

# BUSINESS SYSTEMS AND ANALYTICS, BSBA

## Program Description

As the field of business moves deeper into the age of Big Data, analytics plays an increasingly important role in how companies make decision and improve productivity. Effectively aggregating, organizing, and understanding data can be the determining factor in the success or failure of an organization. Companies are seeking skilled employees who are comfortable with working with data and making informed and effective decisions in technology-rich environments.

Studying Business Systems and Analytics at La Salle University will prepare you for beginning your career in business analytics and data sciences. The demand for employers equipped with information systems and business analytics knowledge and skills is steadily on the rise making this an incredibly attractive sector for employment. In addition, Philadelphia is an active hiring market putting graduates of La Salle University in a prime location.

## Why Take This Major?

- In courses that mix data analytics skills with information systems (e.g., data mining, business intelligence, predictive modeling), students will learn to use data and technology effectively at the workplace.
- Our faculty members are teachers, scholars, and mentors, armed with the experience and dedication to help students achieve their goals.
- Our program capitalizes on the city of Philadelphia's lively business scene (i.e., financial analytics, healthcare analytics, sports, etc.). Students venture into the business world to work side-by-side with professionals who are harvesting data, analyzing its importance, and using it to make informed decisions.
- Business leaders are frequent guests in our classrooms, which allows them to share their real-world experience and insight with students.
- Our graduates leave La Salle with the technical, analytical, and managerial skills to collect, manage, and analyze data.
- An education in Business Systems and Analytics offers a wide range of industries to find a career in with strong emphasis in the Finance and Insurance, Professional Services, and IT sectors. Our students have numerous career options including:
  - Chief Information Officer
  - Chief Data Officer
  - Director of IT
  - Financial Analyst
  - Operations Analyst
  - Business Intelligence Architect
  - Data Mining Analyst
  - Biostatistician
  - Data Engineer
  - Financial Quantitative Analyst
  - Sports Analyst
  - Healthcare Analyst
  - Marketing Analyst
- **STEM Designation**
  - The BSBA program in Business Systems and Analytics (BSA) meets the requirements of what the Department of Homeland

Security considers to be a science, technology, engineering, or mathematics (STEM) field of study. International students who graduate from these programs may be eligible to apply for a 24-month OPT extension.

## Degree Earned

B.S.B.A.

## Required for Graduation

- Courses
  - Major: 20
  - Total: 40
- Credits
  - Major: 61
  - Total: 120
- GPA
  - Major: 2.0
  - Cumulative: 2.0

## Student Learning Outcomes

Student learning goals and objectives for the Business Systems and Analytics Department are:

### Data and Technology Skills

**BSA Learning Goal 1:** Use analytic methods and techniques to drive effective, data-driven solutions to business problems and decisions

**BSA Learning Objective:** Demonstrate the ability to perform data analysis using various analytic techniques and interpret results to solve business problems and make informed business decisions.

Code	Title	Credits
<b>Courses in the Core Curriculum that Serve as Foundation</b>		
BUS 202	Descriptive and Predictive Analytics	3
BUS 304	Prescriptive Analytics	3
<b>Courses in the Major that Serve to Build Competency</b>		
BSA 302	Applied Regression Modeling and Visualization	3
BSA 400	Business Applications Programming	3
BSA 420	Data Warehousing and Data Mining in Business	3
BSA 480	Business Systems and Analytics Capstone	3

**BSA Learning Goal 2:** Use information systems and technologies to drive effective, data-driven solutions to business problems and decisions.

**BSA Learning Objective:** Demonstrate the ability to use data management tools and technologies to improve organizational support of data-driven solutions to business problems and decisions.

Code	Title	Credits
<b>Courses in the Core Curriculum that Serve as Foundation</b>		
BUS 205	Business Systems for Analytics	3
<b>Courses in the Major that Serve to Build Competency</b>		
BSA 400	Business Applications Programming	3
BSA 410	Systems Analysis and Database Design	3
BSA 420	Data Warehousing and Data Mining in Business	3
BSA 480	Business Systems and Analytics Capstone	3

Critical Thinking and Problem Solving Skills

**BSA Learning Goal 3:** Solve business problems and make business decisions with information systems and analytics tools and technologies.

**BSA Learning Objective:** Demonstrate the ability to formulate problems and develop and apply data-driven solutions to business problems and decisions using information systems and analytics tools and technologies.

Code	Title	Credits
Courses in the Core Curriculum that Serve as Foundation		
BUS 202	Descriptive and Predictive Analytics	3
BUS 205	Business Systems for Analytics	3
BUS 304	Prescriptive Analytics	3
Courses in the Major that Serve to Build Competency		
BSA 302	Applied Regression Modeling and Visualization	3
BSA 400	Business Applications Programming	3
BSA 410	Systems Analysis and Database Design	3
BSA 420	Data Warehousing and Data Mining in Business	3
BSA 480	Business Systems and Analytics Capstone	3

Communication Skills

**BSA Learning Goal 4:** Effectively communicate the results of analytic solutions to business problems and decisions.

**BSA Learning Objective:** Demonstrate the ability to effectively convey, through oral and written communication, the results of analytic solutions to business problems and decisions.

Code	Title	Credits
Courses in the Core Curriculum that Serve as Foundation		
BUS 202	Descriptive and Predictive Analytics	3
BUS 205	Business Systems for Analytics	3
BUS 304	Prescriptive Analytics	3
Courses in the Major that Serve to Build Competency		
BSA 302	Applied Regression Modeling and Visualization	3
BSA 400	Business Applications Programming	3
BSA 410	Systems Analysis and Database Design	3
BSA 420	Data Warehousing and Data Mining in Business	3
BSA 480	Business Systems and Analytics Capstone	3

Progress Chart

Level One - Core Courses

12 courses and 2 modules required.

Major Requirements

Major requirements include 4 Level Two ILO requirements, *fulfilled through the major*.

Students in this major must complete **40** courses in total in order to graduate. **20** courses will be from this major program.

Code	Title	Credits
Level One - Core Courses		
Universal Required Courses		
Students must complete the following 4 courses.		

ILO 8.1: Written Communication ( <a href="https://catalog.lasalle.edu/undergraduate/ilo/">https://catalog.lasalle.edu/undergraduate/ilo/</a> )		
ENG 110	College Writing I: Persuasion	3
ILO 5.1: Information Literacy ( <a href="https://catalog.lasalle.edu/undergraduate/ilo/">https://catalog.lasalle.edu/undergraduate/ilo/</a> )		
ENG 210	College Writing II: Research	3
ILO 1.1: Understanding Diverse Perspectives ( <a href="https://catalog.lasalle.edu/undergraduate/ilo/">https://catalog.lasalle.edu/undergraduate/ilo/</a> )		
FYS 130	First-Year Academic Seminar <sup>1</sup>	3
ILO 2.1: Reflective Thinking and Valuing ( <a href="https://catalog.lasalle.edu/undergraduate/ilo/">https://catalog.lasalle.edu/undergraduate/ilo/</a> )		
REL 100	Religion Matters	3
Elective Core Courses		
Students must complete 1 course in each of the following 4 ILOs.		
ILO 3.1a: Scientific Reasoning ( <a href="https://catalog.lasalle.edu/undergraduate/ilo/">https://catalog.lasalle.edu/undergraduate/ilo/</a> )		
Choose course within ILO ( <a href="https://catalog.lasalle.edu/undergraduate/ilo/">https://catalog.lasalle.edu/undergraduate/ilo/</a> )		
ILO 3.1b: Quantitative Reasoning ( <a href="https://catalog.lasalle.edu/undergraduate/ilo/">https://catalog.lasalle.edu/undergraduate/ilo/</a> )		
MTH 114	Applied Business Calculus	4
ILO 6.1: Technological Competency ( <a href="https://catalog.lasalle.edu/undergraduate/ilo/">https://catalog.lasalle.edu/undergraduate/ilo/</a> )		
CSC 155	Introduction to Computer Applications for Business	3
ILO 8.1a/12.1: Oral Communication/Collaborative Engagement ( <a href="https://catalog.lasalle.edu/undergraduate/ilo/">https://catalog.lasalle.edu/undergraduate/ilo/</a> )		
BUS 150	Presentation and Collaboration Skills for Business	3
Distinct Discipline Core Courses		
Students must complete 1 course in each of the following 4 ILOs. Each course must be from a different discipline. (A "discipline" is represented by the 3- or 4-letter prefix attached to each course.)		
ILO 4.1: Critical Analysis and Reasoning ( <a href="https://catalog.lasalle.edu/undergraduate/ilo/">https://catalog.lasalle.edu/undergraduate/ilo/</a> )		
ECN 150	Introductory Macroeconomics: The U.S. in the Global Economy I	3
ILO 9.1: Creative and Artistic Expression ( <a href="https://catalog.lasalle.edu/undergraduate/ilo/">https://catalog.lasalle.edu/undergraduate/ilo/</a> )		
Choose course within ILO ( <a href="https://catalog.lasalle.edu/undergraduate/ilo/">https://catalog.lasalle.edu/undergraduate/ilo/</a> )		
ILO 10.1: Ethical Understanding and Reasoning ( <a href="https://catalog.lasalle.edu/undergraduate/ilo/">https://catalog.lasalle.edu/undergraduate/ilo/</a> )		
Choose course within ILO ( <a href="https://catalog.lasalle.edu/undergraduate/ilo/">https://catalog.lasalle.edu/undergraduate/ilo/</a> )		
ILO 11.1: Cultural and Global Awareness and Sensitivity ( <a href="https://catalog.lasalle.edu/undergraduate/ilo/">https://catalog.lasalle.edu/undergraduate/ilo/</a> )		
Choose course within ILO ( <a href="https://catalog.lasalle.edu/undergraduate/ilo/">https://catalog.lasalle.edu/undergraduate/ilo/</a> )		
Universal Required Modules <sup>2</sup>		
ILO 7.1a ( <a href="https://catalog.lasalle.edu/undergraduate/ilo/">https://catalog.lasalle.edu/undergraduate/ilo/</a> )		
Health Literacy Module		
ILO 7.1b ( <a href="https://catalog.lasalle.edu/undergraduate/ilo/">https://catalog.lasalle.edu/undergraduate/ilo/</a> )		
Financial Literacy Module		
Major Requirements		
Level Two		

Students must complete 1 course/learning experience in each of the 4 commitments.

ILO 2.2: Broader Identity (Capstone Course/Experience) (<https://catalog.lasalle.edu/undergraduate/ilo/>)

BUS 400 Business Strategy (ILO 2.2) 3

Select one ILO from 3.2a, 3.2b, 4.2, 5.2, 6.2, 7.2a, or 7.2b: Expanded Literacies (<https://catalog.lasalle.edu/undergraduate/ilo/>)

BUS 304 Prescriptive Analytics (ILO 6.2) 3

ILO 8.2b: Effective Expression (Writing-Intensive Course) (<https://catalog.lasalle.edu/undergraduate/ilo/>)

BSA 480 Business Systems and Analytics Capstone (ILO 8.2) 3

Select one ILO from 10.2, 11.2, or 12.2: Active Responsibility (<https://catalog.lasalle.edu/undergraduate/ilo/>)

BUS 303 Legal and Ethical Environment of Business (ILO 10.2) 3

#### All Other Required Courses

Business Core:<sup>3</sup>

BUS 100 Business Perspectives 4

BUS 101 Introduction to Financial Accounting 3

BUS 102 Accounting for Financial and Managerial Decision-Making 3

BUS 200 Business Professionalism and Career Preparation 3

BUS 202 Descriptive and Predictive Analytics 3

BUS 203 Organizational Behavior and Skill Development 3

BUS 204 Principles of Marketing with Applications 3

BUS 205 Business Systems for Analytics 3

BUS 206 Financial Markets and Institutions: Principles and Applications 3

BUS 208 Fundamentals of Financial Management 2-3

BUS 303 Legal and Ethical Environment of Business 3

BUS 304 Prescriptive Analytics 3

BUS 400 Business Strategy 3

ECN 201 Introductory Microeconomics: Business Firm and Market Analysis I 3

Select one of the following International Business Course/Experience: 3

ECN 331 International Economics

ECN 333 Ecn of International Business

ECN 335 International Trade and Trade Wars

BUS 300 International Business

MKT 305 International Marketing

FIN 403 International Finance

MGT 356 Managing in The Global Economy

#### Discipline Specific:

BSA 302 Applied Regression Modeling and Visualization 3

BSA 410 Systems Analysis and Database Design 3

BSA 420 Data Warehousing and Data Mining in Business 3

BSA 480 Business Systems and Analytics Capstone 3

Select one of the following: 3

BSA 305 Sports Analytics

BSA 385 Business Intelligence and Knowledge Management

BSA 400 Business Applications Programming

BSA 405 Emerging Trends in Business Systems and Analytics

BSA 415

#### Free Electives

In addition to the requirements listed above, students must take enough courses to the fulfill graduation credit requirements for their School and major.

**Total Credits 97-98**

1

NOTE. The following students use Level 2 Capstone Experience in Major instead of FYS 130 First-Year Academic Seminar: Honors, BUSCA, Core-to-Core, Transfer, and Non-Traditional/Evening

2

The Modules are **not** required for Transfer Students, Core-to-Core Students, or BUSCA Students. BUSCA students are required to take modules if/when they pursue a bachelor's degree.

3

The Business Core, required of all majors in business, provides students with skills and knowledge across a wide array of business disciplines. Courses in the Business Core introduce students to all areas in which they can major and provide a foundation upon which upper-level major courses build.

## Recommended Course Sequence

Model rosters should be followed for course sequencing.

## Minors

- Business Systems and Analytics, Minor (For Business Majors) (<https://catalog.lasalle.edu/undergraduate/business/business-systems-analytics/business-systems-analytics-bsba/business-systems-analytics-minor/>)
- Business Systems and Analytics, Minor (For Non-Business Majors) (<https://catalog.lasalle.edu/undergraduate/business/business-systems-analytics/business-systems-analytics-bsba/business-systems-analytics-minor-nonbusiness/>)

## Course Descriptions

### Business Systems and Analytics

BSA 302 Applied Regression Modeling and Visualization

This course is a data-driven, applied course focusing on the analysis of data using regression models and visualization techniques. It emphasizes applications to the analysis of business data and makes extensive use of computer statistical packages. Topics include simple and multiple linear regression, residual analysis and other regression diagnostics, model selection, classification (logistic regression), exploratory graphic techniques in modeling, and design principles for creating meaningful displays of data to facilitate decision making. All topics are illustrated on real-world data sets obtained from various disciplines to include accounting, finance, management, sales and marketing, operations, and risk management. Prerequisite(s): BUS 202 or equivalent

**BSA 305 Sports Analytics**

This course introduces students to the application of data science and analytics in sports. Students are familiarized with the descriptive, predictive, and prescriptive analytical tools and techniques for on-field performance and off-field business decisions. Topics include but are not limited to player performance evaluation, training, selection, and acquisition; team formation, evaluation, and management; and in-game strategy. Students form interdisciplinary teams and work sports data on a group project in a sport of their choice. Prerequisite(s): BUS 202 or equivalent

**BSA 350 Cooperative Education (Junior Standing)**

This is a full-time, paid, approximately four-month assignment in a cooperating firm. Involves job-related learning under faculty supervision. The position must be approved by the Business Systems and Analytics Department. For registration information, students in the Business Scholars Co-op Program should consult with the Director of the program, and students who are not in the Business Scholars Program should consult with the Associate Director for Experiential Education in Career Services. A co-op counts as a free elective and not as a course in the major. Grading for co-ops is on a pass/fail basis (grading for internships is on a letter grade, i.e., not pass/fail, basis); the faculty member who is supervising the experience has the discretion as to whether to roster it as a co-op or internship. Students in the Business Scholars Co-op Program must take it pass/fail. Prerequisite(s): 2.5 minimum GPA (higher for students in the Business Scholars Co-op Program) and completion of BUS 205 and preferably an upper-level major course

**BSA 360 Part-Time Internship in Business Systems and Analytics**

Part-time, generally non-paid employment in a company or organizational setting to provide on-the-job training. Involves appropriate job-related learning assignments under faculty supervision. The position must be approved by the Department. Consult the Associate Director for Experiential Education in Career Services before registering or for further information. An internship counts as an elective and not as a course in the major. Grading for internships is on a letter grade, i.e., not pass/fail, basis. The number 360 is used if taken in junior year and 460 if taken in senior year. Prerequisite(s): 2.5 minimum GPA and completion of BUS 205 and preferably an upper-level major course, or permission of the Assistant Dean

**BSA 365 Full-Time Internship in Business Systems and Analytics**

Full-time paid employment in a company or organizational setting to provide on-the-job training. Involves appropriate job-related learning assignments under faculty supervision. The position must be approved by the Department. Consult the Associate Director for Experiential Education in Career Services before registering or for further information. An internship counts as a free elective and not as a course in the major. Grading for internships is on a letter grade, i.e., not pass/fail, basis (grading for co-ops is on a pass/fail basis); the faculty member who is supervising the experience has the discretion as to whether to roster it as a co-op or internship. The number 365 is used if taken in junior year and 465 if taken in senior year. Prerequisite(s): 2.5 minimum GPA and completion of BUS 205 and preferably an upper-level major course

**BSA 371 Special Topics**

This course is designed to address contemporary issues and interests in Business Systems and Analytics. Such topics as Process Analytics and Optimization, Network Analysis: Web Analytics/Social Network Analysis, and Business Forecasting will be offered in various semesters. Prerequisite: varies with topics.

**BSA 375 Project Management**

This course introduces students to the knowledge and skills required to effectively manage projects across a range of business and technical disciplines. It also provides an overview of the Project Management Institute's Guide to the Project Management Body of Knowledge. The course begins by describing the similarities and differences between project management and general management, as well as project management life cycles, phases, stakeholders, and process groups. Students become familiar with project management software and use this software as they complete assignments and a course project. The course reviews the core project management knowledge areas, including integration, scope, time, cost, quality, human resources, communications, risk, and procurement. Students work in teams that apply key skills and knowledge areas presented in the course. Prerequisite: sophomore standing.

**BSA 385 Business Intelligence and Knowledge Management**

This course is about the manager's responsibilities for decision making in the Information Age using Decision Support Systems (DSS) and Expert Systems (ES). DSS topics include: Data Management, Modeling and Model Management, User Interface, Executive and Organizational Systems, Group Decision Support Systems (GDSS), and DSS Building Process and Tools, including Spreadsheets, Natural Language Programming, and Influence Diagramming. ES topics include: Applied Artificial Intelligence, Knowledge Acquisition and Validation, Knowledge Representation, Inferencing, and ES Building Process and Tools. Students are required to apply DSS and ES software packages in a hands-on environment. Prerequisite(s): BUS 205 or equivalent

**BSA 400 Business Applications Programming**

This course explores a problem solving methodology that employs computer programming and scripting. Emphasis is placed on identifying the capabilities and limitations of statistical computing languages for big data. Students will learn skills and techniques to solve big data problems through a series of steps that involve identification of problems, design of the solution logic, formal representation of program specifications, and implementation of it using selected high level languages such as R, Python, and Hadoop. This is a hands-on course. Students will design and develop several computer programs throughout the term. Prerequisite(s): BUS 205 or equivalent



**BSA 405 Emerging Trends in Business Systems and Analytics**

This course is designed to introduce students to one of several areas of multi-disciplinary emerging trends in Business Systems and Analytics. Students will learn the fundamental principles and concepts of a specific topic, its applicable technology, the design and implementation of the systems that support the area of study, and methods for measuring efficacy. Evolving technologies will be addressed as appropriate, and their relevance to business pursuits will be discussed and analyzed. Lectures and case studies will be used to give the student a solid understanding of the topic. A group project to develop and present an area initiative/concept will be the capstone of this course. This course is offered under different titles and can be repeated for additional credit when taken as a different topic. Prerequisite(s): Varies by topic Data Visualization: One of the skills that characterize great business data analysts is the ability to communicate practical implications of quantitative analyses to any kind of audience member. In this course, students will learn how to visualize data, tell a story, and explore data by reviewing the core principles of data visualizing and dashboarding. The course aims to focus on effective and high impact visualizations of common data analyses to help them convey conclusions directly and clearly. Students will be able to get practiced in designing and persuasively presenting business “data stories” that use these visualizations, helping stakeholders make decisions and take action based on their business data capitalizing on design principles.

**BSA 410 Systems Analysis and Database Design**

Complex business systems and organizations are examined, with the goal of discovering their structure and information flow. Tools such as the Entity-Relationship Diagram, Data Structure Diagram, Data Flow Diagram, Data Dictionary, and Process Specifications are used to develop Systems Specifications. The blueprint developed during the systems analysis phase will be used to design and develop efficient and effective database applications. To demonstrate acquired skills, students design and develop a relational database application with a database management system and write SQL statements to extract information. Prerequisite(s): BUS 205 or equivalent

**BSA 420 Data Warehousing and Data Mining in Business**

This course introduces data warehousing and data mining concepts. Topics include data warehousing and mediation techniques aimed at integrating distributed, heterogeneous data sources; data mining techniques such as rule-based learning, decision trees, association rule mining, and statistical analysis for discovery of patterns in the integrated data; and evaluation and interpretation of the mined patterns using visualization techniques. Prerequisite(s): Senior standing and BSA 302 (BSA 302 could be taken concurrently)

**BSA 450 Cooperative Education (Senior Standing)**

This is a full-time, paid, four-to-eight month assignment in a cooperating firm. Involves job-related learning under faculty supervision. The position must be approved by the Business Systems and Analytics Department. For registration information, students in the Business Scholars Co-op Program should consult with the Director of the program, and students who are not in the Business Scholars Co-op Program should consult with the Associate Director for Experiential Education in Career Services. A co-op counts as a free elective and not as a course in the major. Grading for co-ops is on a pass/fail basis (grading for internships is on a letter grade, i.e., not pass/fail, basis); the faculty member who is supervising the experience has the discretion as to whether to roster it as a co-op or internship. Students in the Business Scholars Co-op Program must take it pass/fail. Prerequisite(s): 2.5 minimum GPA (higher for students in the Business Scholars Co-op Program) and completion of BUS 205 and preferably an upper-level major course

**BSA 460 Part-Time Internship in Business Systems and Analytics**

Part-time, generally non-paid employment in a company or organizational setting to provide on-the-job training. Involves appropriate job-related learning assignments under faculty supervision. The position must be approved by the Department. Consult the Associate Director for Experiential Education in Career Services before registering or for further information. An internship counts as an elective and not as a course in the major. Grading for internships is on a letter grade, i.e., not pass/fail, basis. The number 360 is used if taken in junior year and 460 if taken in senior year. Prerequisite(s): 2.5 minimum GPA and completion of BUS 205 and preferably an upper-level major course, or permission of the Assistant Dean

**BSA 480 Business Systems and Analytics Capstone**

This integrative capstone course is designed to examine the effects of technology and its rapidly changing nature on the corporate environment. Students will learn how to think strategically about business systems and analytics within the context of a functioning organization. Classroom lectures and discussions are supplemented by multi-disciplinary real-life projects to design innovative information systems and analytics solutions. This course serves as the culminating experience in the Business Systems and Analytics program. Prerequisite(s): Senior standing and BSA 302 and 420 and 410 (BSA 410 could be taken concurrently)

**Business Administration****BUS 100 Business Perspectives**

An integrative freshmen course that addresses business processes at an introductory level by examining key business areas through the preparation of a business plan. Students gain an appreciation for how each part of a business functions on its own and how business processes interact with each other. The course culminates in our signature Bankers Day event in which each team presents their final business plan to a panel of business executives for evaluation. The course emphasizes cross-disciplinary experiential learning, group dynamics, and personal interaction with faculty, business professionals and entrepreneurs in a small-class environment. Students are introduced to team-building, entrepreneurship, and business plans at the beginning of their academic program in order to build and develop their skills over the next three years. Students should take this course as early on as possible. Generally the course is not open to seniors.

**BUS 101 Introduction to Financial Accounting**

The course introduces financial reporting by focusing on the fundamental principles of recording business transaction with emphasis on the presentation and interpretation of corporate financial information. Topics include an overview of financial reporting and the accounting cycle, as well as, accounting and reporting of operating, investing and financing activities of a business. Assignments employ both Excel and SAP.

**BUS 102 Accounting for Financial and Managerial Decision-Making**

An introduction to the fundamentals of managerial accounting with a special emphasis on using accounting information in decision making. Topics covered include corporate capital stock structure, planning and control systems, cost management systems, pricing decisions, and capital expenditure decisions. Assignments employ Excel. Prerequisite(s): BUS 101, CSC 155 and MTH 114 (CSC 155 and/or MTH 114 can be taken concurrently)

**BUS 121 Intro - Financial Accounting****BUS 123 Intro - Org Behavior****BUS 125 Intro - Info Technology****BUS 150 Presentation and Collaboration Skills for Business**

Focuses on the skills needed to link oral communication with the ability to work effectively in the current organizational environment. This course is based on the understanding that content and effective presentation of material are equally important in the understanding of communication. Active participation through oral presentations on current business topics is required. Students will make use of computer-based presentation technology.

**BUS 170 Special Topics****BUS 200 Business Professionalism and Career Preparation**

The course will focus on critical professional development skills to enable students to connect their education to experiential learning opportunities and post-graduation goals. Students will become aware of industry trends relating to job opportunities, current job search techniques, personal branding strategies, the value of developing a well-connected network, and how to deliver flawless documents to targeted organizations. The course will combine the theories on professional development with real-life applications through assignments and participation in professional events to allow students to see themselves as a professional, rather than just a student. At the end of the course, students will understand the importance of demonstrating these professional skills throughout their collegiate experience (e.g. dressing professionally for presentations, developing quality resumes and cover letters, networking with alumni and guests, etc.) Restriction(s): Sophomore standing

**BUS 202 Descriptive and Predictive Analytics**

This course explains what happened and what will happen in business organizations using basic statistical methods relevant to descriptive and predictive analytics. The availability of massive amounts of data and technologies to process these data enables business organizations to use analytical approaches to decision-making. Descriptive analytics is the use of data to find out what has happened in the past or is currently happening; statistical techniques include descriptive statistics and visualization. Predictive analytics is the use of data to find out what could happen in the future; statistical techniques include regression analysis. This course will cover these techniques, descriptive statistics, visualization, and regression analysis, with emphasis on problem-solving and decision-making. This course will also cover probability, probability distributions, and statistical inference. Students will perform data analysis using statistical software packages. Prerequisite(s): MTH 114; CSC course recommended as a pre-requisite but may be taken concurrently

**BUS 203 Organizational Behavior and Skill Development**

This course examines the behavior of individuals and groups in organizations, with the goal of understanding performance in the new workplace. It is designed to enhance the career potential of people with management and team leadership responsibilities in all areas of business. Topics include: motivation, theories and practice of leadership, individual and group decision making, conflict resolution, communication, international aspects of organizational behavior, perception, individuality, working in groups and teams, and ethical issues of organizational life. The course also emphasizes interactive and experiential learning to demonstrate the issues of organizational behavior. Through active participation, students will develop skills in leadership, communication, negotiation, teamwork, and group decisionmaking. Career awareness and skill assessment will be done through brief lectures, personal inventories, and career planning experiences. Prerequisite(s): sophomore standing

**BUS 204 Principles of Marketing with Applications**

An overview of marketing concepts and principles applicable to business and other organizations. These include: factors influencing the marketing environment and buyer behavior; market segmentation and targeting; product development, pricing, promotion and distribution to satisfy the needs of selected target markets. Approximately one-third of the course is dedicated to planning and to applying marketing-based concepts to profit and non-profit enterprise situations.

**BUS 205 Business Systems for Analytics**

This course studies how business systems work and examines challenges confronting business organizations in the information age and beyond. One major challenge is to efficiently and effectively use three most important organizational resources, information, technology, and people, to provide service and value. To meet this challenge, the course studies business systems and strategies that organizations can utilize to organize data into information and synthesize information into knowledge. The course examines design and development of relational database management systems using Microsoft Access (structured query language), decision support systems using Microsoft Excel (what-if analysis, pivot tables, and decision tree analysis), enterprise information systems using SAP (ERPsims), and web-based systems using Google Analytics. The concepts, models, and frameworks are derived from both academic and professional sources. Prerequisite(s): CSC 155

**BUS 206 Financial Markets and Institutions: Principles and Applications**

An introduction to the basics of institutional finance. Financial instruments are generated and traded by participants in financial markets with financial intermediaries facilitating the process. Concepts, terminology, and current practices in each of these areas are examined, along with the impact they have on the economy. Students work on "mini cases" which employ actual data to help better understand the principles examined in the course. Prerequisite(s): BUS 101

**BUS 208 Fundamentals of Financial Management**

An introduction to the major concepts and techniques of financial management with an emphasis on time value of money, security valuation, cost of capital, capital budgeting, and financial statement analysis. Prerequisite(s): BUS 101, MTH 114, CSC 155

BUS 208E Fund Financial Mgt

BUS 209 Financial Management

BUS 250 Personal Financial Literacy: Skills for Life

This course prepares students to understand the fundamentals of managing personal finances. It will provide a broad overview of the basic issues in personal finance and help students develop an organized approach to making intelligent financial decisions in everyday life with the ultimate goal being successful money management and wealth accumulation. Topics covered will include: financial planning and goal setting; budgeting; basic financial transactions; banking services and products; consumer credit; housing decisions; current regulations and practices governing consumer financial transactions and contracts; insurance; basic investments; retirement planning; planning for education. This course is an elective for all business majors. Prerequisite(s): Junior standing

BUS 260 So PT Internship

BUS 270 Special Topics

BUS 271 Special Topics

BUS 300 International Business

Students study international aspects of accounting, finance, economics, management, marketing and management information systems. The course helps students develop an appreciation for how different cultures, governments, and approaches to doing business impact international business-to-business relationships as well as devising strategies to enter markets in other countries. In some semesters the course is taught as a travel-study course that includes company site visits. Prerequisite(s): BUS 101

BUS 303 Legal and Ethical Environment of Business

A study of the American legal system exploring how courts decide cases and the values that play a role in such adjudication. The nature, formation, and application of law to individuals and business. The development of law, with emphasis on the Constitution, personal and business torts, the employment relationship, discrimination, international legal perspectives, and an exploration of legal ethics and the ethics of corporations. Prerequisite(s): sophomore standing

BUS 304 Prescriptive Analytics

In this course students learn how to run business operations efficiently and effectively using prescriptive analytics tools and techniques in managerial decision making. The course introduces students to several quantitative models used in contemporary analytics. Analysis of business scenarios using computer software allows a focus on the conceptual understanding of prescriptive models. Prescriptive topics covered include: decision analysis, Bayesian analysis, stochastic and deterministic forecasting, inventory management, linear programming and optimization, simulation, and project management. Prerequisite(s): MTH 114, BUS 202, AND BUS 205

BUS 305 International Business

BUS 310 Read Bus: Corp Soc Respon Rptg

This course explores broad, multidisciplinary, generic business issues through various readings with a current events focus. Examples of themes that might be studied are: diversity, corporate governance, social responsibility, leadership, entrepreneurship, technology, globalization, and financial disclosure. A quasi-independent study, this course meets two or three times during the semester. Grading is on a pass/fail basis. Prerequisites: Other than junior standing, there are no prerequisites; the course may be taken by non-business majors as well as business majors.

BUS 360 Jr PT Internship

BUS 370 Bus Readings

BUS 371 Special Topics

BUS 373 Special Topics

BUS 400 Business Strategy

This is the capstone course for Business majors. It takes the perspective of company's senior management, who are tasked with building and sustaining a competitive advantage for the firm. It explores how the functions of the business are continuously shaped in response to the company's internal and external environments. The course includes industry analysis, company and competitor assessment, approaches to strategy formulation and implementation, and business ethics.

Prerequisite(s): senior standing

BUS 444 Independent Research

BUS 460 PT Internship in BUS

## Economics

ECN 150 Introductory Macroeconomics: The U.S. in the Global Economy I

After introducing students to the what and how of economic thinking, the course explores the causes of national economic prosperity and economic problems such as unemployment and inflation. It also discusses the role of fiscal and monetary policies, economic growth, and international economic relations among the U.S. and other countries.

ECN 170 Special Topics

ECN 201 Introductory Microeconomics: Business Firm and Market Analysis I

This course explores many issues pertaining to the operation of businesses and the markets in which they operate. Among these are the behavior of consumers, the determinants of prices and production levels, and the efficiency of market outcomes. As time allows, the course applies economic thinking to issues like economic inequality, environmental concerns, international trade, and firms with monopoly power. Prerequisite(s): ECN 150

ECN 213 Statistics for Economics and Political Science

This course focuses on basic statistical methods used in the analysis of economic and political phenomena and decision-making. Emphasis is on the application of statistical techniques and the sound interpretation of statistical results. Topics include descriptive statistics, probability, sampling and sampling distributions, statistical estimation, hypothesis testing, simple regression, and correlation.

ECN 221 Intermediate Microeconomics: Business Firm and Market Analysis II

This course studies how business firms interact with consumers and one another in product and resource markets. Besides distilling profit-maximizing criteria for different firms in different markets, the course also evaluates how the operation of firms impacts the welfare of society in general. Prerequisite(s): ECN 201; MTH 114 or 120 or equivalent

ECN 222 Intermediate Macroeconomics: The U.S. in the Global Economy II

This course analyzes the factors behind countries' long-term growth and also those responsible for short-term fluctuations in their levels of output and prices. It also demonstrates how economic booms and busts have prompted economists to search for explanations and possible policies for addressing these instabilities. Finally, the course compares and contrasts U.S. historical experience with that of other nations. Prerequisite(s): ECN 150; MTH 114 or 120 or equivalent

**ECN 270 Special Topics in Economics**

Topics include Labor Markets, Employment and Wages; Women in the Economy; European Union; Economics of Sports; Economics of Entertainment; and Law and Economics. Prerequisite(s): Permission of instructor

**ECN 271 Special Topics****ECN 272 Special Topics****ECN 273 Special Topics****ECN 274 Special Topics****ECN 275 Special Topics****ECN 276 Special Topics****ECN 277 Special Topics****ECN 279 Special Topics****ECN 287 Economics Internship**

Working approximately 10 to 15 hours per week under professional supervision, students learn experientially the linkages between their formal studies and the demands of particular positions. Under faculty supervision, students complete informal and formal written assignments and an oral presentation that describe their duties and interpret their intern experience. Prerequisite(s): ECN 201, at least sophomore standing, and permission of Department Chair

**ECN 288 Economics Internship**

Working approximately 10 to 15 hours per week under professional supervision, students learn experientially the linkages between their formal studies and the demands of particular positions. Under faculty supervision, students complete informal and formal written assignments and an oral presentation that describe their duties and interpret their intern experience. Prerequisite(s): ECN 201, at least sophomore standing, and permission of Department Chair

**ECN 314 Econometrics**

This course introduces the student to advanced statistical techniques used by economists, other social scientists, and people in business and law to test theories, predict future events, and provide empirical support for various types of hypotheses. The course emphasizes the applied nature of econometrics. As such, the student will construct, estimate, and evaluate well-specified regression models through computer application-based exercises using SAS statistical software. Prerequisite(s): ECN 213 or BUS 202 or permission of Chair

**ECN 331 International Economics**

This course involves an introduction to the theory of international trade. Topics include specialization and the gains from trade, tariffs, and protectionist policies, trade imbalances, the role of international institutions, foreign exchange markets, and monetary and fiscal policies in an open economy. Prerequisite(s): ECN 150 and ECN 201

**ECN 332 Political Economy of Africa**

This course examines the political and economic conditions in Sub-Saharan Africa and provides a historical perspective on these conditions. Issues examined include the political and economic consequences of colonialism, post-independence political forces and economic policies, and U.S. foreign policy toward Africa. Prerequisite(s): ECN 150

**ECN 333 Ecn of International Business**

This course examines trade theory and applies the theory to business firms. It introduces the cultural, environmental, and ethical issues facing international businesses and examines the impact of trade policies, foreign exchange, and the balance of payments on businesses' decision making. Prerequisites: ECN 150, 201; MTH 114 or 120; junior standing.

**ECN 334 The Political Economy of Latin America**

This course begins by examining aspects of the indigenous societies prior to the arrival of Europeans in what has come to be called "Latin America." Throughout, it considers issues such as colonialism, militarism, race, gender relations, and religion that have shaped the societies, politics, and economies of nations from Mexico and the Caribbean to those of the Southern Cone. The goal of the course is to afford class members the opportunity to better understand Latin America's history as a basis for comprehending its likely future. Cross-listed with HIS334 and POL 334.

**ECN 335 International Trade and Trade Wars**

This course provides an overview of the U.S. in the global economy and the history of the World Trade Organization (WTO), an examination of the WTO's dispute settlement mechanism, and an examination of major trade disputes that involve the U.S. The course ultimately explores how international trade laws, politics, diplomacy, and multi-national corporations in pursuit of profits interact. Prerequisite(s): ECN 150

**ECN 337 Political Economy of Eastern Europe**

This course first explores the structure and outcomes of a centrally-planned economic system in contrast to a market-based economic system. Second, it examines how the transition from planned to market took place (or is still under way) in Eastern Europe and the countries of the former Soviet Union. Lastly, it considers a wide range of contemporary political and economic challenges facing countries across the region, from building democratic institutions and strengthening the rule of law to establishing competitive markets and addressing social and economic injustices. Prerequisite(s): ECN 150

**ECN 340 American Economic History**

This course describes and analyzes long-term economic growth and development since colonization. It stresses changes in demographic, technological, and institutional factors as they interact with the market system. Basic economic concepts and theories of growth are applied to significant historical questions. Prerequisite(s): ECN 150

**ECN 351 Environmental Economics**

Provides an introduction to the trade-offs (costs versus benefits) associated with environmental issues. Evaluating trade-offs requires an examination of the magnitude of current environmental problems and some consideration of how to measure the costs and benefits of regulatory changes. Approximately half the course will be devoted to examining the current regulations, how the regulatory process works, and the economic implications of the regulations. Prerequisite(s): ECN 150 or permission of Chair

**ECN 352 Labor Economics****ECN 354 Economics of the Entertainment Industry**

The course surveys the economics of the entertainment industry with an emphasis on the importance of market structure (perfect competition, monopolistic competition, oligopoly, monopoly) in determining behaviors and profitability. In this course, we will apply many microeconomic, and a few macroeconomic, concepts to evaluate structure, workings, and profitability of various segments in the entertainment industry, ranging from movies to music, TV, radio, publishing, casinos, and theme parks. Case studies will be used to highlight the issues facing particular firms. Prerequisite(s): ECN 150



**ECN 356 Healthcare Economics**

This course explores the economics of health and health care. It introduces students to different economic perspectives on the determinants of health, how health insurance markets are organized, and the challenges facing the U.S. health care system. The course also examines how health care services are financed and delivered in other countries. Special attention is paid to recent health care reforms, including the Affordable Care Act. Prerequisite(s): ECN 150

**ECN 370 Special Topics in Economics**

Topics include Labor Markets, Employment and Wages; Women in the Economy; European Union; Economics of Sports; Economics of Entertainment; and Law and Economics. Prerequisite(s): Permission of instructor

**ECN 373 Special Topics****ECN 375 Special Topics****ECN 385 Cooperative Education**

This experience will be a full-time paid employment in a cooperating firm such as a bank, economics forecasting company, or public utility; a nonprofit company such as a Community Development Corporation; or a government agency such as a county planning department or a statistical analysis office. Under faculty supervision, students also complete job-related learning assignments that involve oral and written presentations. Prerequisite(s): ECN 214; ECN 221; and junior standing or senior standing, and permission of Department Chair

**ECN 386 Cooperative Education**

This experience will be a full-time paid employment in a cooperating firm such as a bank, economics forecasting company, or public utility; a nonprofit company such as a Community Development Corporation; or a government agency such as a county planning department or a statistical analysis office. Under faculty supervision, students also complete job-related learning assignments that involve oral and written presentations. Prerequisite(s): ECN 214; ECN 221; and junior standing or senior standing, and permission of Department Chair

**ECN 389 Econ Internship II****ECN 432 Comparative Econ Sys****ECN 441 History of Economic Thought**

The course details the development of economics as a coherent analytical discipline through a historical study of its main schools and contributors, including the Physiocrats; the Classical Economists (especially Jevons, Walras, and Clark), Marshall, and Keynes. Lesser figures are treated as time allows. Attention throughout is given to the changing philosophical and cultural background of economic thought. Prerequisite(s): ECN 150 and ECN 201

**ECN 442 Modern Econ Thought****ECN 444 Research in ECN I**

This course provides the student with an opportunity to do research with a faculty member. The student and the faculty member agree on the research project before the student registers for the course.

**ECN 445 Research in ECN II**

This course is a continuation of the 444 research course. It provides the student with an opportunity to continue to conduct research with a faculty member.

**ECN 452 20th Century Russia & the USSR****ECN 455 Public Finance**

This course involves an analysis of the revenue and expenditure activity of government with particular emphasis on the rationale of federal government activity. Also considered are the issues of distribution, efficiency, equity, and stability in the economy. Prerequisite(s): ECN 150; ECN 201

**ECN 470 Special Topics in Economics**

Topics include Labor Markets, Employment and Wages; Women in the Economy; European Union; Economics of Sports; Economics of Entertainment; and Law and Economics. Prerequisite(s): Permission of instructor

**ECN 471 Special Topics****ECN 474 Special Topics****ECN 475 Independent Study****ECN 481 Seminar in Economics**

This course is intended to be a capstone course for economics majors, one that aids the student in integrating the material from diverse economics courses. It stresses techniques for the preparation of written research reports. Students will ordinarily deliver to the seminar an oral presentation of their research results. Prerequisite(s): Senior standing in ECN 213, ECN 221 or ECN 222

**ECN 485 Seminar in Economics and International Studies**

This capstone course for Economics and International Studies majors aims to assist students to research, integrate, and communicate information about the global economy. Specifically, students will learn to conduct research on economic problems and policies of countries and regions of the world not native to them. Students will compose a 250 to 300 word abstract of their seminar papers in two languages, English and a second language. Further, students will be expected to demonstrate at least one of the following competencies: a) to write, in a non-native language, summaries of research in sources written in non-native language; b) to write the seminar paper in a non-native language; or c) to present research results orally in a non-native language. Prerequisite(s): Senior standing in ECN 213, ECN 221 or ECN 222

**ECN 722 International Econ**

This course covers models of international trade; instruments of trade policy and their impact on prices, consumption, production, and government revenue; international monetary transactions; and monetary and fiscal policies in an open economy. It also analyzes the nature and scope of economic integration, multinational corporations, international institutions and agreements, and trade in developing countries. Prerequisite: MBA 610

**ECN 780 Applied Rsrch in Business**

## Program Contact Information

Madjid Tavana

Chair

Founders' Hall, room 635

tavana@lasalle.edu

(215) 951-1129