

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 become successful business practitioners. We serve students primarily from South Florida, Latin America and the Caribbean in a highly cosmopolitan, multicultural setting. We function as part of a Catholic, international University, a community of scholars committed to raising up all people in the tradition of the Dominican Order. We seek faculty who will care deeply about our students and are committed to excellent teaching, service to our constituencies, and continuous improvement. Our intellectual contributions emphasize practical applications but our faculty also engages in basic research and instructional development. We strive to develop in our students a global orientation, an entrepreneurial attitude, and a strong sense of ethics and social responsibility.

Uniqueness

We offer a student-friendly, caring environment and international diversity that allows our students to not only study the global business environment but to experience it on a daily basis, in a dynamic and vibrant center of global trade and finance. We are positioned as the only institution in South Florida that strives to meet the most rigorous international standards while still offering all the attractions of a small, private school including small class size, an accessible faculty whose first responsibility is teaching, and the ability to respond quickly to the evolving needs of our students and the business community.

Aspiration

Our aim is to become known as the school of choice for students desiring a truly international, high-quality, ethically-based education in a uniquely diverse, exciting yet intimate environment.

THE BACHELOR OF SCIENCE DEGREE PROGRAM

After completion of all business and elective requirements of the program leading to the Bachelor of Science 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. Specific goals of the program include:

1. To instill a thorough understanding of the basic foundations of business — accounting, economics, behavioral science, and quantitative methods, and the basic functions — marketing, operations and finance.
2. To teach and exercise essential business skills including communications, research, quantitative analysis, teamwork, and use of information technology.
3. To provide in-depth knowledge of a chosen discipline, or international business.
4. To instill a strong sense of global awareness.
5. To instill an entrepreneurial attitude.
6. To instill a strong sense of service and responsibility to the community and ensure that students understand that ethical, socially responsible business is good business.

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.

School Policies

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

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.

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.

Grading Policy

The “A” grade is for the outstanding student, one who has mastered nearly all the material presented in the course and demonstrates exceptional performance or who, in very difficult courses, has mastered much more material than the typical student in the class.

The “B” grade is for the student who has mastered all but perhaps the most difficult material in the course.

The “C” grade is for the student who demonstrates a grasp, if not mastery, of most of the material of the course, and who is deemed minimally qualified for more advanced study in the discipline or for entry-level practical application of the material.

The “D” grade is for the student who is not ready for more advanced study in the discipline or for practical application.

The “F” grade is for students who by evidence of lack of performance, lack of effort, or both, clearly demonstrate that they did not belong in the course.

Graduation Requirements

- (1) Students must declare their degree program as Bachelor of Science in Business **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. 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 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 for Students.

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.

International Internships and Study Abroad

The School of Business offers students the possibility of arranging a study abroad experience. Study Abroad programs are available at several foreign institutions with which the School of Business has agreements. **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. In addition to providing an opportunity to study abroad, 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. Students who study abroad or who do an International Internship must register for one of the following courses:

BUS 443 Study Abroad is open to all School of Business students.

BUS 341/441 International Internship is typically taken by International Business majors to fulfill the course requirements of their major.

The Director of International Business will provide all the necessary information on these programs. Students wishing to arrange a Study Abroad experience or 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.

Degree Requirements

1. University Distribution			45 credits
Including co-requisites			
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: Co-requisites 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	Operations Management	(3)
MKT	306	Marketing Concepts and Applications	(3)
BUS	311	Applications of Statistics in Business	(3)
FIN	319	Financial Management I	(3)
BUS	366	International Business	(3)
BUS	498	Strategic Management	(3)
One three-hour Business elective			(3)

3. General Electives 15 credits**Including corequisite**

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: All School of Business Students must complete ORI 100 Freshman Seminar and ORI 300 Senior Transitions. These are one-credit, CR/NC courses. ORI 100 will be waived for students entering the School of Business with 30 credits completed. When the course is waived, the credit must be completed by another General Elective. 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)
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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	465	Management of Financial Institutions	(3)
FIN	470	Portfolio Management and Risk Analysis	(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, 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) All International Business majors must pass a comprehensive exam before they are awarded a degree.
- 5) 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	336	Cross-Cultural Management	(3)
MGT	352	Human Resources Management	(3)
MGT	355	Conflict & Negotiation	(3)
MGT	409	Organizational Communication	(3)
MGT	420	Leadership	(3)
MGT	428	Entrepreneurship	(3)

Total Hours: 18**e. Marketing:**

MKT	309	Product/Services Management & Pricing Strategy	(3)
MKT	381	Marketing Research	(3)
MKT	385	Consumer Behavior	(3)
MKT	386	Sales Promotion, Advertising, and Personal Selling	(3)
MKT	403	Sales Management and Channels of Distribution	(3)
MKT	466	Business-to-Business and International Marketing	(3)
MKT	490	Marketing Management Strategy	(3)

Total Hours: 21

FIVE – YEAR BS/MBA Program

(Requires a minimum 3.5 cumulative GPA, a minimum 500 GMAT score and the approval of the Director of Graduate Programs)

- Students may declare interest in the 5-year MBA as soon as possible for advising purposes.
- **All qualified business students will be invited** to apply for this program by the Dean of the School of Business after completing their sophomore year based on a cumulative GPA of at least 3.50.
- Invited students who apply for the program **must take the GMAT and complete the application for admission to the MBA program before the end of their junior year.**
- Qualified applicants will be accepted into the program before the start of their senior year, on the strength of their cumulative undergraduate GPA at the end of the junior year and of their GMAT score (minimum 3.50 cumulative GPA and minimum 500 GMAT score) and approval of the Director of the Graduate Program.
- All students admitted into the program **MUST** maintain a minimum of 3.0 in each of the remaining terms in the program in order to graduate.
- Upon acceptance into the program, a strict plan for graduation at the end of five-years is put in place. **Note: If the student is required to repeat any class, another term (or two if applicable) may be added to the five-year program.**
- Students admitted into the 5-year BS/MBA program will substitute MBA 603 and MBA 682 for BUS 366 and BUS 498 respectively. The BS degree business elective will be replaced by a mandatory internship, MBA 679A, which will substitute for the undergraduate elective.
- MBA 603 is required to be taken in the first term of the senior year (to substitute for BUS 366).
- MBA 682 is required to be taken in the second term of the senior year (to substitute for BUS 498).
- The five-year MBA awarded is available with the following specializations: **Accounting, Finance, Management and General.**
- Students in the program will be eligible to graduate with a BS degree in their major upon completing their undergraduate course requirements including the substituted MBA courses.

BS/MBA Degree Requirements:

1. University Distribution 45 credits Including co-requisites

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

Note: Co-requisites must be completed with a grade of C or better.

2. Business Core 33 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	Operations Management	(3)
MKT	306	Marketing Concepts and Applications	(3)
BUS	311	Applications of Statistics in Business	(3)
FIN	319	Financial Management I	(3)

Note: BUS 366, BUS 498 and the required UG Business elective **will be replaced in this program only** by MBA 603, MBA 682 and MBA 679A

3. General Electives 15 credits Including co-requisites

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: All School of Business Students must complete ORI 100 Freshman Seminar and ORI 300 Senior Transitions. These are one-credit, CR/NC courses. ORI 100 will be waived for students entering the School of Business with 30 credits completed. When the course is waived, the credit must be completed by another General Elective. ORI 300 cannot be waived.

4. Business Major (18 to 24 credits depending upon major selected)

5. MBA 36 credits

MBA 603	International Business	(3)
MBA 617	Technology and Information Systems	(3)
MBA 621	Managerial Finance	(3)
MBA 646	Marketing in a Dynamic Environment	(3)
MBA 660	Managerial Accounting	(3)
MBA 681	Economics for Strategic Decisions	(3)
MBA 682	Competitive Environment & Strategy Formulation	(3)

MBA 683	Leadership and Strategy Implementation	(3)
MBA 679A	Graduate Business Internship	(3)
MBA 679B	Graduate Business Internship	(3)
MBA Elective		(3)
MBA Elective		(3)

Andreas School of Business Minors

Minor in Business (21 credits; approval of Assistant Dean for Students, School of Business)

Co-requisites 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	Marketing Concepts and Applications	(3)

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

Minor in Economics (18 credits; approval of Assistant Dean for Students, 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 pre-requisite 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 for Students, School of Business)

BUS 181	Introduction to Business	(3)
MGT 305	Organizational Behavior	(3)
MGT 352	Human Resources Management	(3)
MGT 355	Conflict & Negotiation	(3)
MGT 409	Organizational Communication	(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 for Students, School of Business)

Co-requisites: MAT 152, CS 180

BUS 239	Business Law I	(3)
MKT 306	Marketing Concepts and Applications	(3)
MKT 381	Marketing Research	(3)
MKT 385	Consumer Behavior	(3)
MKT 386	Sales Promotion, Advertising and Personal Selling	(3)

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

MKT 403	Sales Management and Channels of Distribution	(3)
MKT 466	Business to Business and International Marketing	(3)
MKT 490	Marketing Management Strategy	(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 be in good academic standing. 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 additions or exceptions. First, 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. Second, Five-Year BS/MBA students are allowed to register for nine graduate credits in keeping with their program (see FIVE-YEAR BS/MBA Program section).

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 (339) 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 a company in an area of business related to the student's major. This company must be located outside the United States. This course can be done in conjunction with course work being taken at a foreign university. 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.

344/444 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. BUS 442

359/459 Independent Study (3)

Opportunity for research in areas of special interest. Prerequisite: recommendation by faculty member and approval of the Associate 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. (Should be 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. Co-requisite 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 co-requisite 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.

465 Management of Financial Institutions (3)

This course provides a conceptual framework for analyzing the optimal management of financial institutions as well as the impact of the economic, political, legal and technological environment. Prerequisite: FIN 319.

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.

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.

325 Operations 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.

409 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, Senior Status.

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 Marketing Concepts and Applications (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.

309 Product/Services Management and Pricing Strategy (3)

This course focuses on the elements required to successfully manage products & services and develop appropriate pricing strategies. Students will use several basic statistical techniques to identify ways in which product/service offerings can be enhanced and pricing strategies adjusted. Prerequisites: MKT 306, BUS 311.

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

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.

386 Sales Promotion, Advertising, and Personal Selling (3)

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

403 Sales Management and Channels of Distribution (3)

Identifies wholesaling middlemen, retailing middlemen, and physical distribution institutions useful for the effective distribution of products and the services they perform. Prerequisite: MKT 306.

466 Business-to-Business and 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.

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.