

D. INEZ ANDREAS SCHOOL OF BUSINESS

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MISSION

Our mission is to deliver high quality education that will enable our students to succeed as responsible business practitioners and leaders.

We strive to develop in our students a strong sense of ethics, social responsibility, and an entrepreneurial attitude within a global perspective.

We are committed to excellent teaching, engaged learning, and collaboration with our community. Our intellectual contributions emphasize practical applications, with our faculty also engaging in theoretical and empirical research and instructional development.

We operate in a highly cosmopolitan, multicultural setting, with students from around the world, as part of a Catholic, international university, and we function as a collaborative, inclusive community of caring faculty, staff, and students in the tradition of the Adrian Dominicans.

THE BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION (BSBA) DEGREE PROGRAM

After completion of all business and elective requirements of the program leading to the Bachelor of Science in Business Administration degree, our graduates will possess a broad educational foundation that prepares them for positions of responsibility and leadership in business and society, both domestically and worldwide, where they will also function as responsible citizens. The learning goals of the program are:

1. Our graduates will demonstrate practical business skills.
2. Our graduates will develop a strong sense of ethics and social responsibility.

3. Our graduates will demonstrate entrepreneurial awareness.
4. Our graduates will develop a global perspective.

STUDENT CODE OF CONDUCT

A university is a learning community that adheres to a long tradition of imparting knowledge through excellent teaching and research, the thoughtful and respectful exchange of ideas, and community service. In order to carry out this important work, it is necessary that students abide by the following:

Academic Honesty

Students in the Andreas School of Business will not engage in plagiarism – representing the work of another as their own. This includes purchasing term papers, using the work of a friend or any other person as your own, or not properly citing references. This includes proper referencing of both off-line as well as on-line sources. Failure to follow this mandate can result in failure of the course and possible dismissal from Barry University.

Students in the Andreas School of Business will not cheat, or engage in any activity that gives the appearance of dishonesty.

Students in the Andreas School of Business will not engage in any form of misrepresentation.

Students in the Andreas School of Business agree to do their share of the workload when working on a team project. Classroom Behavior

Students in the Andreas School of Business will make every attempt to arrive to class on time and be prepared for the day's work.

Students in the Andreas School of Business will turn off all beepers and cell phones before they arrive to class.

Students in the Andreas School of Business will not engage in any unruly behavior on campus and will respect the opinions of others.

Students in the Andreas School of Business will remain in the classroom during the class session. Going outside to get a drink, to use the restroom, or to chat with friends are unacceptable behaviors. Unacceptable and unruly behavior in the classroom can lead to sanctions taken by the instructor ranging from a private reprimand to an unsatisfactory grade (F, NC) in the course. If the matter is considered serious, an instructor may also recommend to the Dean that the student be withdrawn from the course for academic reasons.

School Policies

Students in the Andreas School of Business are expected to behave professionally at all times, including the return of email messages and phone calls from faculty and staff.

Students in the Andreas School of Business will maintain business-like behavior at all times and show respect for fellow students, faculty and administrators.

Students in the Andreas School of Business are expected to know the attendance policy (see Class Attendance Policy) and to respect its implementation.

Class Attendance Policy

Students are expected to attend all classes and laboratory sessions. Students demonstrate their responsibility in the regularity and punctuality of their attendance at class sessions and other School functions. At the beginning of the semester, all instructors will define specific requirements for attendance in their classes as they relate to the course grade.

Graduation Requirements

- (1) Students must declare their degree program as Bachelor of Science in Business Administration **prior to completing their last 36 credit hours at Barry University.**
- (2) Graduation requirements for undergraduates must be completed as listed under Academic Information in this catalog. **This includes the requirement to complete the last 30 credits at Barry University in keeping with University graduation requirements.**
- (3) **The majority of School of Business coursework (core and major courses) must be completed at the Andreas School of Business.**
- (4) Coursework completed in other Barry University Colleges or Schools which may appear to be similar in content to School of Business courses will not be accepted as equivalent to

School of Business courses and will not count towards graduation in a School of Business degree program or towards any School of Business minor. The only exception to this policy is the International Business elective course which is approved by the Director of the International Business program.

- (5) Students must complete the core business curriculum and major courses with a grade of C or better in each course. Students pursuing a Bachelor of Science in Business Administration degree through the Andreas School of Business cannot select a minor in the School of Business, except for the minor in economics.
- (6) There must be satisfactory completion of a minimum of 120 credits with a cumulative grade point average of 2.00 (C).

Transfer Credits

Lower division, including community or junior college, business courses may be accepted in transfer only at the 100 or 200 levels. Upper division courses may be transferred as 300- or 400-level courses with the approval of the Assistant Dean.

Career Services

The Barry University Career Services department offers the students in the Andreas School of Business a variety of services that cover current students, alumni, and employers. The department coordinates all possible domestic internships and job placements for the School of Business. Internships offer undergraduate and graduate students the opportunity to work in jobs directly related to their career fields while they are pursuing their degree. The department offers undergraduate and graduate students assistance in obtaining an internship position at a local corporation, which enhances students' resumes and gives students a better chance finding full-time placement in their field of study upon graduation. In addition to assistance with domestic internships, Career Services provides placement on an ongoing basis for students and alumni of the School of Business at their request. The department assists students and alumni with information regarding job search assistance, resume preparation, interview skills, and networking resources. Career Services also provides employers with information regarding on-campus recruitment, advertisement of vacancies and linkages to candidates via the School of Business.

Students who wish to do a Domestic Internship for credit must register for the following course:

BUS 342/442 Domestic Internship is open to all School of Business students.

Students wishing to register for an internship **must** contact Career Services for information on domestic internships to obtain assistance and information on the requirements involved with doing an internship.

Requirements for the Domestic Internships include providing a contract, getting the approval of an internship advisor, the signing of the internship participation agreement, and two evaluations. Students should also obtain the guidelines for the final paper required to complete the course requirement of the internship.

Study Abroad and International Internships

Barry University offers a variety of Study Abroad options. School of Business students interested in arranging a study abroad experience should obtain information from the Director of the Study Abroad Program, College of Arts and Sciences. After obtaining information and choosing a location, students should see the Assistant Dean of the School of Business to discuss how the Study Abroad experience is best accommodated within their academic program and to obtain approval for the Study Abroad program. **Students can only participate in a pre-approved Study Abroad program to obtain transfer credit.** To participate in the program, students must fulfill the requirements of the Study Abroad program chosen and be in good standing. For more information, please see the Study Abroad Programs section of this catalog.

The School of Business assists students who have an International Business major in arranging their International Internship. International Business majors are required to do both a domestic and an international internship. The experience of working with a multi-national or foreign company abroad enhances an International Business student's resume. However, the International Internship can also be done in an organization in the United States (see course description for BUS 341/441 in this section of the catalog). Students who do an International Internship must register for the following course:

BUS 341/441 International Internship

The Director of International Business will provide all the necessary information on International Internships. Students wishing to arrange an International Internship **must** contact the Director of International Business for information and registration. **Requirements** for the International Internship include providing a contract, getting the approval of an internship advisor, the signing of the internship participation agreement, and two evaluations. Students should also obtain the guidelines for the final paper required to complete the course requirement of the internship.

BSBA Degree Requirements

1. University Distribution 45 credits Including corequisites

| | | | |
|-----|-----|---------------------------------------|-----|
| MAT | 108 | Precalculus Mathematics for Business | (3) |
| MAT | 152 | Elementary Probability and Statistics | (3) |
| ECO | 201 | Principles of Macroeconomics | (3) |
| PHI | 292 | Ethics | (3) |

Note: Corequisites must be completed with a grade of C or better.

2. Business Core 42 credits

| | | | |
|-----|-----|--|-----|
| BUS | 181 | Introduction to Business | (3) |
| ACC | 201 | Financial Accounting | (3) |
| ACC | 202 | Managerial Accounting | (3) |
| ECO | 202 | Principles of Microeconomics | (3) |
| BUS | 239 | Business Law I | (3) |
| BUS | 315 | Introduction to Information Systems | (3) |
| MGT | 305 | Organizational Behavior and Management | (3) |
| MGT | 325 | Business Processes and Supply Chain Management | (3) |
| MKT | 306 | Principles of Marketing | (3) |
| BUS | 311 | Applications of Statistics in Business | (3) |
| FIN | 319 | Managerial Finance | (3) |
| BUS | 366 | International Business | (3) |
| BUS | 498 | Strategic Management | (3) |
| | | One three-hour Business elective | (3) |

3. General Electives 15 credits

| | | | |
|-------------------------------|-----|--|-----|
| Including corequisites | | | |
| CS | 180 | Introduction to Computers | (3) |
| | | This course must be completed with a grade of C or better. Students may obtain a waiver or test out of this course if they can demonstrate sufficient knowledge of the course content. When the course is waived, the credits must be completed by another General Elective. | |
| ORI | 100 | Freshman Seminar | (1) |
| ORI | 300 | Senior Transitions | (1) |

Note: It is strongly recommended that all new first-time college students (freshmen with no college credits) in the School of Business take ORI 100 Freshman Seminar in their first semester. ORI 100 can be taken as a CR/NC course or for a letter grade. Students not taking ORI 100 must complete a one-credit general elective instead. All School of Business students are required to take ORI 300 Senior Transitions. ORI 300 is a one-credit, CR/NC course. ORI 300 cannot be waived.

4. Majors

a. Accounting:

| | | | |
|-----|-----|--------------------------------|-----|
| ACC | 335 | Intermediate Accounting I | (3) |
| ACC | 336 | Intermediate Accounting II | (3) |
| ACC | 337 | Intermediate Accounting III | (3) |
| ACC | 360 | Cost Accounting | (3) |
| ACC | 362 | Federal Income Tax | (3) |
| ACC | 400 | Accounting Information Systems | (3) |
| ACC | 435 | Advanced Accounting | (3) |
| ACC | 437 | Auditing | (3) |

Total Hours: 24

The following course should be selected as a business elective by accounting majors planning to take the C.P.A. exam:

BUS 340 Business Law II (3)

b. Finance:

FIN 316 Financial Markets and Institutions (3)

FIN 327 International Finance (3)

FIN 352 Fundamentals of Security Analysis (3)

FIN 360 Financial Statement Analysis (3)

FIN 419 Financial Management: Theory and Practice (3)

FIN 470 Portfolio Management and Risk Analysis (3)

FIN 492 Advanced Seminar in Finance (3)

Total Hours: 21

c. International Business:

ECO 326 International Economics (3)

FIN 327 International Finance (3)

MKT 466 International Marketing (3)

MGT 336 Cross-Cultural Management (3)

BUS 341/441 International Internship (3)

BUS 342/442 Domestic Internship (3)

One three-hour International Business elective (3)

Total Hours: 21

Additional International Business requirements:

- 1) All students completing a major in International Business must also successfully complete 12 credit hours of foreign language to satisfy the requirements for the degree, unless they are already functional in a second major language. The International Business program director will determine when the language requirement has been met.
- 2) All students MUST maintain a minimum 2.7 overall grade point average to remain in this major. Students who fall below a 2.7 overall grade point average are placed on probation for one semester. If at the end of that semester the student's overall grade point average is not 2.7 or higher, the student must change major.
- 3) All students MUST have a minimum 2.7 overall grade point average in order to graduate in this major.
- 4) Barry students changing the major into International Business must have a GPA of 2.7 or better; transfer students must also have a GPA of 2.7 or better to be accepted into this major.

d. Management:

MGT 309 Organizational Communication (3)

MGT 336 Cross-Cultural Management (3)

MGT 352 Human Resources Management (3)

MGT 355 Conflict & Negotiation (3)

MGT 420 Leadership (3)

MGT 428 Entrepreneurship (3)

Total Hours: 18

e. Marketing:

MKT 371 Personal Selling (3)

MKT 381 Marketing Research (3)

MKT 385 Consumer Behavior (3)

MKT 466 International Marketing (3)

MKT 467 Retail Management (3)

MKT 486 Advertising and Promotional Strategies (3)

MKT 490 Marketing Management Strategy (3)

Total Hours: 21

Andreas School of Business Minors

Minor in Business

(21 credits; approval of Assistant Dean, School of Business)

Corequisites MAT 152, CS 180

BUS 181 Introduction to Business (3)

ACC 201 Financial Accounting (3)

ECO 201 Principles of Macroeconomics (3)

BUS 315 Introduction to Information Systems (3)

MGT 305 Organizational Behavior and Management (3)

MKT 306 Principles of Marketing (3)

Choice of one Business elective approved by the Assistant Dean of the School of Business

Minor in Economics

(18 credits; approval of Assistant Dean, School of Business)

Non-business students in any School may minor in economics. Non-business students should consult the listing in their School's section of the undergraduate catalog and their advisor before taking the courses required for the minor in economics.

Business students may also minor in economics.

Required Courses

ECO 201 Principles of Macroeconomics (3)

ECO 202 Principles of Microeconomics (3)

ECO 301 Intermediate Macroeconomic Theory (3)

ECO 302 Intermediate Microeconomic Theory (3)

Plus any **two** additional courses selected from those listed below, being careful that prerequisite sequences are satisfied.

ECO 300 Special Topics in Economics (3)

ECO 316 Financial Markets and Institutions (3)

ECO 326 International Economics (3)

ECO 441 Introductory Econometrics (3)

ECO 470 Industrial Organization (3)

ECO 471 Open Economy Macroeconomic Development (3)

Total Hours: 18

Minor in Management (21 credits not including course prerequisites; approval of Assistant Dean, School of Business)

| | | | |
|-----|-----|------------------------------|-----|
| BUS | 181 | Introduction to Business | (3) |
| MGT | 305 | Organizational Behavior | (3) |
| MGT | 309 | Organizational Communication | (3) |
| MGT | 352 | Human Resources Management | (3) |
| MGT | 355 | Conflict & Negotiation | (3) |
| MGT | 420 | Leadership | (3) |
| MGT | 428 | Entrepreneurship | (3) |

Total Hours: 21

Minor in Marketing (21 credits not including course prerequisites; approval of Assistant Dean, School of Business)

Corequisites: MAT 152, CS 180

| | | | |
|-----|-----|-------------------------------|-----|
| MKT | 306 | Principles of Marketing | (3) |
| MKT | 371 | Personal Selling | (3) |
| MKT | 381 | Marketing Research | (3) |
| MKT | 385 | Consumer Behavior | (3) |
| MKT | 490 | Marketing Management Strategy | (3) |

Plus any two courses selected from those listed below and approved by the Assistant Dean, School of Business:

| | | | |
|-----|-----|--|-----|
| MKT | 466 | International Marketing | (3) |
| MKT | 467 | Retail Management | (3) |
| MKT | 486 | Advertising and Promotional Strategies | (3) |

Notes:

- 1) All students completing a minor within the School of Business must complete each course with a grade of C or better.
- 2) No more than 6 credits in transfer are accepted into any Minor in the School of Business.

Changes of Major

Barry University students changing their major to a School of Business major must have completed all college preparatory courses successfully and meet the School's minimum overall grade point average requirement of 2.25. The International Business major requires a 2.7 overall grade point average. The catalog year for students changing their major to a School of Business major will be the catalog year at the time of making the change.

Graduate Credits

The School of Business adheres to the University Policy concerning Graduate Credit for Qualified Undergraduate Seniors (see Academic Information section of this catalog) with the following addition. Undergraduate business majors in their final semester with a grade point average of 3.5 or above may be authorized by the Dean to register for up to six graduate credits while completing their undergraduate

requirements. The graduate course selection is limited to MBA 682 and/or MBA 646. Neither admission to nor successful completion of these courses should be construed as admission to the graduate program.

**Course Descriptions—
Accounting Prefix: ACC**

201 Financial Accounting (3)

An introduction to the accounting concepts, principles, and techniques used in recording business transactions. The accounting cycle, the measurement of income and valuation problems, reporting of financial position and results of operations for business enterprises are explored. Prerequisite: CS 180.

202 Managerial Accounting (3)

An introduction to concepts and methods to assist management in the evaluation of the business enterprise and to aid in its planning, organizing, and controlling functions. Topics include cost systems, break-even analysis, flexible budgets, variance analysis, and capital budgeting. Prerequisite: ACC 201.

335 Intermediate Accounting I (3)

The accounting process, the framework of accounting theory, and content and analysis of financial statements with emphasis on current assets and revenue recognition. Prerequisite: ACC 202.

336 Intermediate Accounting II (3)

Income determination and valuation problems in long-term assets and long-term liabilities; stockholders' equity; special accounting topics of pensions and investments. Prerequisite: ACC 335.

337 Intermediate Accounting III (3)

Special topics of accounting changes, error correction, earnings per share, income tax accounting and leases; cash flow statement; equity accounting for partnerships; interim and segment reporting. Prerequisite: ACC 335.

360 Cost Accounting (3)

Principles of cost accounting for both manufacturing and service industries. Topics include income statement measurement and analysis, break-even, job-order and process costing systems, overhead allocation and analysis, operational and capital budgeting variance analysis, scrap and managerial decision-making. Prerequisite: ACC 202.

362 Federal Income Tax (3)

A review of the Internal Revenue Code and the regulations from an accounting/law perspective. Topics include determinations of income, deductions, exemptions and credits. This course emphasizes individual taxation and sole proprietorships. Prerequisite: ACC 202.

400 Accounting Information Systems (3)

This course investigates accounting and system concepts; demonstrates how accounting information is recorded, summarized, and reported in automated systems; describes system development and related technology; and emphasizes internal control features necessary to produce accurate and reliable accounting data. Prerequisites: CS 180, BUS 315, ACC 335.

435 Advanced Accounting (3)

Accounting for mergers and acquisitions, consolidations, consolidated financial statements and foreign operations. Prerequisite: ACC 335, 336, 337 or permission of the Accounting Discipline Coordinator, Senior status.

437 Auditing (3)

Basic standards and procedures as applied to independent financial audit, professional ethics, audit programs, working papers, legal responsibility, auditing computerized systems, completing the audit and reports. Prerequisite: ACC 335, 336, 337 or permission of the Accounting Discipline Coordinator, Senior status.

Course Descriptions— Business Prefix: BUS

181 Introduction to Business (3)

This course is open to all Barry University students who want to understand what business is, what it does, and its role in society. The purpose of this course is threefold: 1) to introduce students to the academic opportunities and activities offered by the Andreas School of Business as well as to its professors; 2) to help students to develop the cognitive skills they need to understand the principles and mechanics that regulate everyday business life; and 3) to prepare students to deal effectively with the challenges of contemporary life, including issues in the business-society relationship, its history, world events, economic issues, and future expectations.

239 Business Law I (3)

This course is designed to afford the student a background of basic legal principles, concepts and the nature of the judicial process. The first part of the course is devoted to the legal environment of business, including common law, statutory and administrative law, federal and state court structure, theories of law, court procedure, conflicts of law and forms of dispute resolution. This is followed by a detailed study of contracts including basic elements, interpretation, remedies for breach, assignment and discharge. The course concludes with agency and employment.

300 Special Topics in Business (3)

This course, offered on a periodic basis, will include subjects which may satisfy the elective credits in the Business Core and/or be of special interest due to the timeliness of the subject matter.

311 Applications of Statistics in Business (3)

Use of statistics to inform business decision-makers. Topics include decision making, sampling, forecasting, analysis of variance, multiple regression, and statistical process control. Prerequisites: MAT 108, MAT 152, CS 180.

315 Introduction to Information Systems (3)

This course introduces students to the basic concepts and developments in information systems. Areas of study include computer technology, information systems concepts, information systems development, and the use of technology in organizations. Students gain hands-on experience by using microcomputers to solve business problems. Prerequisite: CS 180.

340 Business Law II (3)

An extension of Business Law I (239) with emphasis on personal property, real property, leases, bailments, bankruptcy, insurance, single proprietorships, partnerships, corporations, and selected portions of the Uniform Commercial Code. This course should be selected as an elective by those students who are planning to take the C.P.A. exam. Prerequisite: BUS 239.

341/441 International Internship (3)

Students work throughout a semester preferably during their senior year with an organization in an area of international business or in a foreign market. The organization may be located outside or within the United States. This course provides students with on-the-job experience in their major. This experience will enhance and apply those concepts taught in the classroom. Prerequisites: ACC 201, 202, ECO 201, 202, MGT 305, MKT 306, BUS 315 and Senior standing (exceptions by approval of the Director of International Business).

342/442 Domestic Internship (3)

Students work throughout a semester during their junior or senior year with a company in an area of business related to the student's major. This course provides students with on-the-job experience in their major. This experience will enhance and apply those concepts taught in the classroom. Prerequisites: ACC 201, 202, ECO 201, 202, MGT 305, MKT 306, BUS 315 and Junior standing.

**344/444A,B,C Continued Work Experience
(1 to 3 credits)**

International students continue to work throughout a semester with a company they previously worked with while completing BUS 342 or BUS 442. This

course provides international students with continued on-the-job experience in their major. This experience will enhance and apply those concepts taught in the classroom. Prerequisites: BUS 342 or BUS 442.

359/459 Independent Study (3)

Opportunity for research in areas of special interest. Prerequisite: recommendation by faculty member and approval of the Dean. Junior/senior status only.

366 International Business (3)

Overview of the unique problems faced by firms engaging in international activities, the importance of understanding the foreign, economic, social, political, cultural, and legal environment; the mechanics of importing and exporting; joint ventures, franchising, and subsidiaries; international dimensions of management, marketing and accounting; international financial management; the special problems of multinational corporations; recent problems of the international economic system; country-risk analysis; the increasing use of counter trade. Prerequisites: ECO 201, ECO 202.

443 Study Abroad (3 to 18 credits)

The purpose of this course is to provide students with a study abroad experience. This experience allows students to broaden their language skills, to learn about and experience the culture of another country, to instill a sense of global awareness by taking course work at a foreign college or university.

498 Strategic Management (3)

A capstone course which integrates the various business disciplines. Using a “big picture” perspective, the student addresses strategy formulation and implementation in a volatile business environment. The case method of instruction is actively used. Prerequisite: senior standing. This course should be taken in the last semester before graduation.

Course Descriptions— Economics Prefix: ECO

201 Principles of Macroeconomics (3)

Introduction to the foundations of economic analysis with concentration on macroeconomic structure and models as they relate to the global economy with an emphasis on the U.S. Course focuses on fundamentals of demand and supply analysis; salient facts about the economy’s performance; measures of economic activity such as GDP, employment and inflation; determinants of trends in economic growth and business cycle fluctuations; fiscal, monetary and international trade policies and their effect on domestic and foreign business cycles and growth. Counts as distribution requirement for social sciences.

202 Principles of Microeconomics (3)

Economic analysis of consumer and producer behavior and decision making with a concentration on how economic agents voluntarily interact in markets for various goods and services. Topics include advanced demand/supply analysis emphasizing allocational efficiency, opportunity cost and elasticity; the theory of consumer utility maximization; short- and long-term cost and production decisions in the theory of the firm; price, output and profit maximization under differing market structures including competitive, monopolistic and hybrid alternatives; the pricing of input resources including labor and capital along with income distribution implications; market failure and the consequences of government regulation; and an introduction to international finance and the balance of payments. Prerequisite: ECO 201.

300 Special Topics in Economics (3)

This course, offered on a periodic basis, will include subjects which may satisfy the elective credits in the Business Core and/or be of special interest due to the timeliness of the subject matter.

301 Intermediate Macroeconomic Theory (3)

This course deals with the formulation of macroeconomic theories and their application to the analysis of the current problems affecting the U.S. and the world economy. Key topics include Keynesian and monetarist models, supply side economics, rational expectations, open-economy monetary models, the budget deficit, inflation, and unemployment. Prerequisites: ECO 201, ECO 202.

302 Intermediate Microeconomic Theory (3)

This course deals with the formulation of microeconomic theories and their application to the analysis of day-to-day economic problems of the firm. Key topics include models of monopolies, oligopolies, and pure competition, utility functions and isoquants, empirical estimation of production, cost and demand functions, elasticities, pricing decisions, and valuation of fringe benefits. Prerequisites: ECO 201, ECO 202.

316 Financial Markets and Institutions (3)

An examination of the nature and functions of money, financial institutions within the larger economic system, and central banks. Course emphasizes the role of financial instruments, financial markets and financial institutions as well as the functioning of the Federal Reserve System by examining monetary policy and its roots in macroeconomic and monetary theory. Special focus is on structure and evolution of the banking industry, depository institutions, and regulation of financial intermediaries within the context of the global financial system and international monetary system. Prerequisite: ECO 201, 202. (Cross listed with FIN 316)

326 International Economics (3)

This course deals with the theory of international trade, commercial policy, balance of payments, and international monetary issues. Key topics include the theory of comparative advantage, exchange rate determination, different forms of protectionism, open-economy fiscal and monetary policies, and the analysis of common markets and free-trade areas. Prerequisites: ECO 201, ECO 202.

406 Political Economy of Development (3)

Analysis of the process of political and economic development. Topics include modernization, industrialization, the new international economic order, the role of the state and military and ethical issues of development. Prerequisites: ECO 201, ECO 202 and departmental approval. (Same as POS 406)

441 Introductory Econometrics (3)

This course deals with the application of statistical methods to the quantitative estimation of economic models. Key topics include simple regression, multiple regression, parameter estimation with deficient data and in the presence of statistical anomalies such as heteroskedasticity and autoregressive disturbances, generalized linear regression, and simultaneous equation systems. Substantial emphasis is given to business applications of econometric methods utilizing state-of-the-art econometric software programs. Prerequisites: BUS 311, ECO 201, ECO 202.

470 Industrial Organization (3)

This course introduces modern Industrial Organization (I/O) analysis. It first recalls production and cost concepts developed in the Intermediate Microeconomics course. It follows with a description of Industry Structures and introduces the structure-conduct-performance paradigm. Each form of industry structure is studied carefully with respect to pricing and non-pricing strategies. Game theoretic tools are used to explain the nature of strategic interaction. Policy implications of I/O analysis are discussed for each type of structure. Specific current coverage encompasses mergers, vertical relations and restraints, advertising, research and development, and strategic commitment. Prerequisites: ECO 301, ECO 302.

471 Open Economy Macroeconomic Development (3)

A comprehensive and integrated introduction to open economy macroeconomics as applied to emerging economies. This course deals with the macroeconomic aspects of economies that are linked with the global economy through significant trade and capital flows. It, therefore, integrates the study of issues such as balance of payments, exchange rates, foreign

trade and international capital movements with the determination of macroeconomic aggregates such as GDP, employment, prices and interest rates, fiscal and monetary policies. Prerequisites: ECO 301, ECO 302, ECO 326.

**Course Descriptions—
Finance Prefix: FIN****300 Special Topics in Finance (3)**

This course, offered on a periodic basis, will focus on a different selected topic of specialization in the area of finance. These might include, for example, “Real Estate Finance”, “Mergers and Acquisition”, “Bankruptcy and Receivership”. Prerequisite: ECO 202.

316 Financial Markets and Institutions (3)

An examination of the nature and functions of money, financial institutions within the larger economic system, and central banks. Course emphasizes the role of financial instruments, financial markets and financial institutions as well as the functioning of the Federal Reserve System by examining monetary policy and its roots in macroeconomic and monetary theory. Special focus is on structure and evolution of the banking industry, depository institutions, and regulation of financial intermediaries within the context of the global financial system and international monetary system. Prerequisite: ECO 201, ECO 202. Corequisite: FIN 319 (Cross listed with ECO 316).

319 Managerial Finance (3)

Financial techniques and analysis for business decision making, which build upon the prerequisites of economics, accounting and statistical methods. The major tools include cash flow, financial statement structure and analysis, the time value of money, and risk. Specific topics studied with these tools include working capital management, asset investment and capital budgeting, corporate financial structure and the choice of debt vs. equity financing, financial market valuations, and the financial implications of business strategic decisions. Prerequisites: ACC 201, ECO 201, ECO 202.

327 International Finance (3)

This course presents an overview of the international financial environment and a detailed analysis of tools and techniques for international financial management. Key topics include the functioning of foreign exchange markets and international capital and money markets, international portfolio diversification, multinational capital budgeting, import-export financing, direct foreign investment, and international banking. Prerequisite: FIN 319.

352 Fundamentals of Security Analysis (3)

This course is an introduction to the theories, techniques, and strategies of investment management, with emphasis on the global context of investment decisions. Topics include domestic and foreign securities markets, analysis and valuation of stocks and bonds, fundamental security analysis, efficient markets and technical analysis hybrid and derivative securities, options and futures, portfolio and capital market theory and applications including diversification strategies with foreign securities. Prerequisite: FIN 319.

360 Financial Statement Analysis (3)

This course will take a user perspective rather than a preparer perspective in the analysis of financial statements. A global perspective is also presented through the use of both U.S. GAAP and the International Accounting Standards. The course provides the concepts necessary to understand and interpret financial statements and also provides the analysis techniques that enable the analyst to further understand the relative position and performance of a company. Prerequisites: ACC 201, ACC 202 and corequisite FIN 319.

419 Financial Management: Theory and Practice (3)

This course is a continuation of FIN 319 covering such advanced issues as the use of capital asset pricing models, valuing real options, the theory of capital structure, dividend policy, the cost of capital, and greater depth in capital budgeting techniques. Prerequisites: FIN 319, BUS 311.

470 Portfolio Management and Risk Analysis (3)

This course provides the student the theories, tools, techniques and applications of Modern Portfolio Theory and Portfolio Risk Management. Building upon the contents of Finance 352, the course presents the Markowitz portfolio optimization concept as the basis for designing, developing and managing portfolios of securities. Asset allocation models and techniques are emphasized. The course also extends the student's knowledge of derivative contracts, such as options and futures contracts, to their uses in assessing and managing portfolio risk and presents methods for evaluating the return and risk performance of portfolios of securities. Prerequisites: FIN 319, BUS 311.

492 Advanced Seminar in Finance (3)

This is an advanced finance course which can cover advanced topics in finance from the following areas: corporate and investment theory, valuation of financial assets, capital markets, risk management, entrepreneurial finance, and finance ethics. Students will gain further understanding in these financial topics through lectures, case analyses, projects and simulations. Prerequisites: FIN 319 and senior standing.

**Course Description—
Management Prefix: MGT****300 Special Topics in Management (3)**

This course, offered on a periodic basis, will include subjects which may satisfy the elective credits in the Business Core and/or be of special interest due to the timeliness of the subject matter.

305 Organizational Behavior and Management (3)

Organizational behavior as it relates to the management functions of planning, organizing, leading, and controlling is the focus of this course. Examination is made of the individual's role within the organization, of interpersonal influence and group behavior, and of organizational processes.

309 Organizational Communication (3)

This course is designed to help students refine their ability to communicate, a skill rated as the prime requisite of a promotable manager. Effective communication skills will be developed by exposing students to the human considerations of their message. Developing the "you-attitude", resume preparation, electronic message, creative usage of graphics, and report writing are major areas of focus in this course. Prerequisite: MGT 305.

325 Business Processes and Supply Chain Management (3)

This course focuses on the design, management and continuous improvement of operations processes, that is, the processes used to produce goods and services. Both manufacturing and service operations will be studied. Prerequisites: BUS 311, MGT 305.

336 Cross-Cultural Management (3)

This course explores the challenges of managing a culturally diverse work force and the complexities of managing in countries with different religions, traditions, and values systems. The course focuses on the ability of managers to lead, motivate, communicate, and negotiate with individuals with different attitudes towards achievement and work, time and change, wealth and success, gender and the family, religion and language. The course places a special emphasis on the cultural characteristics and diversity of people in Latin America and the Caribbean, Europe and the U.S. Prerequisite: MGT 305.

352 Human Resources Management (3)

The focus of this survey course is to equip the prospective manager with an understanding of the personnel-related issues involved in effective management of his/her employees. Topic areas discussed include human resource planning, recruitment, selection, training/development, Equal Employment

Opportunity laws and their application, performance evaluation, quality of work life and labor management relations. Prerequisite: MGT 305.

355 Conflict and Negotiation (3)

This course, open to all Barry students, is intended to help develop negotiating skills critical to success in any career. Negotiating is a fact of life; everyone negotiates something every day, frequently without realizing it. Negotiation is, nonetheless, often misunderstood and poorly performed. This course is designed to develop your skills in: recognizing and analyzing situations that call for negotiating (launching a new venture, obtaining a promotion, buying real estate, etc.), preparing for and then conducting the negotiation. We employ a highly interactive, and enjoyable approach involving case studies, role plays, and simulations. Learn the secrets of expert negotiators and have fun doing it.

420 Leadership (3)

This course is intended to help develop the “social intelligence” critical to success in any career. Personal effectiveness in practically all organizations requires the ability to mobilize vital support from a diverse set of interdependent stakeholders, including peers, superiors, subordinates and outsiders, over which you may have little authority, in order to achieve your objectives. This highly interactive course is designed to develop your skills in recognizing and analyzing situations requiring social intelligence, developing adequate power bases, and influencing others. Improve your ability to responsibly utilize organizational power and influence – in an exciting and enjoyable manner. Prerequisite: MGT 305, Senior status.

428 Entrepreneurship

This course examines the nature of entrepreneurship from the perspective of a start-up as well as an established enterprise. Students will consider marketing, management, operations, and financial implications in the development of a business plan. Student learning will be enhanced through real world examples and experiences. Prerequisites: MGT 305, MKT 306, FIN 319.

Course Descriptions— Marketing Prefix: MKT

300 Special Topics in Marketing (3)

This course, offered on a periodic basis, will include subjects which may satisfy the elective credits in the Business Core and/or be of special interest due to the timeliness of the subject matter.

306 Principles of Marketing (3)

This course studies the interacting business activities designed to plan, price, promote and distribute want-satisfying products and services to present and potential customers. The course incorporates current developments in marketing to acquaint students with the present-day challenges of marketing activities.

321 Fundamentals of Direct Marketing (3)

An examination of the concepts, strategies and applications involved in direct marketing, including mail order and direct response advertising. Measurability, accountability, lists, data and the integration of direct marketing programs into the total marketing efforts and overall organizational goals and functions are discussed. Prerequisites: MKT 306, CS 180.

326 Internet Marketing (3)

This course is designed to expose the student to the myriad of ways in which basic business functions can be enhanced through information technology. The primary areas of emphasis will be marketing and the “Information Superhighway” as represented by the many elements comprising the Internet. These elements include such issues as internet tools and technology, Web site development, product and pricing strategies, distribution and direct marketing, marketing communications, and relationship marketing strategies. Prerequisite: CS 180

371 Personal Selling (3)

The development of effective salespersons based on sound customer relationships is the cornerstone of the course. The relationship between personal selling and the other elements of marketing strategy are analyzed. Concepts from the behavioral sciences are explored to show their application in sales situations including the psychology of selling and the importance of relationship building. Attention is focused on the development and demonstration of effective sales presentation techniques for retail, business-to-business, services and nonprofit selling. Each step in the selling process (the pre-approach, the approach and presentation, an analysis of possible objections, the closing and follow-up) will be extensively analyzed, discussed and applied. The social, ethical and legal issues in selling awareness will be examined. Prerequisites: MKT 306.

381 Marketing Research (3)

Quantitative and analytical tools and techniques that are used for studying marketing data and formulating marketing strategies and tactics. Prerequisites: BUS 311, MKT 306.

385 Consumer Behavior (3)

An analysis of the actions and decisions processes of individuals and organizations involved in discovering, evaluating, acquiring, consuming and disposing of products and services. The disciplines of Marketing, Psychology and Sociology will be used to understand how consumer behavior is the basis for management decision making. Prerequisite: MKT 306.

466 International Marketing (3)

Considers the adjustment in marketing strategy needed to remain competitive in a global environment. The impact of changing economic, political, legal, social, and cultural environments on management decision making is examined. Prerequisite: MKT 306.

467 Retail Management (3)

The intent of this course is to familiarize students with the decisions involved in running a retail firm and the concepts and principles for making those decisions. While the course focuses on the retail industry

including retailers of consumer services, the content of the course is useful for students interested in working for retailers, those who will work for companies that interface with retailers such as manufacturers of consumer products, or for students with a general management or entrepreneurial interest. Prerequisites: MKT 306 and Senior Status.

486 Advertising and Promotional Strategies (3)

Examines the process of planning, executing, and evaluating promotional programs utilizing advertising and sales promotion techniques to achieve company objectives. Prerequisite: MKT 306 and Senior status.

490 Marketing Management Strategy (3)

Development of managerial decision-making techniques and problem solving through practice in analyzing practical marketing cases. Prerequisites: MGT 305, MKT 306, Senior status.