

MANAGEMENT AND LEADERSHIP, BSBA

Program Description

The Management and Leadership program focuses on developing work-related interpersonal competencies known to predict employability and career success across industries. The department has a long tradition of building professional managerial skills through engaged, experiential learning. As a result, our students develop confidence in their abilities to motivate employees, conduct employment interviews and performance appraisals, facilitate discussions and lead team projects, correct problem behaviors, address conflict, handle negotiations, and argue persuasively.

While the Management and Leadership major focuses on developing broad professional competencies, we recognize that developing distinctive capabilities through the in-depth study of a second discipline can also enhance the likelihood of a successful career and fulfilling personal life. The Management and Leadership major therefore currently requires students to complete either a second major or a minor (either within or outside of the School of Business).

Management and Leadership majors with an interest in **Sport Management** will find many course options to support that interest, including our introductory sport management course and more advanced courses on topics such as sport facilities and event management, NIL (name-image-likeness) personal branding, esports management, sports law, and leadership from a sports perspective. Students may also complete our interdisciplinary minor in Sport Management (<https://www.lasalle.edu/catalog-draft/undergraduate/school-of-business/sport-management-minor/>), which includes not just Management course options, but options offered by other departments as well, e.g., sports analytics, sports marketing, sports economics, sports journalism, sports broadcasting, and sport psychology. Students are encouraged to join the Business of Sports Club and are assisted in their search for relevant internships and employment. Our alumni network includes contacts at all of the professional sports teams in the area.

Management and Leadership majors and minors with an interest in **Human Resource Management** will find they can tailor their studies by completing coursework in areas such as managing human resources, contract law, industrial-organizational psychology and employee benefit planning. As is the case for all of our students, those with an interest in Human Resource Management will find mentoring and assistance is readily available for those wishing to pursue internships and employment.

Students who major in non-business fields have the option of completing a **Minor in Management and Leadership**, which can be tailored to their interests.

The **mission** of the Management and Leadership Department is to enable graduates to distinguish themselves by demonstrating extraordinary, ethically-grounded management and leadership skills throughout their professional careers.

Why Take This Major?

To thrive in today's challenging marketplace, businesses need attentive managers, inspirational leaders, and people capable of bringing out the best in others. Our Management and Leadership program is designed to develop these professional skills via courses that help students assess and develop their skills in leading and motivating others, providing

effective feedback, persuading, negotiating, resolving conflicts, and designing satisfying and meaningful workplaces.

While the management and leadership major serves to develop "soft skills" crucial for career success, having more specialized, technical knowledge is often critical for landing entry-level jobs. We therefore offer the management and leadership major only as a complement to a second major or a minor. Although most students will choose a second major or a minor in a business discipline, some students have completed second majors or minors in fields as diverse as psychology, nutrition, public health, biology, economics, communication, political science, and foreign languages. A six-course minor in management and leadership can also be completed by students majoring in a non-business field.

Degree Earned

B.S.B.A.

Required for Graduation

- Courses
 - Major: 19 (plus a minor or second major)
 - Total: 40
- Credits
 - Major: 58 (plus credits required to complete for a minor or second major)
 - Total: 120
- GPA
 - Major: 2.0
 - Cumulative: 2.0

Student Learning Outcomes

Upon completion of the Management and Leadership program, students will be able to demonstrate:

- effective supervisory skills, including the abilities to design and conduct employment interviews, assess performance, and conduct performance feedback sessions
- effective leadership skills, including the abilities to provide coaching and incentives to correct performance issues, inspire high-level performance, and create satisfying and meaningful work experiences.
- effective skills for communicating both orally and in writing

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. **19 (plus a minor or second major)** courses will be from this major program.

Code	Title	Credits
Level One - Core Courses		
<i>Universal Required Courses</i>		

Students must complete the following 4 courses.

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

<i>Level Two</i>		
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/)		
MGT 311	Influence in Organizations: A Skills-Based Approach (ILO 8.2b)	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
<i>All Other Required Courses</i>		
<i>Business Core</i> ³		
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 Courses/Experiences:		
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	
<i>Discipline Specific</i>		
MGT 312	Managing Human Resources: A Skills-Based Approach	3
MGT 355	Leadership: Theories and Real-World Challenges	3
Two additional MGT courses ⁴		
Completion of a second major or a minor		
19		
<i>Free Electives</i>		

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 **126-129**

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.

4

Other than an internship or co-op.

Recommended Course Sequence

Successful completion of BUS 203 Organizational Behavior and Skill Development is required for many 300- or 400-level MGT courses. Model rosters should be followed for course sequencing.

Dual Major Requirements

All Management and Leadership majors must complete either a second major or a minor in another discipline.

Minors

- Management and Leadership, Minor (<https://catalog.lasalle.edu/undergraduate/business/management-leadership/management-leadership-bsba/management-leadership-minor/>)

Course Descriptions

Management

MGT 202 Intro Operations Mgmt

MGT 269 Inside/Out

MGT 272 Special Topics

MGT 275 Project Management

MGT 301 ORGANIZATIONAL BEHAVIOR

MGT 302 Managing H R I

MGT 303 Managing H R II

MGT 307 Designing Organizations for Competitive Advantage

This course develops an understanding of the interaction of organizational structure and processes, examines relationship of internal and external environments, studies organizational design, and utilizes current theories of organizational behavior as practical tools in analyzing specific organizations. Prerequisite(s): BUS 203

MGT 309 Management Perspectives on Globalization

This course prepares students to appreciate business issues from a multicultural perspective. It will provide a broad overview of the basic issues for-profit businesses and non-profit organizations face. Topics covered will include: the impact of different political, economic, and legal systems; the importance of understanding cultural trends as they relate to managing the workforce and marketing one's product; global issues regarding social justice and corporate social responsibility; environmental sustainability; technological advances; and opportunities and threats in the global business world. Offered as a travel study course, this course requires permission of the instructor. Restriction(s): course requires permission of instructor Prerequisite(s): sophomore or above
MGT 310 Ethical and Legal Decision Making: Challenges for Workplace Leaders

Et Tu? What will you do? This course, grounded in law and ethics, focuses on the challenges of legal and ethical decision making in the workplace. Using case studies, role play, and other active learning exercises, the course explores corporate social responsibility and the ethical and legal obligations of executives and directors of for-profit and non-profit enterprises. Topics may include sustainability, corporate by-laws and ethics policies, whistle-blowing, executive compensation, employment practices, diversity, privacy, social media, and public safety. Prerequisite(s): sophomore standing

MGT 311 Influence in Organizations: A Skills-Based Approach

This course helps students develop practical influence skills that are important to success in all organizations and professional work. The skills that are emphasized include: effective feedback, persuasion, upward influence, and negotiation to facilitate action to a desired goal. The course provides both concepts and hands-on experience with opportunities for students to observe, analyze, and practice influence. A key part of the course is participation in a skills development assessment workshop. Prerequisite(s): BUS 203

MGT 312 Managing Human Resources: A Skills-Based Approach

This course helps students develop the skills that practicing managers need to address the human resource issues they confront in their day-to-day work. Students will learn to identify potential Equal Employment Opportunity (EEO) problems and respond appropriately to them, create job descriptions and specifications, conduct employment interviews, evaluate the usefulness of other selection procedures (i.e., job knowledge tests, personality inventories), design and conduct on-the-job training, appraise employee performance and conduct a performance review discussion, and conduct themselves appropriately during union-organizing drives. Prerequisite(s): BUS 203

MGT 330 Life Science Innovation

This course is open to students interested in learning how to commercialize new technologies. Teams of science and business students will work with inventor-scientists at the Wistar Institute—as well as with external partners such as venture capitalists, intellectual property lawyers, and biotechnology entrepreneurs—to develop proposals on the scientific merit and commercial feasibility of life science research projects. Students should have either a scientific or business background to enroll in this course. (Cross-listed as BIO 330 and ISBT 330)

MGT 340 Introduction to Sport Management

This course provides an overview of the exciting and dynamic sport industry and its social and economic impacts. In learning about various facets of sport management, such as human resource management, marketing, and facility and event management, students will be introduced to the wide array of career opportunities in the industry. Contemporary trends and ethical and legal issues in sport management will be explored.

MGT 341 Sports Law

Sports occupy a central place in modern society. They constitute a significant sector in the economy and an important form of cultural expression. This course examines the legal issues that arise in both amateur and professional sports. Topics include agency, contracts, torts, antitrust, Title IX, discrimination, drugs, and intellectual property. Class participation will be a significant portion of a student's grade in this interactive and discussion-oriented course. (cross-listed as LAW 341)

MGT 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 Management and Leadership 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 203 and preferably an upper-level major course

MGT 352 Communication Team Env**MGT 353 Dispute Resolution**

Dispute resolution and conflict management describe a set of theories, principles, and techniques that build upon skills of analysis and communication. Managers negotiate every day to resolve conflicts between individuals and groups both within and outside the organization. Readings, exercises, and cases are utilized to study the complex human activity that is dispute resolution. Prerequisite(s): BUS 203

MGT 354 Growing A Business: Entrepreneurship and Small Business Management

(CROSS-LISTED WITH ENT 354) The actual art and practice of managing a small enterprise. Concepts and methods for decision making and being competitive. Actual cases with live situations and outside speakers from all areas—business, government, and organized labor—impinging on the small entrepreneur today. Prerequisite(s): (ENT 201 and ENT 301) or (BUS 101 and BUS 208) or (ISBT 333 and ISBT 334)

MGT 355 Leadership: Theories and Real-World Challenges

This course presents the major theories of effective leadership. The course includes several self-assessments that help students reflect on their readiness for leadership roles. An important emphasis will be on ethical challenges that leaders face. We will also discuss the use of power, how to manage conflict and poor employee performance, and the issues leaders face when managing across cultures. You will learn how to apply these skills in a variety of situations by developing viable solutions to problems facing organizations. We will also examine the ways we can use leadership for the betterment of others. Prerequisite(s): BUS 203

MGT 356 Managing in The Global Economy

Changes in the world business environment are bringing new opportunities and challenges to firms and individuals. In Philadelphia, an increasing number of companies and public agencies are involved in international business. This course will study the area connections to the global economy through discussions with experts in global trade and with representatives of international businesses. Prerequisite(s): BUS 203

MGT 357 Managing Cultural Diversity in The Workplace

This course is designed to teach students how to manage the growing multicultural workforce in the United States. Students will be exposed to the basic concepts and issues of intercultural communication and cross-cultural relations and will explore the challenge that managing cultural diversity presents to organizations and individuals. Prerequisite(s): BUS 203

MGT 360 Part-Time Internship in Management

Part-time, generally non-paid employment in an 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. Restriction(s): MGT 360 is for juniors and 460 is for seniors Prerequisite(s): 2.5 GPA, BUS 203, and preferably an upper-level major course

MGT 365 Full-Time Internship in Management

Full-time paid employment in an 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 GPA, BUS 203, and preferably an upper-level major course

MGT 370 Special Topics**MGT 371 Special Topics**

Designed to address contemporary issues and interests in management. Such topics as total quality management, nonprofit management, sports management, compensation analysis, and employment law will be offered in various semesters. Prerequisite(s): BUS 203

MGT 372 Special Topics**MGT 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(s): sophomore status

MGT 377 Special Topics**MGT 378 Special Topics****MGT 381 Internat'l Business****MGT 411 Effective Teamwork and Leadership: A Skills-Based Approach**

This course is designed to identify and develop the skills necessary to be effective in team and work group environments. These skills include the abilities to work in diverse team situations, apply knowledge of group dynamics, and negotiate in effective and ethical ways. Particular emphasis is placed on self-awareness, which is developed through participation in a skills-assessment center as well as completion of various self-assessment instruments and assignments. The format for this course includes a series of experiential learning opportunities designed to focus attention on particular issues of team functioning. Students who have taken MGT 352 (which is no longer offered) should not enroll in this course. Prerequisite(s): MGT 311

MGT 444 Independent Research**MGT 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 Management and Leadership 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 GPA (or more for students in BSCP), BUS 203, and preferably an upper-level major course

MGT 460 Part-Time Internship in Management

Part-time, generally non-paid employment in an 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. Restriction(s): MGT 360 is for juniors and 460 is for seniors Prerequisite(s): 2.5 GPA, BUS 203, and preferably an upper-level major course

MGT 464 Management Skills Practicum

This one-credit course must be taken in conjunction with an approved three-credit internship or co-op. Students will complete a series of assignments that require the application of theory and research-based knowledge from the field of management. At their internship sites, students will practice skills such as time management, active listening, group facilitation, and social influence. Written assignments will require students to reflect on these experiences as well as their broader understanding of leadership behaviors, motivation practices, and group dynamics. The class will meet several times during the semester, but most work will be done independently. Students will be able to choose assignments that best fit their own needs and internship experiences. A student may not repeat this course. Prerequisite: BUS 203

MGT 465 Full-Time Internship in Management

Full-time paid employment in an 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 GPA, BUS 203, and preferably an upper-level major course

MGT 471 Special Topics**MGT 474 Special Topics****MGT 478 Special Topics****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 (ERPsim), 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 or 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

Program Contact Information

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