



THE CATHOLIC UNIVERSITY OF AMERICA

Catalog Announcements - 2015-2016

School of Business and Economics

Professors	M. Sophia Aguirre; Brian Engelland, <i>Interim Dean</i> ; Ernest M. Zampelli
Professors Emeriti	August C. Bolino; Alberto M. Piedra
Associate Professors	Andrew Abela, <i>Provost of the University</i> ; Kevin F. Forbes; Douglas Frank; Reza Saidi, <i>Associate Dean and Director of Finance</i> ; Frederic Sautet; Maximilian Torres, <i>Director of Management</i> ; Jamshed Y. Uppal
Assistant Professors	Anthony Cannizzaro; Ava Gail Cas; Irene Kim; Francisco Lara; Gianfranco Piras; Jay Richards; Harvey Seegers; Luanne Zurlo
Clinical Assistant Professors	Martha Cruz-Zuniga, <i>Director of Economics</i> ; Bill Kirst, <i>Director of Accounting</i> ; Don Heim; Mary Njai; Paul Radich, <i>Director of Marketing</i> ; Andreas Widmer, <i>Director of Entrepreneurship</i> ; John Yoest
Distinguished Lecturers	Raymond J. Wyrsh
Senior Lecturers	
Lecturers	Sara Ali; Laurence Alvarado; Philip Brach, <i>Assistant Dean of Development</i> ; David Bottegal; Daniel Clark; Michael Dalton; Michael Evans; Peter Feiden; Maria Figueroa; Joseph Fitzpatrick; Donald Geiger; Kevin Kane; Marykate Kelly; Steven Latter; Davide Mare; Michael McClelland; Mark Michalski; Jeffrey Miller; Joseph Miranda; Sebastian Pawlowski; Robert F. Powers; Frederick Repetti; Kristen Rompf; Jean-Paul Tibonsu; John M. Volpe; Richard Westerman; Michael Williams; Rodrigo Salcedo; Brooks Singer; Aschale Siyoum; Gregory Smith; Randolph Stanley; John Tieso; Tadesse Wodajo

TABLE OF CONTENTS

- [School of Business and Economics](#)
- [Major Programs](#)
- [Accelerated Degree Programs](#)
- [Degree Requirements](#)
- [Certified Public Accounting \(CPA\) Examination](#)
- [Distribution Requirements](#)
- [SuperCurriculum](#)
- [Study Abroad](#)
- [Summer Courses](#)
- [Internships for Credit](#)
- [Probation and Dismissal](#)
- [Dean's List](#)
- [Minors](#)
- [Curriculum](#)
- [Courses Offered](#)

The mission of the School of Business and Economics is to provide intellectual leadership in business and economics through practical and theoretical education and scholarship, inspired by the Catholic principles of human dignity, solidarity, subsidiarity and the common good, in support of the mission of the University.

Human Dignity

The dignity of the human person is the basis of a moral vision for society and the foundation of Catholic Social Doctrine (CSD). In *Caritas in veritate*, Pope Benedict XVI writes, "The Church forcefully maintains this link between life ethics and social ethics, fully aware that 'a society lacks solid foundations when, on the one hand, it asserts values such as the dignity of the person, justice and peace, but then, on the other hand, radically acts to the contrary by allowing or tolerating a variety of ways in which human life is devalued and violated, especially where it is weak or marginalized.'"

Solidarity

Solidarity, which arises from faith, is essential to the Christian view of social and political organization. Each person is connected to and dependent on all humanity, collectively and individually. Pope John Paul II wrote in *Sollicitudo rei socialis*, "[Solidarity] is not a feeling of vague compassion or shallow distress at the misfortunes of so many people, both near and far. On the contrary, it is a firm and persevering determination to commit oneself to the common good; that is to say, to the good of all and of each individual, because we are all really responsible for all."

Subsidiarity

Subsidiarity is a manifestation of human freedom and is the principle by which authority figures acknowledge the rights of all members in society. The principle of subsidiarity states that larger institutions and government should not interfere with the legitimate decision-making of smaller or lower-level organizations.

Common Good

The common good is "the sum total of social conditions which allow people, either as groups or as individuals, to reach their fulfillment more fully and more easily." (Second Vatican Council, *Guadium et Spes*, 26.) The common good should be the primary goal of society (*Compendium of the Social Doctrine of the Church*, 165).

Major Programs

The School of Business and Economics offers several degrees which span a wide range of disciplines. The degree programs include a B.A. in Economics, a B.A. in International Business, a B.S. in Accounting, a B.S. in Economics, a B.S. in International Economics and Finance - Honors, and a B.S. in Business Administration (B.S.B.A.). Within the B.S.B.A. degree program, students may choose from among the following concentrations: finance, management, or marketing. The degree program in International Economics and Finance is for students who meet the honors program standards only. See the school's Advising Coordinator for further information regarding all degree options.

Accelerated Degree Programs

For additional information on the accelerated programs described below, the student should consult the Associate Dean in the School of Business and Economics.

Six-Year B.A.-J.D. Program (Law)

A cooperative program of the School of Business and Economics and CUA's Columbus School of Law allows undergraduates to apply for admission to the Columbus School of Law after three years in the School

of Business and Economics. Students must meet the admissions standards of the Law School: by the middle of the junior year they must achieve a score above the 66th percentile on the Law School Aptitude Test (LSAT). A minimum cumulative undergraduate grade point average of 3.6 at the end of sophomore year is required. To be admitted to the Law School, the student must also complete by the end of their junior year all non-waivable requirements (including the comprehensive examination) and a minimum of 30 courses. The student should take the LSAT in June following the sophomore year and apply to the Law School between October and December of the junior year. During the first semester of the junior year, an agreement is drawn up with the Associate Dean of the School of Business and Economics, indicating precisely which senior year courses will be replaced by the law program. The agreement goes into effect when the student enters law school; when the student completes the first year program of the law school, he or she will be awarded the B.A. degree. If for any reason, the student does not complete the first year of law school, the ten courses that have been replaced will once again be required for completion of the B.A. degree.

B.A./M.A. or B.S./M.S. Program

The School of Business and Economics offers to students with outstanding academic records (minimum 3.5 grade-point average) the possibility of beginning work towards a master's degree during the junior year. Acceptance into the program allows a student to take up to four courses that will count towards both undergraduate and graduate credit. All courses for the bachelor's degree must be completed within four years of matriculation and all courses for the master's program must be completed within five years of matriculation; otherwise, the double course credits are forfeited. Once admitted to the B.A./M.A. or B.S./M.S. program, a student who fails to maintain a satisfactory academic record or who fails to achieve acceptable scores on the Graduate Record Exam (GRE), may not continue in the program. Application should be made at the beginning of the junior year and must be completed by the end of junior year.

Degree Requirements

Forty credit-bearing courses of a least three semester hours each are required, with a cumulative grade point average of at least 2.0 for courses taken at this University. All courses within the School of Business and Economics, as well as, math/statistics/computer-science courses must be completed with a grade of C- or better. A student may repeat any failing School of Business and Economics course once. Satisfy the University requirements of the school, including the requirement of English composition. Satisfy all the requirements of a major program, with at least half of the major courses taken within residents. Pass a senior-year comprehensive assessment. Students must finish with a grade-point average of 2.30 or higher for courses taken in the School of Business and Economics (courses with ACCT, ECON, FIN, MGT, and MKT prefixes), for those majoring in Economics, Finance, Management, and Marketing; 3.0 or higher for those majoring in Accounting; and 3.50 or higher for those majoring in International Economics and Finance - Honors.

At least half the courses in a degree program must be taken at The Catholic University of America. The number of transfer courses after matriculation at CUA is limited to two times the number of years in residence; this limit does not apply to courses brought in at the time of matriculation or to courses taken during CUA Education Abroad programs.

In addition, no more than two courses per year may be transferred from summer terms at other institutions. *After matriculation students are not eligible to take business & economics (courses with ACCT, ECON, FIN, MGT, and MKT prefixes) courses off campus.*

B.A. International Business majors are required to declare a minor in a modern language by the end of their first year. International Business majors who have demonstrated the fluency of a native speaker in a language other than English may either complete their minor language requirements in a language other than their native language or complete an approved minor or certificate including: Islamic World Studies Minor or Certificate; Asian Minor; Latin American and Latino Studies Certificate; European Studies Certificate; Irish Studies Certificate; or complete a set of approved courses toward an interdisciplinary minor (see <http://advising.cua.edu/interdisc/default.cfm>).

Students who wish to change their major to accounting must have earned at least a B- or better in ACCT 205 and 206 and a minimum cumulative grade point average of 3.0.

Mathematics, Computer Science, Statistics, and Econometrics Requirements

A total of three to five courses in mathematics, computer science, and statistics are required for all programs in the school. All mathematics, computer science, statistics, and econometrics courses must be passed with at least a C-.

MATH 111 or 121 (Calculus I) is required for all Accounting, Economics, International Economics and Finance - Honors, and Finance majors. Economics and International Economics and Finance - Honors majors are also required to take MATH 112 or 122 (Calculus II) as well as one or two econometrics courses.

MATH 110 (Finite Mathematics) is required for International Business, Management, and Marketing majors.

Students who have taken MATH 108 are not eligible to take MATH 110. Students who have received credit for MATH 108 are required to take MATH 111.

International Business, Management, and Marketing majors who are placed in MATH 111, do not need to take MATH 110 and the math slot becomes a free elective. However, we strongly encourage students to take MATH 111 in the event they decide to switch to a major that requires MATH 111 (Accounting, Economics, Finance, or International Economics & Finance-Honors).

Comprehensive Assessment

All students must pass a senior year comprehensive assessment administered twice a year, independently of any course. Students take this examination in their last year in residence at CUA, by which time they must have completed all core courses plus all required courses for their major. A student who does not pass the comprehensive assessment may re-take it; however, at least 60 days must intervene between attempts.

Certified Public Accounting (CPA) Examination

Accounting majors who intend to take the Certified Public Accounting (CPA) examination should be aware that they must complete at least 150 credits prior to sitting for the exam, **this is a national requirement**. There are

additional requirements depending on the state where the exam is taken. In some states, the number of credit hours needed to sit for the exam exceeds the number of credit hours that a student would typically earn in an undergraduate program. It is the student's responsibility to determine the requirements that must be met in his or her state to sit for the examination and to request changes in his or her program so as best to meet those requirements. Students can find this information by searching for "State Board of Accountancy."

Normal Course Load and Over-Electing

The normal course load is five courses (of three or more credits each) per semester. A student who earns a 3.0 grade-point average or has a 3.0 cumulative average in the prior semester may over-elect a sixth course in the following semester. Any student may over-elect a sixth course regardless of GPA in one semester of the senior year but not both (unless the GPA criterion is met). Contact the School of Business and Economics Advising Office (McMahon 314) for permission: (202) 319-5235.

Distribution Requirements*

For more detailed information on the five categories summarized below, consult the [School of Business and Economics Advising Handbook](#) (available online) or the School of Business and Economics Advising Office (McMahon 314).

1. Philosophy.

Bachelor of Science: Three courses including PHIL 201 and 202 and preferred courses PHIL 309 or PHIL 333.

Bachelor of Arts: Four courses including PHIL 201 and 202 and one additional course in each of these two areas: Area I and Area II.

2. Theology and Religious Studies.

Bachelor of Science: Three courses including TRS 201 and preferred courses TRS 335, and TRS 203B.

Bachelor of Arts: Four courses including TRS 201 and preferred courses TRS 335, and TRS 203B

3. English Composition. ENG 101 (or 103 for non-native speakers), with a grade of C- or higher.

4. Humanities. Three courses including preferred course HIST 280.

5. Language. Two courses at the intermediate level (103 -104) in an ancient or modern foreign language

6. Literature. Three courses in ancient or modern literature, English literature, and scripture, including preferred course ENG 461.

* Please also see the tracking sheet under the "Click to view" for additional alternative courses.

Free Electives

Courses other than distribution and business and economics requirements are free electives. The number of electives will vary depending upon the student's major.

Pass-Fail grading for free electives. Prior to the deadline published in the [academic calendar](#), free electives may be taken on a pass/fail basis. Approval of the associate dean is required to make this change. Neither pass nor fail for a course taken on this basis will affect the student's cumulative average, but fail will earn no degree credit. Courses taken pass/fail may not be used to fulfill major, minor, or distribution requirements.

SuperCurriculum (MGT 199, 299, 399, and 499)

All undergraduate students are required to register for SuperCurriculum (non-credit course) each semester. Transfer students should register for SuperCurriculum level at which they are matriculated (e.g., MGT 299 if matriculated at the sophomore level). SuperCurriculum is comprised of two parts: the CEO lectures and the Career Development Programs (CDP). The lectures are held once per month speakers are typically successful CEOs and business leaders. These lectures offer students an opportunity to meet the speakers, network for jobs or internships, and absorb sound career advice. The Career Development Programs meet once or twice per semester, depending on grade level. The seminars instruct students on the basics of building a proper resume, networking tips, and how to accurately interview. Attendance is mandatory for all undergraduate School of Business and Economics students.

Study Abroad

All B.A. International Business majors are required to study abroad or be exposed to an international experience. All other School of Business & Economics majors are strongly recommended to study abroad. For information, consult the [CUAabroad website](#).

Summer Courses

CUA Summer Session

CUA offers a range of courses in two 5 or 6-week periods, plus other courses of varying length scheduled with dynamic dating. There are limits on the number of courses that can be taken during CUA summer sessions. In general, a student may take no more than two (2) courses total within each 5 or 6-week period, and no more than four (4) courses for all summer sessions combined. Students taking two 3-credit accelerated foreign language courses may not take any additional courses during that 6-week period.

Summer courses at other institutions

Students wishing to transfer summer courses are responsible for knowing and observing academic procedures and regulations. These include: No course will be transferred without being appropriately evaluated. Students are strongly advised to obtain evaluations prior to leaving campus, and are cautioned that courses taken without having been evaluated may not be accepted for transfer. A student is limited to two (2) off-campus transfer courses each summer. Other limits on transfer credits also apply. In addition, limits on enrollment in a summer session (see above) also apply to courses taken elsewhere. Courses taken at other institutions do not affect CUA GPA. For specific requirements and procedure visit the [Advising Handbook](#).

Under special circumstances students may register for more than four (4) courses during the summer. Approval from the Program Director and

Associate Dean are required. See the [Advising Handbook](#) for details.

Internship for Credit

Students typically intern in the Junior or Senior year. While all students are encouraged to intern, Freshman students may not enroll in internships for credit; Sophomore students may only do so with the permission of the Associate Dean. A limit of 3 credits in internships may be counted toward the undergraduate degree. A given internship may be counted as only one course; students cannot receive credit for two courses for the same internship, even if it extends over two semesters. The student must be working at the internship site during the semester (or summer session) when credit is awarded, *credit for internships cannot be given retroactively*. The same deadlines for enrollment apply as for all other courses in the given semester or summer term. Internship course credits taken at another institution are not transferable to CUA. Specific criteria must be met for an internship to qualify. These include a cumulative grade point average of 2.5 or above, on-site supervision as part of an established internship program, and a total of 150 hours. Internships should be in the area of the student's major and approved by the program director. For procedure information see [Advising Handbook](#).

Rules Concerning Probation and Dismissal

A student whose cumulative grade-point average is below 2.0 is on academic probation. A student on academic probation is restricted to a semester maximum of four courses (of three or more credits each) and may not participate in extracurricular activities such as student government and intercollegiate athletics.

For purposes of athletic eligibility, a freshmen whose cumulative grade-point average is below 2.0 after the first semester in residence is classified on academic warning and maintains eligibility to participate in extracurricular activities. Academic warning status is for one semester only. The enrollment restriction for students on academic warning is the same as for academic probation. In criteria for dismissal below, academic warning is equivalent to academic probation.

For full information on academic standing, including academic probation and academic warning, see the policies.cua.edu website.

Any of the following is grounds for academic dismissal from the School of Business and Economics.

1. Three consecutive semester of University GPA below 2.0.
2. Two consecutive semester of cumulative School GPA below 2.30. The School grade point average is based on a minimum of four courses taken in the School of Business and Economics (ACCT, ECON, FIN, MGT, and MKT prefixes).
3. Failure to have completed MGT 118 by the end of first year or ACCT 205, ECON 101, ECON 102, and MATH 110 or MATH 111 (as required by their major) by the end of the second year, including summer, with a grade of C- or better, if those courses are required by a major.
4. Failing any School of Business and Economics courses twice.

Except as indicated in 1 above, students dismissed from the School of Business and Economics may be eligible to apply for transfer to other schools within the University and will be encouraged to find a new major. Students not meeting any other schools' requirements will be dismissed from the University.

Dean's List

The Dean's List honors academic achievement following each Fall and Spring semester. An undergraduate student who is matriculated in a degree program within the School of Business and Economics and who completes the semester with full-time registration as defined by the university (currently 12 credit hours), with no repeated, pass-fail, or failed course, and earns a grade point average of 3.5, will be named to the Dean's List. Students who meet the Dean's List criteria but complete the semester with five three-credit courses and earn a grade point average of 3.7 will be named to the Dean's List with Distinction. Students who meet the Dean's List with Distinction criteria but have earned a grade point average of 3.9 will be named to the Dean's List with Highest Honors

Minors for non-School of Business & Economics Students

The School of Business and Economics offers eight minor programs in the areas of accounting, economics, finance, international business, management, marketing, performing arts management, and sports management. See the [Advising Handbook](#) for the list of required courses.

Sports Management Specialization for School of Business & Economics Students

The sports management specialization is open to business majors in good standing within the School of Business and Economics. It requires a total of five courses of three credit hours each. These courses include three core courses and two electives. See the [Advising Handbook](#) for the list of required courses.

Curriculum

Below list individual core, major, and mathematics, computer science, statistics, and econometrics courses required for B.A. Economics, B.A. International Business, B.S. Accounting, B.S. Economics, B.S. International Economics and Finance - Honors, and B.S.B.A. with concentrations in: Finance, Management, and Marketing.

B.A. Economics Core Courses (6)	
MGT 118	The Vocation of Business
ECON 101 or 103	Principles of Macroeconomics or Principles of Economics I (Honors)
ECON 102, 104 or HSSS 102	Principles of Microeconomics, Principles of Economics II (Honors) or Economic Reasoning and Social Issues
ACCT 205	Introduction to Financial Accounting
FIN 226	Financial Management

ECON 301 Ethics in Business and Economics

B.A. Economics Major Courses (4)

ECON 241 Intermediate Macroeconomic Theory

ECON 242 Intermediate Microeconomic Theory

ECON 243 Intermediate Macroeconomic Theory II

ECON 244 Intermediate Microeconomic Theory II

Four Economics Electives

Mathematics/Statistics/Econometrics Courses (4)

MATH 111 or
121 Calculus for Social – Life Science I or Analytic
Geometry & Calculus I

MATH 112 or
122 Calculus for Social – Life Science II or Analytic
Geometry & Calculus II

ECON 223 or
HSSS 203 Statistics for Business and Economics or Families,
Markets, Cities: Social and Scientific Perspectives

ECON 363 Econometrics

B.A. International Business Core Courses (11)

MGT 118 The Vocation of Business

ECON 101 or
103 Principles of Macroeconomics or Principles of
Economics I (Honors)

ECON 102,
104 or
HSSS 102 Principles of Microeconomics, Principles of Economics
II (Honors) or Economic Reasoning and Social Issues

MGT 223 Management Theory and Practice

ACCT 205 Introduction to Financial Accounting

ACCT 206 Introduction to Managerial Accounting

MKT 345 Marketing Management

FIN 226 Financial Management

MGT 301 Ethics in Business and Economics

MGT 221,
222 or 271 Business Law I, Business Law II or The Legal and
Policy Aspects of Government Regulation of Business

MGT 475 Business Strategy (Senior Capstone)

B.A. International Business Major Courses

MKT 362 International Marketing

FIN 389 International Corporate Financial Management

MGT 390 International Business

Mathematics/Computer Science/Statistics Courses

(3)

MATH 110	Finite Mathematics for Business and Economics
ECON 223 or HSSS 203	Statistics for Business and Economics or Economics or Families, Markets, Cities: Social and Scientific Perspectives
MGT 240 or 331	Management of Information or Database Management

One Business/Economics Elective**B.S. Accounting Core Courses**

MGT 118	The Vocation of Business
ECON 101 or 103	Principles of Macroeconomics or Principles of Economics I (Honors)
ECON 102, 104 or HSSS 102	Principles of Microeconomics, Principles of Economics II (Honors) or Economic Reasoning and Social Issues
MGT 223	Management Theory and Practice
ACCT 205	Introduction to Financial Accounting
ACCT 206	Introduction to Managerial Accounting
MKT 345	Marketing Management
FIN 226	Financial Management
MGT 301	Ethics in Business and Economics
MGT 221, 222 or 271	Business Law I, Business Law II or The Legal and Policy Aspects of Government Regulation of Business
MGT 475	Business Strategy (Senior Capstone)

B.S. Accounting Major Courses (6)

ACCT 309	Cost Accounting
ACCT 310	Intermediate Accounting I
ACCT 311	Intermediate Accounting II
ACCT 412	Auditing
ACCT 418	Advanced Accounting
ACCT 419 or 519	Taxation I

**Mathematics/Computer Science/Statistics Courses
(4)**

MATH 111 or 121	Calculus for Social – Life Science I or Analytic Geometry and Calculus I
ECON 223 or HSSS 203	Statistics for Business or Economics or Families, Markets, Cities: Social and Scientific Perspectives

MGT 240 or 331	Management of Information or Database Management
----------------	--

MGT 365	Quantitative Methods in Decision Making
---------	---

Two Accounting Electives

B.S. Economics Core Courses (6)

MGT 118	The Vocation of Business
---------	--------------------------

ECON 101 or 103	Principles of Macroeconomics or Principles of Economics I (Honors)
-----------------	--

ECON 102, 104 or HSSS 102	Principles of Microeconomics, Principles of Economics II (Honors) or Economic Reasoning and Social Issues
---------------------------	---

ACCT 205	Introduction to Financial Accounting
----------	--------------------------------------

FIN 226	Financial Management
---------	----------------------

ECON 301	Ethics in Business and Economics
----------	----------------------------------

B.S. Economics Major Courses (5)

ECON 241	Intermediate Macroeconomic Theory
----------	-----------------------------------

ECON 242	Intermediate Microeconomic Theory
----------	-----------------------------------

ECON 243	Intermediate Macroeconomic Theory II
----------	--------------------------------------

ECON 244	Intermediate Microeconomic Theory II
----------	--------------------------------------

ECON 361	Math Economics
----------	----------------

Four Economics Electives

Mathematics/Statistics/Econometrics Courses (5)

MATH 111 or 121	Calculus for Social – Life Science I or Analytic Geometry & Calculus I
-----------------	--

MATH 112 or 122	Calculus for Social – Life Science II or Analytic Geometry & Calculus II
-----------------	--

ECON 223 or HSSS 203	Statistics for Business or Economics or Families, Markets, Cities: Social and Scientific Perspectives
----------------------	---

ECON 363	Principles Econometrics
----------	-------------------------

ECON 364	Econometrics II
----------	-----------------

B.S. International Economics and Finance - Honors Core Courses (6)

MGT 118 or HSSS 101	The Vocation of Business or The Concept of the Person in Social Sciences
---------------------	--

ECON 103	Principles of Economics I (Honors)
ECON 104 or HSSS 102	Principles of Economics II (Honors) or Economic Reasoning and Social Issues
ACCT 205	Introductory Accounting
FIN 226	Financial Management
ECON 301	Ethics in Business and Economics
B.S. International Economics and Finance - Honors Major Courses (10)	
ECON 241	Intermediate Macroeconomic Theory
ECON 242	Intermediate Microeconomic Theory
ECON 243	Intermediate Macroeconomic Theory II
ECON 244	Intermediate Microeconomic Theory II
FIN 332	Corporate Finance I
FIN 334	Corporate Finance II
FIN 337	Options and Futures
ECON 480	International Trade
ECON 481	International Finance
FIN 389	International Corporate Finance
Mathematics/Statistics/Econometrics Courses (4)	
MATH 111 or 121	Calculus for Social – Life Science I or Analytic Geometry and Calculus I
MATH 112 or 122	Calculus for Social – Life Science II or Analytic Geometry and Calculus II
ECON 223 or HSSS 203	Statistics for Business and Economics or Social Data Analysis and the Study of Uncertainty
ECON 363	Principles of Econometrics
Two Business/Economics Electives	

B.S.B.A. Degree Core Courses (11)	
MGT 118	The Vocation of Business
ECON 101 or 103	Principles of Macroeconomics or Principles of Economics I (Honors)
ECON 102, 104 or HSSS 102	Principles of Microeconomics, Principles of Economics II (Honors) or Economic Reasoning and Social Issues
ACCT 205	Introduction to Financial Accounting
ACCT 206	Introduction to Managerial Accounting
MGT 223	Management Theory and Practice

FIN 226	Financial Management
MGT 301	Ethics in Business and Economics
MGT 221, 222 or 271	Business Law I, Business Law II, or The Legal and Policy Aspects of Government Regulation of Business
MKT 345	Marketing Management
MGT 475	Business Strategy (Senior Capstone)

**Additional
Requirements
for Each
Major**

Finance (4)

FIN 332	Investment Analysis
FIN 334	Corporate Finance I
FIN 336	Corporate Finance II

Finance Elective (e.g. FIN 389 International Corporate Finance, FIN 337 Options & Futures, FIN 342 Financial Markets & Institutions or FIN 491 Special Topics in Financial Management)

**Mathematics/Computer Science/Statistics Courses
(4)**

MATH 111 or 121	Calculus for Social - Life Science I or Analytic Geometry and Calculus I
ECON 223 or HSSS 203	Statistics for Business and Economics or Families, Markets, Cities: Social and Scientific Perspectives
MGT 240 or 331	Management of Information or Database Management
MGT 365	Quantitative Methods in Decision Making

Two Business/Economics Electives

*One must be ECON 231 Applied Macro, 232
Managerial Economics, 241 Intermediate
Macroeconomic Theory, 242 Intermediate
Microeconomic Theory or 309 Money & Banking*

**Management
(4)**

MGT 310	Leadership and Organization
MGT 311	Organizational Behavior
MGT 390	International Business

Management Elective (e.g. MGT 312 Supply Chain, MGT 330 Management of Human Resources, MGT 372 Entrepreneurship and

Capital Venturing, MGT 432 Technology and Operations Management or MGT 491 Special Topics in Management)

Mathematics/Computer Science/Statistics (4)

MATH 110 Finite Mathematics for Business and Economics

ECON 223 or HSSS 203 Statistics for Business or Economics or Families, Markets, Cities: Social and Scientific Perspectives

MGT 240 or 331 Management of Information or Database Management

MGT 365 Quantitative Methods in Decision Making

Three Business/Economics Electives

Marketing (4)

MKT 346 Market Research

MKT 348 Consumer Behavior

MKT 457 Marketing Strategy

Marketing Elective

Mathematics/Computer Science/Statistics (4)

MATH 110 Finite Mathematics for Business and Economics

ECON 223 or HSSS 203 Statistics for Business and Economics or Families, Markets, Cities: Social and Scientific Perspectives

MGT 240 or 331 Management of Information or Database Management

MGT 365 Quantitative Methods in Decision Making

Three Business/Economics Electives

Courses Offered

A full listing of undergraduate courses offered by the School of Business and Economics can be found below. Consult [Cardinal Station](#) for additional information about courses and to determine course offerings by semester.

Course Catalog for Business and Economics

ACCT

205	Introductory Accounting	Formerly ACCT 305. Designed for both users and producers of accounting data. Balanced coverage of procedures used to prepare financial statements, the measurement theories underlying the procedures, and the economic environment in which accounting operates. Analysis of financial statement information. Minimal focus
-----	-------------------------	--

		on bookkeeping techniques, but includes adequate conceptual preparation in accounting processes for students intending to take additional courses. Also see Enrollment Requirements.
206	Introductory Managerial Accounting	Formerly ACCT 306. Use of accounting data by financial managers in the planning and control of organizational activities. Provides a framework to develop the methodology of managerial accounting as an integral tool of managerial decision making in a contemporary business environment. Topics include cost concepts, profit planning, budget decision techniques, planning pricing decisions, inventory control, and quantitative decision techniques. Also see Enrollment Requirements.
309	Cost Accounting	Formerly ACCT 409. Cost accounting systems and cost allocation problems, analysis of differential costs for decision making, use of standard cost and flexible budgets for performance evaluation. Also addressed: long-term decisions and capital budgeting methods. Also see Enrollment Requirements.
310	Intermediate Accounting I	Formerly ACCT 410. After reviewing the accounting cycle, concentrates on the valuation and accounting of tangible and intangible assets like receivables, inventories, fixed assets, and goodwill patents. The concepts of present value and discounting are introduced and used in valuation of assets. Also see Enrollment Requirements.
311	Intermediate Accounting II	Formerly ACCT 411. A complementary course to ACCT 410. Considers in-depth accounting of current and long-term liabilities, leases, pensions and post-retirement benefits, deferred taxes, stockholders equity and earnings-per-share calculations. Extensive use of present value and discounting concepts. Also see Enrollment Requirements.
412	Auditing	History of auditing, description of

- professional certified public accounting (C.P.A.) approach to auditing the modern corporate enterprise. The auditing methods taught are those established to concur with the generally accepted auditing standards promulgated by the American Institute of Certified Public Accountants. Student learns how to give professional opinions concerning the financial condition and the operations of commercial enterprises. Also see Enrollment Requirements.
- 417 Government and Non-Profit Accounting This course analyzes accounting procedures peculiar to non-profit organizations and municipalities. It illustrates statements commonly prepared for each type of organization, fund, and account group. The course also encompasses GAAP standards and reporting requirements that pertain to non-profit organizations and GASB standards and reporting requirements that relate to government accounting.
- 418 Advanced Accounting Primary emphasis is on accounting for corporate acquisitions and consolidations, with substantial discussion of accounting for partnerships and an overview of accounting for governmental and not-for-profit organizations. Also covered: interim financial reporting and segmental reporting. Blends theory and practice. Discusses the theory behind procedures and identifies the GAAP in current use. Also see Enrollment Requirements.
- 419 Taxation I A study and analysis of federal income taxation of individuals. Topics involve gross income, deductions and losses, special tax computation methods and tax credits and property transactions with emphasis on nature of gain or loss, basis, capital gains and losses and recapture provisions. Stresses tax planning; a comprehensive tax return problem provides exposure to tax preparation requirements. Also see Enrollment Requirements.
- 420 Taxation II A study and analysis of the federal income taxation consequences to

- partnerships, corporations, and shareholders. Federal estate and gift taxes also addressed. Topics include capital structure, distributions, liquidations and reorganizations of corporations, Sub-chapter S corporations and special corporate problems. Partnership formation operation, distributions and transfers. The inter-relationship between the gift and estate tax provision. Also see Enrollment Requirements.
- 422 Advanced Auditing Targets tasks and procedures performed by an experienced auditor on a client engagement. Learn to effectively perform audit procedures such as analytical procedures and fraud procedures. Additional topics include: updating internal control documentation, performing "walk-throughs", price testing of inventory, valuation testing for accounts receivable, and analysis of lease transactions. Also, provides skill training on select key foundational skills necessary for success in the public accounting profession.
- 425 Accounting Information Systems Examines the practical approaches to the designing, implementing and evaluating the appropriate internal controls and audit trails in integrated accounting systems. Covers specific accounting cycles and current best practices in computerized transaction processing. Also, examines the effect the Internet has on current business best practices and its financial, internal controls and audit trail implications with regard to accounting information systems. Also see Enrollment Requirements.
- 430 Forensic Accounting An introduction to the type of work and skills required to perform forensic and investigative accounting. The class will cover who commits fraud and why as well as the types of fraud, including financial statement fraud, income tax fraud, identity theft and employee fraud. Instruction will include guest presentations from an FBI agent, Criminal Tax Investigator and Bankruptcy attorney. Students will learn various techniques to prevent

- fraud, and if not prevented how to detect fraud. Topics will also include fundamental investigative techniques with an emphasis on computer analysis of financial transactions.
- 440 Advanced Forensics Focuses on developing current and advanced knowledge of analysis of fraudulent financial statements and detection using electronic analysis. Covers legal issues that arise during investigations and the forensic accountant role in the litigation process. Via a case study and project, enhances student investigative skills. Develop advance knowledge in technical proficiency, communications, research and global prospective.
- 475 International Accounting FASB standards of accounting translation for foreign currency transactions and investment, comparative analysis of accounting standards and procedures for Common Market, Commonwealth, Japan and Third World nations, and standards issued by IASC. Readings supplemented by study of cases and solution of problems. Also see Enrollment Requirements.
- 480 Legal Aspects of Accounting, Auditing and Finance Introduces accounting and other business students to the most important business/legal issues. Covers various legally-intensive topics in which Generally Accepted Accounting Principles (GAAP) and Generally Accepted Auditing Standards (GAAS) come into play, frequently involving federal and state law requirements. The ongoing convergence of GAAP and the International Financial Reporting Standards (IFRS) is also be discussed. Other major subject areas examined include state laws and general contract laws impacting companies' financial structure and transactions, such as companies' securing debt financing, issuing shares of stock and declaring dividends.
- 482 Financial Statement Analysis Examines how the differential application of accounting methods and estimates affect reported earnings, stockholders' equity, cash

flow, and various measures of financial performance. Also, explores how the supplementary data contained in financial reports can be used to adjust financial statements and measures of financial performance to make them more comparable, consistent, and more reflective of economic reality. The emphasis of the course is upon the use of information derived from analyzing financial statements to make investment, credit and valuation decisions.

491 Special Topics in Accounting

494 Independent Study

495A Internship
Formerly ACCT 495. Student works as an intern (part-time, with or without pay) with a local firm or government agency gaining on-the-job experience in a field related to the student's academic pursuit of economics and business. Performance is evaluated on the basis of periodic reports from supervisor and submission of a term paper, the subject matter of which is preapproved by the academic adviser.

498 Undergraduate Comprehensive Examination

ECON

100 Fundamentals of Economics
A one semester introduction to the principles of both micro- and macroeconomics. Microeconomics topics will include the basics of supply and demand, the behavior of consumers and businesses, and how markets operate. Macroeconomic topics will include the fundamental components of gross domestic product(GDP), the problems of inflation and unemployment, the impacts of government fiscal and monetary policies, and economic growth.

101 Principles of Macroeconomics
ECON 101 Principles of Macroeconomics (3) Lecture An introduction to the study of open

		economy macroeconomic principles. It is concerned with the behavior of the economy as a whole. It studies the foundations of macroeconomic theory and their application to domestic and international macroeconomic policy. It is useful for students concentrating in other fields.
102	Principles of Microeconomics	ECON 102 Principles of Microeconomics (3) Lecture An introduction to microeconomic principles. Students will be introduced to the analytical tools of microeconomic analysis used to examine the behavior of consumers and producers, and how they interact in various types of market structures to determine prices and outputs. Students are also introduced to market failures and to alternative policies that may be implemented to deal with them.
103	Principles of Economics I (Honors)	An introduction to the study of open economy macroeconomic principles. It is concerned with the behavior of the economy as a whole. The course focuses on three major goals. First, to help students understand the nature of certain macroeconomic problems and institutions. Second, to help students master certain tools of macroeconomic analysis and third, to help students develop an ability to apply these tools to the macroeconomic problems that our society confronts. It is useful for students concentrating in other fields. This course is open only to students in the University Honors Program.
104	Principles of Economics II (Honors)	An introduction to microeconomic principles. Students are introduced to the analytical tools of microeconomics used to examine the behavior of consumers and producers and how they interact in various types of market structures to determine prices and outputs. Students are also introduced to market failures and to alternative policies that may be implemented to deal with them. The analyses of some topics, however, are

- conducted at a more advanced level in this course due to its honors level status. This course is open only to students in the University Honors Program.
- 223 Statistics for Business and Economics Designed for students in Business and Economics, it introduces them to the basic elements of probability and statistics, covers descriptive statistics, elements of probability theory, properties of discrete and continuous random variables, sampling estimation, hypothesis testing, analysis of variance and regression analysis. The application of these concepts to problem solving in business and economics is emphasized. Also see Enrollment Requirements.
- 231 Applied Macro Formerly ECON 443. The objectives of this course are threefold: 1) Survey the current state of the U.S. economy and interpret the flood of economic information provided by the news media, government and private sources; 2) Analyze the linkages between macroeconomic performance and the return on the financial market; 3) Work with a simple U.S. macro-econometric model to forecast U.S. macroeconomic variables such as GDP, unemployment, inflation and do policy analysis. Also see Enrollment Requirements.
- 232 Managerial Economics Formerly ECON 446. Application of economic theory and statistics to managerial decision making. Topics include capital budgeting, cost and demand analysis, forecasting, pricing, market structure and regulation. Also see Enrollment Requirements.
- 241 Intermediate Macroeconomic Theory This course based upon what was learned in introductory macroeconomics and microeconomics, introduces a formal analysis of the behavior of the economy as a whole within an open economy context. We will cover the main determinants of aggregate demand and supply and their interaction from the two main

		approaches within macroeconomics.
242	Intermediate Microeconomic Theory	A calculus based treatment of supply and demand, constrained utility maximization, individual demand, consumer welfare and policy analysis, decision making under uncertainty, production and cost theory, profit maximization and perfectly competitive markets, and general equilibrium.
243	Intermediate Macroeconomic Theory II	This course is a sequence to Intermediate Macroeconomic Theory I. Topics cover include economic growth, debt, the role of international organizations in economics, business cycles and transmission of shocks, market failures/economic structures and development among others.
244	Intermediate Microeconomic Theory II	
301	Ethics in Business and Economics	Examination of current and classical issues in business ethics. Application of moral standards, theories of ethics, selected Catholic social teaching and theories of economic justice to the evaluation of domestic and international business behavior. Discussion of rights and obligations of workers, organizations and consumers. Review of the ethical foundations of contemporary capitalism, the moral status of the corporation and the social responsibility of business. Also see Enrollment Requirements.
309	Money and Banking	An examination of the role of money, credit and financial intermediation in the economic system; development of monetary theory with special emphasis on current theories and their policy implications. Also see Enrollment Requirements.
327	Sports Economics	Sports are truly business, big business and off-field economic decisions determine on-field outcomes. This course is designed to apply rigorous economic thinking to the professional sports industry, an industry that offers an almost endless set of opportunities to

- examine the economic principles that underlie so much of the behavior we observe. Because sports economics cuts across a wide array of economic fields, the course will devote itself primarily to the study of three prominent areas: the industrial organization of sports, public finance and sports, and the labor economics of sports. The course's intended audience is students majoring or minoring in economics, business, general management, and sports management. Also see Enrollment Requirements.
- 334 Capitalism, Globalization and Consumption ECON 334 Capitalism, Globalization, and Consumption (3) Lecture This course presents students with a systematic analysis of the origins, emergence and transformations of modern capitalism. It examines the role of the money, open markets, mass consumption, and the logics of globalization. It introduces most recent critiques of global capitalism. Students will learn about the interfaces and discontinuities between the economy and society, and in particular about economic market integration and its impact on states and societies. Material includes works of Gilpin, Greenfeld, Lindblom, de Soto, Soros, and Weber.
- 348 Industrial Organization Focuses on the behavior of the large industrial firm as it functions in modern-day capitalism. Topics include both the neoclassical and managerial theories of the firm, oligopolistic pricing, mergers, vertical relationships, advertising, research and development, as well as an analysis of the structure, conduct and performance of selected industries. Also see Enrollment Requirements.
- 349 Antitrust & Regulatory Economics Focuses on antitrust and regulatory policies. Examines and evaluates policies towards monopolies, cartels, mergers and patents. Presents models of the regulatory process. Also see Enrollment Requirements.
- 359 Public Finance Economic analysis of federal, state and local government taxes and

		expenditures, their impact on the pattern of resource use and the distribution of income among income groups. Also see Enrollment Requirements.
361	Math Economics	Formerly ECON 461. Mathematical Economics (3) Lecture Covers the topics of economic models, applications of matrix algebra and calculus to economics. Emphasis on comparative statics, optimization models, and mathematical programming. Prerequisites:
363	Principles of Econometrics	Formerly ECON 463. After reviewing preliminary topics, the course will acquaints the student with basic methods of statistical estimation (such as OLS) and testing of econometric models. Part of the violation of the OLS assumption will be discussed during the course. An introduction to time series analysis will also be part of the course. The course will mix both theoretical as well as applied example. Use of software applications will be required. Also see Enrollment Requirements.
364	Econometrics II	Formerly ECON 464.
445	Experimental Economics	Experimental economics studies economic and social behavior in a controlled laboratory or field environment. The course covers the methodology of experimental economics and its application to testing and analyzing various economic and social institutions and environments and the incentives they create. The course content includes a comprehensive overview of the existing literature in experimental and behavioral economics. The students will both participate in experiments first-hand in order to gain an in-depth understanding of experiment design and will design their own experiments as part of their research projects.
480	International Trade	An introduction to international trade theory covering Ricardian, Heckscher-Ohlin and new theories of trade; tariffs and commercial policy; factor movement and regional economic integration. Also see

Enrollment Requirements.

- 481 International Finance
Topics include foreign exchange markets and balance of payments statistics, multinational banking and Eurocurrency markets, the monetary approach to balance of payments adjustments, internal and external balance through monetary and fiscal policy, the international monetary system, the need for a national monetary system and the need for a new international economic order. Also see Enrollment Requirements.
- 482 Economic Integration Movements
Concerned with understanding the nature of the integration movement over the past ten years. Specifically, studies the major economic blocs, analyzing their structural development, similarities and differences, as well as the consequences for growth, monetary and fiscal policies and financial markets. Concludes with an evaluation of the impact these blocs have on the rest of the world. Also see Enrollment Requirements.
- 484 Economics and Finance in Emerging Markets
Analyzes the most salient features of emerging economies. These include prospects for economic growth, how to deal with volatility, exchange rates and currency crises, inequality and political stability and currency, country and political risk. Also see Enrollment Requirements.
- 491 Special Topics in Economics
- 494 Independent Study
- 495A Internship
Formerly ECON 495. Student works as an intern (part-time, with or without pay) with a local firm or government agency gaining on-the-job experience in a field related to the student's academic pursuit of economics and business. Performance is evaluated on the basis of periodic reports from supervisor and submission of a term paper, the subject matter of which is preapproved by the academic adviser.
- 498 Undergraduate

Comprehensive
Examination

FIN

- | | | |
|-----|----------------------|---|
| 226 | Financial Management | Formerly MGT 226. A survey of the main areas in financial management, financial markets and institutions and portfolio management. Particular emphasis on financial instruments and institutions, working capital management, financial ratio analysis, fund statement and valuation of assets. Also see Enrollment Requirements. |
| 332 | Investment Analysis | Formerly MGT 332. A general analysis of the different types of securities, the markets in which they are traded and examination of the economic and financial factors that affect their prices. Special attention to the analysis and interpretation of financial data for investment decision making and to the application of different valuation and portfolio selection models. Also see Enrollment Requirements. |
| 334 | Corporate Finance I | Formerly MGT 334. Covers intensively risk and return, capital budgeting decisions under uncertainty, long-term financing decisions, optimal capital structure and cost of capital. Also see Enrollment Requirements. |
| 336 | Corporate Finance II | Formerly MGT 336. The study of theoretical and empirical aspects of decisions concerning financial analysis and planning as well as short-term investment and financing decisions. Topics such as mergers and acquisitions, pension plans, leasing, international business and finance. Also see Enrollment Requirements. |
| 337 | Options & Futures | Formerly MGT 337. A comprehensive introduction to the options, futures and other derivative instruments used by hedgers to manage risk and by speculators and arbitrageurs to earn trading profits. Topics include options on common stocks, stock indices, foreign currencies, swaps, forward and future contracts, statistical behaviors |

		of options and futures, options pricing models and empirical support of these models. Also see Enrollment Requirements.
342	Financial Markets & Institutions	Formerly MGT 342. Emphasizes the basic principles and theoretical framework of financial decision making in financial institutions. Financial markets, including futures and options, international as well as the regulatory environment. Also see Enrollment Requirements.
344	Management of Personal Finance	Formerly MGT 344.
389	International Corporate Finance	Formerly MGT 389. Centers on the international dimension of the financial decisions of multinational corporations emphasizing the limitations of finance theories and practices when applied in the international environment. Specific topics include foreign exchange risk management, international sources of funds, working capital management, cost of capital and financial structure of international business and capital budgeting of foreign projects. Also see Enrollment Requirements.
491	Special Topics in Financial Management	
494	Independent Study	
495A	Internship	Student works as an intern (part-time, with or without pay) with a local firm or government agency gaining on-the-job experience in a field related to the student's academic pursuit of economics and business. Performance is evaluated on the basis of periodic reports from supervisor and submission of a term paper, the subject matter of which is preapproved by the academic adviser.
498	Undergraduate Comprehensive Examination	

MGT

100 Supercurriculum

Lectures

- 118 Tools and Foundations for the Vocation of Business Formerly MGT 218. An overview course of the desktop computer tools used in the business setting with an emphasis on financial, accounting, economic, and information systems fields. Students are introduced to Office Automation Software (OAS) such as word processing, electronic spreadsheets, presentation packages, database management, desktop publishing, statistical analysis tools, and Internet page creation. Real-life business problems are discussed in class and students use the appropriate software package to examine the business problems, model possible solutions, and recommend managerial action. Computer laboratory assignments will be used to supplement the class. Prerequisite: computer literacy, use of the Internet, and familiarity with Windows and MS Office, or permission of instructor. (Fall and Spring)
- 165 Quantitative Methods for Business I
- 199 MySuperCurriculum: CEO Lectures and First-Year Career Development This course is designed to teach students how to find internships during their academic career, which are critical to finding a job upon graduation. The professor will teach career self-assessment skills, resume and cover letter writing skills, interviewing skills, how to build a professional network, how to develop and execute an internship search strategy that includes creating potential employer target lists, and utilizing networking and online internship search resources. The course is part of the curriculum each year for business and economics students, including graduate students, and it is non-credit. Classes will be structured to include lecture and Q&A time.
- 221 Business Law I Formerly MGT 321. An overview of certain fundamental legal concepts and principles encountered in the business world with particular

- emphasis placed on commercial transactions. Covers such legal topics as contracts, sales, commercial paper, secured transactions, creditor and debtor rights and bankruptcy. Also see Enrollment Requirements.
- 222 Business Law II: Business Organizations and Property Rights Formerly MGT 322. An overview of certain basic legal concepts and principles pertaining to the business world, focusing on business organizations and property rights. Covers agency law and the legal aspects of formation, operation and termination of partnerships and corporations. Also addresses public regulation of business. Among topics concerning property law: real and personal property, wills, trusts and estates and insurance. Also see Enrollment Requirements.
- 223 Management - Theory and Practice Formerly MGT 323. This course is a comprehensive overview of management theory, process, and behavior. Topics include: management across cultures; managing with ethics and social responsibility; fundamentals of organizing; organizational culture and design; leadership; motivation and communication; interpersonal skills; teamwork and group dynamics; goal-setting; alternative work arrangements; power and politics; conflict and negotiation; managing change; and management development. Emphasis is on the analysis and understanding of human behavior in organizations. (Fall and Spring)
- 240 Management of Information A survey course for business and economics students covering all aspects of the management perspective of identifying, developing, implementing and managing a corporate information system (IS). This course introduces IS concepts and vocabulary, distinguishes between information technology (IT) and information systems (IS) and overviews the issues, difficulties and opportunities that information systems (IS) present to businesses. The integration of

- management, technology and organizations is presented in a unified IS framework. Case studies and/or in-class computer lab exercises. Also see Enrollment Requirements.
- 271 The Legal and Policy Aspects of Government Regulation of Business Formerly MGT 371. This course examines the major forms of government regulation from a legal and policy perspective, including: the protection of consumers (the manufacture, advertising and sale of products, together with credit card protections), the protection of investors, (the issuance and trading of corporate securities), the protection of competition (the antitrust laws), the protection of our environment (water and air quality), the protection of employees (equal employment opportunity, labor law and worker safety), the protection of intellectual property rights (copyrights, trademarks, patents and trade secrets), the enforcement of white-collar crime, and compliance with laws governing international business transactions.
- 299 MySuperCurriculum: CEO Lectures and Sophomore Career Development This course is designed to teach students how to find internships during their academic career, which are critical to finding a job upon graduation. The professor will teach career self-assessment skills, resume and cover letter writing skills, interviewing skills, how to build a professional network, how to develop and execute an internship search strategy that includes creating potential employer target lists, and utilizing networking and online internship search resources. The course is part of the curriculum each year for business and economics students, including graduate students, and it is non-credit. Classes will be structured to include lecture and Q&A time.
- 301 Ethics in Business and Economics Examination of current and classical issues in business ethics. Application of moral standards, theories of ethics, selected Catholic social teaching and theories of economic justice to the evaluation of

- domestic and international business behavior. Discussion of rights and obligations of workers, organizations and consumers. Review of the ethical foundations of contemporary capitalism, the moral status of the corporation and the social responsibility of business. Also see Enrollment Requirements.
- 310 Leadership & Organization
Covers leadership theory and the process of leading in both the private and the public sector. Relates the leadership function to organizational development. Covers topics such as managers versus leaders, managing from a global perspective, ethical dilemmas in leadership, gender and leadership and leading through empowerment. Also see Enrollment Requirements.
- 311 Organizational Behavior
Organizational Behavior (OB) is the study of individuals and groups in organizations and is also concerned with the behavior of organizations as whole systems. This class considers each of these dimensions and their interrelations relevant to the functioning, performance, viability and vitality of human enterprises. Specific topics addressed include the history of management and organization concepts; perception, attitudes and individual differences; motivation; communication; group dynamics; work teams and intergroup relations including managing collaboration and conflict; leadership, power and decision making; the organizational environment; organization structure and design; organizational culture and effectiveness; organization development and change; and OB research methods. Also see Enrollment Requirements.
- 312 Supply Chain Management
This course studies the art and science of supply management, with an emphasis on teaching trust-based supply chain management and techniques. The purpose of this course is to introduce students to the profession of supply management on an individual level, while also exposing the student to the evolution

- of supply chain management over time, and the many different supply chain orientations, career paths, roles and responsibilities of today's supply management professional.
- 324 Sports Management This course will offer students an opportunity to experience and explore the dimensions of the sports industry. It will illustrate the foundations and principles on which sports management operates and offer an opportunity to apply those foundations and principles to the industry. Topics covered include management, financial, legal and ethical principles as they relate to sports management. In addition the course will offer students the ability to cultivate leadership expertise and teamwork competence through classroom assignments. Also see Enrollment Requirements.
- 326 Legal Issues in Sports Management The primary purpose of this course is to examine legal issues prominent in the world of sports. A variety of legal topics will be discussed as they relate to athletes, athletic administrators, athletic organizations, coaches, and sport managers at the professional, collegiate and amateur levels.
- 327 Athletic Administration MGT 327: Athletic Administration
This introductory course is designed to provide students with a fundamental understanding of athletic administration in various sectors of the industry. The primary goal is to familiarize students with management concepts, problem solving techniques, and current issues and future trends in three distinct areas of athletic administration: youth and recreational sports, high school athletics, and intercollegiate athletes. Students also will be exposed to career paths in athletic administration with an emphasis on designing a course of study and series of practical experiences that will allow them to meet their career goals.
- 330 Management of Surveys the strategies, policies,

	Human Resources	methods and realities of Human Resource Management. Relates these factors to the direction and administration of all of the major Human Resource Management functions from a pragmatic perspective. Also see Enrollment Requirements.
331	Database Management	An intermediate level course for business, economics and information systems students who need an understanding of database design and management in preparation for company data analysis. The objective of this course is to introduce students to the key principles and activities associated with the design, use and administration of business databases. The course will discuss important database design principles, sophisticated data retrieval and mining techniques and implementation of database management systems in corporate and organization information systems. These principles and techniques will be demonstrated using various computerized database tools. The course will cover critical issues related to database development and administration in the context of consumer-oriented, electronic commerce (Internet and World Wide Web) environments. Students will demonstrate their mastery of database concepts through hands-on experience with database management packages. Also see Enrollment Requirements.
340	The Spirit of Enterprise: Commerce, Culture and Catholicism Through the Ages	The course provides a historical perspective on the evolution of commerce and its impact on society, and the parallel development of relevant Catholic social teaching. It explores the changing understanding and significance of several core ideas (including in particular solidarity, subsidiarity, and human dignity, and also private property, capital, markets, regulation of commerce, usury, and consumerism) and discusses implications for their application today.

- 340B The Spirit of Enterprise: Commerce, Culture and Catholicism Through the Ages
- The course provides a historical perspective on the evolution of commerce and its impact on society, and the parallel development of relevant Catholic social teaching. It explores the changing understanding and significance of several core ideas (including in particular solidarity, subsidiarity, and human dignity, and also private property, capital, markets, regulation of commerce, usury, and consumerism) and discusses implications for their application today.
- 347 System Analysis
- An intermediate level course for business, economics and information systems students who need an understanding of systems analysis and design in preparation for managerial decision making. The course focuses on organizations and how they perform systems analysis and development. This course will introduce key aspects of the systems development process including strategic information systems planning (SISP), information requirement identification and analysis, feasibility study, project planning and management and logical and physical system design. In addition, the class will demonstrate how computerized analysis and design tools can be used to effectively manage these aspects of the development process. Students will demonstrate their mastery of the concepts and methods taught in this class by analyzing case studies or by completing a systems analysis project. Also see Enrollment Requirements.
- 365 Quantitative Methods in Decision Making
- An intermediate level course for students who need to become familiar with the tools used in business decision making with an emphasis on systems modeling and systems thinking. Students are introduced to computer-based decision-making aids and simulations. Issues in effective implementation of decision support systems. Review and analysis of various expert systems including

- tools and generators, classification vs. diagnostic type systems and building modules. Design of decision support and expert systems. Use of a decision support systems tool to investigate a managerial decision-making scenario. Methods of dealing with unstructured and under-specified problems from management and organizational perspectives. Case studies and/or in-class computer lab exercises. Also see Enrollment Requirements.
- 372 Entrepreneurship and Capital Venturing Students are exposed to the theory and experiences associated with the entrepreneurial phenomenon. All organizational settings are examined: public, private, large and small. Topics include the process of entrepreneurship in new ventures, raising venture capital, stages of small business growth, tax considerations, tactics and strategies of venture capitalists, managing the small business venture and marketing techniques. Also see Enrollment Requirements.
- 375 The Business of Music Art and commerce meet in this course that examines music industry fundamentals of business and law. Students interested in theatre, broadcast, TV, film, news media, recording and performance music will explore intellectual property protections such as copyright, trademark, privacy, publicity and royalty rights. Contracts, licensing, agency and management agreements for recording artists, composers, lyricists and songwriters with their representatives, producers, music publishers and distributors will be examined. ASCAP and BMI best practices will be reviewed. Pros and cons of business structures such as sole proprietorship, limited partnerships, corporations, limited liability companies and the related aspects of finance, accounting, economics, marketing, taxation, insurance and management will also be introduced for a comprehensive overview of the music business. Also see Enrollment Requirements.

- 381 The Business Environment in the European Union
- The course provides an overview of historical steps which lead to the establishment of the European Union and related institutions, a brief introduction to current EU enlargement policies, and an in-depth understanding of the EU business environment. Specifically, the course utilizes case studies to afford participants with a hands-on familiarity with business practices and effective strategies for conducting business in the EU from the perspective of European managers as well as non-European multinational corporations in a wide variety of industries. The course is taught through lectures, seminars, and the extensive use of case studies.
- 382 The Business Environment in Central & Eastern Europe
- The course provides a familiarity with the contemporary issues in the diverse markets of Central & Eastern Europe. The course examines the vastly different business environments in the region, the varying legal, economic and commercial institutions, and common business practices in this culturally and linguistically diverse region. The course utilizes case studies to afford participants a hands-on familiarity with common business practices, country specific challenges, and effective strategies for conducting business in Central and Eastern Europe in a wide variety of industries. The course is taught through lectures, seminars, and the extensive use of case studies.
- 390 International Business
- Focuses on the principal modes of business involvement of a nation-state trade and foreign investment, the relative incentives for the two modes of international business and the usual impact of this business on the nation's output, employment, profits and other variables of economic development. The core of the discussion evolves around the concept of competitiveness in international business, determinants of a nation's competitiveness and management of these determinants by business enterprises and

- government agencies. Also see Enrollment Requirements.
- 399 MySuperCurriculum: CEO Lectures and Junior Career Development
This course is designed to teach students how to find internships during their academic career, which are critical to finding a job upon graduation. The professor will teach career self-assessment skills, resume and cover letter writing skills, interviewing skills, how to build a professional network, how to develop and execute an internship search strategy that includes creating potential employer target lists, and utilizing networking and online internship search resources. The course is part of the curriculum each year for business and economics students, including graduate students, and it is non-credit. Classes will be structured to include lecture and Q&A time.
- 432 Technology and Operations Management
The purpose of this course is to provide students with a broad understanding of several operations management concepts and the technologies associated with them. The course integrates the three pillars of business operations – people, processes, and systems – into a cohesive framework for managing the modern enterprise. Students will study actual business operational issues and explore the various methods managers employ to address them. Emphasis will be placed on the discipline of operational planning, the skill of anticipating the unforeseen, and the art of preparing contingent alternatives to critical paths.
- 475 Business Strategy
This course introduces students to decisions and actions taken by an organization that result in the design and implementation of strategies to achieve its objectives. It provides an analysis of methods and techniques of strategic planning, medium-range programs and short-run operation plans of an enterprise; an evaluation of control management which involves establishing standards and the process of effective and efficient implementation of the business plan;

an illustration of application of methods and techniques of planning and control by case studies. Also see Enrollment Requirements.

- 491 Special Topics in Business
- 494 Independent Study
- 495A Internship
Student works as an intern (part-time, with or without pay) with a local firm or government agency gaining on-the-job experience in a field related to the student's academic pursuit of economics and business. Performance is evaluated on the basis of periodic reports from supervisor and submission of a term paper, the subject matter of which is preapproved by the academic adviser.
- 495B Sports Management Internship
- 498 Undergraduate Comprehensive Examination
- 499 MySuperCurriculum: CEO Lectures and Senior Career Development
This course is designed to teach students how to find internships during their senior year and how to search for a job upon graduation. The professor will teach career self-assessment skills, resume and cover letter writing skills, interviewing skills, how to build a professional network, how to develop and execute an internship search strategy that includes creating potential employer target lists, utilizing networking and online internship search resources, developing a corporate persona, and transitioning from an intern to a future employee post-graduation. The course is part of the curriculum each year for business and economics students, including graduate students, and it is non-credit. Classes will be structured to include lecture and Q&A time.

MKT

- 325 Sports Marketing
Formerly MGT 325. This course is designed to provide a framework for an understanding of how marketing

strategies are formulated, implemented and evaluated in a sports context. Sports have become a significant employer of business-trained individuals and offers growing career opportunities. The course encompasses two themes: sports as a product and sports as a medium. The first theme focuses on the applications of marketing concepts and principles to promote sports and sport-related products. The second theme considers sports as a promotions vehicle and covers how non-sport businesses can benefit from utilizing sports as an integral part of their marketing communications strategy. The course has three objectives: to understand the unique characteristics of the sport industry and sports marketing, to understand how the key concepts of marketing can be applied and managed in a sports context and to understand the role and potential of sports as a marketing communication strategy for non-sport related business. Also see Enrollment Requirements.

345 Marketing Management

Formerly MGT 345. A study of managerial policies, strategies and decisions with respect to products and/or services offered by a firm. Major variables, both internal and external to the firm, which mutually interact and influence decisions, pricing, promotions and distribution. Additional topics include market analysis, new product development and implementation of marketing programs. Also see Enrollment Requirements.

346 Market Research

Formerly MGT 346. The market research process involves designing, conducting, and using marketing research studies. This course provides extensive coverage of the components of a market research project, qualitative research, survey and experimental designs and data analysis with statistical software packages. Also see Enrollment Requirements.

348 Consumer Behavior

Formerly MGT 348. The buyer decision process serves as a

		framework for the analysis of how and why products and services are purchased and used. How are marketing strategies of organizations affected by consumer decisions? Particular emphasis on marketing applications in high-tech and service industries. Also see Enrollment Requirements.
349	Personal Selling	Formerly MGT 349.
350	Digital Marketing	Formerly MGT 338. This course focuses on the use of digital marketing at both strategic and tactical levels, including such topics as e-Commerce, e-CRM (Digital Customer Relations Management), search engine marketing (SEM), search engine optimization (SEO), interactive marketing, retargeting, mobile advertising and social media. The course has a practical orientation and will be guided by interactive lectures, case analysis, notable guest speakers and a hands-on examination of some of the tools of the trade. Prerequisites include MKT 345 (formerly MGT345).
362	International Marketing	Formerly MGT 362. Structure of international markets, special issues in market entry strategies, product, distribution channels, promotion and price policies. Departmental approval required. Also see Enrollment Requirements.
457	Marketing Strategy	Formerly MGT 457. This course provides the student with a general knowledge base of marketing backed up by specific cases involving different product type such as high-tech products, packaged goods and consumer durables. The course explores both analytical dimensions (forecasting, P&L and market research) and strategic dimensions (brand equity, channels management, new product development and pricing formulation. Also see Enrollment Requirements.
491	Special Topics in Marketing	
494	Independent Study	

495A Internship

Student works as an intern (part-time, with or without pay) with a local firm or government agency gaining on-the-job experience in a field related to the student's academic pursuit of economics and business. Performance is evaluated on the basis of periodic reports from supervisor and submission of a term paper, the subject matter of which is preapproved by the academic adviser.

498 Undergraduate
Comprehensive
Examination

^to
p

Last reviewed: August 25, 2015



The Catholic University of America * 620 Michigan Ave., N.E. * Washington, DC 20064