

Course Descriptions

for undergraduate and graduate courses
in the [College of Business](#)

Accounting

Undergraduate Courses

Principles of Accounting I (ACG 2021) 3 credits

Prerequisite: Sophomore standing

Introduction to financial accounting concepts. Emphasis is placed on the accounting cycle.

Principles of Accounting II (ACG 2071) 3 credits

Prerequisite: ACG 2021 with grade of "C" or better

Introduction to managerial accounting concepts. Emphasis is placed on use of accounting information in decision-making.

Note: The following accounting and tax courses are open to College of Business majors only. Non-Business majors must have prior written approval from the School of Accounting to enroll in these courses.

Financial Reporting (ACG 3131) 3 credits

Prerequisite: ACG 2071

A user-oriented overview of financial reporting and practice with a focus on how management decisions impact financial statements.

Intermediate Theory and Research (ACG 3141) 3 credits

Prerequisites: ACG 3131 and ACG 3341

A continuation of ACG 3131. Study of present and future value concepts, current liabilities to material covered, long-term liabilities and related issues, accounting changes, leases, principles of revenue recognition and accounting for investments.

Intermediate Theory and Applications (ACG 3151) 3 credits

Prerequisites: ACG 3131 and ACG 3341; recommend ACG 3141 before 3151

A continuation of ACG 3141. Study of the accounting for owners equity, earnings per share, pensions, deferred taxes and statement of cash flows.

Managerial Decision Making and Accounting (ACG 3341) 3 credits

Prerequisite: ACG 2071, and junior standing

Decision and agency concepts applied to decision making and the integration of decisions into the organization's structure, strategies, and objectives. Applications include issues in decentralized organizations, cost behavior, cost systems, budgeting and planning, cost estimations, product costing, and performance motivation and assessment.

Cost Accounting Practice (ACG 3351) 3 credits

Prerequisite: ACG 3341

A continuation of ACG 3341, this course expands the understanding of behavioral concepts and applied processes in decision making within an organization.

Business Process and Accounting Control (ACG 3402) 3 credits

Prerequisites: ACG 2071, ISM 2000 and junior standing

An analysis of the integration of accounting with other business functions focusing on decision-making issues. The course also develops computer skills related to the accounting discipline.

Cooperative Education-Accounting (ACG 3949) 1-3 credits

No credit toward degree. *Grading: S/U*

Financial Analysis (ACG 4173) 3 credits

Prerequisite: ACG 3131 or FIN 3403

Analysis of business and financial information using published annual reports and other external information sources.

Accounting Information Systems I (ACG 4401) 3 credits

Prerequisites: ACG 3341 and ISM 2000 or equivalent

Design and operation of accounting information systems as affected by information theory, computers and behavioral concepts. Internal control in the design and analysis of systems. EDP Audit concepts and techniques are briefly considered.

Accounting for E-Commerce (ACG 4452) 3 credits

Prerequisites: ACG 2021, ACG 2071, and junior standing

Covers E-commerce topics of relevance for accounting and business students. Topics include E-commerce security and attestation issues, XML, E-commerce taxation, E-commerce business valuation, etc.

Auditing and Assurance Services I (ACG 4651) 3 credits

Prerequisites: ACG 3131 and ACG 3341

An introduction to and overview of auditing concepts and techniques. Emphasis is placed on concepts and techniques applicable to audits of financial statements by independent certified public accountants.

Directed Independent Study (ACG 4901) 1-3 credits

Prerequisite: Approval of Director of School prior to registration

Independent study, research or other project to extend and integrate the students' knowledge. This is not to be used as a substitute for an existing course.

Special Topics (ACG 4931) 1-3 credits

Prerequisites: Permission of instructor and junior standing

The study of a special area of Accounting. Topics will vary. May be repeated for credit.

Internship in Accounting Practice (ACG 4941) 1-3 credits

Prerequisites: 12 credits of accounting beyond principles

Directed learning experience to develop skills and apply theories to accounting practice including, but not limited to, governmental, commercial, not-for-profit, and public accounting. *Submission of a paper may be required*

Accounting Study Abroad (ACG 4957) 1-3 credits

Prerequisite: Junior standing

Credit for enrollment in approved study abroad programs.

Federal Taxation I (TAX 4001) 3 credits

Prerequisites: ACG 2071 and junior standing

A study of the taxation of business entities is stressed. Also, significant classroom time is devoted to the federal income taxation of individuals.

Tax Practice (TAX 4871) 3 credits 

ACG 4941 no longer offered at FAU as of fall of 2006.

Federal Taxation II (TAX 4011) 3 credits

Prerequisites: TAX 4001

A study of the income taxation of corporations and their shareholders; partnerships and their partners; and estates and trusts and their beneficiaries. Includes a study of the rights and obligations of the taxpayers in dealing with the Internal Revenue Service.

Tax for International Managers (TAX 4501) 3 credits

Prerequisites: ACG 2071, and junior standing

Concentration on how the fundamentals of tax structures and a framework for analyzing how taxes affect business activities. A global planning approach to taxes and business strategy is employed. TAX 4501 cannot be used to fulfill the accounting major requirements.

Graduate Courses

Advanced Accounting I (ACG 5205) 3 credits

Prerequisite: ACG 3151

Accounting for business combinations and consolidated entities will be stressed. Branch accounting and partnerships will also be covered.

Advanced Accounting II (ACG 5215) 3 credits

Prerequisite: ACG 3151

A study of advanced topics in accounting theory including inflation accounting, segment and interim reporting, foreign currency translation, SEC disclosure. Discussion of other current topics in accounting theory.

Business and Financial Analysis (ACG 5386) 3 credits

Prerequisite: ACG 3131 or FIN 3403

The role of the chief accounting and finance officers is examined in relation to business and financial analysis. The need for controls of both a financial and nonfinancial nature is demonstrated.

Government Accounting Theory (ACG 5505) 3 credits

Prerequisites: ACG 3141 and ACG 3341

A study of information presented in the various financial statements and other reports of governmental units. Detailed review of the authoritative bodies influencing the accounting and reporting for state and local governmental entities.

Internal Auditing (ACG 5645) 3 credits

Prerequisites: ACG 3141, ACG 3402, and ACG 4651

Compares financial and internal audit planning, performance, and administration. Studies auditor/auditee relationships.

Advanced Problems (ACG 5805) 3 credits

Prerequisite: ACG 3151

Focuses on solutions for current problems found in practice while stressing the applications of theoretical concepts applicable to the particular problem area.

Financial Accounting Concepts (ACG 6027) 3 credits

Prerequisite: Graduate standing

Fundamental principles applicable to the accounting cycle, asset valuation, income determination, financial reporting, basic business taxes, and owner's equity. Available only to graduate students lacking an undergraduate course in accounting.

Advanced Accounting Theory (ACG 6135) 3 credits

Prerequisites: Graduate standing and 9 credits of upper-level undergraduate accounting courses, including ACG 3141, or the equivalent

Analysis of trends in accounting through review of the major publications of the accounting profession. Emphasis on the structure of accounting theory underlying the concepts of assets and income determination. Must be taken in conjunction with graduate communications requirement (GEB 6215).

Financial Reporting and Accounting Concepts (ACG 6137) 3 credits

Prerequisites: Admittance to M.B.A. or M.A.C. program and ACG 2021 and ACG 2071, or ACG 6027

Course covers conceptual and applied issues in financial accounting. Students learn to apply basic research skills in financial accounting with authoritative accounting literature.

Financial Statement Analysis (ACG 6175) 3 credits

Prerequisites: ACG 3141 or ACG 3113 or ACG 6137 and FIN 3403 or FIN 6406 or permission of instructor

The analysis of publicly available financial data for purposes of credit and investment decisions, including bankruptcy prediction models and earnings-based equity valuation.

International Accounting (ACG 6275) 3 credits

Prerequisites: Graduate standing, ACG 6315 or ACG 6135

An examination of international financial reporting and managerial accounting problems.

Accounting in International Business (ACG 6276) 3 credits

Prerequisite: Admission to MSIB program

A study of the principles applicable to financial, managerial, and tax accounting data for users of that data. Emphasis on analysis of accounting data to address issues faced by international business managers. Available only to MSIB students.

Advanced Analysis and Application of Accounting Data (ACG 6315) 3 credits

Prerequisites: Graduate standing, ACG 6027 or the equivalent, and ACG 2021 or ACG 2071

An analysis of financial and managerial accounting data for users of those data. Available only to graduate students lacking an undergraduate degree in accounting or lacking advanced course work in accounting.

Advanced Cost Accounting Theory and Practice (ACG 6367) 3 credits

Prerequisites: Graduate standing and advanced course work in accounting, or ACG 6315

Cost standards and cost estimating as bases for managerial planning and control. Managerial problems of planning as criteria for the relevancy of cost data. Sources and development of related cost data.

Accounting for e-Commerce (ACG 6465) 3 credits

Prerequisite: Graduate standing

Course covers e-commerce topics of relevance for accounting and business students. Topics include e-commerce security, attestation issues, XML, e-commerce taxation, and e-commerce business valuation.

Advanced Accounting Information Systems (ACG 6475) 3 credits

Prerequisites: Graduate standing and advanced course work in accounting, or ACG 6315

The study of computerized accounting information systems with emphasis on reporting objectives, management needs,

TAX 4501 is no longer available at FAU. Course deleted summer of 2006.

transaction trails, documentation, security, internal controls, and the integration of accounting systems in the evaluation and selection of software. Systems analysis techniques are discussed using the systems development life cycle model.

**Seminar in
Not-for-Profit Accounting (ACG 6506) 3 credits**

Prerequisites: Graduate standing and advanced course work in accounting, or ACG 6315

Investigation of some of the major areas of not-for-profit accounting, reporting, and auditing. Development of an understanding of other disciplines impacting the not-for-profit accounting environment, including theories of social and political behavior.

**Accounting and
Governmental Regulation (ACG 6595) 3 credits**

Prerequisites: Graduate standing and advanced course work in accounting, or ACG 6315

An examination of the interrelationships between accounting and government with particular emphasis on the effects of SEC regulations on accounting practices and reporting.

EDP Auditing (ACG 6625) 3 credits

Prerequisite: Graduate standing

A survey of control and auditing techniques employed in computer-based accounting systems.

**Advanced Auditing
Theory and Practice (ACG 6656) 3 credits**

Prerequisites: Graduate standing and advanced course work in accounting, or ACG 6315

A study of the concepts, assumptions, standards, and issues related to contemporary auditing theory and practice.

Operational Auditing (ACG 6675) 3 credits

Prerequisites: Graduate standing, ACG 4651 and ACG 5645

Study of the role of the auditor in the evaluation of the effectiveness and efficiency of organizational operations. Specific audit approaches and procedures will be reviewed. A significant segment of the course will be devoted to the conduct and evaluation of results of an actual audit situation.

**Accounting Fraud
Examination Concepts (ACG 6686) 3 credits**

Prerequisite: Admission to M.B.A. or M.A.C. program

Overview of the nature of occupational fraud and how it is committed including an introduction to the actions that can be taken to determine the presence of occupational fraud and the procedures that can be implemented to deter it. Also covered is the proper manner in which allegations of fraud should be investigated to meet the requirements of civil/criminal court procedure.

**Accounting Fraud Examination
Conduct and Procedures (ACG 6687) 3 credits**

Prerequisite: Admission to M.B.A. or M.A.C. program

Emphasis on the conduct of fraud examinations, including a discussion of specific procedures used in forensic accounting examinations and the reasoning behind the use of these procedures. Coverage extends to detection, investigation, and prevention of specific types of fraud committed against organizations and individuals.

**Forensic Accounting and the
Legal Environment (ACG 6688) 3 credits**

Prerequisite: Admission to M.B.A. or M.A.C. program

Emphasis on Federal legislation related to fraud examinations including coverage of laws that preserve the rights of individuals suspected of committing fraud and laws that govern civil and criminal prosecutions, the admittance of evidence, and the testimony of expert witnesses.

**Forensic Accounting, Fraud
and Taxation (ACG 6689) 3 credits**

Prerequisite: Graduate standing

Overview of the nature of tax fraud, its motivation, the manner by which it is effected, and ways to detect this type of fraud. Also discussed is the proper manner in which allegations of fraud should be investigated to meet the requirements of civil/criminal court procedure.

Accounting Research (ACG 6815) 3 credits

Prerequisites: Graduate standing and ACG 6135

Methods of researching current and emerging issues in the accounting and auditing profession.

Directed Independent Study (ACG 6905) 1-3 credits

Prerequisite: Approval of Director of School of Accounting

Independent study, research, or another project to extend and integrate the student's knowledge. This is not to be used as a substitute for an existing course.

Special Topics (ACG 6935) 1-3 credits

Prerequisites: Graduate standing and permission of instructor

The study of a special area of accounting. Topics will vary. This course may be repeated for credit.

Internship (ACG 6941) 1 credit

Prerequisites: 12 completed accounting credits beyond Principles and permission of the School of Accounting internship coordinator

Internships will consist of significant diversified professional work experiences in accounting, auditing, tax, and management consulting positions. The submission of a paper may be a requirement for this course.

Seminar in Financial Accounting (ACG 7145) 3 credits

Prerequisites: Admission to a Ph.D. program and ACG 6135

Critical, in-depth consideration of selected financial accounting topics of particular relevance to current accounting practice.

**Seminar in
Managerial Accounting (ACG 7356) 3 credits**

Prerequisites: Admission to a Ph.D. program and ACG 6367

The evolution of cost and managerial accounting from the need to assign costs to products to the use of cost data for decision making and management control within the firm.

**Seminar in
Information Systems (ACG 7415) 3 credits**

Prerequisites: Admission to a Ph.D. program and ACG 6475

An exploration of the research issues concerning information systems management, data base management, and EDP Auditing and control.

Seminar in History of Accounting (ACG 7875) 3 credits

Prerequisites: Admission to a Ph.D. program and ACG 6135

The historical development of accounting thought and the exploration of a philosophical view of accounting in a dynamic society.

Seminar in Research Methodologies in Accounting (ACG 7885) 3 credits

Prerequisites: Admission to a Ph.D. program and ACG 6135

An overview of research methodologies in accounting, with emphasis on the formulation of accounting policy, positive accounting theory, and progress in accounting research.

Special Topics in Accounting (ACG 7935) 3 credits

Prerequisite: Admission to a Ph.D. program

Special topics in accounting. Content will vary. May be repeated for credit.

Advanced Research in Accounting (ACG 7978) 1-9 credits

Prerequisite: Approval of department chair

Research focused on accounting studies to prepare for the accounting comprehensive written and/or oral exam in the Ph.D. program or to develop an accounting dissertation topic. *Grading: S/U*

Doctoral Dissertation in Accounting (ACG 7980) 1-12 credits

Prerequisite: Admission to doctoral candidacy

Concepts of Federal Income Tax (TAX 6025) 3 credits

Prerequisites: Graduate standing

Analysis of the principles of the Federal Income Tax. The relationship among statutes, case law, Congressional committee reports, and administrative pronouncements is emphasized. A case approach is used.

Tax Research (TAX 6065) 3 credits

Prerequisite: Graduate standing

Methods of researching tax problems and practical exercises in the uses of research tools in locating, understanding, and interpreting source materials.

Corporate Taxation (TAX 6105) 3 credits

Prerequisites: Graduate standing and TAX 6025 or 6065

Concepts and principles governing the Federal income taxation of corporations and their shareholders. The source and application of U.S. tax authority as it relates to the formation, operation and liquidation of a corporation. The S Corporation is explored as an alternative to the regular corporation and other modes of operation.

Advanced Corporate Taxation (TAX 6115) 3 credits

Prerequisites: Graduate standing and TAX 6105

Concepts and principles governing the Federal income taxation of corporations and their shareholders and the source and application of U.S. tax authority as it relates to complex corporate tax problems. Emphasis will be on the rules governing penalty taxes, tax-free divisions and reorganizations, affiliated corporations, consolidated returns, and multinational considerations.

Partnership Taxation (TAX 6205) 3 credits

Prerequisites: Graduate standing and TAX 6025 or TAX 6065

An intensive study of partnership taxation covering such topics as the definition of a partnership, formation of a partnership, compensation of partners, taxing partnership income, and transactions between related parties.

Estates and Trusts: Planning and Taxation (TAX 6405) 3 credits

Prerequisites: Graduate standing and TAX 6025 or TAX 6065

An examination of the principles of estate tax, gift tax, and income tax fiduciaries, beneficiaries, grantors, and other parties. Income with respect to decedents, grant or reversionary

trusts, accumulation distributions, and other special problem areas are studied.

International Taxation (TAX 6525) 3 credits

Prerequisite: Graduate standing

A survey of U.S. income tax laws applicable to U.S. citizens and corporations doing business abroad, as well as to foreign taxpayers investing in the U.S.

Deferred Compensation Taxation (TAX 6835) 3 credits

Prerequisites: Graduate standing and TAX 6025 or TAX 6065

A study of the tax factors in pension, profit sharing, stock ownership, self-employed retirement plans, individual retirement accounts, and various employee benefit plans.

Contemporary Tax Topics (TAX 6875) 3 credits

Prerequisites: Graduate standing and TAX 6025 or TAX 6065

Addresses recent or contemplated changes in tax law, including tax reform proposals and reviews and judicial developments in all areas of taxation. Topics will vary. May be repeated for credit.

IRS Practice and Procedures (TAX 6877) 3 credits

Prerequisites: Graduate standing and TAX 6025 or TAX 6065

Training in tax practice and procedures with an emphasis on IRS rules, procedures and techniques.

Special Topics of Taxation (TAX 6935) 1-3 credits

Prerequisite: Graduate standing with permission of director

The study of a special area of taxation. Topics will vary. May be repeated for credit.

Tax Policy (TAX 7805) 3 credits

Prerequisites: Admission to a Ph.D. program, TAX 6065 and TAX 6025

A study of the objectives of taxation and the social, economic, and related constraints important in the determination of the income, estate, and gift taxes. Evaluation of proposals for changes in tax bases, rates, deductions and credits.

Economics

Undergraduate Courses

Macroeconomic Principles (ECO 2013) 3 credits

Prerequisite: Sophomore standing

Introduction to the modern theory of income determination, with emphasis on monetary and fiscal policies to achieve full employment and economic growth.

Microeconomic Principles (ECO 2023) 3 credits

Prerequisite: Sophomore standing

Introduction to the determination of prices in a market economy and to the concept of scarcity and the role of prices in distributing incomes.

Economics Study Abroad (ECO 2952) 1-4 credits

Prerequisite: Sophomore standing

Credit for enrollment in approved study abroad programs.

Economic Principles and Policies (ECO 3003) 5 credits

The determination of aggregate income and individual market prices. Specific economic problems. Emphasizing

public policies. (No credit when ECO 2013 and/or 2023 have been taken.)

Intermediate Microeconomics (ECO 3101) 3 credits
Prerequisites: ECO 2013 and ECO 2023, or ECO 3003, or equivalent and junior standing

The role of prices in resource allocation, with emphasis upon the significance of profits, wages, and market structure for the decision of individual firms.

Intermediate Macroeconomics (ECO 3203) 3 credits
Prerequisites: ECO 2013 and ECO 2023, or ECO 3003, or equivalent and junior standing

Analysis of the impact of decisions made by business, government and consumers on the level of national income and employment.

Seminar in Economic Education (ECO 4070) 1-3 credits
Prerequisite: Principles of Economics or equivalent or permission of instructor

A survey of economic concepts and an examination of the latest ideas and developments in teaching economic concepts in K-12 Curriculum.

Microeconomics for the Secondary School Class (ECO 4077) 3 credits
Prerequisite: Principles of Economics or equivalent or permission of instructor

The course is designed for teachers interested in introducing microeconomic concepts into their secondary school classes (such as geography, civics, history, and mathematics courses). The goal of the course is for teachers to expand their knowledge of microeconomics and to be able to apply that knowledge by using economic materials and examples in the classroom. This course may not be used toward a business or economics major or minor.

Macroeconomics for the Secondary School Class (ECO 4078) 3 credits
Prerequisite: Principles of Economics or equivalent or permission of instructor

The course is designed for teachers interested in introducing macroeconomic concepts into their secondary school classes (such as geography, civics, history, and mathematics courses). The goal of the course is for teachers to expand their knowledge of macroeconomics and to be able to apply that knowledge by using economic materials and examples in the classroom. This course may not be used toward a business or economics major or minor.

Money and Banking (ECO 4223) 3 credits
Prerequisites: ECO 2013 and ECO 2023, or ECO 3003, or equivalent
 An examination of the roles of money and credit in our economy, emphasizing the impact of monetary factors on income and prices.

Honors Seminar in Money and Banking (ECO 4227) 3 credits
Prerequisites: Macroeconomics and Microeconomics and permission from director of honors

An examination of the roles of money and credit in our economy, emphasizing the impact of monetary factors on output, income, interest rates, exchange rates, and prices within the context of the global economy. Honors course accepted in lieu of ECO 4223.

Mathematical Economics I (ECO 4401) 3 credits
Prerequisites: ECO 2013 and ECO 2023, or ECO 3003 and MAC 2233, or equivalent

An introduction to the use of mathematics in economic analysis.

Mathematical Economics II (ECO 4402) 3 credits
Prerequisite: ECO 4401 or equivalent

The use of modern techniques of Optimization, Statistics, and Dynamics in Economics.

Introduction to Econometric Methods (ECO 4421) 3 credits
Prerequisites: ECO 2013 and ECO 2023, or ECO 3003 and STA 2023

An introduction to the theory and application of econometrics with applications of econometric methods to economic theories and data.

Intermediate Econometrics (ECO 4422) 3 credits
Prerequisite: ECO 4421 or equivalent

Advanced topics in the theory and application of econometric models.

Economics of the Public Sector (ECO 4504) 3 credits
Prerequisite: ECO 3101 or equivalent

Analyzes nature of public goods and expenditures, evaluates fairness and economic effect of various taxes and explores public debt policies and intergovernmental fiscal relations.

Economics of International Trade (ECO 4704) 3 credits
Prerequisite: ECO 2013 and ECO 2023, or ECO 3003, or equivalent

Analysis of the theory of comparative advantage; the gains from trade and the terms of trade. The concepts of commercial policy and the trade of developing nations.

International Monetary Economics (ECO 4713) 3 credits
Prerequisite: ECO 2013 and ECO 2023, or ECO 3003, or equivalent

The international monetary system with special emphasis on the balance of international payments, exchange rates and adjustment problems, and the world's debt problem.

Directed Independent Study (ECO 4905) 1-3 credits
Prerequisite: Approval of department
Grading: S/U

Senior Research in Economics (ECO 4914) 1-3 credits
Prerequisite: Permission of instructor

The student is expected to demonstrate an ability to conceive and execute a meaningful research project on a topic in economics. *Grading: S/U*

Senior Seminar (ECO 4933) 3 credits
Prerequisites: ECO 3101, ECO 3203

Designed for Economics majors (and interested minors) who are in their last year of study, this course improves the student's ability to research and understand the economic issues behind current topics not directly addressed in other economic courses. An important aspect of the course is communicating these ideas through writings and presentations.

Special Topics (ECO 4934) 1-3 credits

Field Study in International Economics (ECO 4955) 1-4 credits
Prerequisites: ECO 2013 and ECO 2023

An instructional and tour program that studies production and the allocation of resources in foreign countries. The study tour also examines the organizational frameworks related to these processes and compares them with those found in the United States.

Economics Study Abroad (ECO 4957) 1-4 credits

Prerequisite: Junior standing or permission of instructor
Credit for enrollment in approved study abroad programs.

Contemporary Economic Issues (ECP 2002) 3 credits

Acquaints students with the economists' way of thinking about social issues. Each class will discuss the important aspects of a particular issue, develop the economic concepts and tools to study the issue, and finally apply these tools to figure out ways to resolve the issue. Cannot be used instead of ECO 2013 or ECO 2023.

Economics of Poverty and Discrimination**(ECP 3125) 3 credits**

Writing Across Curriculum (Gordon Rule), 6,000 words

Prerequisites: ECO 2013 and ECO 2023, or ECO 3003

The course examines the nature and causes of the economic problems of low income groups in developed countries such as the United States; the relationship between poverty and technological change, economic growth, education, and training; and the economic consequences of discrimination and proposed remedies for dealing with poverty and discrimination.

Labor Economics**(ECP 3203) 3 credits**

Prerequisites: ECO 2013 and ECO 2023, or ECO 3003, or equivalent

Economic analysis of the impact of decisions made by individuals, business, labor unions and the government on the enhancement and employment of human resources.

Urban and Regional Economics**(ECP 3603) 3 credits**

Prerequisites: ECO 2013 and ECO 2023, or ECO 3003, or equivalent

A survey of industrial location theory, the theories of regional economic growth and the development of urban centers with emphasis on related environmental questions and public policy issues.

Managerial Economics**(ECP 3703) 3 credits**

Prerequisites: ECO 2013 and ECO 2023 or ECO 3003 and STA 2023

Application of basic microeconomic theory, in particular, cost, demand, market structure and pricing strategies to analyze the business decisions made by the managers of firms.

Environmental Economics**(ECP 4302) 3 credits**

Prerequisites: ECO 2013 and ECO 2023, or ECO 3003, or equivalent

The application of basic economic principles and techniques to the analysis of the cost-benefit trade-offs of those public policy decisions that affect the quality of people's environment.

Industrial Economics**(ECP 4403) 3 credits**

Prerequisites: ECO 2013 and ECO 2023, or ECO 3003, or equivalent

Examination of American industries and their economic performance in relation to pricing, production decisions and innovations. Evaluation of public policies toward market structure, conduct and performance of firms.

Law and Economics**(ECP 4451) 3 credits**

Prerequisite: ECO 2023

The course focuses on the use of economic theory as a mechanism for understanding the origins of laws and the effect of these laws on the behavior of individuals in society. The course applies legal and economic analysis to the study of important social problems and issues.

Health Care Economics and Policy**(ECP 4530) 3 credits**

Prerequisite: ECO 2023 or permission of instructor

This course focuses on how health care markets differ from other markets. Because of asymmetric information, uncertainty, government involvement, and externalities, the economics of

the health care sector and its players (patients, providers, insurers, employers, and government) require a special economic analysis. Students will learn how to apply microeconomic tools to study the medical care system and analyze the economic aspects of current health care policies.

International Economic Development (ECS 3013) 3 credits

Prerequisites: ECO 2013 and ECO 2023, or ECO 3003, or equivalent

An analysis of the problems of less developed economies; considerations of policy to promote growth; introduction to the theory of economic development.

Graduate Courses**Seminar in Modern Economic Concepts and Theories****(ECO 6008) 3 credits**

Prerequisite: Principles of Economics or its equivalent or permission of instructor

Macroeconomic theories of the price level, output, and employment; monetary and fiscal policy; micro-economic theories of supply, demand, and the price system; international trade and finance; and current economic problems.

Advanced Microeconomics**(ECO 6115) 3 credits**

Prerequisite: Graduate standing

Discussion of selected topics in micro-economic analysis, including demand theory, production theory, microdynamics, and the theory of games.

Advanced Macroeconomics**(ECO 6206) 3 credits**

Prerequisite: Graduate standing

The Keynesian model of national income determination and major sectors of the model as developed in the post-Keynesian literature as well as extensions into dynamics, cycles and growth.

Advanced Monetary Economics**(ECO 6216) 3 credits**

Prerequisite: Graduate standing

Issues in monetary policy treated within the framework of theory of demands for and supply of money and other assets.

Advanced Mathematical Economics**(ECO 6403) 3 credits**

Prerequisites: MAC 2233 (or equivalent) or ECO 4401 or ECO 4402 or permission of instructor

Advanced mathematical economics discusses matrix algebra differential and integral calculus, and difference equations that are useful for economic and business analysis. Emphasis on comparative statics, optimization, and dynamics in economic decision making.

Seminar in Quantitative Economic Analysis**(ECO 6405) 3 credits**

Prerequisite: ECO 6403 or permission of instructor

Selected topics in mathematical economics and econometrics.

Topics in Econometrics**(ECO 6424) 3 credits**

Prerequisite: ECO 6426 or permission of instructor

Selected topics in Econometrics.

Advanced Econometrics**(ECO 6426) 3 credits**

Prerequisites: STA 3163 or equivalent or ECO 4421 or ECO 4422 or permission of instructor

Course deals with modern econometric techniques such as the classical linear regression model and its extensions, nonlinear regression, pooled regression, panel data methods, and qualitative response regression models. Emphasis on the application of econometric methods to real-world issues.

Advanced International Economics (ECO 6705) 3 credits*Prerequisite: Graduate standing*

Analysis of balance of payments problems, international development policies, foreign trade theory, and international economic collaboration.

Advanced International Trade (ECO 6706) 3 credits*Prerequisite: Graduate standing*

Analysis of international trade from the perspective of globalization with focus on the traditional theories of trade, the normative aspects of international commerce, and latest developments in international trade characterized by imperfect competition.

Advanced International Monetary Economics (ECO 6716) 3 credits*Prerequisite: Graduate standing*

In-depth discussion of the balance of payments, exchange rates and the international monetary system and stabilization policies in open economies. Emphasis on the integrated analysis of modern international finance and open-economy macroeconomics.

Directed Independent Study (ECO 6906) 1-3 credits*Prerequisite: Approval of department**Grading: S/U***Staff Seminar (ECO 6937) 1-3 credits***Prerequisite: Graduate standing and permission of instructor*

Special topics in micro, macro, and quantitative analysis.

Master's Thesis (ECO 6971) 1-6 credits*Grading: S/U***Economics of Energy Markets (ECP 6332) 1-3 credits***Prerequisite: ECO 2103 or equivalent*

Course teaches the fundamentals of market and non-market behavior underlying resource and energy use with emphasis on the economics of optimum resource extraction and the production and demand for energy markets in a network utility framework.

Energy Policy, Politics and Regulation (ECP 6334) 1-3 credits*Prerequisite: ECO 2103 or equivalent*

Political economy of energy policy, natural resources and regional development, regulation in practice, energy environment and sustainable development, valuation of damage and control costs, international energy environment issues.

Energy Resources (ECP 6336) 1-3 credits*Prerequisite: ECO 2103 or equivalent*

Worldwide history of energy supply and demand, the predominance of oil, gas, coal, hydro and nuclear, non-conventional energy resources, security issues, energy dependence and interdependence.

Energy Infrastructure Management and Technology (ECP 6338) 1-3 credits*Prerequisite: ECP 2103 or equivalent*

Heat and power technologies, non-combustion based power generation, nuclear power safety, essential engineering concepts and principles, energy efficiency and conservation, future energy systems, planning models.

Advanced Industrial Economics (ECP 6405) 3 credits*Prerequisite: ECP 4403 or permission of instructor*

Analysis of firms policies in pricing, output, product differentiation, technological innovations under varying market structures, and the social implications of these policies in the American economy.

Advanced Economics and Law (ECP 6456) 3 credits*Prerequisite: ECO 3101 or ECO 4934 or permission of instructor*

This course uses economic theory as a mechanism for understanding the origin of laws and the effects of these laws on the behavior of individuals in society. The course also applies legal and economic analysis to the study of important social problems and issues.

Advanced Managerial Economics (ECP 6705) 3 credits*Prerequisite: Graduate standing*

Analysis of business decisions in the pursuit of the firm's goals constrained by scarce resources with emphasis on the applications of microeconomic theories combined with recent advances in information economics.

The Economics of Emerging Markets (ECS 6027) 3 credits*Prerequisite: Graduate standing and admission to MSIB program*

This course presents the analytical tools to identify the economic environment, market potential, and business opportunities of emerging and transitional economies. The module also identifies the long-run determinants and conditions of economic growth and development in transitional economies.

Finance

Undergraduate Courses

Personal Finance (FIN 3140) 3 credits*Prerequisite: Junior standing*

Personal financial planning for the non-major in finance. Practical applications in budgeting, use of credit, banking, insurance, real estate, investments, taxes, retirement planning, estates and wills, with emphasis on inflation planning. (Not available for credit toward major in Finance.)

Principles of Financial Management (FIN 3403) 3 credits*Prerequisites: ACG 2021, ACG 2071, and junior standing*

Survey of Financial Management, including capital budgeting, cost of capital and financial analysis.

Honors Seminar in Finance (FIN 3939) 3 credits*Prerequisites: Financial and Managerial Accounting Principles and permission of director, honors*

Honors survey course in business financial management. Analytical techniques in financial decision-making including financial analysis, asset evaluation, capital budgeting, and cost of capital. Honors course accepted in lieu of FIN 3403.

Cooperative Education-Finance (FIN 3949) 1-4 credits*No credit toward degree. Grading: S/U***Financial Institutions (FIN 4303) 3 credits***Prerequisite: A grade of "C" or better in FIN 3403 or permission of instructor*

An examination of commercial banks and other financial intermediaries, in their relationship to the money and capital

markets and to their interaction in the channelling of savings into investment.

Financial Management of Institutions (FIN 4313) 3 credits
Prerequisite: FIN 3403

The asset and liability management of commercial banks and other important financial institutions. Includes commercial and consumer lending, managing bank securities portfolios and managing interest rate risk.

Cases in Financial Management (FIN 4422) 3 credits
Prerequisite: FIN 4424

Case analysis of problems in business, including cash flow projections, budgeting financial resources, capital structure, mergers, consolidations, liquidations, and risk analysis.

Advanced Managerial Finance (FIN 4424) 3 credits
Prerequisite: FIN 3403

Financial modeling using spreadsheet and other applications to apply financial analysis and decision making.

Investment Analysis (FIN 4504) 3 credits
Prerequisite: A grade of "C" or better in FIN 3403 or permission of instructor

Principles of investment management; investment media and instruments. Application of analytical techniques to securities; effective income/risk selection of securities and portfolios in theory and in practice.

International Finance (FIN 4604) 3 credits
Prerequisite: FIN 3403

Study of how multinational corporations make financial decisions, such as international cash management, hedging cash flows, international capital budgeting and international financing.

Directed Independent Study (FIN 4905) 1-4 credits
Prerequisites: Junior standing and approval of department chair prior to registration

An independent study, research or other project to extend and integrate the students' knowledge. This is not to be used as a substitute for an existing course, or for credit in the Finance major.

Special Topics (FIN 4934) 1-4 credits
Prerequisites: Junior standing and permission of instructor

The study of a special area of Finance. Topics will vary. May be repeated for credit.

Finance Study Abroad (FIN 4957) 1-4 credits
Prerequisite: Junior standing

Credit for enrollment in approved study abroad programs.

Graduate Courses

Advanced Financial Management for Financial Planners (FIN 6150) 3 credits

Prerequisites: TAX 6025, 6405 and RMI 6016 or permission of instructor

A capstone course covering the practice and implementation of personal financial planning with emphasis on casework in budgeting and saving, risk management, retirement and estate planning, tax planning, and investment planning. In addition, the course will examine retirement and employee benefits plans.

Financial Markets (FIN 6246) 3 credits

Prerequisite: Graduate standing

A study of factors affecting interest rates and prices in the money, savings, and capital markets. Attention is given to the institutions in these markets and interrelations between the institutions.

Financial Management of Financial Institutions (FIN 6314) 3 credits

Prerequisite: FIN 6806 or permission of instructor

An in-depth analysis of commercial banks and other financial institutions from a managerial approach. Emphasis is placed upon asset, liability, and capital management within financial institutions. There will be discussion-oriented case analyses.

Principles of Financial Management for Executive and Specialized MBAs (FIN 6405) 1-2 credits

Prerequisite: Executive or specially designated MBA standing

Introduces financial management principles and techniques to executive and other special MBA candidates. After this course, candidates should be able to move at an accelerated pace through a case, concepts, and theory course in financial management.

Financial Management (FIN 6406) 3 credits

Prerequisites: Graduate standing, financial accounting principles and principles of economics

Tools and applications of financial analysis and forecasting, investment policy, financing policy, and working capital policy. Not available as a graduate elective. Open only to graduate students lacking an undergraduate course in Finance.

Working Capital Management (FIN 6418) 3 credits

Prerequisite: FIN 6806

A course in working capital management including topical coverage of the management of cash, marketable securities, accounts receivable, inventory, short-term sources of funds, and trade accounts.

Financial Management: Investment Decisions and Policy (FIN 6436) 3 credits

Prerequisite: FIN 6406 and graduate standing

Techniques and theory of making value-maximizing selections and terminations of both fixed and working capital assets. The course emphasizes how real options create opportunities for managers to augment the firm's value.

Investment Management (FIN 6515) 3 credits

Prerequisites: Graduate standing and permission of instructor

Current problems in investments. It analyzes financial reports and movements of security prices and emphasizes quantitative methods of portfolio selection. It is also an introduction to investment model building.

Portfolio Theory (FIN 6525) 3 credits

Prerequisites: Calculus, Statistics, and Investment Management

An in-depth examination of the portfolio theory, the utility theory, the CAPM, option pricing, and APT.

Financial Risk Management and Derivatives (FIN 6537) 3 credits

Prerequisite: FIN 6406 and graduate standing

This course focuses on financial risk. It deals with its measurement, the derivative instruments used to trade it and the techniques used to manage it.

Multinational Finance (FIN 6605) 3 credits*Prerequisite: FIN 6406 or its equivalent*

Financial management for international companies. Sources of funds, capital structure, investment strategies, monetary exchange problems and governmental constraints on firms operating in more than one nation are discussed.

Theory of Financial Management (FIN 6804) 3 credits*Prerequisite: FIN 6806 or permission of instructor*

An in-depth study of the theories of management of working capital, the marginal analysis principles underlying capital budgeting, and alternate theories of capital structure. This course may replace FIN 6806 for qualified students with permission from the chair.

Advanced Financial Management (FIN 6806) 3 credits*Prerequisites: Graduate standing, FIN 6406 or equivalent*

Theory and practice of financial planning and management. It emphasizes the capital structure of business enterprise, its cost of capital, and its evaluation. Applications of quantitative methods to capital theory.

Directed Independent Study (FIN 6906) 1-3 credits*Prerequisite: Approval of chair of department prior to registration*

An independent study research, or other project to extend and integrate the student's knowledge. It is not to be used as a substitute for an existing course.

Special Topics (FIN 6936) 1-3 credits*Prerequisite: Permission of instructor*

A study of a special area of Finance; topics will vary. The course may be repeated for credit.

Master's Thesis (FIN 6971) 1-6 credits*Prerequisite: Graduate standing*

An application of the professional and research methodology to a problem or project chosen between student and instructor.

Seminar in Capital Markets (FIN 7247) 3 credits*Prerequisite: FIN 6246, FIN 6314, or an equivalent*

A theoretical study of financial intermediation, capital markets, and interest rates. Relevant issues include capital adequacy, regulation, credit rationing, deposit insurance, and international banking.

Seminar in Corporate Financial Theory (FIN 7449) 3 credits*Prerequisites: FIN 6806 and permission of instructor*

Readings, presentations, and papers of classical and current theoretical topics in financial management and corporate finance. Topics include theories of capital budgeting, capital structure, dividends, agency, signalling, etc.

Seminar in Investments (FIN 7527) 3 credits*Prerequisites: FIN 6806, FIN 6816, and Security Analysis and Portfolio Management*

An investigation of the theoretical foundation of investments, including portfolio theory, the CAPM, OPM, and APT, both theoretically and empirically. Investment decisions and portfolio management techniques are analyzed from those viewpoints.

Summer Research Project - Finance (FIN 7915) 1-6 credits*Prerequisite: Departmental approval*

A directed research project for Finance doctoral students tailored so that the student may demonstrate proficiency in application of tool courses to a Finance problem.

Seminar in Current Financial Research (FIN 7932) 3 credits*Prerequisite: Permission of instructor*

Special topics and the treatment of an area of current research interest in the field of Finance.

Advanced Research in Finance (FIN 7978) 1-9 credits*Prerequisite: Approval by department chair*

Research focused on finance studies to prepare for the finance comprehensive written and/or oral exam in the Ph.D. program or to develop a finance dissertation topic. *Grading: S/U*

Doctoral Dissertation - Finance (FIN 7980) 1-15 credits*Prerequisites: Departmental approval and admission to candidacy*

Doctoral dissertation research for the fields of Finance and Real Estate. *Grading: S/U*

Industry Studies

Business Law

Undergraduate Courses

Advanced Legal Study (BUL 4331) 3 credits*Prerequisite: Junior standing and BUL 4421 or BUL 4424*

Effect of federal, state, and local law on business entities. Property rights, credit, bankruptcy and tax and litigation stresses on business. Strongly recommended for all Finance majors. Subject matter applies to all business fields of study.

Business Law I (BUL 4421) 3 credits*Prerequisite: Junior standing*

Contracts, agency, sales, and negotiable instruments.

Business Law for Honors Students (BUL 4424) 3 credits

A survey course for honors students focusing on the legal aspects of business decision making, including torts, contracts, Uniform Commercial Code, and property. The course provides extra breadth and depth in understanding the role of legal rules and their impact on business. It stimulates students to analyze issues and appreciate the philosophy behind the courts' decisions. May be taken in lieu of BUL 4421.

Business Law in an Ethical Environment (BUL 4442) 3 credits*Prerequisite: BUL 4421 or BUL 4424*

An investigation of ethical standards as they relate to civil and criminal liability for business. Legal cases demonstrate that adherence to ethical standards benefit the employer, workers, the community, and company reputation and may avert costly litigation.

Law of International Trade (BUL 4461) 3 credits*Prerequisite: BUL 4421 or BUL 4424*

The study and interpretation of U.S. Customs regulations, classification of merchandise, application of tariff rules, duty free treatment, special classes of merchandise, importing and exporting, liquidation inspection, search and seizure, fines and penalties.

Cyberlaw (BUL 4564) 3 credits*Prerequisite: BUL 4421 or BUL 4424*

Students in this course will study specialized legal issues involving electronic commerce. Topical areas include intellectual property rights, trade secrets, unfair competition, privacy, and enforcement of rights.

Entertainment Law (BUL 4622) 3 credits

Prerequisites: Junior standing and completion of the Gordon Rule composition requirement

This course develops familiarity with legal terminology, business organizations, and agency law in the entertainment industry, with emphasis on intellectual property and contractual issues.

Directed Independent Study in Business Law (BUL 4905) 1-3 credits

Prerequisite: BUL 4421 or BUL 4424

Independent reading and research in Business Law. Each program of study is arranged in consultation with a Business Law faculty member and with the permission of the Business Law Coordinator.

Special Topics in Business Law (BUL 4930) 1-3 credits

The study of a special area of Business law. Topics will vary. May be repeated for credit.

Graduate Courses

Sport Law (BUL 6581) 2 credits

Prerequisite: MAN 6780

Course illustrates how general legal precepts and principles are applied to the sports industry. Industry specific topics include collective bargaining agreements, Title IX, franchise agreements, merchandising, television rights, endorsements, contractually obligated incomes, and stadium/arena issues.

Advanced Entertainment Law (BUL 6628) 3 credits

Cyberlaw (BUL 6821) 3 credits

An intermediate level course specializing in legal issues involving electronic commerce that is part of the business environment. Topics include intellectual property rights, trade secrets, unfair competition, privacy, enforcement of rights, and cyberethics.

Employment Practices, Risk Management and Legal Compliance (BUL 6843) 1-3 credits

Prerequisite: RMI 6346

A study of compliance with regulatory laws as they apply to employment practices at all levels of management. Investigation of human resource practices with a special emphasis on case laws. Development of a detailed and systematic audit of all HR operations with reference to participant's company.

Corporate Governance and Compliance (BUL 6872) 1-3 credits

Prerequisite: RMI 6346

The course is a penetrating analysis of contemporary business issues. Focus is on the corporate governance and the role of the SEC and other regulatory agencies. An in-depth forensic analysis of these issues with a view to the development of viable options.

Contractual Compliance (BUL 6876) 1-3 credits

Prerequisite: RMI 6346

A study of compliance as it applies to contract practices dealing with public and private organizations. A primary objective is to study the contemporary law of contract with the history, development, manifestations, and application of the law of contracts.

Special Topics (BUL 6930) 3 credits

Prerequisite: Principles of Business Law, graduate standing

Study of a special area in business law. The topics will vary, and the course may be repeated for credit.

Health Administration

Undergraduate Courses

Technology in Health Care Organizations (HSA 3191) 3 credits

Health Care Medical Terminology (HSA 3531) 3 credits

This course develops a comprehensive understanding of medical terminology, basic disease systems, pharmacology, and the mechanism of medical coding common to health administration activities. Students are also introduced to the basic tenets of biology and biochemistry as those disciplines relate to the provision of health care.

Managed Care (HSA 4109) 3 credits

Prerequisites: HSA 4110 and HSA 4111 See note below.

This course provides an introduction to the field of managed care. Topics include the history and structure of managed care, contracting, state and federal regulations, utilization review, and disease management.

Health Care Organization and Administration (HSA 4110) 3 credits

Prerequisite: HSA 4111 or concurrent See note below.

This course will examine the conceptual framework of healthcare management with an emphasis on the process, functions, and roles that contribute to successful management. Facilities studied will include hospitals, ambulatory facilities, HMOs, and long-term care facilities.

Health Delivery Systems (HSA 4111) 3 credits

This course examines previous and modern roles of health organizations and of personnel within health systems, current legislation modifying health delivery, and the effectiveness of health delivery to the consumer.

Issues and Trends in Health Care (HSA 4113) 3 credits

This course presents significant healthcare issues and their developing trends. The course content will differ each time in order to be current with changing events of varying importance, such as inequity in healthcare, organ transplant decisions, women's and minorities' roles in health, human resource issues, etc.

International Healthcare Systems (HSA 4124) 3 credits

This course focuses on the organization of health systems and the delivery of health services in numerous countries across a broad, social political and economic spectrum. Diverse types of systems shall be examined in terms of their social policy and the economic level of the country under review.

Planning in Health Organizations (HSA 4140) 3 credits

Prerequisite: HSA 4110 and HSA 4111 See HSA 4111 note above.

This course provides for a critical interpretation of various concepts of health planning, interdisciplinary analysis of needed change in the health field, and strategic planning for specific health resources within a facility, using the case method.

Health Care Financial Management (HSA 4170) 3 credits

This course is designed to help future health service administrators understand health care financial management as one of their primary responsibilities. The course will include examination of the evolution of healthcare financial management as a subspecialty, an examination of financial planning and control in health institutions, reimbursement issues, and understanding and analyzing financial statements.

HSA 4111 changing to HSA 3111 in spring of 2007.

New prerequisite for HSA 4113 and HSA 4124 is HSA 3111, eff. spring of 2007.

Long-Term Care Administration (HSA 4220) 3 credits*Prerequisites: HSA 4110 and HSA 4111*

This course introduces the student to the changing structure of the long-term care system, the continuum of provider services, and the Balanced Budget Act and its consequences for reimbursement.

Health Care Quality Management (HSA 4381) 3 credits*Prerequisites: HSA 4110 and HSA 4111*

This course examines the efforts being introduced to improve the quality and efficiency of the healthcare system. Topics covered range from medical error reduction, quality improvements in medical records, and utilization review.

Practice Management (HSA 4511) 3 credits*Prerequisites: HSA 4110 and HSA 4111*

This course provides an in-depth consideration of the fundamentals of managing a physician or other form of ambulatory care office. Issues covered include medical coding, physician credentialing, reimbursement, staff supervision, and practice building.

Health Research Methods (HSA 4700) 3 credits*Prerequisite: HSA 4111*

In this course, the student is introduced to the formal study of research methods, including literature search, hypothesis generation and testing, sampling theory, research design, data analysis and report writing. Application of these methods will be made to research on health-related and health administration-related topics.

Health Practicum (HSA 4817) 6 credits

Prerequisites: Open only to Health Administration seniors with permission of instructor ; Application must be made during previous semester and the following criteria must be met: 1) has successfully completed the other core courses in Health Administration, 2) has an overall grade point average of 2.5 or better, 3) has successfully completed at least 45 credits at the upper-division level, 4) is a program major, and 5) is not on academic probation.

A course that requires the senior student in Health Administration to function in a participant observer role in a health facility in order to develop a written management project that is an issue, problem or goal (of the facility).

Directed Independent Study (HSA 4905) 1-3 credits

Individual concentrated study on one Health Administration topic relating to the special needs and interests of individual students under the direct supervision of a faculty member. This option in most instances will be limited to Health Administration majors because of the prerequisite that all required Health Administration courses, except the Practicum, be completed prior to this.

Special Topics (HSA 4930) 1-3 credits

The study of a special area in Health Administration. Topics will vary. May be repeated for credit.

Introduction to Health Professions (HSC 3002) 3 credits

Examinations of current and projected human resources needed for the health care system using ongoing trends and issues.

Health Law (HSC 4640) 3 credits

Presentation of the legal responsibilities and constraints of health administration, nursing and allied health practice at all levels. Emphasis on health licensure, privileged communication, Good Samaritan legislation and malpractice.

Graduate Courses**Introduction to Health Care Systems (HSA 6103) 3 credits**

Introduces students to the field of health services administration and to the responsibilities of managers of health care organizations. Includes the analysis of both the history and the structure of health delivery systems.

Organizational Behavior in Healthcare**Healthcare Management I (HSA 6107) 3 credits**

Study of internal operations of healthcare organizations varying from hospitals to nursing homes, outpatient clinics, and assisted living facilities. Examines issues such as physician credentialing, utilization review, quality of clinical care, and accreditation of services.

Planning and Marketing in Healthcare**Healthcare Management II (HSA 6108) 3 credits**

Study of the rapidly evolving U.S. healthcare market and its impact on the structure and functions of healthcare organizations. Examines changing patient demographics such as population aging, technological developments in such areas as pharmaceuticals, and government regulation of patient care.

Prerequisite: MAR 6055 or similar approved undergrad. marketing course

Health Policy (HSA 6152) 3 credits

An examination of the process of formulating and implementing health policy. Emphasis is on the utilization of health services research in the policy formulation process at the federal level.

Healthcare Finance (HSA 6175) 3 credits

Prerequisite: ACG 6027 or similar approved undergraduate marketing course

Introduces health administration students to the public and private sources of payment for health care in the U.S. Includes Medicare, Medicaid, and managed care options.

Health Law (HSA 6425) 3 credits

A comprehensive examination of health law issues affecting healthcare providers. Reviews case law decisions, statutes, and regulations involving such issues as patient care liability, malpractice, workmen's compensation, and legal responsibilities of health professionals.

Research Methods for Healthcare Management**Health Research Methods (HSA 6707) 3 credits**

Prerequisite: HSA 6103

Provides students with an appreciation of the function of research in the provision of healthcare services, a set of skills for conducting health sciences research, and an opportunity to practice applying those skills to a current issue in the healthcare field.

Special Topics (HSA 6930) 3 credits**Current Topics in Health Care Management (HSA 6937) 3 credits**

Prerequisite: HSA 6103

Topics covered include utilization review, risk management in health care, quality management, the use of outcomes research in improving patient care efficacy and safety, an acquaintance with evidence-based medicine and its implications for management of health care organizations.

HSA 4111 changing to HSA 3111 in spring of 2007.

Number of credits in item 3 under HSA 4817 is changing to 33 credits from 45, eff. fall of 2006.

New title for HSA 6107 eff. fall of 2006.

New title and prereq. for HSA 6108 eff. fall of 2006.

Prereq. change for HSA 6175 eff. fall of 2006.

New title for HSA 6707 eff. fall of 2006.

Hospitality and Tourism Management

Undergraduate Courses

Survey of the Hospitality and Tourism Industry (HFT 3003) 3 credits

Students in this course will study the various segments of the hospitality and tourism industry and their organizational structures, as well as current issues facing the industry. This course will provide an overview of the industry, its economic impact, its history, its challengers, and general operating procedures.

Hospitality Law (HFT 3603) 3 credits

Prerequisite: BUL 4421

This course focuses on the nature and function of the U.S. legal system as it applies to hospitality operations. The course includes cases on and discussion of owner/innkeeper–guest relationships, services contracts, torts (primarily negligence and attractive nuisance), civil rights as they apply to employees and guests, and insurable interests.

Managing Quality Service in the Hospitality Industry (HFT 4240) 3 credits

Prerequisite: HFT 3003

This course is an in-depth study of service and quality assurance issues as they relate to various organizational structures within the hospitality industry. Other topics include the importance of the service encounter, the service environment, and service delivery systems.

Analyzing Performance of Hospitality Enterprises (HFT 4453) 3 credits

Prerequisite: HFT 4503; *Corequisite:* HFT 4941

This course focuses on the analysis of data as they apply to operational and fiscal decision making. Quantitative tools and industry-specific accounting techniques are used to analyze operational performance.

Hospitality Marketing and Revenue Management Practices (HFT 4503) 3 credits

Prerequisites: HFT 3003 and MAR 3023

Students in this course will survey marketing practices and issues that are unique to the hospitality and tourism industry. These practices include sales, revenue management, the use of technology to maintain a leadership position, building a loyal customer base, the relationship of marketing to organizational success, destination development and marketing, and guest behavior.

Field Experience in Hospitality (HFT 4941) 0 credit

Corequisite: HFT 4453

Students must complete one thousand (1,000) clock hours of satisfactory, verifiable work experience in the hospitality industry. This work experience must be progressive and/or varied, meaning that the student must move into a more responsible position during the last half of the field experience, or should work in a completely different segment of the industry. *Grading:* S/U

Insurance

Undergraduate Courses

Principles of Insurance (RMI 3011) 3 credits

Prerequisite: Junior standing

An introduction to risk management and insurance. This course surveys various risks and policy options including homeowners,

auto, fire, marine, liability, life, health, employee benefits, social and business.

Graduate Courses

Principles of Insurance (RMI 6016) 3 credits

An introduction to risk management and insurance. This course surveys various risks and policy options including homeowners, auto, fire, marine, liability, life, health, employee benefits, social and business.

Principles and Practices of Enterprise Risk Management and Legal Compliance (RMI 6346) 1-3 credits

A study of business risk to gain a proper understanding of the impact on a company's business. A review of all activities, processes, techniques, and resources that interface with each other. Case studies to illustrate the need to provide unified solutions to stakeholders. Study the potentials of ERM to safeguard the interest of the company and help it grow.

Interdisciplinary Industry Studies

Graduate Courses

English for Academic Purposes (GEB 5211) 2 credits

Prerequisite: Graduate standing and admission to MSIB program
Skill enhancement for success in U.S. graduate programs including skimming and scanning academic texts, researching and writing papers, comprehending lectures, participating in classroom discussions, and presenting orally.

English for Global Business Purposes 1 (GEB 5360) 3 credits

Prerequisite: Graduate standing and admission to MSIB program
Students build on prior business knowledge and experience through discussion, writing, tasks, simulation, and various activities to improve fluency, confidence, and awareness of appropriate language and behavior for business situations in the target culture.

English for Global Business Purposes 2 (GEB 5362) 3 credits

Prerequisite: Graduate standing and admission to MSIB program
Students will participate in activities and complete tasks to enhance their business communication skills (oral, written, interpersonal) emphasizing business world applications and the consultancy project.

Business Communications Applications (GEB 6212) 2 credits

Prerequisite: Graduate standing and admission to MSIB program
A cross-curriculum program focusing on writing and presentation skills, peer- and self-evaluation, interpersonal and intercultural communication, submission and certification of an MSIB paper, and certification of students' course presentation. *Grading:* S/U

Environmental Law (GEB 6407) 1 credit

Prerequisite: Graduate standing

Focus on national and international market requirements; how to comply with environmental laws and regulations while becoming competitive.

Global Management of Air, Water, and Land (GEB 6445) 1 credit*Prerequisite: Graduate standing*

Successes and failures in managing air, water, and land. The course examines international cooperation and agreement with examples from Chernobyl, Indonesian/Mexican fires, acid rain, etc.

Management of Natural Systems (GEB 6446) 1 credit*Prerequisite: Graduate standing*

Examine interdependence of the economy and natural systems for sustainable economic growth. Explore conflicts and symbiosis between natural resource sustainability and economic growth.

Ecosystem Management and Operations Ecology (GEB 6448) 1 credit*Prerequisite: Graduate standing*

Examine implications for business for operations ecology and ecosystem management. Introduces eco-factory, eco-operations, open and closed loop perspectives, recycling, and pollution preventatives.

Crisis Management 1: Crisis, Contingency and Continuity (GEB 6866) 1-3 credits*Prerequisite: Graduate standing*

This course is built on conceptual models of strategic crisis management by providing an operational and integrative view of crisis management. Accomplishing this objective requires a survey of literature and a historical review of corporate crisis.

Crisis Management 2: Risk Management, Hazard Mitigation in Private Sector (GEB 6867) 1-3 credits*Prerequisite: Graduate standing*

This course is concerned with the crisis of hazards mitigation in the private sector. It draws parallels between the public and private sectors and attempts to mutually draw on the principles and practices of risk assessment and hazard mitigation.

Crisis Management 3: Disaster Recovery and Response in Private Sector (GEB 6868) 1-3 credits*Prerequisite: Graduate standing*

In a public sector environment a multitude of response and recovery options and policy choices are available. This course attempts to analyze, study, and adapt them to situations in private sector firms.

Crisis Management 4: Workplace Security (GEB 6869) 1-3 credits*Prerequisite: Graduate standing*

This course covers all aspects of the security of people and property in a private sector. It deals with the physical, economic, social and political dimensions of security. Includes analysis of social aspects deriving from unanticipated events.

Environmental Information System Management (GEB 6894) 1 credit*Prerequisite: Graduate standing*

Management of environmental information through executive support systems, databases, and networks to solve environmental problems. The "why" and "how" of application are emphasized.

Environmental Assessment (GEB 6895) 1 credit*Prerequisite: Graduate standing*

Application of environmental accounting and auditing procedures to cost/benefit and full cost accounting analyses. Includes valuation methodologies, national accounting systems, TQM, and CQI.

Contemporary Issues in Industry: The Executive Forum (GEB 6931) 1 credit

This course is comprised of presentations by and seminar-like interaction with entrepreneurs and executives focusing on the practical nature of business development. Students and executives discuss current challenges facing business and industry today and consider alternative ways of meeting these challenges. *Grading: S/U*

Corporate Management and Environmental Policy (GEB 6944) 2 credits*Prerequisite: Graduate standing*

Focus on applied investment decisions integrating environmental standards (ISO 9000 and 14000). How environmental policy compliance can be turned into competitive advantage in business decisions.

Environmental Project Management (GEB 6945) 2 credits*Prerequisite: Graduate standing*

Apply effective management techniques and project management; how to scope project, hire/manage staff, data collection, analysis, reporting, implementation plan, impact assessment, and evaluation.

Motion Pictures**Undergraduate Courses**

See new Motion Pictures graduate courses below.

Introduction to the Business of Motion Pictures (GEB 3052) 3 credits*Prerequisites: Junior standing and completion of the Gordon Rule composition requirement*

A macro/institutional, descriptive overview covering the industry's business history, industrial and market structure, economics, and macro statistics, and typical organizational structures and career rules.

Contemporary Issues in Motion Picture Management (GEB 3054) 3 credits*Prerequisite: GEB 3052*

This course provides an overview of current issues facing the industry on the local, regional, national, and global levels. It also examines how the industry is responding to these issues and how these issues and responses will affect the industry in the future.

Special Topics (GEB 4930) 1-3 credits

The analysis of a selected area or set of issues in business or industry studies. Topics will vary and be reflected in the course title. May be repeated for credit.

Real Estate**Undergraduate Courses****Principles of Real Estate (REE 3043) 3 credits***Prerequisite: Junior standing*

Survey introduction to real estate, the nature, principles and fundamental operation of the real estate industry. The completion of this course and REE 4433 may satisfy the FREC educational requirement for real estate licensing.

Cooperative Education - Real Estate (REE 3949) 1-4 credits

No credit toward degree. *Grading: S/U*

New Motion Pictures Graduate Courses:

The Business of Motion Pictures (GEB 6055) 3 credits

Contemporary Motion Picture Business Management (GEB 6056) 3 credits

Artist Management (GEB 6057) 3 credits

Real Estate Appraisal (REE 4103) 3 credits

Prerequisites: REE 3043, REE 4204, and junior standing
 A study of socioeconomic factors influencing property value; analysis of principles necessary for effective value decisions. Students are exposed to the process of valuation via the cost, market and income approach to real estate value.

Real Estate Income Property Appraisal (REE 4104) 3 credits

Prerequisites: REE 4103 and junior standing
 This course acquaints the student with the valuation and appraisal framework applied to income properties; capitalization rates and techniques; mortgage-equity analysis. Emphasis on valuation theory and process as a tool for business decisions.

Real Estate Finance (REE 4204) 3 credits

Prerequisites: REE 3043 and junior standing
 Real estate financing is analyzed in a decision-making context, and how that decision affects real estate investments. Includes methods of raising debt and equity funds, the underwriting process, traditional and creative concepts, and mechanisms for construction and permanent financing.

Real Estate Investment (REE 4303) 3 credits

Prerequisites: REE 4204 and junior standing
 This course explores theories and techniques for analyzing real estate investment opportunities from the viewpoint of the equity investor. Topics addressed include market analysis, investment performance measurement methods, operating and reversion cash flow projections, discounted cash flow valuation procedures, capital structure considerations, and income tax considerations in real estate investing.

Real Estate Law (REE 4433) 3 credits

Prerequisites: BUL 4421, REE 3043, and junior standing
 Florida and federal statutes affecting real estate will be studied. The nature and acquisition of rights in real property will be examined, including the analysis of legal problems from land acquisition through inspection of completed building and mortgage closing. The completion of this course and REE 3043 may meet the FREC educational requirement for real estate licensing.

Real Estate Development (REE 4732) 3 credits

Prerequisites: REE 4303, REE 4433, and junior standing
 This course explores theories and techniques for evaluating and implementing real estate development projects with land-use planning, regulatory compliance, funding sources, cash flow management and project management.

Directed Independent Study (REE 4905) 1-4 credits

Prerequisites: REE 3043, jr. standing, and permission of instructor
 An independent study, research or other project to extend and integrate the students' knowledge. This is not to be used as a substitute for an existing course.

Special Topics (REE 4934) 1-3 credits

Prerequisites: Junior standing and permission of instructor
 Advanced study and analysis of selected topics in Real Estate. Content will vary.

Real Estate Internship (REE 4940) 3 credits

Prerequisites: REE 4303, junior standing, and permission of instructor
 Intended for students interested in careers in the real estate industry, this course provides a practical, experiential learning opportunity under the combined direction of an

industry professional and a faculty member. Students work in an apprentice role during the semester while participating in academic exercises designed to reinforce the applied learning experience.

Graduate Courses

Introduction to Real Estate (REE 6045) 3 credits

An introduction to the field of real estate designed to give the student a general background in the principles and practices governing real estate markets and decisions. Course includes topics such as real estate markets, economics and law, real estate finance, investment analysis, and real estate appraisal.

Advanced Real Estate Valuation (REE 6105) 3 credits

An investigation into the theoretical foundation of real estate valuation, including the advanced theories and methods of appraisal, statistical inference, market simulation, and application of specialized appraisal theory to appraisal problems.

Real Estate Financial Analysis (REE 6207) 3 credits

Prerequisite: FIN 6406 or equivalent
 The theory of real estate finance as applied to the financing of residential and commercial real estate, including mortgage pricing, mortgage securitization, mortgage risk management, construction and development loans, and alternative mortgage instruments.

Real Estate Investment Analysis (REE 6305) 3 credits

Prerequisite: FIN 6806
 An advanced application of theory and techniques for analysis of the equity position in real estate ownership utilizing cases. Considers the impact of leverage, creative financing, and federal tax policy on real estate value.

Real Estate Strategy and Perspectives (REE 6309) 3 credits

Prerequisite: REE 6045
 This is the capstone course in the master's in real estate program. The course is designed to encourage the student toward applied decision making across real estate specialty areas. The intent of the course is to integrate skills and information gained in prior real estate courses and to independently apply them using the case study methodology.

Sport Management

Undergraduate Courses

Introduction to Sport Administration (SPM 3004) 3 credits

Corequisite: MAN 3025
 An introduction to all aspects of the sport industry. Areas studied include management, marketing, finance, and law as applied to the sport industry as well as sport industry support areas.

The Management of Intercollegiate Athletics (SPM 3162) 3 credits

Prerequisite: SPM 3004
 A study of the principles and practices involved in the management, operation, and administration of an athletic department. Areas covered include marketing, promotion, accounting, finance, human resources management, and issues specific to intercollegiate athletics.

Graduate Courses

Managing the Sport Enterprise (MAN 6780) 3 credits

This course will provide a broad overview of the various sport management industries and factors that impact long and short-term business operations in the sport industry.

Contemporary Issues in Sport Management (MAN 6781) 3 credits

This course identifies and examines historical trends, ethical concerns, current issues, and social issues in the field of sport management.

Internship in Sport Management (MAN 6940) 1 credit

Prerequisite: Approval of program director and instructor

Course is designed to provide a supervised exposure to a current and contemporary sports organization. Each field experience will have specific objectives and assignments that are adjusted to meet each student's specific internship setting. *Grading: S/U*

Sport Marketing (MAR 6710) 2 credits

Prerequisite: MAN 6780, MAR 6055 or equivalent

Students will gain an understanding of the various aspects of sport marketing: market research, promotions, advertising, public relations, and sport marketing strategy.

Financial Aspects of Sport Management (PET 5465) 2 credits

Prerequisite: FIN 6806, MAN 6780

Course examines general concepts, theories, and principles of the discipline of financial management in sport organizations. Specific areas of discussion include tax, facility financing, valuation of professional franchises, contractually obligated income, sponsorships, leases, lease negotiations, and fundraising.

Management of Intercollegiate Athletics (PET 6474) 2 credits

Prerequisite: MAN 6780

Course is designed to show the management, administration, and operation of an athletic department in a college or university. Focus is on marketing, promotion, finance/accounting, human resources, production and operations of an athletic department.

Management of Sport, Entertainment and Convention Facilities (PET 6475) 2 credits

Prerequisite: MAN 6780

Course provides students with a comprehensive look into the management of sport, entertainment, and convention facilities. The entire spectrum of this industry will be covered from feasibility studies and design to the contracting, running, and selling of an event. Students will receive overviews of specific department and job tasks.

Information Technology and Operations Management

Undergraduate Courses

Information Systems Fundamentals (ISM 2000) 3 credits

Prerequisite: College Algebra

Introduction to data processing concepts and beginning use of representative microcomputer software packages.

Management Information Systems (ISM 3011) 3 credits

Prerequisite: ISM 2000

Essentials and management of information systems resources; information systems in the organization; social implications; use and evaluation of common microcomputer software packages.

Introduction to Business Programming (ISM 3230) 3 credits

Prerequisite: ISM 2000

An examination of the underlying structure of computer hardware and operating systems, programming logic, algorithms, and introduction to programming in C++ for business applications. Prior programming experience or course work may be considered in lieu of this course, with departmental approval.

Intermediate Business Programming (ISM 3232) 3 credits

Prerequisite: ISM 3230

Emphasis on data structures, complex computer algorithms, file systems, object-oriented concepts, and fundamentals of business application development using C++.

Cooperative Education - Computer Information Systems (ISM 3949) 1-3 credits

No credit toward degree.

Social and Ethical Issues in Computing (ISM 4042) 3 credits

Ethical and social perspectives on computing technology, including issues such as risks; work practices, including control and collaboration in the workplace; political life, community development; and the role of values in the design of computing systems.

Internet Application Programming (ISM 4052) 3 credits

Prerequisites: ISM 4212 and ISM 4220

Internet-based systems architecture; client/server design methodology for distributed systems; user interface using HTML, DHTML, JavaScript, and VBScript; server side scripting using VBScript and Active Server Pages; online database accessing and data processing; techniques for E-Commerce application development.

Advanced Systems Analysis and Design (ISM 4133) 3 credits

Gordon Rule, writing (6,000 words)

Prerequisite: ISM 4212

Life cycle of information processing systems, planning and control of projects, documentation, formal techniques and use of generalized software packages.

Database Management Systems (ISM 4212) 3 credits

Prerequisite: ISM 3011

A survey of file organization structures, data models, database design and database security. Application of file and database management systems in business organizations.

Business Data Communications (ISM 4220) 3 credits

Prerequisite: ISM 3011

Fundamentals of communication technology including wide-area networks and organizational impacts of communication-based innovations.

Advanced Business Programming (ISM 4234) 3 credits

Prerequisites: ISM 3232

Introduction to algorithms and object-oriented programming, using an object-oriented language (e.g., C++ or JAVA). Topics include collections (e.g., arrays, linked lists, stacks), programming techniques (e.g., iteration, recursion) and common algorithms (e.g., hashing, sorting).

PET 5465 is changing to SPM 5506 in fall of 2007.

PET 6474 is changing to SPM 6166 in fall of 2007.

PET 6475 is changing to SPM 6106 in fall of 2007.

Systems Development Project (ISM 4243) 3 credits

Prerequisites: ISM 4212, 4234

Application development using object-oriented development tools, such as C++ or JAVA, in a graphic user interface environment. Students are required to develop a significant program implementing the principles of encapsulations, polymorphism, and inheritance.

Information System Security (ISM 4320) 3 credits

Prerequisite: ISM 4220

This course offers a balance of the managerial and technical aspects of information security. A comprehensive overview is offered of security issues related to operating systems, databases, networks, physical and infrastructural security, and cryptography.

Security Management (ISM 4323) 3 credits

Prerequisite: ISM 4320

This course emphasizes security policy development, security management planning, risk assessment and risk management, disaster recovery and business continuity, and personnel issues related to security management.

Computer Forensics (ISM 4324) 3 credits

Prerequisite: ISM 4320

This course introduces basic computer forensics tools, and then emphasizes digital evidence controls, data acquisition, computer forensic analysis, file recovery, and network and email forensics.

Directed Independent Study (ISM 4905) 1-3 credits

Prerequisite: Permission of instructor and department before registration.

Special Topics (ISM 4930) 1-3 credits

Prerequisite: Permission of instructor

Study relating to specialized topics.

Operations Management (MAN 3506) 3 credits

Prerequisites: MAN 3025 and QMB 3600

A descriptive and introductory course in the fundamentals of operations management. Students will be introduced to the basic concepts and techniques of managing operations both in manufacturing and non-manufacturing sectors. Includes product and process design, demand forecasting, facilities layout and location, materials management, inventory management, production planning and quality assurance. The international aspects of operations are highlighted wherever appropriate, as is the role of management information systems in operations management.

Quality Management (MAN 4520) 3 credits

Prerequisite: MAN 3506 or permission of instructor

Covers contemporary issues of quality management in manufacturing and service. Introduces the tools and techniques of quality management and the various quality philosophies. Includes a focus on quality measurement, Quality Function Deployment, product usability, designing fail-proof mechanisms, statistical process control, total quality management, and quality leadership.

Project Management (MAN 4583) 3 credits

Prerequisite: QMB 3600 or permission of instructor

Introduces the fundamentals of project management emphasizing basic concepts and techniques involved in the management of projects. Includes a focus on the triple constraint of scope, time, and cost essential to the planning and execution of successful projects. Involves the use of project management software.

Global Supply Chain Management (MAN 4597) 3 credits

Prerequisite: MAN 3506

This course introduces activities associated with flow and transformation of goods, information, and cash flows from raw materials through to end users. Global supply chain management deals with these flows at local, regional, national, and global levels.

Quantitative Methods in Administration (QMB 3600) 3 credits

Prerequisites: MAC 2233, STA 2023, and junior standing

Introduction to basic mathematical and statistical methods and models for administrative problem solving and decision making. Includes such topics as decision making under conditions of risk, inventory theory, linear programming, networks and queuing.

Honors Seminar in Quantitative Methods (QMB 3939) 3 credits

Prerequisites: Statistics and Methods of Calculus and permission of director, honors

Fundamentals of analytical models for administrative problem-solving and decision-making. Includes such topics as decision theory, linear programming, goal programming, game theory, networks, and queuing. Honors course accepted in lieu of QMB 3600.

Management Science Applications (QMB 4690) 3 credits

Prerequisite: QMB 3600

The development and application of quantitative models to business operations, particularly production problems.

Directed Independent Study (QMB 4905) 1-4 credits

Prerequisite: A Directed Study form (available from the departmental secretary) must be signed by the professor concerned

Individual research project or field investigation in the area of Management Science or Systems.

Decision and Information Systems Study Abroad (QMB 4957) 1-4 credits

Prerequisite: Sophomore standing

Credit for enrollment in approved study abroad programs.

Graduate Courses

Impacts of Communication-Based Systems (CDA 7505) 3 credits

Prerequisite: Admission to Ph.D. Program; ISM 7935

The seminar incorporates both theoretical and empirical research to understand and compare conventional and computer-network support exchanges between individuals in personal and organizational contexts.

Seminar in Computers and the Law (CIS 6200) 3 credits

Prerequisite: ISM 4042 or BUL 4421 or equivalent

Current legal issues that affect computer professionals are analyzed in depth, with emphasis on class presentation of topics of special interest.

Master's Thesis (CIS 6970) 1-6 credits

Prerequisite: Completion of core requirements and approval of department chair

MAN 4520 is no longer offered at FAU as of summer of 2006.

MAN 4583 is no longer offered at FAU as of summer of 2006.

Research in Information Systems (CIS 7979) 3-6 credits
Prerequisite: Completion of Ph.D. tools classes

Special research activities under the guidance of senior faculty and may lead to formulation of a dissertation research topic. Projects will be jointly developed by faculty and students. Results of the research will include written reports suitable for publication.

Generalized Data Base Management Systems (COP 6725) 3 credits
Prerequisite: ISM 4212 or equivalent, or permission of instructor.

A discussion of Database Management (DBMS) and Database Administration (DBA) concepts; consideration of relational, hierarchical and network DBMS in general, and specific implementations of these systems in particular.

Management of Information Systems and Technology (ISM 6026) 3 credits
Prerequisite: Graduate standing

A study and evaluation of information systems: types, development and use. Emphasis is on understanding information systems in the context of managerial use, problems, and opportunities.

Telecommunications for Electronic Commerce (ISM 6227) 3 credits
Prerequisite: Admission to M.B.A. program

A business-oriented overview of telecommunication foundations for electronic commerce including network technologies; services and cost of services provided by telecommunication companies; network analysis and design; and regulatory issues.

Global Information Technology and Systems (ISM 6236) 1 credit
Prerequisite: Admission to MSIB program

This course focuses on IT infrastructure and architecture, with specific emphasis on the problems posed by a global business environment.

Electronic Commerce and Internet Business Applications (ISM 6237) 3 credits
Prerequisite: Admission to M.B.A. program

A business-oriented overview for graduate students including the Internet and World Wide Web; fundamentals of electronic commerce and E-business; Internet enterprise strategic and design; business-to-consumer E-commerce; and business-to-business E-commerce.

Knowledge Management and Information Technology (ISM 6366) 3 credits
Prerequisite: Admission to M.B.A. program

A business-oriented overview for graduate students of information technology and knowledge management; knowledge-based strategy and organizations; knowledge processes and intellectual capital; and knowledge markets and networks.

Directed Independent Study (ISM 6905) 3 credits
Prerequisite: Permission of instructor

A study of advanced topics relating to the special needs and interests of individual students.

Seminar on Managing Information Resources (ISM 7306) 3 credits

Prerequisites: Admission to Ph.D. Program, ISM 7935
Theory and research on the managerial viewpoint of information processing functions within an organization, and the relationship of information management to strategic planning and other business functions.

Organizational Impacts of Information Systems (ISM 7345) 3 credits
Prerequisites: MAN 7207, ISM 7935

Analysis of theory and research on the impacts of information systems on human behavior and upon organizational design.

Knowledge Based Systems (ISM 7428) 3 credits
Prerequisites: Admission to Ph.D. Program, ISM 7935 or permission of instructor

In-depth study of knowledge based systems and their applications to business. Relevant artificial intelligence techniques will be surveyed. Integration of knowledge-based techniques with other approaches will be explored.

Qualitative Research in IS (ISM 7605) 3 credits
Prerequisite: Admission to Ph.D. Program

An in-depth study of qualitative research methods. Topics include the strengths and weaknesses of qualitative research as opposed to quantitative methods; types of qualitative research including case studies, participant observation, non-reactive measures and action research; issues in data collection, analysis, and reporting.

Special Topics in Information Systems (ISM 7930) 3 credits
Prerequisite: Admission to Ph.D. program or permission of instructor

Lectures on advanced and special topics in information systems at a doctoral level.

Seminar in Information Systems (ISM 7935) 3 credits
Prerequisite: Admission to Ph.D. program

Introduction to the conduct of research in IS: defining research questions, reviewing the literature, developing strategies for empirical investigation, and presenting research findings.

Advanced Research in Information Technology (ISM 7978) 1-9 credits
Prerequisite: Approval by department chair

Research focused on information technology studies to prepare for the comprehensive written and/or oral exam in the Ph.D. program or to develop a dissertation topic. *Grading: S/U*

Doctoral Dissertation Research (ISM 7980) 1-15 credits
Prerequisite: Admission to doctoral candidacy

The writing of a dissertation.

Operations Management (MAN 6501) 3 credits
Prerequisites: Graduate standing

An introduction to major managerial problems and decision processes of operations management. Includes design of operations; planning, scheduling, quality management, systems analysis and evaluation, resource allocation, and inventory management. Integration of operations management with other functional areas. Lecture and cases.

Quality Management (MAN 6525) 3 credits
Prerequisite: MAN 6501 or graduate standing and MAN 3506 or equivalent

The course approaches quality management as a comprehensive managerial responsibility. The various philosophies, concepts, practices, and methods of quality management are studied and evaluated using a broad, integrative approach.

Project Management (MAN 6526) 3 credits
Prerequisite: MAN 6501 or graduate standing and MAN 3506 or equivalent

This course provides a strong foundation in the planning and control of projects. In addition, specific operational issues related to projects in areas such as process re-engineering, new product development, enterprise resource planning, and software development are addressed. Examples of other topics included are project risk management, critical chain project management, contingency planning, and the balanced scoreboard.



Supply Chain Management (MAN 6596) 3 credits

Perspectives in Global

Operations Management (MAN 6617) 1 credit
Prerequisite: Graduate standing, admission to MSIB program

This course addresses three central themes in global operations management: operations strategy, quality management, and supply chain management along with the effective management of these critical aspects of operations for global competitiveness.

Forecasting Methods (MAN 6757) 3 credits
Prerequisite: Graduate standing

Model building and application of business quantitative and qualitative forecasting methods focusing on time series analysis decomposition, and Winters models, introduction to Box-Jenkins and ARIMA models. Linear and nonlinear causal models will also be treated.

Data Analysis for Managers (QMB 6603) 3 credits
Prerequisite: Admission to MBA program

Introduction to statistical analysis of data using interactive computing, including topics such as randomness, cross-sectional regression, auto-regression, experiments versus observational studies, causal interference, and analysis of univariate and multiple time series.

Operations Research (QMB 6755) 3 credits
Prerequisite: Graduate standing

Development of applied mathematical models upon which quantitative management decisions are based. Optimization techniques; replacement, inventory, and queueing models; Monte-Carlo simulation; and game theory.

Special Topics: OR, OM (QMB 6930) 3 credits
Prerequisite: Permission of instructor

Lectures on advanced and special topics in operations research or operations management.

Research Methods I (QMB 7565) 3 credits
Prerequisite: Admission to Ph.D. Program

Intermediate-level statistical methods with emphasis on applications and interactive computing. Basic principles of experimental and non-experimental research. Analysis and critique of journal articles from various business disciplines.

Research Methods II (QMB 7566) 3 credits
Prerequisite: QMB 7565

Advanced statistical methods including multiple regression and associated diagnostics, nonlinear models, log-linear and logit

models, and logistic regression. Emphasis on published applications and interactive computing.

Special Topics (QMB 7930) 3 credits

Interdisciplinary

Undergraduate Courses

Communicating Business Information (GEB 3213) 3 credits
Writing Across Curriculum (Gordon Rule), 6,000 words

Prerequisites: Junior standing and admission to College of Business

Students learn to think out business decisions through integrated instruction in writing strategies, business, and business reporting techniques. An intensive writing course that requires at least 6,000 words.

Graduate Courses

Graduate Business

Communication Applications (GEB 6215) 1-3 credits

Skill enhancement sessions (written, interpersonal, and presentational communication skills) and certification; submission and certification of M.B.A., or M.A.C., or M.S. in Finance, or M.T.X. course papers; and certification of students' course presentations. *Grading: S/U*

International Business

Field Experience (GEB 6365) 1-6 credits

Directed field trip to one or more foreign countries. Research and write report on the area to be visited. Briefings by business firms, universities, government agencies.

Current Perspectives in Business (GEB 6905) 1-6 credits

An overview of the functional areas of business: accounting, finance, marketing, organizational behavior, and the business environment. Team taught with CD-ROM materials.

Special Topics (GEB 6930) 3 credits

An in-depth analysis of selected current problems and issues. Content will vary.

Directed Project in Business (GEB 6901) 1-6 credits

Directed learning project that has business world application. Develop learning goals and a plan, locate resources, implement the project, evaluate the results.

Management, International Business and Entrepreneurship

Undergraduate Courses

Introduction to Business (GEB 2011) 3 credits

An interdisciplinary overview of business in the U.S. and global economies. Provides a general framework for understanding the essential elements of business disciplines, along with social/ethical responsibilities. Emphasis is placed on the roles of accounting, economics, finance, industry studies, information

technology, management, operations management and marketing within the business professional environment.

Freshman Seminar (MAN 1930) 3 credits
Analysis of selected current topics in management. Content will vary. *This course is Gordon Rule, writing (6,000 words).*

Introduction to Management and Organizational Behavior (MAN 3025) 3 credits
Prerequisite: Junior standing
An introduction to managerial principles including planning, organizing, staffing, leadership and control techniques. A behavioral science foundation of individual needs, motivation and group processes will be utilized.

Cross-Cultural Human Relations and Negotiations (MAN 3611) 3 credits
Prerequisite: Junior standing and either MAN 3025, PSY 1012, ANT 2000, SYG 1000, SYG 2010, or HSA 4136
A skill-based course which focuses on the impact of culture on business relationships, including negotiations.

Honors Seminar in Management (MAN 3939) 3 credits
Prerequisite: Permission of director, Honors Program
An introduction to management principles including planning, organizing, staffing, leadership, and control techniques. A behavioral focus will be utilized. Honors course accepted in lieu of MAN 3025.

Cooperative Education - Management (MAN 3949) 1-4 credits
No credit toward degree. *Grading: S/U*

Service Operations (MAN 4029) 3 credits
Prerequisites: MAN 3506 and QMB 3600
Focuses on the theory and practices of service organizations. It covers the various categories of services as personal and industrial services, health care, financial services, lodgings, and recreational services.

Personnel Administration (MAN 4301) 3 credits
Prerequisite: MAN 3025
Covers all aspects of modern personnel administration including selection, training, appraisal, compensation, incentives and discipline. Will be taught from the viewpoint of management generalists as well as those planning a career in personnel.

Contemporary Problems in Human Resource Management (MAN 4310) 3 credits
Prerequisite: MAN 3025, MAN 4301
This course will concentrate in depth on research and practice in special areas of human resource management.

Human Resources Development (MAN 4350) 3 credits
Prerequisites: MAN 3025, MAN 4301
Methodologies for systematically bringing about organization change and improvement. Goals are to make an organization more effective and to enhance the opportunity for organization members to develop their personal potential.

Labor Relations (MAN 4401) 3 credits
Prerequisite: MAN 3025
A survey of the historical, legal, social and economic framework of labor relations in the United States. Both theories and practices of collective bargaining will be studied for the purpose of better understanding of contemporary labor-management relations.

Operations Management Applications (MAN 4504) 3 credits
Prerequisites: QMB 3600, MAN 3506 and Accounting Principles
The application of management systems, quantitative principles and techniques to the effective planning and utilization of resources in the operations of manufacturing, research and services.

International Business (MAN 4600) 3 credits
Prerequisite: Junior standing
International dimensions of American enterprise. Examination of businesses, overseas organizations, operations, and problems of conducting international business.

Contemporary Business Issues in Latin America and the Caribbean (MAN 4660) 3 credits
Prerequisites: Senior standing. Nonbusiness majors: LAS 3002 and one of the following: ECO 2013, 2023, ECS 3013 or MAN 3025. Business majors: MAN 4600 and an international course in their functional area.
Issues arising in the transition to more democratic and market-oriented institutions and how these issues challenge management practices in private sector firms and organizations.

Foreign Seminar in International Business (MAN 4680) 3-4 credits
Combined intensive study of selected foreign nations with travel abroad to observe and investigate firsthand the political, economic and administrative conditions encountered by American firms in foreign countries.

Directed Independent Study (MAN 4690) 1-4 credits
Prerequisite: A Directed Study form must be signed by the professor concerned and departmental chair prior to registration
Directed study forms may be obtained from the departmental secretary. Individual research project or field investigation.

Global Strategy and Policy (MAN 4720) 3 credits
Prerequisites: Completion of core requirements and senior standing
This is the capstone course for all majors. In this class, students will explore the competitive environment on a global basis, examine all external factors that affect the firm domestically and globally, and provide solutions that include globalization as a strategic option.

Introduction to Small Business - Entrepreneurship (MAN 4802) 3 credits
Prerequisite: Junior standing
Introduction to the major concepts and fundamental principles involved in the management of a new business. Emphasis will be placed on entrepreneurship and problems involved in the initiation stage.

Seminar in Small Business - Entrepreneurship (MAN 4804) 3 credits
Prerequisite: MAN 4802 or permission of instructor
Advanced study and practice of actual entrepreneurial situations. Students will serve as a member of a management consulting team responsible for identification and solutions to problems facing a small local firm.

Directed Independent Study (MAN 4905) 1-4 credits
Prerequisites: Junior standing and a Directed Independent Study form must be signed by the professor and departmental chair prior to registration
Directed Study forms may be obtained from the departmental secretary. Individual student research project or field investigation.

Special Topics (MAN 4930) 1-4 credits
Prerequisite: Permission of department chair
 Analysis of selected current problems in business. Content will vary.

Honors Seminar in Global Strategic Management (MAN 4939) 3 credits
Prerequisites: Completion of business core and permission of director, Honors Program
 This is the capstone course for all majors. Students explore the competitive environment on a global basis, examine all external factors affecting the firm domestically and globally, and provide solutions that include globalization as a strategic option. Students also analyze cases to demonstrate managerial decision-making. Honors course in lieu of MAN 4720.

Management Internship (MAN 4940) 1-4 credits
Prerequisite: Junior standing
 Internships provide students with an opportunity to gain valuable practical experience under the guidance of supervisor (mentor) in the work setting, as well as a professor in the academic setting. Goals are to give students insights into the operations of businesses and organizations and allow them to hone their managerial skills in a real-world setting.

Management Study Abroad (MAN 4957) 1-4 credits
Prerequisites: Junior standing and College permission
 Credit for enrollment in approved study abroad programs.

Graduate Courses

Doctoral Seminar in Business Administration (GEB 7936) 1-3 credits
Prerequisite: Doctoral standing
 Weekly, informal seminars for discussion of current issues, educational approaches, and career management for Ph.D. students in business administration.

Human Resources Management (MAN 6156) 3 credits
Prerequisites: A graduate course in either Management or Organizational Behavior or permission of the instructor
 A graduate seminar integrating the entire human resources management field through a review of the key concepts of human resource development and personnel and labor relations with discussion of applications to specific problem areas.

Organizational Behavior (MAN 6245) 3 credits
Prerequisites: Graduate standing
 Understanding and practice in the use of behavioral science concepts for analyzing the behavior of individuals and groups in formal organizations. Concepts will be applied to the analysis and discussion of cases.

Entrepreneurship, Creativity, and Innovation (MAN 6299) 3 credits
Prerequisite: Graduate standing
 The course examines the management of the innovative process and how this process often results in new ideas that have business applications. In addition the course will clarify how new ideas can be developed into new products and services that can result in the creation of new business ventures. Students will study elements of the innovative process by studying important readings in the field and interviewing successful entrepreneurs.

Operations Management (MAN 6501) 3 credits
 Course description located under Information Technology and Operations Management.

Supply Chain Management (MAN 6596) 3 credits
 Course provides an understanding of key issues, mechanics, and developments in sourcing and supply chain management. The supply chain is the connected network of all of the value activities that plan, control, and supply interim and finished product services to customers.

MAN 6596 moved to Information Technology and Operations Management Dept. (pg. 18).

Cross-Cultural Management and Human Resources (MAN 6609) 3 credits
Prerequisite: Graduate standing
 The course covers national culture as it affects social processes and human resource practices in international businesses. It addresses international issues in overseas workforce management, expatriate management, and negotiation.

Cross-Cultural Organizational Behavior and Human Resources (MAN 6612) 2 credits
Prerequisite: Graduate standing and admission to MSIB program
 The implications of national culture for motivation, leadership, group dynamics, negotiation, and other behavioral issues; human resource practices and programs including employee relations, selection, and compensation for expatriates and foreign operations.

International Business Operations (MAN 6614) 3 credits
 An introduction to the institutions, activities, and problems involved in conducting international business. The course also addresses international issues in each of the functional areas.

Managing Competitive Strategy and International Transactions (MAN 6619) 2 credits
Prerequisite: Graduate standing and admission to MSIB program
 This course focuses on the implications of international competitive strategies and the constraints of the political/legal/regulatory environments in countries of interest. Special emphasis will be given to the issues of global vs. local competition, ethical issues in international competition, access to capital, and factors that contribute to international transaction costs.

Regional Environment of International Business (MAN 6676) 3 credits
Prerequisite: Graduate standing, admission to MSIB program
 A sequence of two modules surveying the economic, social, and legal background of selected nations from the southern rim of Europe and South America.

Global Business Strategy (MAN 6721) 3 credits
Prerequisites: MAN 6937, MAR 6815, ACG 6315 and FIN 6806
 Strategy, its formulation, articulation, and implementation. Review of current theory and practices and case study as well as the role and responsibility of the general manager in managing the enterprise.

Managing Effectively in Emerging Market Economies (MAN 6728) 3 credits
 An examination of management issues and approaches to handling opportunities and risks in the major emerging markets.

Entrepreneurial Consulting Project (MAN 6806) 1-4 credits
 Supervised study of a domestic or international business problem for an existing or emerging organization, including establishment of client-consultant relationships, identification of problem(s) or strategic questions, collection

and analysis of data, development and reporting of implementable recommendations.

Entrepreneurial Skills for Managers (MAN 6810) 3 credits

The course explores issues and problems facing the entrepreneur or intrapreneur in daily business operations. The focus of this course is upon achieving greater entrepreneurial competencies with an emphasis on personalizing an empowerment plan and leadership model.

**Seminar in Entrepreneurship/
Venture Management (MAN 6875) 3 credits**

A comprehensive study of the elements of entrepreneurship, focusing on the critical factors involved in the initiation of a successful venture.

Directed Independent Study (MAN 6905) 1-4 credits

Prerequisite: A directed study form signed, prior to registration, by the Department Chair and professor concerned
Individual student research or study.

**International Research
Consultancy Project (MAN 6915) 4 credits**

Prerequisite: Graduate standing, admission to MSIB program
Examination of the issues faced by companies organizations' international activities. Students will conduct research and analysis leading to conclusions that are to be presented to the management of one or more companies.

Special Topics (MAN 6931) 1-4 credits

Prerequisite: Permission of department chair
An in-depth analysis of selected current problems in business. Content will vary.

Global Environment of Management (MAN 6937) 3 credits

Prerequisite: Graduate standing
Topics include regulation and deregulation, technology, ecology, national industrial policy, social responsibility and ethical reasoning, human resource issues, the globalization of economic conditions, and environmentalism as they affect global managers.

Graduate Management Internship (MAN 6943) 1-3 credits

Prerequisite: Graduate standing
Internship provides students with practical applications of business under the supervision of both academic and organizational mentors. Industry research and practical experience combine to enhance career development.

Master's Thesis (MAN 6971) 1-9 credits

Prerequisites: Completion of core courses and permission of Department Chair
Application of professional and research methodology to a problem or project chosen between student and Thesis Committee.

Organizational Theory (MAN 7207) 3 credits

Prerequisite: Completion of Ph.D. core
Organization functioning from a macro perspective: emphasis on evolution, structure, design, and processes of complex systems. It will study communication/information networks, intergroup processes, and control strategies.

Organizational Behavior (MAN 7275) 3 credits

Prerequisite: Admission to Ph.D. program or permission
Addresses issues in the individual, interpersonal and group relationships as they apply to the work organization. Topics to be addressed include leadership, motivation, goal seeking and

attainment, self-efficacy, and other characteristics of the individual or the work team.

Industrial/Organizational Psychology (MAN 7326) 3 credits

Provides a foundation for research and teaching in organizational behavior and includes topics such as motivation, leadership, employee attitudes, and stress.

Strategic Management Seminar (MAN 7729) 3 credits

Prerequisite: MAN 6721 or its equivalent
Top management tasks and responsibilities to ensure the creation of the long-term value of the firm. This includes maintaining the legitimacy of the firm in terms of stockholders, world events, and ethical behavior.

Special Topics in Management (MAN 7931) 3 credits

Prerequisite: Permission of instructor
An advanced study of selected topics in management such as small business entrepreneurship, comparative management, and productivity.

Advanced Research in Management (MAN 7978) 1-9 credits

Prerequisite: Approval by department chair
Research focused on management studies to prepare for the management comprehensive written and/or oral exam in the Ph.D. program or to develop a management dissertation topic. *Grading: S/U*

Doctoral Dissertation - Management (MAN 7980) 1-15 credits

Prerequisite: Admission to doctoral candidacy
Doctoral dissertation research in management.

Marketing

Undergraduate Courses

Principles of Advertising (ADV 3000) 3 credits

Prerequisite: Junior standing
Broad survey of basic advertising in marketing contexts. Includes advertising management, social and buyer issues, creative and media strategy, agency, and domestic and global aspects.

Media Strategy and Tactics (ADV 4304) 3 credits

Prerequisite: ADV 3000 or MAR 3023
A study of media strategy and tactics as they relate to an advertising campaign. Explores media analysis, selection and scheduling against the background of a firm's marketing strategy. Explains media source books and media budgeting.

Advertising Internship (ADV 4940) 2-3 credits

Prerequisites: ADV 3000 and either ADV 4304 or MAR 4334, senior standing, and permission of instructor
The advertising internship offers the advanced undergraduate student who has selected a career in the field of advertising practical laboratory learning experiences under the direction of professional executives and educators while employed in the area of advertising.

Marketing Management (MAR 3023) 3 credits

Prerequisites: Junior standing, Microeconomics and Macroeconomics
Channels of distribution, price policies, promotion, consumer demand, product planning, the role of government in marketing, and the social evaluation of marketing.

Honors Seminar in Marketing (MAR 3939) 3 credits

Prerequisites: Junior standing, Macroeconomics and Microeconomics, and permission of director, Honors Program
The course focuses on the fundamental concepts of marketing management; particularly the selection of target markets and the choice of a marketing mix (products, services, pricing, promotion, distribution, and other ingredients) to satisfy customers and make a profit. Honors accepted in lieu of MAR 3023.

Cooperative Education - Marketing (MAR 3949) 1-3 credits

No credit toward degree. *Grading: S/U*

International Marketing (MAR 4156) 3 credits

Prerequisite: MAR 3023

An examination of the new developments in the ever-changing field of international marketing, including foreign marketing in the United States. A study of selected specified products, activities and market areas.

Retail Management (MAR 4231) 3 credits

Prerequisite: MAR 3023 or equivalent

Involves the introduction and development of issues relating to: store location and layout decisions; merchandising and promotional practices; buying and control procedures; pricing decisions; and retail strategy formulation.

Merchandising Management (MAR 4232) 3 credits

Prerequisites: MAR 4231, MAR 3023

An intensive study of the planning, coordinating and buying of assortments of merchandise and the handling, pricing, selling, and controlling of inventories by retailers.

Promotional Management (MAR 4323) 3 credits

Prerequisite: MAR 3023

Fundamental principles and practices of marketing communications planning and management, with emphasis on advertising, publicity and sales promotion.

Direct Marketing Advertising (MAR 4325) 3 credits

Prerequisite: MAR 3023

An examination of the concepts, strategies, and applications involved in direct marketing advertising.

Creative Advertising Strategy: Concepts and Design (MAR 4334) 3 credits

Prerequisite: MAR 3023 or ADV 3000

The strategy of advertising campaigns and the creation of persuasive advertisements in marketing, including background research, persuasion theory, creative thinking, message appeals, executional cues, copywriting, technical design and pretesting procedures.

Personal Selling (MAR 4400) 3 credits

Prerequisite: Junior standing

Persuasion and communication theory with specific emphasis on issues involving negotiations and relationship management, including application to sales in a cross-cultural environment.

Sales and Sales Management (MAR 4403) 3 credits

Prerequisite: MAR 3023

Fundamental principles and practices of promotional planning and management with emphasis on personal selling and sales management.

Strategies in Business Markets (MAR 4453) 3 credits

Prerequisite: MAR 3023

The marketing of goods and services to organizations such as manufacturing firms, government agencies and service institutions.

Consumer Behavior (MAR 4503) 3 credits

Prerequisite: MAR 3023

An examination of cultural, social, and individual variables and how they are incorporated into buyer decision processes and marketing practices.

Marketing Research and Information Systems (MAR 4613) 3 credits

Prerequisites: Elementary Statistics and MAR 3023

An introduction to procedures for defining marketing problems. Data gathering, analysis, and interpretation techniques and their integration into management decision processes are also discussed.

Marketing on the Internet (MAR 4721) 3 credits

Prerequisites: MAR 3023, ISM 3011

Marketing strategies and approaches as applied to electronic commerce. Planning, implementation, and management of online customer promotional activities in an online environment. Lab time required.

Global Electronic Commerce (MAR 4724) 3 credits

Prerequisite: MAR 3023

Assessment of the environments and practice of electronic commerce around the world, and development of conceptual frameworks and decision-making insights for dealing with the worldwide dimensions of electronic commerce and Internet marketing.

Seminar in Entrepreneurship (MAR 4765) 3 credits

Prerequisite: Senior standing

Examination of emerging concepts, literature on entrepreneurship from academic and pragmatic perspectives.

Marketing Strategy (MAR 4803) 3 credits

Prerequisite: MAR 3023 and senior standing

The application of marketing concepts and analytic techniques to improve decision-making skills in solving strategic problems of selecting customer targets and making marketing mix decisions.

Services Marketing (MAR 4830) 3 credits

Prerequisite: MAR 3023

The study of marketing strategies used in the service industries.

Marketing and Product/Service Innovation (MAR 4836) 3 credits

Prerequisites: MAR 3023 and junior standing

The course introduces the fundamental processes, research and testing methods, planning aspects, and integrated promotional programs marketers use in designing and launching innovations, including ebusiness and marketing plans.

Directed Independent Study (MAR 4913) 1-3 credits

Prerequisites: Junior standing and a Directed Study form must be signed by the professor and the department chair prior to registration

Directed Study forms may be obtained from the departmental secretary. Individual research project or field investigation.

Title for MAR 4765 changing to Entrepreneurial Marketing in spring of 2007.

Special Topics (MAR 4933) 1-3 credits

Prerequisite: Junior standing and permission of department chair

Analysis of selected current problems in business. Content will vary.

Internship in Retailing (MAR 4945) 2 or 3 credits

Prerequisites: MAR 4231, senior marketing major, and permission of instructor

Directed learning experience to develop skills and apply theories to practices in retail organizations. Following a training plan, the intern will research all major functional areas while employed in an approved retail firm.

Sales Management Internship (MAR 4946) 2 or 3 credits

Prerequisites: MAR 4403, senior standing, and permission of instructor

The sales management internship offers the advanced undergraduate student who has selected a career in the field of sales management practical laboratory learning experiences under the direction of professional executives and educators while employed in the marketing area of sales management.

Marketing Study Abroad (MAR 4957) 1-4 credits

Prerequisite: Junior standing

Credit for enrollment in approved study abroad programs.

Graduate Courses

Marketing Functions and Processes (MAR 6055) 3 credits

Prerequisite: Graduate standing

A conceptual treatment of the basic processes influencing the design, implementation, and management of the marketing function. Open only to graduate students lacking an undergraduate course in marketing. Not available as a graduate elective.

International Marketing (MAR 6157) 2 credits

Prerequisite: Graduate standing and admission to MSIB program

Study of various environmental forces in international marketing and international marketing strategies, such as market entry, product management, promotion, pricing, distribution, and marketing organization.

Global Marketing Management (MAR 6158) 3 credits

Prerequisites: ECO 6706 or ECO 6716 or FIN 6605 or MAR 6815

Course emphasizes applied research and analysis, the Internet, and economic geography and addresses elements of global marketing strategy such as prices, distribution, and promotion and the implementation of such.

Advanced Promotional Strategy (MAR 6336) 3 credits

Prerequisite: Graduate standing and MAR 6815

Learn how to forecast sales and develop competitive promotional plans; select, understand, and persuade target markets and publics; manage advertising, sales promotion, marketing public relations, sales and sales management; conduct negotiations; and control promotion, especially its ethical aspects.

Advanced Industrial Marketing (MAR 6456C) 3 credits

Prerequisite: Graduate standing and MAR 6815

An examination of the marketing of goods and services to organizations. It will provide an in-depth understanding of issues such as product development, pricing, and buyer behavior.

Marketing Research Methods (MAR 6616) 3 credits

Prerequisites: Graduate standing and MAR 6815

A study of marketing information systems concepts, marketing research techniques, and decision theory applications to marketing problems.

Strategic Marketing Planning (MAR 6807) 3 credits

Prerequisite: Graduate standing and MAR 6815

This course focuses on decision making within a context of strategic marketing planning.

Marketing Management in a Global Environment (MAR 6815) 3 credits

Prerequisites: Graduate standing, MAR 6055 or equivalent

How marketing managers research, communicate, price, and distribute product and service offerings to profitably satisfy targeted customer segments in a dynamically changing global environment.

Marketing Analysis and Executive Action (MAR 6816) 3 credits

Prerequisites: Graduate standing and MAR 6815

Builds decision-making capabilities through readings and cases concerning current marketing challenges, such as managing environmental change; marketing in international, high technology, and service contexts; conducting market planning and developing a marketing plan, etc. Learn to imbue corporate culture and business practice with marketing, customer service, social responsibility, and ethics.

Developing and Marketing Innovations (MAR 6837) 3 credits

Prerequisite: Graduate standing

This course revolves around the key challenges encountered in developing an innovation and creating its marketing plan. The course prepares the student to undertake a leadership role as a manager or entrepreneur in the area of product/service innovation.

Directed Independent Study (MAR 6916) 1-3 credits

Prerequisite: A directed study form signed, prior to registration, by the departmental chair and the professor concerned

Individual student research or study.

Special Topics (MAR 6933) 1-3 credits

Prerequisite: Graduate standing and permission of the department chair

An in-depth analysis of selected current problems in marketing. Content will vary.

Master's Thesis (MAR 6971) 1-9 credits

Prerequisites: Completion of core courses and permission of department chair

An application of professional and research methodology to a problem or project chosen between student and thesis committee.

Seminar in Consumer Behavior (MAR 7507) 3 credits

Prerequisite: Completion of Ph.D. core

An interdisciplinary course exploring and critically examining the basic foundations, assumptions, and comprehensive models dealing with human behavior.

Seminar in Advertising Effectiveness (MAR 7652) 3 credits

Prerequisite: Completion of Ph.D. core

Seminar examines a large variety of issues related to the understanding of advertising and its effectiveness.

Quantitative Methods and Models in Marketing (MAR 7670C) 3 credits

Prerequisite: Completion of Ph.D. core

A seminar that develops an understanding of the role and use of statistical and mathematical models in marketing.

Interorganizational Relationships in Marketing (MAR 7673) 3 credits

Prerequisite: Completion of Ph.D. core

Course equips doctoral students with the knowledge and skills required to conduct research in marketing channels, business-to-business marketing and supply chains. The course introduces students to the literature on interorganizational relationships and develops a critical understanding of markets, organizations, and value-adding chains.

The Development of Marketing Theory (MAR 7787) 3 credits

Prerequisite: Ph.D. status

This seminar discusses the development of major approaches to understanding marketing from the evolution of the marketing discipline in the United States.

The History of Marketing Thought (MAR 7796) 3 credits

Prerequisite: Ph.D. status

A survey of the literature on markets and marketing from early writers to the present. It includes the institutional framework in which markets and marketing activities evolve as well as the development of contemporary theory in marketing.

Seminar in Product and Service Development (MAR 7847) 3 credits

Prerequisite: Completion of Ph.D. core

Course focuses on development, design, and testing the major facets of product/service innovation. Other topics include marketing plans, organizational and procedural issues in product/service innovation, and marketing's role in market development.

Seminar in Marketing I and II (MAR 7936) 3 credits

Prerequisite: Completion of Ph.D. core

A sequence of courses dealing with a range of significant topics and issues.

Advanced Research in Marketing (MAR 7978) 1-9 credits

Prerequisite: Departmental approval

Research focused on marketing studies to prepare for the marketing comprehensive and/or written exam in the Ph.D. program or to develop a marketing dissertation topic.
Grading: S/U

Supervised Research in Marketing (MAR 7979) 1-6 credits

Prerequisite: Departmental approval

A directed research experience for doctoral students.

Doctoral Dissertation in Marketing (MAR 7980) 1-15 credits

Prerequisite: Admission to doctoral candidacy

Doctoral dissertation research.