facilities quality control, production planning, production and inventory control, and scheduling. This course is in the management science and operations management area. Enrollment restricted.

**Prereqs:** DSCI 310

**Restricted:** Yes

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**Dept:** DSCI    **Number:** 410    **Title:** Advanced Management Science    **Credits:** 3

**Description:** Decision making under uncertainty and resource allocation models were introduced in DSCI 310. These topics will be covered in greater depth in this course. Applications of these models to complex problems in business will be emphasized. Cases illustrating the use of these models will also be covered. This course is in the Management Science and Operations Management area. Enrollment restricted.

**Prereqs:** DSCI 310

**Restricted:** Yes

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Dept: DSCI    Number: 415    Title: Advanced Statistics    Credits: 3

**Description:** This course is concerned with the analysis and interpretation of data encountered in business and economics. One goal of the course is to develop skills in the analysis of data that can be used to solve problems students are likely to encounter on the job. The course attempts to develop an attitude toward data analysis that can be usefully applied in a wide variety of real life situations. A variety of statistical tools are covered. In particular, the multiple regression model is covered with an emphasis on how the model can be used in situations involving economic data. Data analysis techniques are illustrated with examples and case studies using computers. This course is in the management sciences and operations management area. Enrollment restricted.

**Prereqs:** DSCI 310 or MATH 628

**Restricted:** Yes

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Dept: DSCI    Number: 420    Title: Customer Focused Operations    Credits: 3

**Description:** The purpose of this course is to build the conceptual framework which drives an organization striving to operate in a customer-focused mode. This requires an integration of basic principles of marketing and operations in order to define the value-added in each of an organizations's products and/or services, to use this information to define the value-added in work, and to use this definition to improve the actual work. To do this effectively, requires leadership, empowerment, focused data, and a system view. The basic principles of each requirement will be discussed as well as their integration into a unified whole. This course is in the Management Science and Operations Management area. Enrollment restricted.

**Prereqs:** DSCI 310 and MKTG 310.

**Restricted:** Yes

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Dept: DSCI    Number: 430    Title: Introduction to Supply Chain Management    Credits: 3

**Description:** This course introduces the student to supply chain management. Students are presented the key concepts of supply chain management, the application of these concepts and are provided with the managerial knowledge of supply chain management through class discussions and case studies. Students discover of the impact of information technologies, strategic alliances and logistics on supply chain management, the performance implication of supply chain management. Enrollment restricted.

**Prereqs:** DSCI 310, FIN 310, MKTG 310

**Restricted:** Yes

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**Dept:** DSCI    **Number:** 435    **Title:** Supply Chain Modeling & Analysis    **Credits:** 3

**Description:** Managing supply chains involves, first and foremost, the ability to make good business decisions. Smart decision-making requires special analytical problem solving skills. This course addresses quantitative modeling methods useful for supply chain management. You will learn how to conceptualize decisions, some involving optimization, and some involving risk and uncertainty, how to analyze your choices, how to gauge the risk, and how to communicate and defend your analysis to others. The skills and tools you will learn come from management science, economics and statistics. The modern understanding of business decision-making has a decidedly quantitative dimension to it, and an electronic spreadsheet will be at the center of much of what we do. Beyond this, the course format is eclectic and participation oriented. Business problems often arrive open ended and murky. To build problem structuring as well as problem solving skills in support of supply chain management, we will do case studies on topics such as new product introduction, logistic planning, and procurement auctions. The class includes a number of interactive exercises for hands-on practice in a diagnostic environment.

**Prereqs:** DSCI 310

**Restricted:** Yes

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**Dept:** DSCI    **Number:** 460    **Title:** Financial Modeling & Risk Analysis    **Credits:** 3

**Description:** An introduction to the concepts, methodologies, and applications of risk analysis in finance. Students will be required to use Excel & Crystal Ball, a spreadsheet add-in program, to design and build financial models for risk analysis. See the Web site [www.crystalball.com](http://www.crystalball.com) for more information about the software to be used. Cross-listed with FIN 460. Enrollment restricted.

**Prereqs:** FIN 310

**Restricted:** Yes

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**Dept:** DSCI    **Number:** 500    **Title:** Individual Research in Decision Sciences    **Credits:** 1-5

**Description:** Individual study of selected topics in decision sciences not otherwise available to the student. Topics selected to be determined by the special interests and objectives of the student in consultation with a faculty member who will supervise the reading and research. Enrollment restricted.

**Prereqs:** DSCI 310; FIN 310; MGMT 310; MKTG 310; 3.0 professional GPA and approval of proposed plan of study by the instructor.

**Restricted:** Yes

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## Entrepreneurship

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**Dept:** ENTR    **Number:** 410    **Title:** Introduction to Entrepreneurship    **Credits:** 3

**Description:** In this course the student examines the disciplines which comprise the critical success factors in entrepreneurship and develops a fundamental understanding of the basic skill set required to manage his/her own business. Learning will be achieved by both study and discussion of key entrepreneurial business issues as well as the critical appraisal of new venture business plans as presented in the text. Readings in entrepreneurship and case studies, contained in the text as well as in video presentations, will be used to illustrate the essential entrepreneurial management issues. Enrollment restricted.

**Prereqs:**

**Restricted:** Yes

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Dept: ENTR    Number: 450    Title: New Venture Creation/Business Plan Development    Credits: 3

**Description:** This course builds upon the foundation created by the Introduction to Entrepreneurship course. It will provide the student with two learning opportunities: first, it details the critical success factors of starting a new venture, growing it and finally harvesting it profitably; secondly, this course will provide hands-on instruction regarding the development of a complete and compelling business plan. Undergraduate students will work on teams led by graduate students on the development of a business plan for the purposes of commercializing an innovative business concept or KU lab-sourced technology. These student teams will also present and defend their business plans at selected intercollegiate competitions for the purposes of improving their team interaction skills, their presentation capabilities and enhancing the profile of the KU School of Business. Enrollment restricted.

**Prereqs:** ENTR 410

**Restricted:** Yes

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Dept: ENTR    Number: 460    Title: Entrepreneurial Finance    Credits: 3

**Description:** The entrepreneurial finance course will focus on valuing and financing young high-growth potential private companies (start-ups). The objective is for the students to learn how to make investment and financing decisions (and how to distinguish good from bad investments) in an environment characterized by very high degrees of uncertainty and information asymmetry. We will address this topic from two distinct perspectives: the perspective of users (entrepreneurs) and suppliers (venture capitalists and other private equity investors) of capital. In the beginning of the semester we will first take the perspective of the individual entrepreneur (or manager). We will focus on identifying good ideas (evaluating projects using different valuation techniques), separating them from bad ideas, and placing a quantitative value on these opportunities. This part will review different valuation methods used to value start-up companies. We will also deal with issues such as forecasting cash flows of a start-up firm and ways to grow the firm using internal resources. Then we will turn our attention to the next step in the entrepreneurial process – raising capital to take advantage of good opportunities. Specifically we will consider venture capital (independent venture capitalists, angels, and corporate venture capitalists) as a source of financing for start-ups. This part will provide overview of the venture capital industry (players, organizational forms, contracting) and introduce students to the challenges of structuring venture capital deals. In addition, we will cover other ways of raising capital to aid the growth of the entrepreneurial firm. The focus will be on the private debt market as well as other alternative sources of financing for start-up firms (SBA loans, SBICs, mezzanine financing, L/Cs, etc.). Finally, we will study the ways to harvest the ventures (IPOs, acquisitions, LBOs). Enrollment restricted.

**Prereqs:** FIN 415

**Restricted:** Yes

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Dept: ENTR    Number: 470    Title: Entrepreneurial Marketing    Credits: 3

**Description:** The course focuses on the development of new business ideas for new or established organizations, creating an environment conducive to innovation, recognizing business opportunities, assessing the industry, potential customers, market segment, barriers to entry and competitor set. The development of each of these subjects will lead to a feasibility analysis which each student will prepare for his/her chosen new venture. This course will also examine the development of the optimal sales and distribution. Additionally, the course will provide an understanding of how to translate the product/service idea to the business concept and marketing positioning. Lastly, students will acquire an understanding of the primary marketing tools available to the entrepreneur to drive customer awareness, initial and repeat purchase and the ability to fully integrate each of those tools into a cohesive, integrated marketing communications program. Enrollment restricted.

**Prereqs:** MKTG 310, ENTR 410

**Restricted:** Yes

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Dept: ENTR    Number: 480    Title: Management of Small Business    Credits: 3

**Description:** For many of us, the American dream is to be your own boss, to own your own business. The business owner has become the new American hero, risking all on the prospect of creating something from scratch that has a purpose in our society. Some want to support a lifestyle while others want to grow and sell a business successfully. This course is designed to give you some of the skills and tools necessary for the starting, managing, and harvesting of a new venture. Owning a small business does not have to be a gamble! Enrollment restricted.

**Prereqs:** ENTR 410

**Restricted:** Yes

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Dept: ENTR    Number: 490    Title: Entrepreneurship in Practice    Credits: 3

**Description:** The purpose of this course is to help the student apply the models and theories learned in previous courses in practical application to actual entrepreneurial challenges. These challenges will be presented to the student in either a simulated online environment or via the development and solution delivery of an actual small business/entrepreneurial business challenge. The environment in which the students will operate will be determined by the inventory of projects with entrepreneurs which are available at the time of the course offering. In the simulated environment, teams of entrepreneurs, each with defined but rotating roles and responsibilities, will assess the continually changing business challenge, supervise the collection of appropriate operating revenue and cost data, obtain input from 'direct reports/supplier' (their teammates) and make the decisions which must consider all disciplines of the business. Each of the team's decisions will be measured via its impact on the venture's income statement, balance sheet and cash flow position. The student will be graded on his/her team's ability to increase the venture's net worth. In the real world environment, student entrepreneurial teams will be challenged with a live project the solution to which will provide both a meaningful experiential learning opportunity for the students and a demonstrable beneficial impact on the venture. Students in project teams will be assigned to entrepreneurs, intrapreneurs or small business owners operating in the region to address and solve specific business challenges which those dynamic organizations are confronting. Students will define problems in management, marketing, finance, information management, ethical decision-making and operations strategies as they apply to small and entrepreneurial businesses. In addition to solving a typical entrepreneurial business problem, students will have the opportunity to interact with actual entrepreneurs and witness first hand the challenges which these businesses confront regularly, both during the project and in the final, culminating project presentation to the business owners/management. Enrollment restricted.

**Prereqs:** ENTR 410

**Restricted:** Yes

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## Finance

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Dept: FIN    Number: 101    Title: Personal Finance    Credits: 3

**Description:** This course introduces the student to financial affairs that occur throughout life. Topics will include an introduction to financial planning, the time value of money, and the uses of debt, credit, and savings. Banking, insurance, and housing issues--both renting and buying--will be addressed. Each student will maintain a monthly diary to assess spending habits and then will develop a financial budgeting, saving and spending plan. Students also will be introduced to how state and federal taxes impact income and spending decisions and to planning for retirement and estate planning; they will do the latter by studying various types of retirement plans, mutual funds, and investments.

**Prereqs:** Open only to students with fewer than 60 hours completed.

**Restricted:** No

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Dept: FIN      Number: 300      Title: Special Topics in Finance      Credits: 1-5

**Description:** This is a variable-topic course open to undergraduates meeting the prerequisites for the specific topic being offered. Its purpose is to allow the occasional offering of finance topics not covered by established courses. Enrollment is not limited to School of Business students.

**Prereqs:** Determined for each topic by instructor.

**Restricted:** No

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Dept: FIN      Number: 305      Title: Survey of Finance      Credits: 3

**Description:** The purpose of this course is to help the student develop a basic understanding of Finance. Topics covered include (1) financial instruments and the markets in which they are traded, (2) financial planning and analysis, (3) the cost and time-value of money, and (4) the fundamentals of investor decision-making. (Not open to students with credit in FIN 310)

**Prereqs:**

**Restricted:** No

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Dept: FIN      Number: 310      Title: Finance      Credits: 3

**Description:** This course consists of the analysis of problems relating to estimating the financial needs of an enterprise and to evaluating the alternative means of providing and utilizing both temporary and permanent capital. The relationship of current financial decisions with financial policy is analyzed from the viewpoint of management and the stockholder.

**Prereqs:** Prior completion of Acct 200. Prior completion or coenrollment in Dsci 301.

**Restricted:** No

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Dept: FIN      Number: 400      Title: Special Topics in Finance      Credits: 1-5

**Description:** This is a variable topic seminar. Its purpose is to allow the occasional offering of finance topics not covered by established courses. Enrollment restricted.

**Prereqs:** Determined for each topic by instructor

**Restricted:** Yes

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Dept: FIN      Number: 410      Title: Investment Theory and Application      Credits: 3

**Description:** This course emphasizes the theoretical and practical aspects of investments. Financial instruments such as common stocks, bonds, options, futures, and mutual funds are analyzed in a theoretical context using efficient market theory, capital market theory, option pricing, and stock valuation models. Experience in practical applications is generally obtained through the use of case studies. Enrollment restricted.

**Prereqs:** FIN 310

**Restricted:** Yes

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Dept: FIN      Number: 415      Title: Corporate Finance      Credits: 3

**Description:** Building on the concepts of present value, the focus of this course is on the theory of and methods for corporate asset selection. The course includes coverage of important technical issues such as risk analysis, evaluation of mutually exclusive projects, capital rationing, and leasing. Some attention usually will be devoted to the topic of project financing. Enrollment restricted.

**Prereqs:** FIN 310

**Restricted:** Yes

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Dept: FIN      Number: 420      Title: International Finance      Credits: 3

**Description:** The economic determinants of exchange rates are discussed. This is followed by an examination of the financing problems faced by the multinational corporation and the international portfolio manager, arising from the international nature of their environment. Topics include spot, forward, futures, and options markets in foreign currency, international risk management, purchasing power parity, interest rate parity, covered interest arbitrage, and contemporary issues in international finance management. Enrollment restricted.

**Prereqs:** FIN 310

**Restricted:** Yes

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Dept: FIN      Number: 425      Title: Global Financial Risk Management      Credits: 3

**Description:** This course examines the use of forwards, futures, SWAPs options, and related financial derivatives for hedging arbitrage, and speculative purposes in the global environment. The course focuses on understanding how firms can manage interest rate risk, exchange rate risk, and commodity price risk using these derivatives. The emphasis is on understanding the motivation issues, and the techniques behind financial engineering with these derivatives, as practiced by firms and individuals to maximize value in global markets. This course is also in the International area. Enrollment restricted.

**Prereqs:** FIN 310

**Restricted:** Yes

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Dept: FIN      Number: 430      Title: Financial Markets & Intermediaries      Credits: 3

**Description:** Study focuses on the principle elements of theoretical and practical controversies in the area of financial institutions, concentrating on several types of financial intermediaries. Enrollment restricted.

**Prereqs:** FIN 310

**Restricted:** Yes

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Dept: FIN      Number: 435      Title: Commercial Bank Management      Credits: 3

**Description:** This course involves the study of the theory and practice of the financial management of commercial banking firms. Its focus is on asset, liability and capital management policies and decisions, set within the legal and economic environment. Enrollment restricted.

**Prereqs:** DSCI 310, FIN 310 and MKTG 310.

**Restricted:** Yes

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**Dept:** FIN      **Number:** 440      **Title:** Insurance      **Credits:** 3

**Description:** The central focus of study is on the role of insurance in business and society. The approach is, in general from the standpoint of the person confronted with problems of risk management and loss prevention in coping with insurable (pure) risk situations. The course is designed to further the ability of the student to analyze and evaluate programs undertaken to control the loss of income which results from the destruction of property values. Enrollment restricted.

**Prereqs:** FIN 310.

**Restricted:** Yes

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**Dept:** FIN      **Number:** 450      **Title:** Applied Portfolio Management      **Credits:** 4

**Description:** This course provides the student with practical portfolio experience. Students actually and collectively manage funds in an endowment account of the benefit of the University and the School of Business. Experienced instructors, speakers, and financial analysts from Wall Street give the class a hands-on real life experience in analyzing and managing securities. The student will be familiarized with many different applied valuation procedures such as cash flows and growth models in an event driven context, as well as market capitalization techniques. Individual securities and stock options are analyzed on a continuing basis. Enrollment restricted.

**Prereqs:** Fin 410

**Restricted:** Yes

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**Dept:** FIN      **Number:** 460      **Title:** Financial Modeling & Risk Analysis      **Credits:** 3

**Description:** An introduction to the concepts methodologies, and applications of risk analysis in finance. Students will be required to use Excel & Crystal Ball, a spreadsheet add-in program, to design and build financial models for risk analysis. See the Web site [www.crystalball.com](http://www.crystalball.com) for more information about the software to be used. Enrollment restricted.

**Prereqs:** FIN 310

**Restricted:** Yes

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**Dept:** FIN      **Number:** 462      **Title:** Mergers & Acquisitions      **Credits:** 3

**Description:** This is a course about corporate "deals" – corporate transactions that change who owns a business or who controls it. Naturally, the course covers classical mergers and acquisitions, including the financial, strategic and regulatory issues. However, it also covers corporate governance and control, IPO's (initial public offerings), financial distress, and venture capital and private equity. Finally, deals require deal-makers – the investment bankers. We'll touch on aspects of investment banking, an industry that majors in finance and MBA's often work in or have contact with. Enrollment restricted.

**Prereqs:** FIN 310

**Restricted:** Yes

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Dept: FIN      Number: 464      Title: Security Analysis      Credits: 3

**Description:** The purpose of this course is to offer candidates for the Bachelor's in Business Administration degree a well-rounded exposure to the theory and practice of security analysis. The course emphasizes the usefulness of sound investment theory as a backdrop for understanding asset pricing in dynamic financial markets. The course is meant to form a bridge between a student's initial exposure to investment theory and the practice of stock selection and active portfolio management. Enrollment restricted.

**Prereqs:** FIN 410

**Restricted:** Yes

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Dept: FIN      Number: 466      Title: Entrepreneurial Finance      Credits: 3

**Description:** The entrepreneurial finance course will focus on valuing and financing young high-growth potential private companies (start-ups). The objective is for the students to learn how to make investment and financing decisions (and how to distinguish good from bad investments) in an environment characterized by very high degrees of uncertainty and information asymmetry. We will address this topic from two distinct perspectives: the perspective of users (entrepreneurs) and suppliers (venture capitalists and other private equity investors) of capital. In the beginning of the semester we will first take the perspective of the individual entrepreneur (or manager). We will focus on identifying good ideas (evaluating projects using different valuation techniques), separating them from bad ideas, and placing a quantitative value on these opportunities. This part will review different valuation methods used to value start-up companies. We will also deal with issues such as forecasting cash flows of a start-up firm and ways to grow the firm using internal resources. Then we will turn our attention to the next step in the entrepreneurial process – raising capital to take advantage of good opportunities. Specifically we will consider venture capital (independent venture capitalists, angels, and corporate venture capitalists) as a source of financing for start-ups. This part will provide overview of the venture capital industry (players, organizational forms, contracting) and introduce students to the challenges of structuring venture capital deals. In addition, we will cover other ways of raising capital to aid the growth of the entrepreneurial firm. The focus will be on the private debt market as well as other alternative sources of financing for start-up firms (SBA loans, SBICs, mezzanine financing, L/Cs, etc.). Finally, we will study the ways to harvest the ventures (IPOs, acquisitions, LBOs). Enrollment restricted.

**Prereqs:** FIN 415

**Restricted:** Yes

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Dept: FIN      Number: 468      Title: Corporate Financial Policy      Credits: 3

**Description:** The course will have three primary objectives. First, students will review basic valuation methods, including instruction on the location of relevant resources. Some advanced valuation techniques will be examined, e.g., APV, multiples & capital cash flow. Finally, students will work to apply these techniques to particular corporate financial decisions. Enrollment restricted.

**Prereqs:** FIN 310, FIN 415

**Restricted:** Yes

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Dept: FIN      Number: 500      Title: Individual Research in Finance      Credits: 1-5

**Description:** Individual study of selected topics in finance not otherwise available to the student. Topics selected to be determined by the special interests and objectives of the student in consultation with a faculty member who will supervise the reading and research. Enrollment restricted.

**Prereqs:** DSCI 310; FIN 310; MGMT 310; MKTG 310; 3.0 professional GPA and approval of proposed plan of study by the instructor.

**Restricted:** Yes

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Dept: FIN      Number: 599      Title: Internship in Finance      Credits: 1-3

**Description:** Internships provide opportunities for students to combine their academic education with a meaningful experience in the business world. Finance internships allow students to explore career pathways in accounting, further their professional growth, expand professional networks, and increase the relevancy of their academic coursework. The internship course combines job-related activities of the finance internship position with a set of academic requirements. These requirements include academic assignments as well as a pre- and post-internship seminar held in the semester before and after the semester in which the internship occurs. Internships for credit must be approved by the Director of the Internship Program prior to the internship experience. Students may not receive more than three hours of internship credit from any of the following, BUS 599, ACCT 599, FIN 599, IBUS 599, IST 599, MGMT 599, or MKTG 599. FIN 599 may count as a Finance elective for students majoring in Finance. Enrollment restricted.

**Prereqs:** Approval of the internship; FIN 310 and one of the following: DSCI 310, MGMT 310, or MKTG 310.

**Restricted:** Yes

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### International Business

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Dept: IBUS      Number: 300      Title: Special Topics in International Business      Credits: 1-5

**Description:** This is a variable-topic course open to undergraduates meeting the prerequisites for the specific topic being offered. Its purpose is to allow the occasional offering of international business topics not covered by established courses. Enrollment is not limited to School of Business students.

**Prereqs:** Determined for each topic by instructor.

**Restricted:** No

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Dept: IBUS      Number: 301      Title: Business, Culture and Society : Africa      Credits: 3

**Description:** This is an interdisciplinary course which will focus on the social, culture, and political environment for business in the countries of sub-Saharan Africa. The emphasis will be on the factors influencing and shaping the current and rapidly changing political and economic contexts of African countries. The course is open to both business and non business students and is designed to explore the connections between language and area study topics and the practice of business in Africa. The course will be organized around modules covering geography, language, culture and society, history, politics and economics. Most of these modules will be covered by visiting faculty with specialization in those areas. There will also be guest lectures by government officials involved in managing and promoting business ties between the USA and Africa, as well as from practicing business people in the area who have had experience in African markets

**Prereqs:** Sophomore Status (30 hours)

**Restricted:** No

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**Dept:** IBUS    **Number:** 302    **Title:** Business, Culture and Society: East Asia    **Credits:** 3

**Description:** This course will be a team taught interdisciplinary overview of issues related to business in East Asia. Directed primarily at sophomores and juniors, the course will be open to both business and non business majors. This course may be taken concurrently with language or area study courses and is designed to reinforce the linkage between language and area studies, and international business. Faculty teaching the course will be drawn from the School of Business and the Department of East Asian Languages and Cultures.

**Prereqs:** Sophomore Status (30 hours)

**Restricted:** No

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**Dept:** IBUS    **Number:** 303    **Title:** Business, Culture and Society: Latin America    **Credits:** 3

**Description:** This course will be a team taught interdisciplinary overview of issues related to business in Latin America. Directed primarily at sophomores and juniors, the course will be open to both business and non business majors. This course may be taken concurrently with language or area study courses and is designed to reinforce the linkage between language and area studies, and international business. Faculty teaching the course will be drawn from the School of Business, the Center of Latin American Studies, and the Department of Spanish.

**Prereqs:** Sophomore Standing (30 Hours)

**Restricted:** No

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**Dept:** IBUS    **Number:** 304    **Title:** Business, Culture and Society: Russia and Eastern Euro    **Credits:** 3

**Description:** This course will be a team taught interdisciplinary overview of issues related to business in the "transition economics" of the former Soviet Union and Eastern Europe. Directed primarily at sophomores and juniors, the course will be open to both business and non business majors. This course may be taken concurrently with language or area study courses and is designed to reinforce the linkage between language and area studies, and international business. Faculty teaching the course will be drawn from the School of Business and college Departments associated with the Center of Russian and East European Studies (e.g., Political Science, History, Sociology, Geography etc.)

**Prereqs:** Sophomore Standing (30 Hours)

**Restricted:** No

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**Dept:** IBUS    **Number:** 305    **Title:** Business, Culture and Society: Western Europe    **Credits:** 3

**Description:** This course will be a team taught interdisciplinary overview of issues related to business in Western Europe. Directed primarily at sophomores and juniors, the course will be open to both business and non business majors. This course may be taken concurrently with language or area study courses and is designed to reinforce the linkage between language and area studies, and international business. Same as EURS 401.

**Prereqs:** Sophomore Standing (30 Hours)

**Restricted:** No

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**Dept:** IBUS    **Number:** 400    **Title:** Special Topics in International Business    **Credits:** 1-5

**Description:** This is a variable topic seminar. Its purpose is to allow the occasional offering of international business topics not covered by established courses. Enrollment restricted.

**Prereqs:** Determined for each topic by instructor.

**Restricted:** Yes

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**Dept:** IBUS    **Number:** 410    **Title:** Introduction to International Business    **Credits:** 3

**Description:** To conduct International Business, a manager must understand the prevailing political, economic, legal and socio-cultural institutions in the relevant countries. In addition, s/he must also understand the institutional arrangements that countries have negotiated to govern cross-border flows of trade and investment capital, such as the World Trade Organization and the International Monetary Fund. This course provides an analysis of the institutional settings for international business and explores their implications for a multinational firm. Specific topics covered include, but are not limited to, the forces behind international economic integration and globalization of business, differences across countries, and the frameworks of international trade, investment and finance. Enrollment restricted.

**Prereqs:** ECON 144

**Restricted:** Yes

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**Dept:** IBUS    **Number:** 415    **Title:** Business in Latin America    **Credits:** 3

**Description:** This course will focus on the business and managerial practices that have evolved in response to major characteristics of Latin American business environment. A survey of Latin American economic conditions (including inflation, stabilization, regional integration, and privatization) will set the stage for the examination of management practices that have developed in response to these conditions. Enrollment restricted.

**Prereqs:** Completion of an intermediate macroeconomics course is strongly recommended or consent of instructor.

**Restricted:** Yes

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**Dept:** IBUS    **Number:** 420    **Title:** Business in Japan    **Credits:** 3

**Description:** This course examines Japanese business in the context of both Japanese society and the global economic environment. An overview of the Japanese economy, with special emphasis on employment patterns and trends, will be combined with an examination of business-government relations and the role of Japanese culture on organizational behavior. Enrollment restricted.

**Prereqs:** MGMT 310 or consent of instructor and junior status.

**Restricted:** Yes

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**Dept:** IBUS    **Number:** 425    **Title:** Business in China    **Credits:** 3

**Description:** The course analyzes the unique aspects of the Chinese business environment and the major managerial issues that are likely to confront firms conducting business in the country. The first part of the course reviews the country's geography, history and culture, and examines its contemporary political process, economic structure, financial system, and legal and social institutions. The second part of the course examines important strategic and operational decisions such as market entry, contract negotiation, value chain management, choice of marketing strategies and techniques, and human resource management. Enrollment restricted.

**Prereqs:** Pre or Co: IBUS 410

**Restricted:** Yes

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**Dept:** IBUS    **Number:** 430    **Title:** Business in Russia and East Europe    **Credits:** 3

**Description:** Following a brief study of nature of the (formerly) centrally planned economies, emphasis will be placed on the current transition to the market-based systems. Special focus will be placed on privatization, the evolution of labor and financial markets, and the legal and regulatory frameworks for conducting business. A comparative approach will be taken in the analysis of individual markets and performance. Enrollment restricted.

**Prereqs:** Junior status unless a specific course is needed or consent of instructor.

**Restricted:** Yes

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**Dept:** IBUS    **Number:** 500    **Title:** Individual Research in International Business    **Credits:** 1-5

**Description:** Individual study of selected topics in International Business not otherwise available to the student. Topics selected to be determined by the special interest and objective of the student in consultation with a faculty member who will supervise the reading and the research. Enrollment restricted.

**Prereqs:** DSCI 310; FIN 310; MGMT 310; MKTG 310; 3.0 professional GPA and approval of proposed plan of study by the instructor.

**Restricted:** Yes

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**Dept:** IBUS    **Number:** 599    **Title:** Internship in International Business    **Credits:** 1-3

**Description:** Internships provide opportunities for students to combine their academic education with a meaningful experience in the business world. Internships in International Business (IB) allow students to explore career pathways in IB, further their professional growth, expand professional networks, and increase the relevancy of their academic coursework. The internship course combines job-related activities of the IB internship position with a set of academic requirements. These requirements include academic assignments as well as a pre- and post-internship seminar held in the semester before and after the semester in which the internship occurs. Internships for credit must be approved by the Director of the Internship Program prior to the internship experience. Students may not receive more than three hours of internship credit from any of the following, BUS 599, ACCT 599, FIN 599, IBUS 599, IST 599, MGMT 599, or MKTG 599. IBUS 599 may count as an IB elective for students majoring in Management/International Business. Enrollment restricted.

**Prereqs:** Approval of the internship; two of the following, DSCI 310, FIN 310, MGMT 310, MKTG 310.

**Restricted:** Yes

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## Information Systems

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Dept: IST      Number: 205      Title: Survey of Information Systems      Credits: 3

**Description:** This course focuses on the use of information systems in business. Topics will include components of information systems, types of information systems, development of information systems, and uses and benefits of information systems. Relevant technology issues such as security, privacy and ethics will also be introduced. In addition to content on information systems, the course will cover the basic principles of Microsoft Office. (Not open to students with credit in IST 301)

**Prereqs:**

**Restricted:** No

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Dept: IST      Number: 301      Title: Introduction to Information Systems      Credits: 3

**Description:** Information Systems have assumed a growing significance in the increasingly competitive business environment. This course introduces essential components of information systems from an organizational perspective. The course covers the role of information systems in organizations, the technical foundations of information systems, the design and management of information systems, and the effect of information systems on organizations. The course also exposes students to software tools used to solve business problems.

**Prereqs:** Acct 200 or co-enrollment in Acct 200.

**Restricted:** No

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Dept: IST      Number: 312      Title: Information Systems for Managers      Credits: 3

**Description:** This course provides an overview of how to understand, analyze, and design computerized information systems, and is designed to provide the computer tools and knowledge so that today's business student will be tomorrow's successful and complete manager and/or consultant. The topics covered in this course will include computer technology, internal control in a computer environment, strategic information systems planning, systems analysis and design, database systems, networking, and various software packages. This course will count as an advanced business elective. Not open to students with credit in IST 311. Enrollment restricted.

**Prereqs:** ACCT 201 and IST 301.

**Restricted:** Yes

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Dept: IST      Number: 320      Title: Fundamentals of Software Development      Credits: 3

**Description:** This course provides an introduction to software development concepts and techniques. Students will develop an understanding of the software development process through hands on programming assignments and projects. The course emphasizes problem solving, initiative, and teamwork within an information systems framework. Enrollment restricted.

**Prereqs:** IST 301

**Restricted:** Yes

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Dept: IST      Number: 325      Title: Systems Analysis and Design      Credits: 3

**Description:** This will take students through the entire systems development life cycle from the first contact with a customer through analysis and design to the implementation of the customer's system. It will introduce the student to the field of systems analysis and design, basic systems analysis tools, and the procedures for conducting systems analysis. Topics covered will include the role of the systems analyst in the organization, concepts, philosophies and trends in systems analysis and design, and tools and techniques for such analysis. Enrollment restricted.

**Prereqs:** IST 301, completion of or co-enrollment in IST 326

**Restricted:** Yes

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Dept: IST      Number: 326      Title: Database Management Systems      Credits: 3

**Description:** This course introduces the fundamental concepts and implementation of the database development process and relational database systems. The student will be exposed to database development issues. SQL methodology, and entity relationship models. Enrollment restricted.

**Prereqs:** IST 301, completion of or co-enrollment in IST 320

**Restricted:** Yes

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Dept: IST      Number: 330      Title: Fundamentals of Business Computer Networking      Credits: 3

**Description:** This course introduces business students to the terms and concepts of networking in the business environment. This course balances practical application and network theory. It examines common architecture models, transmission media, network topologies, and protocols in both local area network (LAN) and wide area network (WAN) environments. The course also delves into the operating characteristics of the internet and various applicable protocol suites. Conceptual learning is supported by team exercises and projects. Enrollment restricted.

**Prereqs:** IST 301, completion of or co-enrollment in IST 320

**Restricted:** Yes

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Dept: IST      Number: 335      Title: Information Security      Credits: 3

**Description:** During the semester, we'll introduce a wide range of topics associated with managing the security of information systems and related data in a business environment. Topics addressed include cryptography and security of operating systems, databases, networks...both wired and wireless, and telecommunications systems. We'll look into security issues related to application development and to the use of the Internet as a business medium. We'll review other elements of security: physical security, disaster recovery and business resumption planning, change control, and so forth. On successful completion of the course, I expect that each student will be better able to: a. Understand and appreciate risks associated with business information systems infrastructures and the dynamic nature of these threats. b. Evaluate various risks associated with information systems. c. Envision controls that might mitigate these risks. d. Possess the ability to effectively articulate the threats and need for appropriate controls to others, be they higher management, peers, or subordinates. Enrollment restricted.

**Prereqs:** IST 301

**Restricted:** Yes

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**Dept:** IST      **Number:** 400      **Title:** Special Topics in Information Systems Technology      **Credits:** 1-5

**Description:** This is a variable topic seminar. Its purpose is to allow the occasional offering of information systems technology topics not covered by established courses. Enrollment restricted.

**Prereqs:** Determined for each topic by instructor

**Restricted:** Yes

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**Dept:** IST      **Number:** 410      **Title:** IT Project Management      **Credits:** 3

**Description:** This course provides initial exposure to concepts related to the project management discipline generally, while focusing on management of information technology projects in particular. The course is organized to emphasize core project management knowledge areas developed by the Project Management Institute, and it stresses the benefits of a disciplined, formal project management methodology. Students completing the course will gain an appreciation for the complex nature of projects and be better prepared to be an effective member of project teams encountered in many types of organizations. Enrollment restricted.

**Prereqs:** Completion of or co-enrollment in IST 320, IST 325, IST 326, IST 330

**Restricted:** Yes

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**Dept:** IST      **Number:** 500      **Title:** Individual Research in Information Systems Technology      **Credits:** 1-5

**Description:** Individual study of selected topics in information systems technology not otherwise available to the student. Topics selected to be determined by the special interests and objectives of the student in consultation with a faculty member who will supervise the reading and research. Enrollment restricted.

**Prereqs:** DSCI 310; FIN 310; MGMT 310; MKTG 310; 3.0 professional GPA and approval of proposed plan of study by the instructor.

**Restricted:** Yes

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**Dept:** IST      **Number:** 599      **Title:** Internship in Information Systems      **Credits:** 1-3

**Description:** Internships provide opportunities for students to combine their academic education with a meaningful experience in the business world. Information Systems (IS) internships allow students to explore career pathways in IS, further their professional growth, expand professional networks, and increase the relevancy of their academic coursework. The internship course combines job-related activities of the IS internship position with a set of academic requirements. These requirements include academic assignments as well as a pre- and post-internship seminar held in the semester before and after the semester in which the internship occurs. Internships for credit must be approved by the Director of the Internship Program prior to the internship experience. Students may not receive more than three hours of internship credit from any of the following, BUS 599, ACCT 599, FIN 599, IBUS 599, IST 599, MGMT 599, or MKTG 599. IST 599 may count as an IS elective for students majoring in Information Systems. Enrollment restricted.

**Prereqs:** Approval of the internship; two of the following, DSCI 310, FIN 310, MGMT 310, MKTG 310.

**Restricted:** Yes

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## Management

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Dept: MGMT    Number: 300    Title: Special Topics in Management    Credits: 1-5

**Description:** This is a variable-topic course open to undergraduates meeting the prerequisites for the specific topic being offered. Its purpose is to allow the occasional offering of management topics not covered by established courses. Enrollment is not limited to School of Business students.

**Prereqs:** Determined for each topic by instructor.

**Restricted:** No

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Dept: MGMT    Number: 305    Title: Survey of Management    Credits:

**Description:** This course is designed to acquaint students with traditional business management ideas, recent management thinking, and the contemporary application of both to the management functions of planning, organizing, leading and controlling. A lecture based survey of a wide variety of topics is offered, generally including goal setting, strategy formulation and implementation, managerial decision making, structural design of organizations, corporate culture, organizational change and development, human resources management, managing diversity, leading, motivation, communication, teamwork, quality control, management control systems, operations and service management, entrepreneurship and small business management, managerial ethics and corporate social responsibility and management in the global environment.

**Prereqs:**

**Restricted:** No

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Dept: MGMT    Number: 310    Title: Organizational Behavior    Credits: 3

**Description:** This course serves as an introduction to the study of individual and group behavior within the context of an organization. An objective may be the development of the students potential for becoming an effective organization member and manager of people. Experiential learning methods are utilized to involve the student activity. A wide variety of topics and theories may be covered, generally involving motivation, leadership, job design, group dynamics and formal organizational structure and process.

**Prereqs:** Completion of Econ 142, Acct 200, Psyc 104, and one course in the social science, society and culture (s/c) principle course area. Prior completion or coenrollment in Acct 201 & Dsci 301.

**Restricted:** No

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Dept: MGMT    Number: 400    Title: Special Topics in Management    Credits: 1-5

**Description:** This is a variable topic seminar. Its purpose is to allow the occasional offering of management topics not covered by established courses. Enrollment restricted.

**Prereqs:** Determined for each topic by instructor

**Restricted:** Yes

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**Dept:** MGMT    **Number:** 405    **Title:** Ethical Decision Making in Business    **Credits:** 3

**Description:** This course is designed to provide students with: (a) a grounding in the psychological and philosophical foundations of business ethics; (b) the ability to recognize ethical problems; (c) an exposure to many of the ethically sensitive issues facing corporations and managers in business today (e.g., layoffs, outsourcing, employee whistle-blowing, employee privacy, employee health and safety, marketing and advertising, environmental issues, discrimination, and the global responsibilities of business); and (d) the tools for analyzing and reaching closure on ethical problems. Students will study the role of ethics in the relation of business to employees, consumers, and society. Students in this course will have the opportunity to engage in stimulating class discussions, justify ethical positions in case study analyses, investigate ethical issues in their own future professional lives, and develop and present their solutions for typical ethical problems faced by managers in organizations. Enrollment restricted.

**Prereqs:**

**Restricted:** Yes

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**Dept:** MGMT    **Number:** 410    **Title:** Human Resources Management    **Credits:** 3

**Description:** The major focus is on the management concerns of staffing, training, and development, compensation and labor management relations. Constraints on management discretion, including legislation, court decisions, labor unions and labor markets are reviewed. This course is in the human resources area. Enrollment restricted.

**Prereqs:** MGMT 310. Sports Management majors may petition for entry to the course with completion of the following prerequisites: MGMT 305, ECON 142, and an introductory statistics course (DSCI 301, HSES 310, MATH 365, PSYC 300).

**Restricted:** Yes

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**Dept:** MGMT    **Number:** 413    **Title:** Recruiting and Selecting Effective Employees    **Credits:** 3

**Description:** This course covers various aspects of employee staffing and personnel selection in organizations--the nature of individual differences, the measurement of individual differences, reliability, validity, legal and "fairness" issues, job analysis for job description and selection procedure development, recruitment, initial screening and resume review, the employment interview, general and specific ability tests, personality tests, assessment centers, performance tests, integrity testing, and drug testing. This course is in the Human Resources area. Enrollment restricted.

**Prereqs:** MGMT 310

**Restricted:** Yes

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**Dept:** MGMT    **Number:** 416    **Title:** Training, Development, and Management Careers    **Credits:** 3

**Description:** This course develops (1) competency in training and development skills and (2) understanding of career management issues in organizations. Individual and organizational perspectives are adopted. Topics include assessing training needs, developing and delivering training, evaluating outcomes, career planning, strategies for managing careers, and work/life balance. This course is in the Human Resources area. Enrollment restricted.

**Prereqs:** MGMT 310

**Restricted:** Yes

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**Dept:** MGMT    **Number:** 419    **Title:** Managing Performance and Compensation    **Credits:** 3

**Description:** This course focuses on principles and practices in designing and administering performance management and reward systems. The measurement of employee performance at both the individual and group levels is reviewed. The use of performance measurement information for administrative decision-making and employee development is discussed. The impact of reward systems on employee recruitment, satisfaction and individual and firm-level performance is examined, including approaches to established pay structures, individual and group-based pay-for-performance plans, executive pay issues, government influences, and employee benefits. This course is in the Human Resources area. Enrollment restricted.

**Prereqs:** MGMT 310

**Restricted:** Yes

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**Dept:** MGMT    **Number:** 422    **Title:** Labor Relations    **Credits:** 3

**Description:** Coverage in the course focuses on the development, legal environment and current problems on the industrial labor relations system. Emphasis is placed upon the historical evolution of the labor movement, the law of labor relations, and the economic constraints which affect labor relations. This course is in the Human Resources area. Enrollment restricted.

**Prereqs:** ECON 524

**Restricted:** Yes

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**Dept:** MGMT    **Number:** 428    **Title:** Human Resources Management and Labor Markets    **Credits:** 3

**Description:** This course is an investigation of human resources development and utilization, focussing upon current employment and training problems and public and private solutions to those problems. This course is in the human resources area. Enrollment restricted.

**Prereqs:** ECON 524

**Restricted:** Yes

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**Dept:** MGMT    **Number:** 431    **Title:** Legal Environment for Managing Employees    **Credits:** 3

**Description:** The focus of this course is how the legal environment affects the management of their employees. The topics covered include laws on employment discriminations, employment at will, and negligent hiring, the Occupational Safety and Health Act, the National Labor Relations Act, the Fair Labor Standards Act and the Family and Medical Leave Act. This course is in the Human Resources area. Enrollment restricted.

**Prereqs:** MGMT 310

**Restricted:** Yes

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**Dept:** MGMT    **Number:** 434    **Title:** International Human Resource Management    **Credits:** 3

**Description:** The primary objective of this course is to increase students understanding of core HRM activities as they are educated in global context. These activities include staffing, performance management, training and development, compensation and labor relations. The course is in the human resources area. Enrollment restricted.

**Prereqs:** MGMT 310

**Restricted:** Yes

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**Dept:** MGMT    **Number:** 437    **Title:** Personal Skills for Managing People    **Credits:** 3

**Description:** The goal of this course is to increase the capacity of the student to manage others effectively. It begins by focussing on self awareness and self management. Students also learn systems for classification of people on the basis of behavior and attitudes. Topics covered include time management, problem solving, reading people, coaching and counseling, delegation and empowerment, conflict resolution, motivation and discipline. The focus is on skill acquisition and the learning approaches including readings, inventories, role playing and case analysis. This course is in the human resource area. Enrollment restricted.

**Prereqs:** MGMT 310

**Restricted:** Yes

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**Dept:** MGMT    **Number:** 455    **Title:** General Management Processes and Change    **Credits:** 3

**Description:** The course focuses on the principles and methods that general managers use to implement strategies, both at the business unit and corporate levels. While stressing the complex nature of the general manager's job, the organization's mission, environment, technology and strategy are discussed as the primary drivers of designing effective organization structures, processes and management systems. Change processes for realigning the organization's strategy, structure, processes and culture are further emphasized, highlighting the role of the general manager as the architect of change. Topics covered include: organization design, transaction costs, behavior and output control; strategic leadership; design of information and reward systems; organizational change and cultural change processes. Enrollment restricted.

**Prereqs:** MGMT 310

**Restricted:** Yes

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**Dept:** MGMT    **Number:** 462    **Title:** Comparative and Cross Cultural Management    **Credits:** 3

**Description:** the course, first of all, focusses on differences and similarities in organizational behavior and in the values and expectations of organizational members from one society to another. A primary goal is to construct a model for understanding the complex linkage among the cultural, social, political and economical variables which influence organizational behavior. Secondly, the course considers the problems and accomodations that occur when people of different national or cultural backgrounds work together, either within the boundaries of an organization or in business negotiations. The emphasis here is on the necessary skills for managing multi cultural diversity in both domestic and international settings. Major illustrations are drawn from countries and regions such as, Japan, the Peoples Republic of China, Russia, Latin America, the Middle East, Africa, and the United States. This course is in the Organizational Behavior area. Enrollment restricted.

**Prereqs:** MGMT 310

**Restricted:** Yes

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Dept: MGMT    Number: 470    Title: Leadership in Business Organizations    Credits: 3

**Description:** This course serves as a study of leadership and the application of leadership within the context of a business organization. An objective is the development of the student's potential to become a leader of people. The course provides practical guidance on how to lead and some rationalization for making the effort. This course covers a broad set of aspects of leader behavior including: influence processes affecting the interpretation of events for followers, the choice of objectives for the group or organization, the organization of work activities to accomplish the objectives, the motivation of followers to achieve the objectives, the maintenance of cooperative relationships and teamwork, and the enlistment of support and cooperation from people outside the group or organization. Enrollment restricted.

**Prereqs:** MGMT 310

**Restricted:** Yes

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Dept: MGMT    Number: 472    Title: Project Management    Credits: 3

**Description:** The purpose of this course is to examine business from a project management perspective, to develop a systems view of business rather than a functional view and to lay the foundation for future leaders to more effectively integrate project management into their business strategy. Further, to establish a common language for and a common knowledge of project management concepts, principles and practices. This course is intended to help students gain an understanding of what project management involves, how it relates to other functional management areas, and its role in an organizations structure and leadership. This course is made up of topical lectures, article/video analysis, open discussion, in-class experiential exercises and a team-based outside class project. In order to foster good project management habits, topics will be covered in the order they appear in the project lifecycle starting with project selection and bidding and ending with project acceptance and close out. Topics covered in this course include: the importance and role of project management, the contextual nature of projects, logistics issues in project management, and the E-business impact on project management. Enrollment restricted.

**Prereqs:** DSCI 310, MGMT 310

**Restricted:** Yes

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Dept: MGMT    Number: 477    Title: Entrepreneurship & New Ventures    Credits: 3

**Description:** This course provides students interested entrepreneurship with the basic understanding of the process of conceiving, creating, managing and potentially selling an entrepreneurial venture. The course work is designed to maximize students' conceptual and experiential learning in areas ranging from self-assessment of entrepreneurial skills and fitness for a career as an entrepreneur to the development of a business idea into a comprehensive business plan based on students' specific area of interest. Students will be exposed to the concepts of entrepreneurship through lecture, classroom discussion, interactive class exercises and basic case analysis as well as group projects outside the classroom. Enrollment restricted.

**Prereqs:** MGMT 310

**Restricted:** Yes

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**Dept:** MGMT    **Number:** 480    **Title:** International Management    **Credits:** 3

**Description:** In the global economy, managers need to expand their repertoires of knowledge and skills in order to be effective. This course examines the important managerial issues arising from a firm's expansion into the international arena and introduces an array of analytical frameworks and management techniques that can be useful to an international manager. Specific topics covered include foreign market entry decisions, strategies and organizational structures for managing a multinational corporation, and management of various functional areas (such as production, marketing, finance and human resources) in an international setting. Enrollment restricted.

**Prereqs:** FIN 310, MGMT 310 and MKTG 310

**Restricted:** Yes

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**Dept:** MGMT    **Number:** 498    **Title:** Business Policy and Strategy    **Credits:** 3

**Description:** The course exposes the student to the role of general management in complex organizations. The cases, conceptual materials, and projects are selected to provide the student with decision-making opportunity in major areas of managerial concern: environmental opportunities and constraints, formulation of business policy, and policy implementation mechanisms. Knowledge and skills gained in previous business courses, including marketing, finance, and quantitative methods, will be applied to problems associated with the totality of organizational activity. Enrollment restricted.

**Prereqs:** DSCI 310; FIN 310; MGMT 310; and MKTG 310.

**Restricted:** Yes

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**Dept:** MGMT    **Number:** 500    **Title:** Individual Research in Management    **Credits:** 1-5

**Description:** Individual study of selected topics in management not otherwise available to the student. Topics selected to be determined by the special interest and objective of the student in consultation with a faculty member who will supervise the reading and the research. Enrollment restricted.

**Prereqs:** DSCI 310, FIN 310, MGMT 310, MKTG 310; 3.0 professional GPA and approval of proposed plan of study by instructor.

**Restricted:** Yes

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**Dept:** MGMT    **Number:** 525    **Title:** Negotiations and Dispute Settlement    **Credits:** 3

**Description:** This course involves the study of the theory and practice of dispute resolution and negotiation in business contexts. While some attention is focused on alternatives to traditional litigation, the primary emphasis is negotiation and mediation (facilitated negotiation). Conflict resolution in the workplace, including grievance procedures, will be considered. Students are required to apply concepts studied through role playing simulations. Enrollment restricted.

**Prereqs:** MGMT 310 & ECON 524

**Restricted:** Yes

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Dept: MGMT    Number: 599    Title: Internship in Management    Credits: 1-3

**Description:** Internships provide opportunities for students to combine their academic education with a meaningful experience in the business world. Internships allow students to explore career pathways, further their professional growth, expand professional networks, and increase the relevancy of their academic coursework. The internship course combines job-related activities with a set of academic requirements. These requirements include academic assignments as well as a pre- and post-internship seminar held in the semester before and after the semester in which the internship occurs. Internships for credit must be approved by the Director of the Internship Program prior to the internship experience. Students may not receive more than three hours of internship credit from any of the following, BUS 599, ACCT 599, FIN 599, IBUS 599, IST 599, MGMT 599, or MKTG 599. Enrollment restricted.

**Prereqs:** Approval of the internship; MGMT 310 and one of the following: DSCI 310, FIN 310, or MKTG 310.

**Restricted:** Yes

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## Marketing

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Dept: MKTG    Number: 300    Title: Special Topics in Marketing    Credits: 1-5

**Description:** This is a variable-topic course open to undergraduates meeting the prerequisites for the specific topic being offered. Its purpose is to allow the occasional offering of marketing topics not covered by established courses. Enrollment is not limited to School of Business students.

**Prereqs:** Determined for each topic by instructor.

**Restricted:** No

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Dept: MKTG    Number: 305    Title: Survey of Marketing    Credits: 3

**Description:** This course introduces the student to marketing from the perspective of the business firm. Topics included are the marketing system, consumer and industrial behavior, market segmentation and positioning, product policy, channels of distribution, pricing strategy, sales management, and marketing communications. (Not open to students with credit in MKTG 310)

**Prereqs:**

**Restricted:** No

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Dept: MKTG    Number: 310    Title: Marketing    Credits: 3

**Description:** A study of marketing from the point of view of the business firm. Topics include the structure of the marketing system, the nature of marketing management, consumer behavior, marketing research, product policy, channels of distribution policy and analytical techniques useful to marketing management.

**Prereqs:** Completion of Econ 142, Acct 200 & Psyc 104. Prior completion or coenrollment in Dsci 301.

**Restricted:** No

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**Dept:** MKTG    **Number:** 400    **Title:** Special Topics in Marketing    **Credits:** 1-5

**Description:** This is a variable topics seminar. It's purpose is to allow the occasional offering of marketing topics not covered by established courses. Enrollment restricted.

**Prereqs:** Determined for each topic by instructor.

**Restricted:** Yes

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**Dept:** MKTG    **Number:** 411    **Title:** Introduction to Consumer Behavior    **Credits:** 3

**Description:** A study of the buyer's information acquisition, evaluation, purchasing, and post-purchasing evaluation process. Emphasis is placed upon social psychological theories and their implications on the understanding and prediction of consumers' behavior. The student, from the standpoint of the marketing manager, will apply behavioral science concepts to the problems of planning, pricing, and promotion decisions. Enrollment restricted.

**Prereqs:** MKTG 310

**Restricted:** Yes

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**Dept:** MKTG    **Number:** 415    **Title:** Marketing Research for Managers    **Credits:** 3

**Description:** This course introduces the student to the fundamentals of marketing research and analytical approaches to marketing problems. The material is presented from an applied point of view and is designed to familiarize the student with those aspects of marketing research with which the marketing manager is likely to interact. Enrollment restricted.

**Prereqs:** MKTG 310

**Restricted:** Yes

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**Dept:** MKTG    **Number:** 420    **Title:** Promotional Strategy    **Credits:** 3

**Description:** This course will deal with the use of advertising, personal selling, sales promotion, and public relations as elements in a promotional program. The perspective of the course will be distinctly managerial. Therefore, the emphasis will be upon the efficient use of an organization's resources to accomplish communication goals through effective promotional strategy. A good part of the course will be spent examining the communication process; the nature of the receiver and how information is processed; determination of promotional objectives; promotional budget; media decisions, and measuring the effectiveness of the promotional campaigns. The goal of the course is to enable the students to better evaluate and devise a marketing communications program for any given product, service, or idea. Enrollment restricted.

**Prereqs:** MKTG 310

**Restricted:** Yes

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Dept: MKTG    Number: 425    Title: Sales Force Management    Credits: 3

**Description:** This course, as an advanced marketing elective, is designed to integrate sales force planning into the marketing planning process; to present the necessary tools and skills needed for developing and evaluating a competitive sales function; and to analyze the components of the sales function from a managerial perspective. Specifically, topics include strategic sales planning, forecasting, quotas and compensation plans, selection and training, time and territory management, motivation, and performance analysis. Pedagogical methods for the course include: lecture, case study, role-playing, micro-computer simulations, and spreadsheet analyses. Enrollment restricted.

**Prereqs:** MKTG 310

**Restricted:** Yes

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Dept: MKTG    Number: 430    Title: New Product Management    Credits: 3

**Description:** This course deals with the strategies techniques and methods used to develop and market a new product. An important aspect of the course deals with anticipating and managing change that can affect a firms marketing opportunity and response. Also emphasized is th need disciplined process of development. Subjects examined include innovative thinking identification and development of marketing opportunities, marketing mix strategies and implementation. Enrollment restricted.

**Prereqs:** MKTG 310

**Restricted:** Yes

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Dept: MKTG    Number: 435    Title: Marketing Strategy    Credits: 3

**Description:** The emphasis of this course is strategic marketing analysis and planning. Concepts and methods for the strategic analysis of product-market definition, segmentation, product positioning, and new product planning are examples of individual subjects that are covered. However, the primary objective is to integrate various topics into a strategic planning framework. An important component of the course is the application of concepts to realistic marketing problems through the use of comprehensive marketing simulations or in-depth cases that capture the dynamics of the marketing environment. Students will learn how to identify markets, assess company strengths and weaknesses, target market segments, analyze competition, and develop specific functional strategies in such areas as product development, pricing, distribution, and promotion. Enrollment restricted.

**Prereqs:** MKTG 310

**Restricted:** Yes

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Dept: MKTG    Number: 440    Title: Global Marketing    Credits: 3

**Description:** Today businesses compete in a global environment. As such, marketing managers must recognize the global nature of their markets and must develop the knowledge, background, sensitivity and skills required to successfully operate in this dynamic setting. The course examines the array of activities required to select, gain entry and compete in a location other than the "home" country. Also examined is the influence that culture, environment, government regulations can have upon marketing mix decisions. (product, price, promotion, distribution) related to localization, standardization, and local adaptation. Enrollment restricted.

**Prereqs:** MKTG 310

**Restricted:** Yes

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**Dept:** MKTG    **Number:** 445    **Title:** Services Marketing    **Credits:** 3

**Description:** This course prepares students for careers, which will entail managing businesses in the service sector. This sector includes accounting management consulting, engineering services, environmental services, health care, research, architectural, hotel and restaurant, charitable, and many others. It provides the foundation a student needs so that he or she can move beyond providing technical support to the client and towards managing and developing the business. For a marketing or management student, it provides the foundation they need to be able to find a job, hit the ground running, and advance in a marketing (management) position with companies in the service sector. Enrollment restricted.

**Prereqs:** MKTG 310

**Restricted:** Yes

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**Dept:** MKTG    **Number:** 450    **Title:** Internet Marketing    **Credits:** 3

**Description:** This course examines how the power of today's digital technologies can be harnessed to enhance and deploy the marketing function. The course begins with an overview of the key forces shaping the digital environment. It then examines several topics that define and characterize marketing in this new environment. Illustrative topics include web business models, traffic driving strategies, one-to-one marketing, personalization, closed-loop marketing, online support, dynamic pricing, channel redesign, and m-commerce. Throughout, emphasis is placed on linking key concepts to best practices in the field. Enrollment restricted.

**Prereqs:** MKTG 310

**Restricted:** Yes

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**Dept:** MKTG    **Number:** 455    **Title:** Pricing    **Credits:** 3

**Description:** The primary objective of this course is to examine the concepts and tools required to effectively manage the pricing function. Both strategic and tactical aspects of pricing will be covered with a view to identify profit-boosting practices across a range of professional contexts – as product managers, business unit managers, management consultants, and entrepreneurs. Enrollment restricted.

**Prereqs:** MKTG 310

**Restricted:** Yes

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**Dept:** MKTG    **Number:** 460    **Title:** Practicum in Promotional Plan Development    **Credits:** 3

**Description:** The course is an experiential approach to promotional campaign development with an emphasis on promotional strategy as a single component of the total marketing strategy. Student teams work with actual businesses to address the business' individual marketing needs. Students conduct environmental and industry analysis and primary and secondary market research to identify target markets, develop a marketing strategy, promotional objectives, product positioning, brand development and ROI measures for a promotional strategy. Students then complete media planning, creative execution, and budgeting and present the project to the business. Enrollment restricted.

**Prereqs:** MKTG 310 and at least two of the following three courses:  
MKTG 411, MKTG 415 or MKTG 435

**Restricted:** Yes

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Dept: MKTG    Number: 500    Title: Individual Research in Marketing    Credits: 1-5

**Description:** Individual study of selected topics in Marketing not otherwise available to the student. Topics selected to be determined by the special interest and objective of the student in consultation with a faculty member who will supervise the reading and the research. Enrollment restricted.

**Prereqs:** DSCI 310; FIN 310; MGMT 310; MKTG 310; 3.0 professional GPA and approval of proposed plan of study by the instructor.

**Restricted:** Yes

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Dept: MKTG    Number: 599    Title: Internship in Marketing    Credits: 1-3

**Description:** Internships provide opportunities for students to combine their academic education with a meaningful experience in the business world. Marketing internships allow students to explore career pathways in marketing, further their professional growth, expand professional networks, and increase the relevancy of their academic coursework. The internship course combines job-related activities of the marketing internship position with a set of academic requirements. These requirements include academic assignments as well as a pre- and post-internship seminar held in the semester before and after the semester in which the internship occurs. Internships for credit must be approved by the Director of the Internship Program prior to the internship experience. Students may not receive more than three hours of internship credit from any of the following, BUS 599, ACCT 599, FIN 599, IBUS 599, IST 599, MGMT 599, or MKTG 599. MKTG 599 may count as a Marketing elective for students majoring in Marketing. Enrollment restricted.

**Prereqs:** Approval of the internship; MKTG 310 and one of the following: DSCI 310, FIN 310, or MGMT 310.

**Restricted:** Yes

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