

# AMBASSADOR CRAWFORD COLLEGE OF BUSINESS AND ENTREPRENEURSHIP

**Ambassador Crawford College of Business and Entrepreneurship**  
Business Administration Building  
Kent Campus  
330-672-2772  
www.kent.edu/business

## Mission of the College

Employing an entrepreneurial mindset, we generate societal impact through top-tier research, innovative education and meaningful engagement with the business community. We are guided by our core values of excellence, accountability, collaboration, inclusivity and respect.

The Ambassador Crawford College of Business and Entrepreneurship has three centers (Center for Entrepreneurship and Business Innovation, Center for Information Systems and Global Management Center) and offers comprehensive business education from bachelor's to doctoral degrees. Its approach to education blends classroom instruction, experiential learning and education abroad to produce graduates that are exceptionally well prepared for the challenges of a global economy.

The Ambassador Crawford College of Business and Entrepreneurship is dually accredited by the Association to Advance Collegiate Schools of Business (AACSB) in business and accounting.

## Departments

- Department of Accounting
- Department of Economics
- Department of Finance
- Department of Information Systems and Business Analytics
- Department of Management
- Department of Marketing and Entrepreneurship

## Undergraduate Programs

### Majors

- Accounting - B.B.A.
- Business Analytics - B.B.A.
- Business Management - B.B.A.
- Computer Information Systems - B.B.A.
- Economics - B.B.A.
- Entrepreneurship - B.B.A.
- Finance - B.B.A.
- General Business - B.B.A.
- Human Resource Management - B.B.A.
- Managerial Marketing - B.B.A.
- Marketing - B.B.A.

### Minors

- Accounting
- Business

- Computer Information Systems
- Data Analytics
- Economics
- Entrepreneurship for Business Majors
- Entrepreneurship for Non-Business Majors
- Finance
- Healthcare Systems Management for Business Majors
- Healthcare Systems Management for Non-Business Majors
- Human Resource Management
- International Business for Business Majors
- International Business for Non-Business Majors
- Leadership
- Management for Business Majors
- Management for Non-Business Majors
- Marketing
- Military and Leadership Studies

## Graduate Programs

### Majors

- Accounting - M.S.A.
- Business Administration - M.B.A.
- Business Administration - Ph.D.
- Business Analytics - M.S.
- Economics - M.A.E.

### Minors

- Quantitative Methods in Econometrics

## Certificates

### Undergraduate Certificates

- Professional Sales

### Graduate Certificates

- Accounting Analytics
- Accounting Fundamentals
- Advanced Accounting
- Business Analytics
- Financial Management
- Human Resource Management
- International Business
- Leadership and Management
- Leading Through Challenge
- Quantitative Business Management

## Ambassador Crawford College of Business and Entrepreneurship Faculty

### Department of Accounting Faculty

- Ballestero, Ryan C. (2021), Assistant Professor, Ph.D., University of Texas - Austin, 2021
- Fang, Shunlan (2014), Associate Professor, Ph.D., Temple University, 2013
- Laksmanna, Indrarini V. (2004), Professor, Ph.D., Georgia State University, 2004

- Li, Wei (2006), Associate Professor, Ph.D., Washington State University, 2006
- Loftus, Serena (2021), Associate Professor, Ph.D., University Of Washington, 2015
- Miller, Scott E. (2019), Lecturer, M.A., The Ohio State University, 2005
- Nett, Malinda B. (2009), Associate Professor, M.Tax., University of Akron, 1995
- Sellers, R. Drew (2011), Associate Professor, D.M., Case Western Reserve University, 2008
- Tietz, Wendy M. (2000), Professor, Ph.D., Kent State University, 2007
- Zhang, R.Z. (2020), Assistant Professor, Ph.D., Tulane University, 2020

## Department of Economics Faculty

- Bagheri, Omid (2017), Assistant Professor, Ph.D., Virginia Polytechnic Institute and State University, 2017
- Boyd-Swan, Casey (2015), Associate Professor, Ph.D., Arizona State University, 2015
- Choi, Yoonho (2021), Assistant Professor, Ph.D., Iowa State University, 2017
- Dechenaux, Emmanuel (2004), Professor, Ph.D., Purdue University, 2004
- Ellis, Michael A. (1990), Professor, Ph.D., Texas A&M University, Main Campus, 1991
- Engelhardt, Lucas M. (2010), Associate Professor, Ph.D., The Ohio State University, 2010
- Greenhalgh-Stanley, Nadia (2009), Professor, Ph.D., Syracuse University, 2009
- Johnson, Eric D. (2005), Associate Professor, Ph.D., University of California, San Diego, 1997
- Leontieva, Ludmila (2007), Assistant Professor, Ph.D., Rostov State University, 1991
- Liu, Dandan (2008), Associate Professor, Ph.D., Texas A&M University, Main Campus, 2005
- Mukherjee, Deepraj (2012), Associate Professor, Ph.D., University of Memphis, 2010
- Park, Jooyoun (2009), Associate Professor, Ph.D., University of Michigan, 2009
- Reynolds, Curtis Lockwood (2007), Professor, Ph.D., University of Michigan, 2007
- Sahajdack, Thomas (2016), Associate Professor, Ph.D., University of Illinois, 2016
- Shaeye, Abdihafit (2018), Assistant Professor, Ph.D., University of Wisconsin, Milwaukee, 2017
- Wilson, Kathryn S. (1996), Professor

## Department of Finance Faculty

- Baran, Lindsay C. (2011), Associate Professor, Ph.D., University of North Carolina, Charlotte, 2010
- Beier, Lois J. (1985), Professor, J.D., University of Akron, 1980
- Billik, William M. (2009), Assistant Professor
- Deng, Saiying (2019), Professor, Ph.D., Temple University, 2005
- Dennis, Steven A. (2014), Professor, Ph.D., University of Kentucky, 1993
- Harris, Jeremiah R. (2014), Associate Professor, Ph.D., Purdue University, 2014
- Lei, Jiang (2023), Professor, Ph.D., Emory University, 2011

- Lloyd, Albert A. (2022), Visiting Lecturer, M.B.A., Kent State University, 1996
- Pelleg, David S. (2018), Lecturer, M.B.A., University of Chicago, 1994
- Pu, Xiaoling X. (2008), Professor, Ph.D., University of Massachusetts-Amherst, 2008
- Shynkevich, Andrei (2009), Associate Professor, Ph.D., Louisiana State University, 2009

## Department of Information Systems and Business Analytics Faculty

- Akpan, Ikpe A. (2012), Professor, Ph.D., Lancaster University, 2006
- Asadi, Shahla (2023), Visiting Assistant Professor, Ph.D., University Of Technology - Malaysia, 2017
- Benitez, Jose A. (2023), Professor
- Berardi, Victor L. (1993), Associate Professor, Ph.D., Kent State University, 1998
- Brandyberry, Alan A. (2000), Professor, D.B.A., Southern Illinois University, Carbondale, 1995
- Datta, Pratim (2007), Professor, Ph.D., Louisiana State University, 2003
- Dragan, Natalia (2003), Associate Professor, Ph.D., Kent State University, 2010
- Kamali Ardakani, Mostafa (2022), Associate Professor, Ph.D., Catholic University of America, 2014
- Kwak, Dong-Heon (2014), Associate Professor, Ph.D., University of Wisconsin, Milwaukee, 2014
- Liu, Li (2023), Visiting Assistant Professor
- Offodile, Onyebuchi F. (1988), Professor, Ph.D., Texas Tech University, 1984
- Patuwo, Eddy B. (1988), Professor, Ph.D., Virginia Polytechnic Institute and State University, 1989
- Polites, Greta L. (2012), Professor, Ph.D., University of Georgia, 2009
- Razavi, Rouzbeh (2017), Associate Professor, Ph.D., University of Essex, 2008
- Uprety, Dambar (2022), Assistant Professor
- Wu, Chaojiang (2019), Associate Professor, Ph.D., University of Cincinnati, 2013

## Department of Management Faculty

- Arikan, Asli M. (2014), Associate Professor, Ph.D., The Ohio State University, 2004
- Arikan, Ilgaz (2014), Associate Professor, Ph.D., The Ohio State University, 2004
- Gomez, Claudia (2013), Associate Professor, Ph.D., New Mexico State University, 2012
- Hogue, Mary B. (2001), Professor, Ph.D., University of Akron, 2000
- Kaur, Vaneet (2019), Assistant Professor, Ph.D., University of Jammu, 2018
- Knapp, Deborah K. (1992), Associate Professor, Ph.D., Kent State University, 1994
- Landingham, Velvet L. (2004), Associate Professor, Ph.D., Case Western Reserve University, 2004
- Levashina, Julia (2008), Professor, Ph.D., Purdue University, 2005
- Palmer-Johnson, Catrina E. (2004), Assistant Professor, Ph.D., Rutgers University, 2021

- Riczo, Steve (2014), Associate Lecturer, M.H.A., Xavier University, 1982
- Whitmore, Mark D. (2011), Associate Professor, Ph.D., The Ohio State University, 1985

## Department of Marketing and Entrepreneurship Faculty

- Bridges, Eileen (1994), Professor, Ph.D., Northwestern University, 1987
- Daniels, Ellen P. (1981), Associate Lecturer, M.B.A., Baldwin-Wallace College, 1979
- Groening, Christopher (2013), Associate Professor, Ph.D., University of Pittsburgh, 2008
- Heidler, Mary R. (2011), Associate Lecturer, M.B.A., American University, 1995
- Hsieh, Meng-Hua (2018), Associate Professor, Ph.D., University of Washington, 2013
- Jewell, Robert D. (2004), Professor, Ph.D., Ohio State University, 1999
- Jia, Lei (2022), Assistant Professor, Ph.D., Ohio State University, 2020
- Knapp-Blay, Kelly A. (2016), Associate Lecturer, M.B.A., Bowling Green State University, 1997
- Lee, Denise M. (2009), Senior Lecturer, M.B.A., Ashland University, 2006
- Liu, Kun (2018), Associate Professor, Ph.D., University of Utah, 2006
- Mahar, Christopher (2022), Associate Professor
- Marks, Lawrence J. (1986), Professor, Ph.D., Penn State University, 1985
- Mohammadi Darani, Milad (2019), Assistant Professor, Ph.D., Texas A&M University, Main Camp, 2019
- Spake, Deborah F., Professor
- Stettler, Tatiana R. (2015), Associate Professor, Ph.D., University of Bern, 2014
- Thacker, Donald (1998), Senior Lecturer, M.B.A., Kent State University-Stark Campus, 1996
- Wang, Tuo (2004), Associate Professor, Ph.D., University of Pittsburgh, 2004
- Wiggins-Lyndall, Jennifer A. (2006), Professor, Ph.D., University of Wisconsin-Madison, 2006
- Zourrig, Haithem (2016), Associate Professor, Ph.D., University of Montreal, 2010

## General Degree Requirements for a Bachelor of Business Administration

1. Students must complete at least 50 percent of business credit hours (required for the business degree) in-residence on a Kent State University campus.
2. To earn a Ambassador Crawford College of Business and Entrepreneurship minor, students must complete at least 50 percent of the total required credit hours for the minor at Kent State University, at least 6 credit hours in the minor must be at the upper division (30-40000 level), and at least 6 credit hours in the minor must be different from courses in the student's major and minor(s). Students may not pursue a minor and major in the same discipline.
3. A minimum 2.000 GPA must be earned for all work carried at Kent State University for the accounting, business analytics, business management, computer information systems, entrepreneurship, finance, general business, human resource management, managerial marketing and marketing majors. The economics major requires a minimum overall 2.250 GPA. A minimum 2.000 GPA must be earned in the major field (which includes all major requirements and

major electives for the accounting, business analytics, business management, computer information systems, entrepreneurship, finance, general business, human resource management, managerial marketing and marketing majors). The economics major requires a minimum 2.250 major GPA.

4. Students must complete two measures of outcomes assessment as specified by the Ambassador Crawford College of Business and Entrepreneurship for complete satisfaction of the B.B.A.

## Department of Accounting Accounting (ACCT)

### ACCT 23020 INTRODUCTION TO FINANCIAL ACCOUNTING 3 Credit Hours

(Equivalent to ACTT 11000) Introduction to the basic concepts and standards underlying financial accounting. Topics to be covered include revenue recognition, receivables, inventory, long-lived assets, liabilities and stockholders' equity. The impact of transactions on the accounting equation and financial statements (balance sheet, income statement and cash flows) is emphasized.

**Prerequisite:** None.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**Attributes:** TAG Business

### ACCT 23021 INTRODUCTION TO MANAGERIAL ACCOUNTING 3 Credit Hours

(Equivalent to ACTT 11001) Introduction to managerial accounting concepts and tools that can be used to support decision-making in organizations. Includes coverage of cost systems, cost behavior, cost-volume-profit analysis, relevant costs and budgets.

**Prerequisite:** ACCT 23020 or ACTT 11000.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**Attributes:** TAG Business

### ACCT 33001 INTERMEDIATE FINANCIAL ACCOUNTING I 3 Credit Hours

Review of the accounting cycle; financial statement preparation, accounting for sales, receivables, inventory, current liabilities and long-term assets. Professional accounting research skills are emphasized.

**Prerequisite:** MATH 11012 or MATH 12002 or MATH 10051 or PHIL 21002; and minimum B- grade in ACCT 23020 (or ACTT 11000) and ACCT 23021 (or ACTT 11001); and minimum C grade in ENG 21011 and COMM 15000 and MATH 11010; and minimum 2.000 overall GPA; and Accounting major or minor.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**ACCT 33004 INTRODUCTION TO ACCOUNTING SYSTEMS 3 Credit Hours**

Overview of accounting information systems with emphasis on internal controls. Course explores how the integrity and efficiency of business process are supported by information systems. Interpersonal skills and computer applications are emphasized.

**Prerequisite:** CIS 24053; and MATH 11012 or MATH 12002 or MATH 10051 or PHIL 21002; and minimum B- grade in ACCT 23021 (or ACTT 11001) and ACCT 23020 (or ACTT 11000); and minimum C grade in ENG 21011, COMM 15000 and MATH 11010; and minimum 2.000 overall GPA; and Accounting major or minor.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**ACCT 33010 COST ACCOUNTING 3 Credit Hours**

Cost accounting for manufacturing and service organizations, including cost determination, cost analysis, costing systems, cost-volume-profit analysis, budgeting, cost allocation, activity-based costing, capital investment and performance measurement. Computer application skills are emphasized.

**Prerequisite:** Minimum C grade in ACCT 33001; and minimum 2.000 overall GPA; and Accounting major or minor.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**ACCT 33012 INTERMEDIATE FINANCIAL ACCOUNTING II 3 Credit Hours**

Accounting for long-term liabilities, debt and equity investments, leases, pensions and other post-retirement benefits, income tax allocation, owners' equity and statement of cash flows. Professional accounting research skills and written communication skills are emphasized.

**Prerequisite:** Minimum C grade in ACCT 33001; and minimum 2.000 overall GPA; and Accounting major and minor.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**ACCT 33013 TAX FOR ENTREPRENEURS 3 Credit Hours**

This course explores contemporary tax issues faced by entrepreneurs. Topical coverage includes the tax implications of business and financial decisions throughout the business life cycle and required tax compliance for various taxes including income, payroll and sales taxes. Analytical skills are emphasized through modeling tax outcomes.

**Prerequisite:** Minimum 2.000 overall GPA; not open to students declared in the Accounting major.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**ACCT 33061 FINANCIAL REPORTING ISSUES AND ANALYSIS 3 Credit Hours**

Financial analysis and interpretation of issues relative to the balance sheet, income statement and cash flow statement. Topics include assets, liabilities, owner's equity, inter-corporate investments, revenue and expense recognition and ratio analysis. Course may not be used to fulfill requirements in the Accounting major.

**Prerequisite:** ACCT 23021 or ACTT 11001; and minimum 2.000 overall GPA; not open to students declared in Accounting major.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**ACCT 33063 COST CONTROL AND ANALYSIS FOR MANAGEMENT 3 Credit Hours**

An in-depth study of cost accounting, focusing on the use of cost accounting information in planning, control and decision-making. Topics include cost terminology, costing systems, cost-volume-profit analysis, budgeting, cost allocation, activity-based costing, variance analysis, ethics and performance measurement. Course may not be used to fulfill requirements in the Accounting major.

**Prerequisite:** ACCT 23021 or ACTT 11001; and minimum 2.000 overall GPA; not open to students declared in Accounting major.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**ACCT 43009 ACCOUNTING DATA ANALYTICS 3 Credit Hours**

(Slashed with ACCT 53009) Students apply data analytical concepts, tools and techniques in an accounting context. Course explores how to acquire, cleanse and analyze accounting and other data in accounting-related settings. Students complete cases in financial accounting, managerial accounting, auditing and tax. Critical thinking and application of both general and accounting-specific data analytics software are emphasized.

**Prerequisite:** Minimum C grade in ACCT 33004, ACCT 33010 and ACCT 33012; and minimum 2.000 overall GPA; and Accounting major.

**Corequisite:** ACCT 43010.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**ACCT 43010 PRINCIPLES OF AUDITING (ELR) (WIC) 3 Credit Hours**

Integration of conceptual and practical aspects of auditing, importance of strong internal controls is stressed. Ethical decision making, written and verbal communication and interpersonal skills are emphasized.

**Prerequisite:** Minimum C grade in ACCT 33004 and ACCT 33012; and minimum 2.000 overall GPA; and Accounting major.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**Attributes:** Experiential Learning Requirement, Writing Intensive Course

**ACCT 43013 ADVANCED MANAGEMENT ACCOUNTING 3 Credit Hours**

(Slashed with ACCT 53013) The course covers advanced current topics relating to the use of accounting information in managerial decision-making. Topical coverage includes balanced scorecards, pricing decisions, transfer pricing, performance measurement, and other current topics. Analytical skills are emphasized through cases, exercises, and other pedagogical tools.

**Prerequisite:** Minimum C grade in ACCT 33004 and ACCT 33010; and minimum 2.000 overall GPA and Accounting major.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**ACCT 43020 ADVANCED FINANCIAL ACCOUNTING 3 Credit Hours**  
(Slashed with ACCT 53020) Conceptual and practical issues surrounding: (1) financial reporting for investment activities of businesses when one firm possesses significant influence or control over another; (2) accounting for international business transactions, including the use of derivatives for hedging foreign exchange risk; and (3) translating foreign currency financial statements of foreign operations. Professional accounting research and written communication skills are emphasized.

**Prerequisite:** Minimum C grade in ACCT 33001 and ACCT 33004 and ACCT 33010 and ACCT 33012; and minimum 2.500 overall GPA; and Accounting major.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**ACCT 43031 INCOME TAXATION I - INDIVIDUAL TAXATION 3 Credit Hours**

Introduction to Federal income tax for individual taxpayers. Detailed analysis recognition rules for individuals. Overview of tax rules related to entity choice for business owners.

**Prerequisite:** Minimum C grade in ACCT 33001; and minimum 2.000 overall GPA; and Accounting major.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**ACCT 43033 INCOME TAXATION II - ENTITY TAXATION 3 Credit Hours**

(Slashed with ACCT 53033) Federal taxation of business entities, including income taxation of C corporations, partnerships, S corporations and trusts and estates; estate and gift taxation; tax administration and practice. Professional accounting research and written communication skills are emphasized.

**Prerequisite:** ACCT 43031; and minimum 2.000 overall GPA; and Accounting major.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**ACCT 43034 NONPROFIT ACCOUNTING AND AUDITING 3 Credit Hours**

Accounting, financial reporting and auditing issues and techniques that are unique to government and nonprofit entities. Professional accounting research, written communication and ethical decision-making skills are emphasized.

**Prerequisite:** Minimum C grade in ACCT 33001 and ACCT 33004 and ACCT 33010 and ACCT 33012; and minimum 2.000 overall GPA; and Accounting major.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**ACCT 43043 INTERNAL AUDIT AND FRAUD EXAMINATION 3 Credit Hours**

(Slashed with ACCT 53043) This course introduces students to the internal audit profession and the internal audit process. Topics include the definition of internal auditing, the International Professional Practices Framework (IPPF), risk, governance and control issues and conducting internal audit engagements. This course also provides an overview of fraud examination and forensic accounting, including the introduction to fraud in business, the circumstances in which it arises, techniques for preventing, detecting, measuring fraud and the skills necessary to respond and resolve fraud once discovered. Students apply the concepts to analyze cases in internal audit and fraud examination. Written and oral communication skills are emphasized.

**Prerequisite:** Minimum C grade in ACCT 43010.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**ACCT 43089 INTERNATIONAL ACCOUNTING EXPERIENCE (DIVG) (ELR) 3 Credit Hours**

(Slashed with ACCT 53089) Firsthand exposure to international businesses and organizations generally relating to business and specifically relating to accounting and finance. Includes pre-trip orientation sessions, visits to international businesses and organizations and opportunities for cultural activities.

**Prerequisite:** ACCT 23020 and ACCT 23021; and Accounting major; and special approval.

**Schedule Type:** International Experience

**Contact Hours:** 9 other

**Grade Mode:** Standard Letter

**Attributes:** Diversity Global, Experiential Learning Requirement

**ACCT 43092 ACCOUNTING INTERNSHIP (ELR) 3 Credit Hours**

Study of activities related to concurrent on-the-job experience with cooperating industrial and public accounting firms. Students must have a minimum 3.000 GPA in all attempts of ACCT courses to register.

**Prerequisite:** Minimum C grade in ACCT 33001 or ACCT 33004; and minimum 3.000 overall GPA; and Accounting major; and junior standing; and special approval.

**Schedule Type:** Practical Experience

**Contact Hours:** 9 other

**Grade Mode:** Satisfactory/Unsatisfactory

**Attributes:** Experiential Learning Requirement

**ACCT 43093 VARIABLE TITLE WORKSHOP IN ACCOUNTING 1-3 Credit Hours**

(Repeatable for credit) Topic to be determined when a specific course is proposed for a particular term.

**Prerequisite:** Accounting major; and senior standing; and special approval.

**Schedule Type:** Workshop

**Contact Hours:** 1-3 other

**Grade Mode:** Satisfactory/Unsatisfactory

**ACCT 43095 SPECIAL TOPICS: ACCOUNTING 3 Credit Hours**

(Repeatable for credit) (Slashed with ACCT 53095) Offered periodically with different topics and different faculty involved.

**Prerequisite:** Accounting major; and senior standing; special approval.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**ACCT 43096 INDIVIDUAL INVESTIGATION IN ACCOUNTING 1-3 Credit Hours**

(Repeatable for credit) Individual research into a current accounting topic.

**Prerequisite:** Accounting major; and senior standing; and special approval.

**Schedule Type:** Individual Investigation

**Contact Hours:** 3-9 other

**Grade Mode:** Standard Letter

**ACCT 53001 FINANCIAL REPORTING I 3 Credit Hours**

This is the first of a two-course sequence covering intermediate-level financial accounting. This course provides a comprehensive study of the concepts and applications underlying financial accounting, emphasizing the accounting cycle, basic financial statements and accounting for assets.

**Prerequisite:** Graduate standing.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**ACCT 53009 ACCOUNTING DATA ANALYTICS 3 Credit Hours**

(Slashed with ACCT 43009) Students apply data analytical concepts, tools and techniques in an accounting context. Course explores how to acquire, cleanse and analyze accounting and other data in accounting-related settings. Students complete cases in financial accounting, managerial accounting, auditing and tax. Critical thinking and application of both general and accounting-specific data analytics software are emphasized.

**Prerequisite:** ACCT 33010 and ACCT 33012; and graduate standing.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**ACCT 53010 AUDITING FUNDAMENTALS 3 Credit Hours**

Integration of conceptual and practical aspects of auditing with a focus on understanding financial statements and internal controls. Ethical decision-making is also emphasized.

**Prerequisite:** Graduate standing.

**Corequisite:** ACCT 53001.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**ACCT 53012 FINANCIAL REPORTING II 3 Credit Hours**

This is the second course of a two-part sequence covering intermediate-level financial accounting. This course focuses on more complex issues of financial reporting theory and applications on current liabilities, long-term obligations, investments, income taxes, stockholders' equity, statement of cash flows.

**Prerequisite:** ACCT 53001; and graduate standing.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**ACCT 53013 ADVANCED MANAGEMENT ACCOUNTING 3 Credit Hours**

(Slashed with ACCT 43013) The course covers advanced current topics relating to the use of accounting information in managerial decision-making. Topical coverage includes balanced scorecards, pricing decisions, transfer pricing, performance measurement, and other current topics. Analytical skills are emphasized through cases, exercises, and other pedagogical tools.

**Prerequisite:** ACCT 33010 or ACCT 63038; and graduate standing.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**ACCT 53020 ADVANCED FINANCIAL ACCOUNTING 3 Credit Hours**

(Slashed with ACCT 43020) Conceptual and practical issues surrounding: (1) financial reporting for investment activities of businesses when one firm possesses significant influence or control over another; (2) accounting for international business transactions, including the use of derivatives for hedging foreign exchange risk; and (3) translating foreign currency financial statements of foreign operations. Professional accounting research and written communication skills are emphasized.

**Prerequisite:** ACCT 33012; and graduate standing.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**ACCT 53033 INCOME TAXATION II - ENTITY TAXATION 3 Credit Hours**

(Slashed with ACCT 43033) Federal taxation of business entities including income taxation of C corporations, partnerships, S corporations and trusts and estates; estate and gift taxation; tax administration and practice. Professional accounting research and written communication skills are emphasized.

**Prerequisite:** ACCT 43031; and graduate standing.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**ACCT 53041 INDIVIDUAL INCOME TAX 3 Credit Hours**

Federal income tax for individual taxpayers. Detailed analysis of income and expense recognition rules for individuals with emphasis on tax planning for sole proprietors and application of ethical framework for tax preparers.

**Prerequisite:** Graduate standing.

**Corequisite:** ACCT 53001.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**ACCT 53043 INTERNAL AUDIT AND FRAUD EXAMINATION 3 Credit Hours**

(Slashed with ACCT 43043) This course introduces students to the internal audit profession and the internal audit process. Topics include the definition of internal auditing, the International Professional Practices Framework (IPPF), risk, governance and control issues and conducting internal audit engagements. This course also provides an overview of fraud examination and forensic accounting, including the introduction to fraud in business, the circumstances in which it arises, techniques for preventing, detecting, measuring fraud and the skills necessary to respond and resolve fraud once discovered. Students apply the concepts to analyze cases in internal audit and fraud examination. Written and oral communication skills are emphasized.

**Prerequisite:** Minimum C grade in ACCT 43010; and graduate standing.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**ACCT 53089 INTERNATIONAL ACCOUNTING EXPERIENCE 3 Credit Hours**

(Slashed with ACCT 43089) Firsthand exposure to international businesses and organizations generally relating to business and specifically relating to accounting and finance. Includes pre-trip orientation sessions, visits to international businesses and organizations, and opportunities for cultural activities. Cannot be used to satisfy the Master of Science in Accounting (MSA) program requirement.

**Prerequisite:** Graduate standing; and special approval.

**Schedule Type:** International Experience

**Contact Hours:** 9 other

**Grade Mode:** Standard Letter

**ACCT 53095 SPECIAL TOPICS: ACCOUNTING 3 Credit Hours**

(Repeatable for credit) (Slashed with ACCT 43095) Offered periodically with different topics and different faculty involved.

**Prerequisite:** Graduate standing; and special approval.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**ACCT 63022 PROFESSIONAL ISSUES AND ETHICS IN ACCOUNTING 3 Credit Hours**

(Slashed with ACCT 73022) Students investigate issues confronting the accounting profession today by reviewing the past, examining the present and looking into the future. Topics covered include history and characteristics of the profession, regulation of the profession, ethical challenges facing accountants and auditors, fraud and the future of the profession. Professional accounting research and verbal and written communication emphasized.

**Prerequisite:** Graduate standing.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**ACCT 63024 INFORMATION TECHNOLOGY AUDIT: CONTROLS AND ANALYTICS 3 Credit Hours**

(Slashed with ACCT 73024) Students apply data analytics to the audit of controls and security of accounting information systems. Includes examining the role of the IT audit function and applicable auditing standards; identifying system risks and evaluating controls in Enterprise Resource Planning (ERP) systems. Data analytics, writing and professional ethics are emphasized.

**Prerequisite:** ACCT 43010; and ACCT 53009; and graduate standing.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**ACCT 63031 ADVANCED AUDITING THEORY AND PRACTICE 3 Credit Hours**

(Slashed with ACCT 73031) Advanced conceptual and practical understanding of audit methodology and role of auditors. Focus on use of professional judgment in applying auditing standards on ethical considerations and on fraud. Review of current trends and developments in the public accounting profession. Written communication and ethical decision making emphasized.

**Prerequisite:** ACCT 43010; and graduate standing.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**ACCT 63037 FINANCIAL ACCOUNTING FOR DECISION MAKING 2 Credit Hours**

In-depth study of financial accounting concepts and basic financial statements. Includes an examination of the significant accounting issues affecting financial reporting and their impact on analysis and interpretation of financial information for decision-making. Course may not be used to fulfill requirements in the Maser of Science in Accounting degree.

**Prerequisite:** Graduate standing; open only to students declared in the MBA and MA degrees.

**Schedule Type:** Lecture

**Contact Hours:** 2 lecture

**Grade Mode:** Standard Letter

**ACCT 63038 MANAGERIAL ACCOUNTING FOR DECISION MAKING 2 Credit Hours**

An in-depth study of cost accounting concepts and cost behavior for measuring product and service costs, pricing products and services, planning and controlling business operations and making business decisions. Course may not be used to fulfill requirements in the Master of Science in Accounting degree.

**Prerequisite:** ACCT 63037; and graduate standing; open only to students declared in the MBA and MA degrees.

**Schedule Type:** Lecture

**Contact Hours:** 2 lecture

**Grade Mode:** Standard Letter

**ACCT 63042 TAXATION OF CORPORATIONS AND SHAREHOLDERS 3 Credit Hours**

An in-depth study of tax law that pertains to corporations and shareholders; corporate formation, distributions, liquidation and reorganization. Tax research primarily through the Internal Revenue Code and Treasury Regulations. Verbal and written communication skills are emphasized.

**Prerequisite:** ACCT 43031; and graduate standing.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**ACCT 63043 TAXATION OF PARTNERSHIPS AND PARTNERS 3 Credit Hours**

An in-depth study of formation, operation, termination and liquidation and other special problems of partnerships and S corporations. Tax research primarily through the Internal Revenue Code and Treasury Regulations. Verbal and written communication skills are emphasized.

**Prerequisite:** ACCT 53033; and graduate standing.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**ACCT 63045 TAX RESEARCH AND PLANNING 3 Credit Hours**

Introduction to tax research methodology and tax preparer standards, with an emphasis on effectively communicating tax outcomes via written communications.

**Prerequisite:** Graduate standing.

**Pre/corequisite:** ACCT 53033.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**ACCT 63050 ADVANCED ACCOUNTING ANALYTICS AND TECHNOLOGY 3 Credit Hours**

Students will apply advanced software tools used in accounting practice today, to acquire, clean and analyze accounting data. Students will use tools to, analyze both numerical and textual data in accounting contexts such as, accounts receivable, cash flows, audit, managerial accounting and tax. Among others, software and methodologies to be covered may include, robotic process automation (RPA), data cleaning, process mining, artificial, intelligence (AI), machine learning and textual analysis tools.

**Prerequisite:** ACCT 43009; and graduate standing.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**ACCT 63092 INTERNSHIP 3 Credit Hours**

(Repeatable for credit) Supervised practical experience with public accounting firm, corporation, governmental or not-for-profit organization. Periodic reports required. Cannot be used to satisfy the requirement of the Master of Science in Accounting (MSA) program.

**Prerequisite:** Graduate standing; and special approval.

**Schedule Type:** Practical Experience

**Contact Hours:** 9 other

**Grade Mode:** Standard Letter

**ACCT 63093 VARIABLE TITLE WORKSHOP IN ACCOUNTING 1-3 Credit Hours**

(Repeatable for credit) Topic to be determined when a specific course is proposed for a particular term.

**Prerequisite:** Graduate standing; and special approval.

**Schedule Type:** Workshop

**Contact Hours:** 1-3 other

**Grade Mode:** Satisfactory/Unsatisfactory

**ACCT 63095 SPECIAL TOPICS IN ACCOUNTING 3 Credit Hours**

(Repeatable for credit) Offered periodically with different topics and different faculty involved.

**Prerequisite:** Accounting major; and graduate standing; and special approval.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**ACCT 63098 RESEARCH IN ACCOUNTING 1-3 Credit Hours**

(Repeatable for credit) (Slashed with ACCT 73098) Review of sources, techniques and methodology. Individually selected topic is investigated and reported in formal paper.

**Prerequisite:** Graduate standing; and special approval.

**Schedule Type:** Research

**Contact Hours:** 1-3 other

**Grade Mode:** Standard Letter

**ACCT 73022 PROFESSIONAL ISSUES AND ETHICS IN ACCOUNTING 3 Credit Hours**

(Slashed with ACCT 63022) Students investigate issues confronting the accounting profession today by reviewing the past, examining the present and looking into the future. Topics covered include history and characteristics of the profession, regulation of the profession, ethical challenges facing accountants and auditors, fraud and the future of the profession. Professional accounting research and verbal and written communication emphasized.

**Prerequisite:** Doctoral standing; and special approval.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**ACCT 73024 INFORMATION TECHNOLOGY AUDIT: CONTROLS AND ANALYTICS 3 Credit Hours**

(Slashed with ACCT 63024) Students apply data analytics to the audit of controls and security of accounting information systems. Includes examining the role of the IT audit function and applicable auditing standards; identifying system risks and evaluating controls in Enterprise Resource Planning (ERP) systems. Data analytics, writing and professional ethics are emphasized.

**Prerequisite:** ACCT 43010; and doctoral standing.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**ACCT 73031 ADVANCED AUDITING THEORY AND PRACTICE 3 Credit Hours**

(Slashed with ACCT 63031) Advanced conceptual and practical understanding of audit methodology and role of auditors. Focus on use of professional judgment in applying auditing standards, on ethical considerations, and on fraud. Review of current trends and developments in the public accounting profession. Written communication and ethical decision making emphasized.

**Prerequisite:** ACCT 43010; and doctoral standing.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**ACCT 73093 VARIABLE TITLE WORKSHOP IN ACCOUNTING 1-3 Credit Hours**

(Repeatable for credit) Topic to be determined when a specific course is proposed for a particular term.

**Prerequisite:** Doctoral standing; and special approval.

**Schedule Type:** Workshop

**Contact Hours:** 1-3 other

**Grade Mode:** Satisfactory/Unsatisfactory



**ACCT 73098 RESEARCH IN ACCOUNTING 1-3 Credit Hours**  
(Repeatable for credit) (Slashed with ACCT 63098) Review of sources, techniques and methodology. Individually selected topic is investigated and reported in formal paper.

**Prerequisite:** Accounting major; and doctoral standing.

**Schedule Type:** Research

**Contact Hours:** 1-3 other

**Grade Mode:** Standard Letter-IP

**ACCT 83031 AUDITING ISSUES 3 Credit Hours**

Course provides doctoral students with an opportunity to broaden their understanding of financial and operational auditing theory and research.

**Prerequisite:** Doctoral standing.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**ACCT 83033 MANAGERIAL ACCOUNTING ISSUES 3 Credit Hours**

Course provides an opportunity to survey major research topics in managerial accounting. Students develop a sound conceptual basis for reading, interpreting, analyzing, criticizing and conducting scholarly research on managerial accounting issues. Reading list includes research papers from various managerial accounting research areas and research methods.

**Prerequisite:** Doctoral standing.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**ACCT 83037 FINANCIAL ACCOUNTING ISSUES 3 Credit Hours**

Course focuses on theoretical, analytical and empirical research in financial accounting and reporting. Emerging issues in financial accounting and reporting are examined.

**Prerequisite:** Doctoral standing.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**ACCT 83038 BASIC ACCOUNTING RESEARCH METHODOLOGY 3 Credit Hours**

Course introduces students to basic concepts in accounting research and to the application of research methods in various accounting areas (e.g., financial, managerial, auditing and information systems).

**Prerequisite:** Doctoral standing.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**ACCT 83091 SEMINAR-SELECTED ACCOUNTING TOPICS 3 Credit Hours**

(Repeatable for credit) Topics vary with each offering.

**Prerequisite:** Doctoral standing; and special approval.

**Schedule Type:** Seminar

**Contact Hours:** 3 other

**Grade Mode:** Standard Letter

**ACCT 83098 RESEARCH IN ACCOUNTING 3 Credit Hours**

Students develop and present a paper on an original accounting research topic under the supervision of faculty members.

**Prerequisite:** Doctoral standing; and special approval.

**Schedule Type:** Research

**Contact Hours:** 3 other

**Grade Mode:** Standard Letter

## Department of Economics Economics (ECON)

**ECON 12060 PERSONAL FINANCE 3 Credit Hours**

Examines economic issues and problems of everyday life. Goal is to enable individuals to analyze their personal finances in order to learn how to get the most out of their income, increase income through a better understanding of possible investments, and protect what they have through selecting appropriate insurance. Topics covered include budgeting and financial planning, federal income taxes, insurance, borrowing, and investment principles and strategies.

**Prerequisite:** None.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**Attributes:** CTAG Personal Finance

**ECON 22060 PRINCIPLES OF MICROECONOMICS (KSS) 3 Credit Hours**

Course discusses decision-making by buyers, sellers, and governments and how their interaction affects market determination of prices.

Students compare outcomes and firm decisions in different market structures. Students develop tools to examine social problems such as poverty, crime, pollution and international relations, as well as make better decisions in their own lives.

**Prerequisite:** Minimum 22 ACT math score; or minimum 530 SAT math score; or minimum 35 ALEKS Math score; or MATH 00022 with a minimum C grade or any higher level MATH course.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**Attributes:** Kent Core Social Sciences, TAG Social and Behavioral Sciences, Transfer Module Social Sciences

**ECON 22061 PRINCIPLES OF MACROECONOMICS (KSS) 3 Credit Hours**

Principles and policies affecting aggregate production, consumption, investment and government expenditures. Includes role of money, the banking system, inflation, unemployment and economic growth.

**Prerequisite:** ECON 22060.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**Attributes:** Kent Core Social Sciences, TAG Social and Behavioral Sciences, Transfer Module Social Sciences

**ECON 32025 MONEY, CREDIT AND BANKING 3 Credit Hours**

Organization of our money, credit and banking system principles and problems of monetary policy.

**Prerequisite:** ECON 22060 and 22061.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**ECON 32040 INTERMEDIATE MICROECONOMIC THEORY AND APPLICATIONS 3 Credit Hours**

The study of individual choices under conditions of relative scarcity, and their consequences for prices and the allocation of resources in the economic system. Develops the analytical and theoretical tools pertinent in determining how scarce resources are allocated among competing wants and demonstrates how these tools are used in real world applications.

**Prerequisite:** ECON 22060 and 22061.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**ECON 32041 INTERMEDIATE MACROECONOMIC THEORY AND POLICY 3 Credit Hours**

This course analyzes key drivers of an economy's GDP, consumption, investment and interest rates. The class will examine economic growth and how it can be impacted by public policy. Students will understand the uses and limitations of a macroeconomic model and will be exposed to the two main schools of thought in macroeconomics. National and international data will be used to better understand these concepts.

**Prerequisite:** ECON 22060 and 22061.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**ECON 32050 APPLIED ECONOMETRICS I (ELR) 3 Credit Hours**

The course provides an introduction to the use of statistical analysis in economics. The initial part of the course reviews relevant concepts from probability and statistics. The second course segment focuses on linear regression analysis and the properties of regression estimators. The final course segment discusses extensions of the linear model, and considers problems that may arise in application including omitted variables, nonlinearity, measurement error, sample selection, heteroscedasticity and causality. The SAS statistical software package is used throughout the course for data analysis. Over the second half of the course, students complete an empirical project which requires students to connect the course concepts to the analysis of an economic policy question in a real world data set.

**Prerequisite:** MATH 11012 or MATH 12002; and ECON 22060; and BA 24056 or MATH 10041 or MATH 20011.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**Attributes:** Experiential Learning Requirement

**ECON 32051 APPLIED ECONOMETRICS II 3 Credit Hours**

The course provides a continuation of Applied Econometrics I, extending the basic linear regression models to more advanced models using cross-sectional, panel or time series data. The initial part of the course focuses on models for discrete and limited dependent variables. The second course segment addresses estimation methods for panel data. The final course segment provides an overview of time series estimation with an emphasis on forecasting in economic data.

**Prerequisite:** ECON 32050.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**ECON 32082 INTRODUCTION TO MANAGERIAL ECONOMICS 3 Credit Hours**

Combines economic theory and quantitative analysis to develop resource-allocation decision-making skills which enable managers to evaluate problems, identify possible solutions and finally implement and monitor the best alternative to accomplish their stated objectives. Covers such topics as supply and demand, consumer theory, production, costs, contracts, game theory, principal-agent problems, and the basic economic models of perfect competition, oligopoly, monopolistic competition and monopoly. Cannot be taken by economics majors. Not open to students who have completed ECON 32040.

**Prerequisite:** ECON 22060.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**ECON 32083 THE ECONOMICS OF POVERTY (DIVD) 3 Credit Hours**

Nature and causes of poverty in United States. Analysis of impact of poverty upon economy and study of measures both real and potential for alleviating it.

**Prerequisite:** ECON 22060.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**Attributes:** Diversity Domestic

**ECON 32084 ECONOMICS OF THE ENVIRONMENT 3 Credit Hours**

Examines economic theory of environmental and resource economics in a fashion that is understandable by students with varied backgrounds in economics. Emphasis on microeconomic theory and its application to environmental issues. Topics covered include "market failure" and its impact on the environment; cost benefit analysis; and input-output analysis. Designed for those interested in the environment or who may be planning careers in environmental or natural sciences.

**Prerequisite:** ECON 22060.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**ECON 42050 DATA ACQUISITION, PREPARATION AND VISUALIZATION 3 Credit Hours**

(Slashed with ECON 52050) Accessing and collecting data from existing sources (databases and raw data), transformation of raw data into formats that can be used for final analysis, techniques for presentation and visualization of data, predictive analytics using machine learning and cross validation. Students will perform some work in SAS but will also be introduced to the R statistical language.

**Prerequisite:** BA 24056 or MATH 10041 or MATH 20011.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**ECON 42065 PROBLEMS OF MONETARY AND FISCAL POLICY 3 Credit Hours**

Analysis of objectives, techniques and economic effects of monetary and fiscal policies.

**Prerequisite:** ECON 32041.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**ECON 42066 ECONOMICS OF ENTREPRENEURSHIP 3 Credit Hours**  
(Slashed with ECON 52066) This course presents a wide-ranging overview of the place of economics in entrepreneurship, with a special focus on how economic research is conducted to study the determinants of entrepreneurship.

**Prerequisite:** ECON 22060.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**ECON 42068 INDUSTRIAL ORGANIZATION: FIRMS AND STRATEGY 3 Credit Hours**

(Slashed with ECON 52068) Theoretical, empirical and critical examination of structure, operation and performance of industrial markets in American economy.

**Prerequisite:** ECON 32040.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**ECON 42070 GAME THEORY 3 Credit Hours**

Introduction to game theory and its application to economics. Analysis of strategic behavior by economic agents using equilibrium concepts from non-cooperative game theory.

**Prerequisite:** ECON 22060 and ECON 22061.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**ECON 42072 LABOR ECONOMICS: WORK AND PAY 3 Credit Hours**

(Slashed with ECON 52072) The economic analysis of the decisions of workers and firms in determination of wages and employment. Topics include labor supply decisions, marginal productivity theory, discrimination, demand for education, effects of trade unions, immigration and growing wage inequality.

**Prerequisite:** ECON 32040.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**ECON 42075 INTERNATIONAL ECONOMIC RELATIONS 3 Credit Hours**

Principles, problems and policies of international economic relations with extensive references to the United States, Western Europe, Latin America and former communist countries. Covers international aspects of interdependency, cooperation and multinational institutions.

**Prerequisite:** ECON 22060 and 22061.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**ECON 42076 ECONOMIC DEVELOPMENT 3 Credit Hours**

(Slashed with ECON 52076) Analysis of nature of significance of barriers to and future potential for economic development of a nation. Special emphasis on theories and strategic factors pertaining to economic growth.

**Prerequisite:** ECON 22060 and 22061.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**ECON 42079 EUROPEAN ECONOMIC ISSUES 3 Credit Hours**

(Slashed with ECON 52079) This course examines current economic issues in the European Union, including the monetary union and Euro, unemployment, immigration, health care, social security, poverty and inequality, and plans for expansion. The historical development and structure of the EU will also be covered and the role of cultural influences will be explored. In some semesters the course includes a required trip to visit European institutions over the Spring Break, at an additional fee.

**Prerequisite:** ECON 22060 and ECON 22061; and special approval.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**ECON 42080 REGIONAL ECONOMICS 3 Credit Hours**

(Slashed with ECON 52080) Examines techniques of regional economic analysis to promote understanding of interregional disparities in developed nations and suggests policy alternatives for alleviating problems arising from disparities.

**Prerequisite:** ECON 22060 and 22061.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**ECON 42081 URBAN ECONOMICS: CITIES AND HOUSING 3 Credit Hours**

(Slashed with ECON 52081) This course is an introduction to the field of urban economics. Urban economics is the study of the location decisions of households and firms. We will explore why cities exist, why firms cluster together, why people live in cities, and other issues such as education, discrimination in housing, the housing crisis and crime. A heavy emphasis in this class will be placed on the study of housing markets, policy and neighborhood choice.

**Prerequisite:** ECON 22060 and ECON 22061.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**ECON 42085 PUBLIC ECONOMICS: GOVERNMENT AND POLICY 3 Credit Hours**

(Slashed with ECON 52085) Examination of the role of government in the economy, including market failures, the efficiency and equity of taxation, government involvement in health care, education, and income distribution, and current government policy issues.

**Prerequisite:** ECON 22060.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**ECON 42086 ECONOMICS OF HEALTH CARE 3 Credit Hours**

(Slashed with ECON 52086) This is a one-semester course on a topic of major policy interest, particularly given the current health care reform debate. It is impossible to turn on the news today and not hear a story about the health care industry. Health care accounts for almost 20 percent of all that is produced in the United States. In addition, it has been a major political issue in recent years. The overall objective of the course is to use concepts and tools of economics to understand and evaluate what has and is happening in the health care profession and current policies under consideration.

**Prerequisite:** ECON 22060.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**ECON 42189 INTERNATIONAL ECONOMIC EXPERIENCE (DIVG) (ELR) 3 Credit Hours**

(Slashed with ECON 52189) Firsthand exposure to international economics. Includes pre-trip orientation sessions, visits to international businesses and organizations, and opportunities for cultural activities.  
**Prerequisite:** Economics major or minor; and junior standing; and special approval.

**Schedule Type:** International Experience

**Contact Hours:** 9 other

**Grade Mode:** Standard Letter

**Attributes:** Diversity Global, Experiential Learning Requirement

**ECON 42191 SENIOR SEMINAR IN ECONOMICS (WIC) 3 Credit Hours**

This is the culminating requirement for students majoring in Economics. The purpose of the seminar is to critically apply economic principles to a variety of topics in a very interactive setting. Writing and revising will be an important component of the course.

**Prerequisite:** Minimum C- grade in ECON 32040, ECON 32041 and ECON 32050.

**Schedule Type:** Seminar

**Contact Hours:** 3 other

**Grade Mode:** Standard Letter

**Attributes:** Writing Intensive Course

**ECON 42291 VARIABLE CONTENT SEMINAR IN ECONOMICS 1-4 Credit Hours**

(Repeatable for a maximum of 12 hours) (Slashed with ECON 52291) Various special seminars will be announced in the schedule of classes under this course number.

**Prerequisite:** Permission.

**Schedule Type:** Seminar

**Contact Hours:** 1-4 other

**Grade Mode:** Standard Letter

**ECON 42292 INTERNSHIP IN ECONOMICS (ELR) 3 Credit Hours**

(Repeatable for credit) Supervised practical experience in economics. May count toward the economics major electives or as a business elective.

**Prerequisite:** At least two of the following courses: ECON 32040, ECON 32041 or ECON 32050; a minimum 2.250 overall GPA; and economics major; and special approval.

**Schedule Type:** Practical Experience

**Contact Hours:** 9 other

**Grade Mode:** Satisfactory/Unsatisfactory-IP

**Attributes:** Experiential Learning Requirement

**ECON 42293 VARIABLE TOPIC WORKSHOP IN ECONOMICS 1-6 Credit Hours**

(Repeated registration permitted when topic varies; repeatable for a total of 18 hours) various special workshops will be announced in the schedule of classes under this course number.

**Prerequisite:** Permission.

**Schedule Type:** Workshop

**Contact Hours:** 1-6 other

**Grade Mode:** Satisfactory/Unsatisfactory

**ECON 42295 SPECIAL TOPICS IN ECONOMICS 3 Credit Hours**

(Repeatable for a maximum of 9 credit hours) (Slashed with ECON 52295) Various special topics will be announced in the schedule of classes under this course number.

**Prerequisite:** Special approval.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**ECON 42296 INDIVIDUAL INVESTIGATION IN ECONOMICS 1-3 Credit Hours**

(Repeatable for credit) Independent study done under the supervision of a faculty member. Written approval of supervising faculty member and department chair required prior to registration.

**Prerequisite:** Senior Economics major; and special approval.

**Schedule Type:** Individual Investigation

**Contact Hours:** 1-3 other

**Grade Mode:** Standard Letter-IP

**ECON 42298 RESEARCH IN ECONOMICS (ELR) 1-6 Credit Hours**

(Repeatable for credit) Research project done under the supervision of a faculty member. Written approval of supervising faculty member and department chair required prior to registration.

**Prerequisite:** Senior Economics major; and special approval.

**Schedule Type:** Research

**Contact Hours:** 1-6 other

**Grade Mode:** Standard Letter-IP

**Attributes:** Experiential Learning Requirement

**ECON 42299 SENIOR PROJECT (ELR) 1-3 Credit Hours**

(Repeatable for credit) Thesis or independent study project done under the supervision of a faculty member. Written approval of supervising faculty member and department chair required prior to registration.

**Prerequisite:** Senior economics major; and special approval.

**Schedule Type:** Senior Project/Honors Thesis

**Contact Hours:** 1-3 other

**Grade Mode:** Standard Letter-IP

**Attributes:** Experiential Learning Requirement

**ECON 52050 DATA ACQUISITION, PREPARATION AND VISUALIZATION 3 Credit Hours**

(Slashed with ECON 42050) Accessing and collecting data from existing sources (databases and raw data), transformation of raw data into formats that can be used for final analysis, techniques for presentation and visualization of data, predictive analytics using machine learning and cross validation. Students will perform some work in SAS but will also be introduced to the R statistical language.

**Prerequisite:** Graduate standing.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**ECON 52065 PROBLEMS OF MONETARY AND FISCAL POLICY 3 Credit Hours**

Study of monetary and fiscal policy frameworks and the problems in conducting monetary and fiscal policies.

**Prerequisite:** Graduate standing.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**ECON 52066 ECONOMICS OF ENTREPRENEURSHIP 3 Credit Hours**

(Slashed with ECON 42066) This course presents a wide-ranging overview of the place of economics in entrepreneurship, with a special focus on how economic research is conducted to study the determinants of entrepreneurship.

**Prerequisite:** Graduate standing.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**ECON 52068 INDUSTRIAL ORGANIZATION: FIRMS AND STRATEGY 3 Credit Hours**

(Slashed with ECON 42068) Theoretical, empirical and critical examination of structure, operation and performance of industrial markets in American economy.

**Prerequisite:** Graduate standing.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**ECON 52072 LABOR ECONOMICS: WORK AND PAY 3 Credit Hours**

(Slashed with ECON 42072) The economic analysis of the decisions of workers and firms in determination of wages and employment.

Topics include labor supply decisions, marginal productivity theory, discrimination, demand for education, effects of trade unions, immigration and growing wage inequality. For students that did not attend Kent State University for their undergraduate degree, please contact the department for approval.

**Prerequisite:** ECON 32040; and graduate standing.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**ECON 52076 ECONOMIC DEVELOPMENT 3 Credit Hours**

(Slashed with ECON 42076) Analysis of nature and significance of barriers to and future potential for economic development of a nation. Special emphasis on theories and strategic factors pertaining to economic growth.

**Prerequisite:** Graduate standing.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**ECON 52079 EUROPEAN ECONOMIC ISSUES 3 Credit Hours**

(Slashed with ECON 42079) This course examines current economic issues in the European Issues, including the monetary union and Euro, unemployment, immigration, health care, social security, poverty and inequality, and plans for expansion. The historical development and structure of the EU are also covered and the role of cultural influences are explored. In some semesters the course includes a required trip to visit European institutions over the Spring Break, at an additional fee.

**Prerequisite:** Graduate standing; and special approval.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**ECON 52080 REGIONAL ECONOMICS 3 Credit Hours**

(Slashed with ECON 42080) Examines techniques of regional economic analysis to promote understanding of interregional disparities in developed nations and suggests policy alternatives for alleviating problems arising from disparities.

**Prerequisite:** Graduate standing.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**ECON 52081 URBAN ECONOMICS: CITIES AND HOUSING 3 Credit Hours**

(Slashed with ECON 42081) This course is an introduction to the field of urban economics. Urban economics is the study of the location decisions of households and firms. We will explore why cities exist, why firms cluster together, why people live in cities, and other issues such as education, discrimination in housing, the housing crisis, and crime. A heavy emphasis in this class will be placed on the study of housing markets, policy, and neighborhood choice.

**Prerequisite:** Graduate standing.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**ECON 52085 PUBLIC ECONOMICS: GOVERNMENT AND POLICY 3 Credit Hours**

(Slashed with ECON 42085) Examination of public expenditure and taxation policies including the theory of public goods, collective decision making, cost-benefit analysis, equity and efficiency aspects of taxation and current government policy issues.

**Prerequisite:** ECON 22060; and Graduate standing.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**ECON 52086 ECONOMICS OF HEALTH CARE 3 Credit Hours**

(Slashed with ECON 42086) This is a one-semester course on a topic of major policy interest, particularly given the current health care reform debate. It is impossible to turn on the news today and not hear a story about the health care industry. Health care accounts for almost 20 percent of all that is produced in the United States. In addition, it has been a major political issue in recent years. The overall objective of the course is to use concepts and tools of economics to understand and evaluate what has and is happening in the health care profession and current policies under consideration.

**Prerequisite:** ECON 22060; and graduate standing.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**ECON 52189 INTERNATIONAL ECONOMICS EXPERIENCE 3 Credit Hours**

(Slashed with ECON 42189) Firsthand exposure to international economics. Includes pre-trip orientation sessions, visits to international business and organizations, and opportunities for cultural activities.

**Prerequisite:** Graduate standing; and special approval.

**Schedule Type:** International Experience

**Contact Hours:** 9 other

**Grade Mode:** Standard Letter

**ECON 52291 VARIABLE CONTENT SEMINAR IN ECONOMICS 1-4 Credit Hours**

(Repeatable for a maximum of 12 credit hours) (Slashed with ECON 42291) Various special seminars will be announced in the schedule of classes under this course number.

**Prerequisite:** Graduate standing; and special approval.

**Schedule Type:** Seminar

**Contact Hours:** 1-4 other

**Grade Mode:** Standard Letter

**ECON 52293 VARIABLE TOPIC WORKSHOP IN ECONOMICS 1-6****Credit Hours**

(Repeatable for a maximum of 18 credit hours) Various special workshops will be announced in the schedule of classes under this course number.

**Prerequisite:** Graduate standing; and special approval.

**Schedule Type:** Workshop

**Contact Hours:** 1-6 other

**Grade Mode:** Satisfactory/Unsatisfactory

**ECON 52295 SPECIAL TOPICS IN ECONOMICS 3 Credit Hours**

(Repeatable for a maximum of 9 credit hours) (Slashed with ECON 42295) Various special topics will be announced in the schedule of classes under this course number.

**Prerequisite:** Graduate standing; and special approval.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**ECON 60199 THESIS I 2-6 Credit Hours**

(Repeatable for credit) Thesis students must register for a total of 6 hours, 2 to 6 hours in a single semester distributed over several semesters if desired.

**Prerequisite:** Graduate standing.

**Schedule Type:** Masters Thesis

**Contact Hours:** 2-6 other

**Grade Mode:** Satisfactory/Unsatisfactory-IP

**ECON 60299 THESIS II 2 Credit Hours**

Thesis students must continue registration each semester until all degree requirements are met.

**Prerequisite:** ECON 60199; and graduate standing.

**Schedule Type:** Masters Thesis

**Contact Hours:** 2 other

**Grade Mode:** Satisfactory/Unsatisfactory-IP

**ECON 62010 SURVEY OF ECONOMICS 3 Credit Hours**

Survey of basic economic concepts and methods of analysis of both micro- and macroeconomics. Emphasis is placed on the use and relevance of economic concepts and tools in business decision-making.

**Prerequisite:** Graduate standing.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**ECON 62015 ECONOMICS OF INFORMATION 3 Credit Hours**

Introduction to microeconomic theory and decision-making and its applications to the information economy. Overview of the economics of information. Consumer behavior and production theory; the demand for information; information as a factor of production; information costs and pricing. Case studies in the information industry.

**Prerequisite:** Graduate standing.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**ECON 62021 MACROECONOMIC ENVIRONMENT OF BUSINESS 2****Credit Hours**

(Slashed with ECON 72021) Analysis of forces determining economic growth, employment, inflation and global economic environment with emphasis on understanding the business cycle and government stabilization policies.

**Prerequisite:** Graduate standing; and special approval.

**Schedule Type:** Lecture

**Contact Hours:** 2 lecture

**Grade Mode:** Standard Letter

**ECON 62022 MANAGERIAL ECONOMICS 2 Credit Hours**

(Slashed with ECON 72022) Uses economic theory and quantitative methodologies to develop decision-making skills which enable managers of local, national and multinational companies to evaluate problems and allocate resources efficiently.

**Prerequisite:** Graduate standing; and special approval.

**Schedule Type:** Lecture

**Contact Hours:** 2 lecture

**Grade Mode:** Standard Letter

**ECON 62050 MICROECONOMIC THEORY I 3 Credit Hours**

(Slashed with ECON 72050) Formal analysis of foundational models in microeconomics, including consumer and producer theory, an introduction to non-cooperative game theory, market equilibrium under various market structures and a discussion of market failures.

**Prerequisite:** Graduate standing.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**ECON 62051 MACROECONOMIC THEORY I 3 Credit Hours**

(Slashed with ECON 72051) Formal analysis of models in macroeconomics, including models of economic growth, business cycles, consumption, investment, and unemployment, with applications to the analysis of monetary and fiscal policies.

**Prerequisite:** Graduate standing.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**ECON 62052 DATA ACQUISITION AND PREPARATION FOR ACADEMIC RESEARCH 3 Credit Hours**

(Slashed with ECON 72052) Students will learn to access and collect data from existing sources (databases and raw data), prepare the data for further analysis, tabulate/visualize the summary statistics, and perform basic analysis using several different statistical software. The course is designed primarily to aid students with their academic research projects. Students will primarily learn Stata and SAS for data preparation and analysis and Python for scraping texts from various web sources.

**Prerequisite:** Graduate standing.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**ECON 62054 ECONOMETRICS I 3 Credit Hours**

(Slashed with ECON 72054) Introduction to problems and methods of the empirical estimation of economic relationships.

**Prerequisite:** Graduate standing.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**ECON 62055 ECONOMETRICS II 3 Credit Hours**

(Slashed with ECON 72055) Covers generalized linear regression, mixed estimation, simultaneous equation systems, their identification and estimation by single equation and systems estimation.

**Prerequisite:** ECON 62054; and graduate standing.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**ECON 62056 TIME SERIES ANALYSIS 3 Credit Hours**

(Slashed with ECON 72056) Covers various univariate and multivariate time series models, including autoregressive moving average (ARMA), general autoregressive conditional heteroskedasticity (GARCH), value at risk (VaR), vector autoregressive (VAR) and vector error correction model (VECM), etc. Students will gain hands-on experience with all models learned in the course.

**Prerequisite:** Graduate standing.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**ECON 62061 MONETARY THEORY AND POLICY 3 Credit Hours**

(Slashed with ECON 72061) A study of the nature and definition of money, its relationship to prices, output, employment, and interest rates and problems related to the conduct of monetary policy.

**Prerequisite:** ECON 62021; and graduate standing.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**ECON 62072 ECONOMICS OF LABOR MARKETS 3 Credit Hours**

The economic analysis of the decisions of workers and firms in determination of wages and employment. Topics include labor supply decisions, marginal productivity theory, discrimination, demand for education, effects of trade unions, immigration and wage inequality.

**Prerequisite:** ECON 32040 or ECON 62022; and ECON 62054 or BA 84023; and graduate standing.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**ECON 62075 INTERNATIONAL TRADE 3 Credit Hours**

(Slashed with ECON 72075) Study of modern international trade theory and policy, including free trade areas, international trade organizations, current issues in international trade and the effect of international trade on domestic policy.

**Prerequisite:** ECON 62021 and ECON 62022; and graduate standing.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**ECON 62076 INTERNATIONAL FINANCE 3 Credit Hours**

(Slashed with ECON 72076) Formal analysis of models of international monetary relations, including the determination of exchange rates, managed exchange rate policies, balance of payments crises, optimum currency areas, and international capital flows.

**Prerequisite:** Graduate standing.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**ECON 62092 INTERNSHIP IN ECONOMICS 3 Credit Hours**

(Repeatable for credit) Supervised practical experience in economics. Students must have a minimum 3.000 GPA in the economics major within the MAE degree and completed 4 courses from the MAE.

**Prerequisite:** Admitted to the Master of Arts in Economics program; and special approval.

**Schedule Type:** Practical Experience

**Contact Hours:** 3 other

**Grade Mode:** Satisfactory/Unsatisfactory

**ECON 62095 SPECIAL TOPICS IN ECONOMICS 3 Credit Hours**

(Repeatable 3 times for credit) Various special topics will be announced in the Schedule of Classes under this course number.

**Prerequisite:** Graduate standing; and special approval.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**ECON 62096 INDEPENDENT STUDY 1-3 Credit Hours**

(Repeatable for credit) Independent study on a particular project or sequence of subjects. Maximum of 6 semester hours of work may be earned in independent study although no more than 3 hours in any one semester.

**Prerequisite:** Graduation standing; and special approval.

**Schedule Type:** Individual Investigation

**Contact Hours:** 1-3 other

**Grade Mode:** Standard Letter-IP

**ECON 62098 RESEARCH 1-15 Credit Hours**

(Repeatable for credit) Research for master's students. May apply toward degree requirements if approved in advance by department.

**Prerequisite:** Graduate standing.

**Schedule Type:** Research

**Contact Hours:** 1-15 other

**Grade Mode:** Standard Letter

**ECON 62180 REGIONAL ECONOMICS 3 Credit Hours**

Examines techniques of regional economic analysis with the object of promoting understanding of interregional disparities in developed nations and policies for alleviating problems arising from disparities.

**Prerequisite:** Graduate standing.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**ECON 62199 THESIS I 2-6 Credit Hours**

Thesis students must register for total of 6 hours, 2 to 6 hours in a single semester, distributed over several semesters if desired.

**Prerequisite:** Graduate standing and special approval of adviser.

**Schedule Type:** Masters Thesis

**Contact Hours:** 2-6 other

**Grade Mode:** Satisfactory/Unsatisfactory-IP

**ECON 62299 THESIS II 2 Credit Hours**

Thesis students must continue registration each semester until all degree requirements are met.

**Prerequisite:** ECON 62199; and graduate standing.

**Schedule Type:** Masters Thesis

**Contact Hours:** 2 other

**Grade Mode:** Satisfactory/Unsatisfactory-IP

**ECON 64004 QUANTITATIVE METHODS IN BUSINESS****ADMINISTRATION I 3 Credit Hours**

(Slashed with ECON 74004) Covers the mathematical tools that are of central importance in economics in the context of economic examples. Topics include functions, matrix algebra, differential calculus, optimization, integration and dynamic analysis.

**Prerequisite:** Graduate standing.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**ECON 72021 MACROECONOMIC ENVIRONMENT OF BUSINESS 2 Credit Hours**

(Slashed with ECON 62021) Analysis of forces determining economic growth, employment, inflation and global economic environment with emphasis on understanding the business cycle and government stabilization policies.

**Prerequisite:** Doctoral standing.

**Schedule Type:** Lecture

**Contact Hours:** 2 lecture

**Grade Mode:** Standard Letter

**ECON 72022 MANAGERIAL ECONOMICS 2 Credit Hours**

(Slashed with ECON 62022) Uses economic theory and quantitative methodologies to develop decision-making skills which enable managers to evaluate problems and allocate resources efficiently.

**Prerequisite:** Doctoral standing.

**Schedule Type:** Lecture

**Contact Hours:** 2 lecture

**Grade Mode:** Standard Letter

**ECON 72050 MICROECONOMIC THEORY I 3 Credit Hours**

(Slashed with ECON 62050) Formal analysis of foundational models in microeconomics, including consumer and producer theory, an introduction to non-cooperative game theory, market equilibrium under various market structures and a discussion of market failures.

**Prerequisite:** Doctoral standing.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**ECON 72051 MACROECONOMIC THEORY I 3 Credit Hours**

(Slashed with ECON 62051) Formal analysis of models in macroeconomics, including models of economic growth, business cycles, consumption, investment, and unemployment, with applications to the analysis of monetary and fiscal policies.

**Prerequisite:** Doctoral standing.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**ECON 72052 DATA ACQUISITION AND PREPARATION FOR ACADEMIC RESEARCH 3 Credit Hours**

(Slashed with ECON 62052) In this course, students will learn to access and collect data from existing sources (databases and raw data), prepare the data for further analysis, tabulate/visualize the summary statistics, and perform basic analysis using several different statistical software. The course is designed primarily to aid students with their academic research projects. Students will primarily learn Stata and SAS for data preparation and analysis and Python for scraping texts from various web sources.

**Prerequisite:** Doctoral standing.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**ECON 72054 ECONOMETRICS I 3 Credit Hours**

(Slashed with ECON 62054) Introduction to problems and methods of the empirical estimation of economic relationships.

**Prerequisite:** Doctoral standing.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**ECON 72055 ECONOMETRICS II 3 Credit Hours**

(Slashed with ECON 62055) Covers generalized linear regression, mixed estimation, simultaneous equation systems, their identification and estimation by single equation and systems estimation.

**Prerequisite:** ECON 62054; and doctoral standing.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**ECON 72056 TIME SERIES ANALYSIS 3 Credit Hours**

(Slashed with ECON 62056) Covers various univariate and multivariate time series models, including autoregressive moving average (ARMA), general autoregressive conditional heteroskedasticity (GARCH), value at risk (VaR), vector autoregressive (VAR) and vector error correction model (VECM), etc. Students will gain hands-on experience with all models learned in the course.

**Prerequisite:** Doctoral standing.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**ECON 72061 MONETARY THEORY AND POLICY 3 Credit Hours**

(Slashed with ECON 62061) Study of money in promoting exchange, its relationship to prices, output, employment, interest rates and banking and issues related to the conduct of monetary policy.

**Prerequisite:** Doctoral standing.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**ECON 72075 INTERNATIONAL TRADE 3 Credit Hours**

(Slashed with ECON 62075) Study of modern international trade theory and policy, including free trade areas, international trade organizations, current issues in international trade and the effect of international trade on domestic policy.

**Prerequisite:** ECON 62021 and ECON 62022; and doctoral standing.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**ECON 72076 INTERNATIONAL FINANCE 3 Credit Hours**

(Slashed with ECON 62076) Formal analysis of models of international monetary relations, including the determination of exchange rates, managed exchange rate policies, balance of payments crises, optimum currency areas, and international capital flows.

**Prerequisite:** Doctoral standing.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter



**ECON 72180 REGIONAL ECONOMICS 3 Credit Hours**

Examines techniques of regional economic analysis with the object of promoting understanding of interregional disparities in developed nations and policies for alleviating problems arising from disparities.

**Prerequisite:** Doctoral standing.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**ECON 74004 QUANTITATIVE METHODS IN BUSINESS ADMINISTRATION I 3 Credit Hours**

(Slashed with ECON 64004) Covers the mathematical tools that are of central importance in economics in the context of economic examples. Topics include functions, matrix algebra, differential calculus, optimization, integration and dynamic analysis.

**Prerequisite:** Doctoral standing.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**ECON 82024 SEMINAR IN APPLIED ECONOMIC ANALYSIS 3 Credit Hours**

Discussion and analysis of selected current economic problems confronting the economy and the business sector. Emphasis will be on applied analysis.

**Prerequisite:** Doctoral standing.

**Schedule Type:** Seminar

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**ECON 82072 ECONOMICS OF LABOR MARKETS 3 Credit Hours**

The economic analysis of the decisions of workers and firms in determination of wages and employment. Topics include labor supply decisions, marginal productivity theory, discrimination, demand for education, effects of trade unions, immigration and wage inequality.

**Prerequisite:** ECON 32040 or ECON 62022; and ECON 62054 or BA 84023; and doctoral standing.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

## Department of Finance

### Finance (FIN)

**FIN 26051 BITCOIN AND BLOCKCHAIN TECHNOLOGY 3 Credit Hours**

Digital currencies and distributed ledger technology will completely reshape the landscape of commerce and business. Course explores this from three different perspectives: the primary and secondary markets and emergence of digital tokens; capital formation in the digital economy; and financial technology transformation via distributed ledger blockchain.

**Prerequisite:** None.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**FIN 26074 LEGAL ENVIRONMENT OF BUSINESS 3 Credit Hours**

(Equivalent to BMRT 21000) Coverage of the nature, structure and significance of the legal and regulatory areas which confront business, with special emphasis on business ethics environmental and international issues.

**Prerequisite:** Sophomore standing.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**Attributes:** TAG Business

**FIN 26085 INTRODUCTION TO FINANCIAL MODELING 1 Credit Hour**

Introduces students to financial modeling using both basic and advanced features in Microsoft Excel. Students will learn how to create and analyze databases for portfolios and other projects. Students will learn commands for statistical analysis and financial functions.

**Prerequisite:** CIS 24053; and minimum 2.000 overall GPA.

**Schedule Type:** Lecture

**Contact Hours:** 1 lecture

**Grade Mode:** Standard Letter

**FIN 26086 PRINCIPLES OF FINANCIAL MODELING 3 Credit Hours**

Introduces students to financial modeling using both basic and advanced features in Microsoft Excel. Students learn how to create and analyze databases for portfolios and other projects. Students learn commands for statistical analysis and financial functions. Students create their own discounted cash flow analysis model, including creating a complete set of financial statements as well as a five-year forecast. Students are introduced to data visualization software.

**Prerequisite:** CIS 24053; and minimum 2.000 overall GPA.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**FIN 26280 GOLDEN FLASH ASSET MANAGEMENT MEMBER 1 Credit Hour**

(Repeatable for max 3 credit hours) This course is for members of the Golden Flash Asset Management Group, Kent State's student-managed investment fund. Requires special permission from the department chair, but any major on campus can join. To inquire about becoming a member, contact the chair of the Department of Finance. Students may repeat this course up to a maximum of 3 credits only toward general electives, if needed.

**Prerequisite:** None.

**Schedule Type:** Lecture

**Contact Hours:** 1 lecture

**Grade Mode:** Standard Letter

**FIN 26295 SPECIAL TOPICS IN FINANCE I 1-3 Credit Hours**

(Repeatable for credit) Deals with special topics in finance; new subjects not covered in other existing courses.

**Prerequisite:** Special approval.

**Schedule Type:** Lecture

**Contact Hours:** 1-3 lecture

**Grade Mode:** Standard Letter

**FIN 36040 PERSONAL FINANCIAL PLANNING 3 Credit Hours**

Course examines basic personal financial planning and investment strategies with the goal of increasing personal financial literacy and future individual well-being. Course provides a foundation for understanding financial decisions and making informed choices. Course does not fulfill a requirement for the Finance major or minor. Students cannot earn credit toward graduation for both FIN 36040 and FIN 36063.

**Prerequisite:** Minimum 2.000 overall GPA; and junior standing.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**FIN 36051 THE FINANCIAL SYSTEM 3 Credit Hours**

Analysis of financial markets and institutions emphasizing current issues, regulatory aspects, and management concerns. This is a fundamental course for business majors and minors.

**Prerequisite:** ACCT 23020 or ACTT 11000; and ECON 22060; and minimum 2.000 overall GPA.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**FIN 36053 BUSINESS FINANCE 3 Credit Hours**

Introductory finance course analyzing the basic financial decisions of corporations and the interface of the firm with capital markets. Students discuss stocks, bonds, the time value of money, risk versus return and the essentials of capital budgeting.

**Prerequisite:** ACCT 23020 or ACTT 11000; and ECON 22060; and ECON 22061; and minimum 2.000 overall GPA.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**FIN 36054 INTERMEDIATE CORPORATE FINANCE 3 Credit Hours**

Treatment of financial decision making processes in businesses. Overview of cost of capital, capital budgeting, capital structure, and working capital management.

**Prerequisite:** Minimum C grade in FIN 26085 (or FIN 26086), FIN 36053, ENG 21011 (or HONR 10297), COMM 15000 and MATH 11010 (or MATH 10675 or MATH 10775); and minimum 2.000 overall GPA; and finance major or minor.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**FIN 36059 INTERMEDIATE INVESTMENTS 3 Credit Hours**

Discussion of factors determining the value of investment securities with attention to economic, regulatory, and global influences. Either this course or FIN 36063, but not both, can count as an elective in a College of Business and Entrepreneurship program.

**Prerequisite:** Minimum C grade in FIN 26085 (or FIN 26086), FIN 36053, ENG 21011 (or HONR 10297), COMM 15000 and MATH 11010 (or MATH 10675 or MATH 10775); and minimum 2.000 overall GPA; and finance major or minor.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**FIN 36061 PRINCIPLES OF REAL ESTATE 3 Credit Hours**

Principles and practices of real estate, real estate laws, contractual instruments, valuation, financing and markets in commercial and residential real estate.

**Prerequisite:** FIN 36053 with a minimum C grade; and minimum overall 2.000 GPA; and finance major or minor.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**FIN 36063 INDIVIDUAL INVESTMENT STRATEGIES 3 Credit Hours**

Course examines more advanced strategies for personal investing in stocks, bonds, insurance, real estate and alternative investments. Course does not fulfill a requirement for the Finance major or minor. Students cannot earn credit toward graduation for both FIN 36040 and FIN 36063. Not open to students declared in Finance major or minor.

**Prerequisite:** Minimum 2.000 overall GPA; and junior standing.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**FIN 36072 LAW OF COMMERCIAL TRANSACTIONS 3 Credit Hours**

Introduction to real and personal property, commercial paper, agency law, business organizations, bankruptcy, secured transactions and other related areas of business law.

**Prerequisite:** FIN 26074 or BMRT 21000; and minimum 2.000 overall GPA.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**FIN 36081 PRINCIPLES OF INSURANCE 3 Credit Hours**

Examination of insurance industry, its regulatory environment and insurance contracts. Life and health insurance as well as property and liability insurance are covered.

**Prerequisite:** FIN 36053 with a minimum C grade; and minimum 2.000 overall GPA; and finance major or minor.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**FIN 36086 ADVANCED FINANCIAL MODELING 3 Credit Hours**

Course is meant as a stepping-stone for advanced financial courses. Students touch upon three general areas of financial modeling: (1) financial-statement-based models, (2) portfolio investment models and (3) markets/securities/derivatives models. Students use Excel functions and techniques to solve problems for different and complicated scenarios. Students also use multiple regression analysis in Excel.

Students use advanced features in Tableau and are introduced to Python.

**Prerequisite:** Minimum C grade in FIN 26085 (or FIN 26086), FIN 36053, ENG 21011 (or HONR 10297) and COMM 15000; and MATH 11010 (or MATH 10675 or MATH 10775); minimum 2.000 overall GPA; and finance major or minor.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**FIN 36280 GOLDEN FLASH ASSET MANAGEMENT JUNIOR OFFICER 2 Credit Hours**

(Repeatable for max 6 credit hours) This course is for junior officers in the Golden Flash Asset Management Group, Kent State's student managed investment fund. Course examines the issues involved in the management and investment strategies of a portfolio of financial assets. Junior officers research prospective investments, generate reports and make decisions to invest or liquidate. Any recommendation to buy, sell or retain a position in a security is presented to all student team members and to the instructor. Oral presentations are required. Course credits count toward general electives, not finance major/minor electives.

**Prerequisite:** Special approval from department chair.

**Schedule Type:** Lecture

**Contact Hours:** 2 lecture

**Grade Mode:** Standard Letter

**FIN 46054 FINANCIAL RISK MANAGEMENT 3 Credit Hours**

Understanding techniques and financial tools used in managing financial risk. Analysis of contracts (options, forwards, futures) undertaken in the context of financial regulation and ethical practices within the financial marketplace.

**Prerequisite:** FIN 36053 with a minimum C grade; and overall 2.000 overall GPA; and finance major or minor.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**FIN 46055 ADVANCED DERIVATIVE SECURITIES 3 Credit Hours**

(Slashed with FIN 56055) Comprehensive analysis of derivatives securities markets and their role in the financial system. Valuation methods, advanced hedging, arbitration techniques and the regulatory environment.

**Prerequisite:** FIN 36059; and minimum 2.000 overall GPA; and finance major or minor.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**FIN 46056 ADVANCED FIXED INCOME MANAGEMENT 3 Credit Hours**

(Slashed with FIN 56056) Course investigates techniques and financial tools used in fixed income markets. Students analyze interest rate and bond mathematics; review the structure of debt markets; and examine the mechanics, securities, derivatives and structured products tied to the credit and debt markets.

**Prerequisite:** FIN 36051 and FIN 36059; and minimum 2.000 overall GPA; and finance major or minor.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**FIN 46059 APPLIED FINANCIAL MANAGEMENT STRATEGIES (ELR) (WIC) 3 Credit Hours**

(Slashed with FIN 56059) Emphasis on financial policies and strategic financial decision-making with respect to both short-term and long-term financial management problems.

**Prerequisite:** FIN 36054; and MATH 10041 or BA 24056; and minimum 2.000 overall GPA; and Finance major.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**Attributes:** Experiential Learning Requirement, Writing Intensive Course

**FIN 46061 REAL ESTATE FINANCE 3 Credit Hours**

(Slashed with FIN 56061) Course covers basic real estate law, project evaluation, financing strategies, investment decision making and real estate capital markets.

**Prerequisite:** FIN 36051 and FIN 36054 or FIN 36059; and 2.000 overall GPA; and finance major or minor.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**FIN 46064 INTERNATIONAL BUSINESS FINANCE 3 Credit Hours**

(Slashed with FIN 56064) Management of the finance function of an international company, including foreign exchange exposure management, foreign investment, short term and long term capital management and international accounting and taxation.

**Prerequisite:** Minimum C grade in FIN 36053; and minimum 2.000 overall GPA; and Finance major or minor or International Business minor.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**FIN 46067 ADVANCED PORTFOLIO ANALYSIS 3 Credit Hours**

(Slashed with FIN 56067) Examines the principles, methods, and techniques of portfolio analysis with emphasis on determination of portfolio risks and returns. The political, ethical, and global forces affecting asset risks and returns are evaluated.

**Prerequisite:** FIN 36051 and FIN 36059; and minimum 2.000 overall GPA; and finance major or minor.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**FIN 46068 COMMERCIAL BANK MANAGEMENT 3 Credit Hours**

(Slashed with FIN 56068) Financial management techniques applied to commercial banks. Focus on management of liquidity, investment and loan portfolios and capital structure.

**Prerequisite:** FIN 36051; and FIN 36054 or FIN 36059; and minimum 2.000 overall GPA; and Finance major or minor.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**FIN 46070 ADVANCED COMMERCIAL BANK MANAGEMENT 3 Credit Hours**

(Slashed with FIN 56070) Course contains a mixture of lectures, guest speakers and case discussions regarding the banking industry. Advanced discussions of liquidity risk, interest rate risk, credit risk and solvency risk and the management of these risks. In-depth computer models for measuring and managing risks are discussed.

**Prerequisite:** FIN 46068; and minimum 2.000 overall GPA; and finance major or minor.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**FIN 46072 BUSINESS FINANCIAL DISTRESS AND BANKRUPTCY 3 Credit Hours**

This course introduces the senior undergraduate or graduate business student to the business problems faced by a financially troubled company, and possible ways to save that company. Students will learn the economics and structure of secured lending, the ways a business can jettison costs to regain operations profitability, the many complications management faces when trying to fix the company and the rules controlling the aggressive actions of its creditors. The course will have a special focus on the multi-billion dollar world of "distressed mergers and acquisitions," including ways Wall Street, Private Equity firms and competitors value a troubled business and try to buy the business at a bargain price.

**Prerequisite:** FIN 26074; and FIN 36051; and FIN 36054 or FIN 36059; and finance major or minor.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**FIN 46089 INTERNATIONAL FINANCE EXPERIENCE (DIVG) (ELR) 3 Credit Hours**

(Slashed with FIN 56089) Firsthand exposure to international businesses and organizations generally relating to business and specifically relating to finance. Includes pre-trip orientation sessions, visits to international businesses and organizations, and opportunities for cultural activities.

**Prerequisite:** Minimum 2.000 overall GPA; and special approval.

**Schedule Type:** International Experience

**Contact Hours:** 9 other

**Grade Mode:** Standard Letter

**Attributes:** Diversity Global, Experiential Learning Requirement

**FIN 46096 INDIVIDUAL INVESTIGATION IN FINANCE 1-3 Credit Hours**

(Repeatable for credit) Opportunity for research in problem areas of interest in field of finance. Agreement of faculty member in the department must be secured prior to registering for course.

**Prerequisite:** Minimum 2.500 overall GPA; and finance major; and special approval.

**Schedule Type:** Individual Investigation

**Contact Hours:** 1-3 other

**Grade Mode:** Standard Letter

**FIN 46192 INTERNSHIP IN FINANCE (ELR) 3 Credit Hours**

(Repeatable for Credit) An internship for finance majors and minors interested in obtaining career-relevant experience. Students and employers must satisfy criteria established by the department. Students are responsible for securing employment.

**Prerequisite:** FIN 36051; and FIN 36054 or FIN 36059; and a minimum 2.500 overall GPA; and special approval.

**Schedule Type:** Practical Experience

**Contact Hours:** 9 other

**Grade Mode:** Standard Letter

**Attributes:** Experiential Learning Requirement

**FIN 46280 GOLDEN FLASH ASSET MANAGEMENT SENIOR OFFICER 3 Credit Hours**

(Repeatable for max 6 credit hours) This course is for Senior officers in the Golden Flash Asset Management Group, Kent State's student-managed investment fund. Course examines the issues involved in the management and investment strategies of a portfolio of financial assets. It focuses on asset allocation, portfolio monitoring and evaluation, portfolio rebalancing and investment analysis under the supervision of the instructor. Senior officers are responsible for leading meetings, preparing and presenting the annual report, reviewing performance, making trades, monitoring risk, providing the economic report and ensuring a smooth flow of operations. Oral presentations are required. Course credits count toward general electives when taken for the first time. Course credits can count toward general electives or major electives if taken for the second time.

**Prerequisite:** Special approval by the department chair.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**FIN 46295 SPECIAL TOPICS IN FINANCE II 1-3 Credit Hours**

(Repeatable for credit) Deal with special topics in finance. New subjects not covered in other existing courses.

**Prerequisite:** FIN 36053; and minimum 2.500 overall GPA; and finance major; and senior standing.

**Schedule Type:** Lecture

**Contact Hours:** 1-3 lecture

**Grade Mode:** Standard Letter

**FIN 56055 ADVANCED DERIVATIVE SECURITIES 3 Credit Hours**

(Slashed with FIN 46055) Comprehensive analysis of options and futures markets and their role in the financial system. Students explore valuation methods, advanced hedging, arbitration techniques and the regulatory environment.

**Prerequisite:** FIN 66060; and graduate standing.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**FIN 56056 ADVANCED FIXED INCOME MANAGEMENT 3 Credit Hours**

(Slashed with FIN 46056) Course investigates techniques and financial tools used in fixed income markets. Students analyze interest rate and bond mathematics; review the structure of debt markets; and examine the mechanics, securities, derivatives and structured products tied to the credit and debt markets.

**Prerequisite:** FIN 66060; and graduate standing.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**FIN 56059 APPLIED FINANCIAL MANAGEMENT STRATEGIES 3 Credit Hours**

(Slashed with FIN 46059) Emphasis on financial policies and strategic financial decision-making with respect to both short-term and long-term financial management problems.

**Prerequisite:** FIN 66060; and graduate standing.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**FIN 56061 REAL ESTATE FINANCE 3 Credit Hours**

(Slashed with FIN 46061) Course covers basic real estate law, project evaluation, financing strategies, investment decision making and real estate capital markets.

**Prerequisite:** FIN 66060; and graduate standing.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**FIN 56064 INTERNATIONAL BUSINESS FINANCE 3 Credit Hours**

(Slashed with FIN 46064) Management of the finance function of an international company, including foreign exchange exposure management, foreign investment, short term and long term capital management and international accounting and taxation.

**Prerequisite:** FIN 66060; and graduate standing.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**FIN 56067 ADVANCED PORTFOLIO ANALYSIS 3 Credit Hours**

(Slashed with FIN 46067) Examines the principles, methods and techniques of portfolio analysis with emphasis on determination of portfolio risks and returns. Students evaluate political, ethical, and global forces affecting asset risks and returns.

**Prerequisite:** FIN 66060; and graduate standing.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**FIN 56068 COMMERCIAL BANK MANAGEMENT 3 Credit Hours**

(Slashed with FIN 46068) Financial management techniques applied to commercial banks. Focus on management of liquidity, investment and loan portfolios and capital structure.

**Prerequisite:** FIN 66060; and graduate standing.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**FIN 56070 ADVANCED COMMERCIAL BANK MANAGEMENT 3 Credit Hours**

(Slashed with FIN 46070) Course contains a mixture of lectures, guest speakers and case discussions regarding the banking industry. Advanced discussions of liquidity risk, interest rate risk, credit risk and solvency risk and the management of these risks. In-depth computer models for measuring and managing risks are discussed.

**Prerequisite:** FIN 66060; and graduate standing.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**FIN 56072 BUSINESS FINANCIAL DISTRESS AND BANKRUPTCY 3 Credit Hours**

This seminar introduces the senior undergraduate or graduate business students to the business problems faced by a financially-troubled company and possible ways to save that company. Students will learn the economics and structure of secured lending, the ways a business can jettison costs to regain operations profitability and the many complications management faces when trying to fix the company and the rules controlling the aggressive actions of its creditors. The course will have a special focus on the multi-billion dollar world of "distressed mergers and acquisitions," including ways Wall Street, Private Equity firms and competitors value a troubled business and try to buy the business at a bargain price.

**Prerequisite:** FIN 66060; and graduate standing.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**FIN 56089 INTERNATIONAL FINANCE EXPERIENCE 3 Credit Hours**

(Slashed with FIN 46089) Firsthand exposure to international businesses and organizations generally relating to business and specifically relating to finance. Includes pre-trip orientation sessions, visits to international businesses and organizations, and opportunities for cultural activities.

**Prerequisite:** Graduate standing; and special approval.

**Schedule Type:** International Experience

**Contact Hours:** 9 other

**Grade Mode:** Standard Letter

**FIN 56280 GOLDEN FLASH ASSET MANAGEMENT DIRECTOR 3 Credit Hours**

Course examines the issues involved in the management and investment strategies of a live portfolio of financial assets. Students study asset allocation, portfolio monitoring and evaluation, portfolio rebalancing and investment analysis of an international equity and fixed income portfolio under the supervision of the instructor. Written and oral presentations are required.

**Prerequisite:** Graduate standing; and special approval from the department chair.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**FIN 66040 INTERNATIONAL ISSUES IN BANKING AND FINANCE 3 Credit Hours**

Examines the financial theory behind foreign exchange rates, risk management through derivatives, international banking transactions, bank credit analysis, real estate valuation and ESG investing.

**Prerequisite:** FIN 66060; and graduate standing.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**FIN 66050 LAW AND ETHICS 2 Credit Hours**

This course is an overview of laws and regulations with related ethical impacts affecting business management.

**Prerequisite:** Graduate standing.

**Schedule Type:** Lecture

**Contact Hours:** 2 lecture

**Grade Mode:** Standard Letter

**FIN 66060 MANAGERIAL FINANCE 2 Credit Hours**

Study of managerial decisions of the firm from a financial point of view. Topics include valuation, project analysis, and sources and uses of funds.

**Prerequisite:** ACCT 63037; and graduate standing.

**Schedule Type:** Lecture

**Contact Hours:** 2 lecture

**Grade Mode:** Standard Letter

**FIN 66061 FINANCIAL MANAGEMENT I 3 Credit Hours**

Study of financial decision-making processes within a firm. Emphasis on applications and strategic planning in investment, financing, dividend and working capital decisions.

**Prerequisite:** ACCT 63037 and ACCT 63038; and ECON 62021; and graduate standing.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**FIN 86061 THEORIES OF FINANCIAL DECISION-MAKING 3 Credit Hours**

A study of optimal investment decisions under conditions of certainty and uncertainty.

**Prerequisite:** Doctoral standing.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**FIN 86062 SEMINAR IN CORPORATE FINANCE 3 Credit Hours**

A study of the theory and empirical evidence from a global perspective regarding corporate financial management.

**Prerequisite:** Doctoral standing.

**Schedule Type:** Seminar

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**FIN 86064 SEMINAR IN FINANCIAL INSTITUTIONS 3 Credit Hours**

A study of the theory and empirical evidence from a global perspective regarding the intersection of banking and empirical corporate finance/financial accounting.

**Prerequisite:** Doctoral standing.

**Schedule Type:** Seminar

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**FIN 86066 SEMINAR IN INVESTMENTS 3 Credit Hours**

A study of the theory and empirical evidence from a global perspective regarding investment analysis, valuation and portfolio selection.

**Prerequisite:** Doctoral standing.

**Schedule Type:** Seminar

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**FIN 86391 SEMINAR IN FINANCIAL TOPICS 3 Credit Hours**

(Repeatable for credit) A study of the theory and empirical evidence from a global perspective regarding a topic of the faculty member's expertise.

**Prerequisite:** Doctoral standing.

**Schedule Type:** Seminar

**Contact Hours:** 3 other

**Grade Mode:** Standard Letter

## Department of Information Systems and Business Analytics

### Business Analytics (BA)

**BA 24056 BUSINESS ANALYTICS I 3 Credit Hours**

(Equivalent to BMRT 21004) Introduction to concepts in statistical methods and their applications to real world problems. Examines both the theoretical and practical side of the different methods.

**Prerequisite:** MATH 11010 or MATH 11012 or MATH 12002.

**Schedule Type:** Laboratory, Lecture, Combined Lecture and Lab

**Contact Hours:** 2 lecture, 2 lab

**Grade Mode:** Standard Letter

**BA 34055 COMPUTER DECISION MODELING 3 Credit Hours**

Introduces students to the scientific decision-making tools of operations research and management science, and also to the use of spreadsheet modeling for problem formulation and solution without the need for mathematics. The concepts of modeling and better decision making are stressed along with illustrations from the various functional areas of business. Course not open to computer information systems majors.

**Prerequisite:** CIS 24053 or IT 11000; and BA 24056 or MATH 10041 or BMRT 21004; and minimum 2.000 overall GPA.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**BA 34059 SERVICE OPERATIONS MANAGEMENT 3 Credit Hours**

Provide students with the concepts and tools necessary to effectively manage service operations and to prepare students for management opportunities in service firms that represent the fastest-growing sector of the economy. The service management will be presented from an integrated viewpoint with a focus on customer satisfaction. The course materials are organized around four modules (1) understanding services (2) designing the service enterprise, (3) managing service operations and (4) toward world class-service.

**Prerequisite:** BA 34060; and minimum 2.000 overall GPA.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**BA 34060 OPERATIONS MANAGEMENT 3 Credit Hours**

A survey course in operations management that covers the managerial concepts and the quantitative tools used in the design, planning operation and control of operations systems.

**Prerequisite:** CIS 24053 or IT 11000; and BA 24056 or MATH 10041 or BMRT 21004.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**BA 34064 MANUFACTURING RESOURCE PLANNING 3 Credit Hours**

Introduce students to the basic tools operations managers use to inform their decisions on a daily basis. The course involves hands-on coverage of manufacturing resource planning tools, including forecasting and master production schedules, bill of materials structuring, order entry and purchasing, capacity requirements planning, routing, costing, customer service, shipping, invoicing and using an enterprise resource planning (ERP) software.

**Prerequisite:** BA 34060; and minimum 2.500 overall GPA.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**BA 34065 QUALITY ASSURANCE 3 Credit Hours**

Introduction to importance of quality assurance and tools used to accomplish better quality in goods and services. Topics TQM, Six Sigma, quality philosophies, sampling plans and statistical process control, ISO, quality competition and awards.

**Prerequisite:** BA 34060; and minimum 2.000 overall GPA.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**BA 34156 BUSINESS ANALYTICS II 3 Credit Hours**

This course provides an introduction and application of business analytics to real-world problems. Specifically, students are exposed to methods and models that allows business users to make better decisions based on data. We discuss methods for collecting, cleaning, and visualizing data, linear, non-linear and optimization models to help decision makers choose the best decision, and some advanced forms of modeling. The goal of this course is for students to be exposed to essential topics in business analytics and to apply these techniques to real-world problems.

**Prerequisite:** BMRT 21004 or MATH 10041 or BA 24056.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**BA 44011 SYSTEMS SIMULATION 3 Credit Hours**

(Slashed with BA 54011) Techniques and applications of computer simulation of existing or proposed real-world systems. Use of simulation language, simulations studies, analysis and interpretation of results.

**Prerequisite:** BA 24056 or MATH 10041.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**BA 44038 ANALYTICS IN PRACTICE 3 Credit Hours**

Course focuses on supporting techniques and managerial and professional skills necessary to being an effective business analyst. Other topics include project management, requirements analysis, change management, team dynamics, leadership, ethics and effective communication between all stakeholders.

**Prerequisite:** BA 34156.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**BA 44050 DATA VISUALIZATION 3 Credit Hours**

(Slashed with BA 54050) Introduces students to data visualization, and specifically, how to use visualization to communicate information effectively from data. All aspects of effective data visualization, including understanding the context, choosing appropriate graphs and visuals, and communicating the information from data will be considered. While theoretical aspects of effective visualizations will be covered, the focus will be on implementing such designs. Concentrating significantly on the practice of effective visualizations.

**Prerequisite:** BA 24056 or MATH 10041; and senior standing.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**BA 44051 MACHINE LEARNING 3 Credit Hours**

Machine Learning is one of the required courses for the Bachelor of Business Analytics (BANA) program. In this course, students learn the fundamentals of machine learning as applied to business problems. Specifically, the course concentrates on regression and classification methods, including regression, random forests, boosting trees, and neural networks, on unsupervised learning including k-means and hierarchical clustering, and on recommendation systems, and ensemble learning.

**Prerequisite:** BA 34156; and senior standing.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**BA 44052 TEXT ANALYSIS AND NATURAL LANGUAGE PROCESSING 3 Credit Hours**

(Slashed with BA 54052) Course is designed to provide students with a comprehensive understanding of how to analyze unstructured text data for actionable business insights. The course explores essential techniques in text analytics, ranging from basic Natural Language Processing (NLP) to advanced machine learning and deep learning models. The curriculum covers a variety of topics such as sentiment analysis, text classification, and feature engineering, along with cutting-edge methodologies like topic modeling and transformer models. Furthermore, the course delves into real-world applications of text analytics in various industries, including healthcare, finance and retail. Students will also examine the ethical considerations related to data privacy and bias in text analytics.

**Prerequisite:** BA 34156.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**BA 44061 OPERATIONS MANAGEMENT AND CONTROL 3 Credit Hours**

Introduces the student to the key functions of an operations planning and control system. Operations planning and control systems provide information for the efficient flow of materials, the effective utilization of people and equipment and the proper coordination of internal activities with suppliers and customers.

**Prerequisite:** Minimum 2.000 overall GPA.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**BA 44062 SUPPLY CHAIN MANAGEMENT 3 Credit Hours**

Students learn the basic analytical tools needed to coordinate business operations across the value chain. Course involves hands-on coverage of supply chain management with emphasis on supplier partnering and development, customer relations management, strategic sourcing and pricing, e-business, measuring supply chain performance, mass customization, planning supply and demand coordination in the supply chain.

**Prerequisite:** Minimum 2.000 overall GPA; and junior standing.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**BA 44065 STRATEGIES IN PRODUCTION AND OPERATIONS MANAGEMENT (WIC) 3 Credit Hours**

Senior project in industrial management. Applies concepts from all prior coursework to the solution of real and simulated operating problems.

**Prerequisite:** Minimum 2.000 overall GPA.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**Attributes:** Writing Intensive Course

**BA 44092 INTERNSHIP IN BUSINESS ANALYTICS (ELR) 3 Credit Hours**

(Repeatable for credit) A supervised field experience at a cooperating organization. Requires regular contact with instructor and preparation of an internship report connecting academic coursework to on-the-job experiences.

**Prerequisite:** BA 34156.

**Schedule Type:** Practical Experience

**Contact Hours:** 9 other

**Grade Mode:** Standard Letter

**Attributes:** Experiential Learning Requirement

**BA 44099 CAPSTONE IN BUSINESS ANALYTICS (ELR) (WIC) 3 Credit Hours**

In this culminating project, students draw on the breadth and depth of the curriculum to address an industry supplied problem individually or in small teams. Specifically, students will improve, and present their solutions to their respective stakeholders, who will grade your final presentation and report.

**Prerequisite:** BA 44051; and senior standing.

**Pre/corequisite:** BA 44050.

**Schedule Type:** Lecture, Project or Capstone

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**Attributes:** Experiential Learning Requirement, Writing Intensive Course

**BA 44152 PROJECT MANAGEMENT 3 Credit Hours**

This course covers the fundamental concepts, procedures and processes related to managing projects from initiation through planning, execution and closing. It also introduces the principles, tools and methods used in project management, and the use of project management software (ProjectLibre) in managing projects. The topics covered in the course can be helpful in preparing for Project Management Professional (PMP) certification.

**Prerequisite:** Minimum 2.000 overall GPA; and junior standing.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**BA 54011 SYSTEMS SIMULATION 3 Credit Hours**

(Slashed with BA 44011) Techniques and applications of computer simulation of existing or proposed real-world systems. Use of simulation language, simulations studies, analysis and interpretation of results.

**Prerequisite:** Graduate standing.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**BA 54038 ANALYTICS IN PRACTICE 3 Credit Hours**

Course focuses on supporting techniques and managerial and professional skills necessary to being an effective business analyst. Other topics include project management, requirements analysis, change management, team dynamics, leadership, ethics and effective communication between all stakeholders.

**Prerequisite:** Graduate standing.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**BA 54050 DATA VISUALIZATION 3 Credit Hours**

(Slashed with BA 44050) Introduces students to data visualization, and specifically, how to use visualization to communicate information effectively from data. All aspects of effective data visualization, including understanding the context, choosing appropriate graphs and visuals, and communicating the information from data will be considered. While theoretical aspects of effective visualizations will be covered, the focus will be on implementing such designs. Concentrating significantly on the practice of effective visualizations.

**Prerequisite:** Graduate standing.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**BA 54052 TEXT ANALYSIS AND NATURAL LANGUAGE PROCESSING 3 Credit Hours**

(Slashed with BA 44052) Course is designed to provide students with a comprehensive understanding of how to analyze unstructured text data for actionable business insights. The course explores essential techniques in text analytics, ranging from basic Natural Language Processing (NLP) to advanced machine learning and deep learning models. The curriculum covers a variety of topics such as sentiment analysis, text classification, and feature engineering, along with cutting-edge methodologies like topic modeling and transformer models. Furthermore, the course delves into real-world applications of text analytics in various industries, including healthcare, finance and retail. Students will also examine the ethical considerations related to data privacy and bias in text analytics.

**Prerequisite:** Graduate Standing.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**BA 64005 ANALYTICS FOR DECISION MAKING 2 Credit Hours**

(Slashed with BA 74005) This course uses computer capabilities to analyze and understand a variety of statistical and business analytics techniques and how to apply these techniques to solving business problems.

**Prerequisite:** Graduate standing.

**Schedule Type:** Lecture

**Contact Hours:** 2 lecture

**Grade Mode:** Standard Letter

**BA 64013 NONPARAMETRIC AND ROBUST STATISTICS 3 Credit Hours**

(Slashed with BA 74013) A presentation of statistically sound techniques for those who need to be able to use nonparametric or robust methods to deal with non-normal distributions or outliers (common problems) in their data.

**Prerequisite:** BA 64005 or BA 74005; and graduate standing.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter



**BA 64017 MULTIVARIATE STATISTICS 3 Credit Hours**

This course is devoted to a study of multivariate statistical methods. Topics include multivariate analysis of variance, canonical correlation, principal component analysis, discriminant analysis cluster analysis and factor analysis.

**Prerequisite:** BA 64023 or BA 74023; and graduate standing.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**BA 64018 QUANTITATIVE MANAGEMENT MODELING 3 Credit Hours**

(Slashed with BA 74018) A variety of optimization and heuristic modeling techniques are explored. Decision-making environments, model selection, and interpretation are emphasized. Various linear and nonlinear mathematical programming techniques are the primary topic but are supplemented with other optimization and heuristic techniques.

**Prerequisite:** Graduate standing.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**BA 64019 RESEARCH SEMINAR IN SUPPLY CHAIN MANAGEMENT 3 Credit Hours**

(Slashed with BA 74019) Research seminar designed primarily for students who seek an in-depth understanding of the current research literature in supply chain management and who are interested in doing research in supply chain management. Students study the academic literature with emphasis on the development and use of analytical tools and models to solve supply chain management problems. Specifically, the course will address quantitative modeling to support operational, tactical and strategic decision-making in supply chain management.

**Prerequisite:** Graduate standing.

**Schedule Type:** Seminar

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**BA 64020 ADVANCED STATISTICAL MODELS 3 Credit Hours**

(Slashed with BA 74020) This is a special focus course for which the topics will vary. It will generally include sampling techniques, experimental designs, similar statistical methods, internal and external validity and reliability issues.

**Prerequisite:** BA 64023 or BA 74023; and graduate standing.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**BA 64023 LINEAR STATISTICAL MODELS AND APPLICATIONS 3 Credit Hours**

(Slashed with BA 74023) Models and applications of simple and multiple regression, correlation and analysis of variance.

**Prerequisite:** BA 64005 or BA 74005; and graduate standing.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**BA 64026 SUPPLY CHAIN MANAGEMENT 2 Credit Hours**

Introduces the knowledge base needed to coordinate business operations across firms' supply chains. Addresses how to integrate traditional business operations to align them in support of inter-firm collaboration required to compete globally. It covers specific topics relevant to supply chain management and offers a managerial orientation towards supporting supply chain operations. It immerses students into responsible operations and supply chain best practices.

**Prerequisite:** Graduate standing.

**Schedule Type:** Lecture

**Contact Hours:** 2 lecture

**Grade Mode:** Standard Letter

**BA 64028 GLOBAL SUPPLY CHAIN BUSINESS MODELS 3 Credit Hours**

Focus on modeling techniques for supporting decision making in supply chain management. Introduces students to the problems facing a global supply chain manager and the implementation of spreadsheet-based models for solving problems that arise in the operation of a supply chain. Emphasis is placed on model formulation and interpretation in support of decisions to coordinate and improve supply chain operations.

**Prerequisite:** BA 64026 or BA 64036; and graduate standing.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**BA 64029 SUPPLY CHAIN AND VENDOR MANAGEMENT STRATEGIES 3 Credit Hours**

Building global "relationships" are central pillars to effective supply chain management. There are strategic relationships, tactical relationships, transactional relationships, internal relationships, and of course, relationships with the government. As supply chains become global, managers have to consider cultural, regulatory, and communication differences to create and operate within the global village. Students learn how to deal with a rapidly changing landscape and understand how to deal with distributed resources, vendors, and people across cultures and convictions.

**Prerequisite:** BA 64026; and graduate standing.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**BA 64036 BUSINESS ANALYTICS 3 Credit Hours**

Overview of business analytics and its appropriate applications in various industries and functional areas. Critical thinking, problem definition, problem solving, effective communication, and leadership are emphasized. Methods such as data visualization and descriptive, predictive, and prescriptive analytics are covered from a broad perspective. This course is applied, hands-on, and case-based. Cases emphasize the communication of quantitative solutions to laypeople and required leadership during decision-making and implementation stages.

**Prerequisite:** Graduate standing.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**BA 64037 ADVANCED DATA MINING AND PREDICTIVE ANALYTICS 3 Credit Hours**

Course extends the coverage of data mining and predictive analytics. Topics focus on the applied use of these techniques in realistic settings. Covers statistical and machine learning techniques.

**Prerequisite:** BA 64036 or BA 64060; and graduate standing.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**BA 64041 OPERATIONS, SERVICE AND SUPPLY CHAIN MANAGEMENT 2 Credit Hours**

Develops a framework for analysis of operating problems. Uses computer, quantitative and behavioral models to develop operating plans consistent with organizations' competitive (or service) strategy.

**Prerequisite:** BA 64005; and graduate standing.

**Schedule Type:** Lecture

**Contact Hours:** 2 lecture

**Grade Mode:** Standard Letter

**BA 64047 MANUFACTURING TECHNOLOGY AND STRATEGY 3 Credit Hours**

(Slashed with BA 74047) This course provides the student with an introduction to modern techniques in manufacturing and the necessary strategic concepts to implement them. A similar discussion of service industries is also included.

**Prerequisite:** Graduate standing; and special approval of instructor.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**BA 64060 FUNDAMENTALS OF MACHINE LEARNING 3 Credit Hours**

In this course, students learn fundamentals of machine learning. Specifically, concentrating on classification modelling, segmentation and clustering and recommendation systems.

**Prerequisite:** Graduate standing.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**BA 64061 ADVANCED MACHINE LEARNING 3 Credit Hours**

Introduction to deep learning and time series data analysis. Students consider applications of deep learning to computer vision, text analysis and sequences, and time series data.

**Prerequisite:** BA 64060; and graduate standing.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**BA 64082 DATABASE MANAGEMENT AND DATABASE ANALYTICS 3 Credit Hours**

(Slashed with BA 74082) The design, implementation and management of database management systems within organizations are studied from an applied perspective. Additional emphases include data warehousing, structured query language for analytics and introductions to NoSQL databases and big data analytics.

**Prerequisite:** Graduate standing.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**BA 64092 INTERNSHIP IN BUSINESS ANALYTICS 3 Credit Hours**

(Repeatable for credit) A supervised field experience at a cooperating organization. Requires regular contact with instructor and preparation of an internship report connecting academic coursework to on-the-job experiences.

**Prerequisite:** Graduate standing.

**Schedule Type:** Practical Experience

**Contact Hours:** 9 other

**Grade Mode:** Standard Letter

**BA 64099 CAPSTONE PROJECT IN BUSINESS ANALYTICS 3 Credit Hours**

(Repeatable for credit) In this culminating project, students draw on the breadth and depth of the curriculum to address an industry supplied problem individually or in small teams. Projects will explore prescriptive analytics as is appropriate to their design project.

**Prerequisite:** BA 64036 or BA 64060; and graduate standing.

**Schedule Type:** Project or Capstone

**Contact Hours:** 3 other

**Grade Mode:** Standard Letter-IP

**BA 74005 STATISTICS FOR MANAGEMENT I 3 Credit Hours**

(Slashed with BA 64005) This course uses computer capabilities to use and understand a variety of statistical techniques and applies these techniques to business problems.

**Prerequisite:** Admission to MBA program; and doctoral standing.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**BA 74013 NONPARAMETRIC AND ROBUST STATISTICS 3 Credit Hours**

(Slashed with BA 64013) A presentation of statistically sound techniques for those who need to be able to use nonparametric or robust methods to deal with non-normal distributions or outliers (common problems) in their data.

**Prerequisite:** BA 64005 or BA 74005; and doctoral standing.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**BA 74017 MULTIVARIATE STATISTICS 3 Credit Hours**

(Slashed with BA 64017) This course is devoted to a study of multivariate statistical methods. Topics include multivariate analysis of variance, canonical correlation, principal component analysis, discriminant analysis, cluster analysis and factor analysis.

**Prerequisite:** BA 64023 or BA 74023; and doctoral standing.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**BA 74018 QUANTITATIVE MANAGEMENT MODELING 3 Credit Hours**

(Slashed with BA 64018) A variety of optimization and heuristic modeling techniques are explored. Decision-making environments, model selection, and interpretation are emphasized. Various linear and nonlinear mathematical programming techniques are the primary topic but are supplemented with other optimization and heuristic techniques.

**Prerequisite:** Doctoral standing.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**BA 74019 RESEARCH SEMINAR IN SUPPLY CHAIN MANAGEMENT 3 Credit Hours**

(Slashed with BA 64019) Research seminar designed primarily for students who seek an in-depth understanding of the current research literature in supply chain management and who are interested in doing research in supply chain management. Students study the academic literature with emphasis on the development and use of analytical tools and models to solve supply chain management problems. Specifically, the course will address quantitative modeling to support operational, tactical and strategic decision-making in supply chain management.

**Prerequisite:** Doctoral standing.

**Schedule Type:** Seminar

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**BA 74020 ADVANCED STATISTICAL MODELS 3 Credit Hours**

(Slashed with BA 64020) This is a special focus course for which the topics will vary. It will generally include sampling techniques, experimental designs, similar statistical methods, internal and external validity, and reliability issues.

**Prerequisite:** BA 64023 or BA 74023; and doctoral standing.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**BA 74023 LINEAR STATISTICAL MODELS AND APPLICATIONS 3 Credit Hours**

(Slashed with BA 64023) Models and applications of simple and multiple regression, correlation and analysis of variance.

**Prerequisite:** BA 64005 or BA 74005; and doctoral standing.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**BA 74037 ADVANCED DATA MINING AND PREDICTIVE ANALYTICS 3 Credit Hours**

(Slashed with BA 64037) Course extends the coverage of data mining and predictive analytics. Topics focus on the applied use of these techniques in realistic settings. Covers statistical and machine learning techniques.

**Prerequisite:** Doctoral standing.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**BA 74041 OPERATIONS MANAGEMENT 3 Credit Hours**

Develops a framework for analysis of operating problems. Uses computer quantitative and behavioral models to develop operating plans consistent with organizations' competitive (or service) strategy.

**Prerequisite:** BA 64005 or BA 74005; and doctoral standing.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**BA 74047 MANUFACTURING TECHNOLOGY AND STRATEGY 3 Credit Hours**

(Slashed with BA 64047) This course provides the student with an introduction to modern techniques in manufacturing and the necessary strategic concepts to implement them. A similar discussion of service industries is also included.

**Prerequisite:** Doctoral standing; and special approval of instructor.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**BA 74061 ADVANCED MACHINE LEARNING 3 Credit Hours**

(Slashed with BA 64061) Introduction to deep learning and time series data analysis. Students consider applications of deep learning to computer vision, text analysis and sequences and time series data.

**Prerequisite:** Doctoral standing.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**BA 74082 DATABASE MANAGEMENT AND DATABASE ANALYTICS 3 Credit Hours**

(Slashed with BA 64082) The design, implementation and management of database management systems within organizations are studied from an applied perspective. Additional emphases include data warehousing, structured query language for analytics and introductions to NoSQL databases and big data analytics.

**Prerequisite:** Doctoral standing.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**BA 84011 SYSTEMS SIMULATION 3 Credit Hours**

Techniques and applications of computer simulation of existing or proposed real-world systems. Use of simulation language, simulation studies, analysis of interpretation and of results.

**Prerequisite:** Doctoral standing; and special approval.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**BA 84012 SCHEDULING AND PLANNING 3 Credit Hours**

Course is a doctoral seminar on scheduling and planning models that are used in operations and production management. The goal is to expose students to a portfolio of scheduling and planning models to stimulate research ideas in scheduling and planning models that will lead to the development of a research program for your doctoral research.

**Prerequisite:** Doctoral standing in the Ambassador Crawford College of Business and Entrepreneurship.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**BA 84015 STOCHASTIC MODELS 3 Credit Hours**

Mathematical modeling of systems involving one or more random variables, and stochastic processes: basic probability theory; Poisson process, Markov chain and Markov process with applications to production, inventory, reliability and queuing systems.

**Prerequisite:** Doctoral standing.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**BA 84023 LINEAR STATISTICAL MODELS 3 Credit Hours**

Linear statistical models for regression and analysis of variance.

**Prerequisite:** Doctoral standing.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**BA 84047 VALUE AND SUPPLY CHAIN MANAGEMENT 3 Credit Hours**

This course is a doctoral seminar for students who seek an in-depth understanding of the current research literature in supply chain management. The seminar is designed into three modules. The first module covers the conceptual foundation for understanding value and supply chains from an interdisciplinary perspective. The second module focuses on the basis of supply chain modeling using optimization and simulation. The third module serves to integrate the previous modules with the objective of the student producing a research paper for journal submission.

**Prerequisite:** Doctoral standing.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**Computer Information Systems (CIS)****CIS 24053 INTRODUCTION TO INFORMATION SYSTEMS AND DIGITAL TECHNOLOGIES 3 Credit Hours**

(Equivalent to IT 11000) This foundational course introduces students to hands-on application of contemporary information systems and digital technologies. From personal devices to cloud infrastructure and traditional office applications to cloud and enterprise systems. Students learn important concepts and theories and begin building their inventory of technical skills to solve problems for immediate application, to earn industry-valued certifications and to prepare for advanced coursework.

**Prerequisite:** None.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**Attributes:** TAG Business

**CIS 24065 WEB PROGRAMMING 3 Credit Hours**

Principles of visual design as applied to Web site interface development. The course exposes students to the basics of programming and relational database and how to develop a Web-based database driven interactive information system.

**Prerequisite:** CIS 24053.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**CIS 24093 VARIABLE TITLE WORKSHOP IN MANAGEMENT AND INFORMATION SYSTEMS 1-6 Credit Hours**

(Repeatable for credit) Special workshop in management and information systems. Credits depend on scope of project.

**Prerequisite:** Special approval.

**Schedule Type:** Workshop

**Contact Hours:** 1-6 other

**Grade Mode:** Satisfactory/Unsatisfactory

**CIS 24167 CLOUD INFRASTRUCTURE AND APPLICATIONS 3 Credit Hours**

Information systems is critical to the efficient operation of any organization today, such as in hiring employees, performing background checks, ordering/creating products, transacting businesses, and providing follow-up services, among others. These can be large "integrated systems" or ERPs or loose collection of "Apps." This class explores the various alternatives available today and the likely future of new products in the future. Different viewpoints and debates will be explored in the class with opportunities for students to discuss and present their thoughts.

**Prerequisite:** Minimum C+ grade in CIS 24053; and minimum 2.250 overall GPA.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**CIS 34032 DATA AND FILE TECHNOLOGY 3 Credit Hours**

An introduction to file architecture and data base management systems. The application of these technologies is detailed.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**CIS 34034 BUSINESS MODELING AND AGILE DESIGN 3 Credit Hours**

Introduction to innovative modeling and reengineering methods, tools, and techniques such as Agile and SCRUM methods to analyze real-world business problems and offer solutions using existing and emerging digital technologies such as artificial intelligence, smart devices (Internet of Things), cybersecurity and the metaverse/augmented reality/eXtensible reality.

**Prerequisite:** None.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**CIS 34045 SMALL SYSTEMS TECHNOLOGY 3 Credit Hours**

An examination of the role of small computer systems within an organization's information systems environment.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**CIS 34054 USING INFORMATION SYSTEMS AND DIGITAL TECHNOLOGIES FOR SOLVING BUSINESS PROBLEMS 3 Credit Hours**

Digital technologies are dramatically changing businesses and societies. Students will learn about how information systems (IS) are impacting various facets of business and society. Students will also learn about emerging digital technologies such as artificial intelligence, business data analytics, cryptocurrencies and FinTechs, smart devices, cybersecurity, and digital transformation with hands-on assignments related to building and delivering digital innovations for business and society.

**Prerequisite:** CIS 24053 or IT 11000; and minimum 2.000 overall GPA.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**CIS 34167 DESIGNING INNOVATIVE PROGRAMS AND APPS 3 Credit Hours**

Course on front-end (client-side or user) design exposes students to the process of interface design, starting with the development of mobile-first interface prototypes using techniques such as wireframing and fun coding with HTML, CSS, JavaScript and JQuery. This course may offer certification opportunities.

**Prerequisite:** None.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**CIS 44008 MANAGING AGILE DIGITAL TRANSFORMATION PROJECTS 3 Credit Hours**

(Slashed with CIS 54008) Drawn on the modern foundations of software development, this course will offer an overview and hands-on experience of the agile methodologies and techniques (e.g., Scrum, extreme programming) to support the agile implementation of digital transformation projects/strategies in organizations.

**Prerequisite:** None.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**CIS 44040 DESIGNING INNOVATIVE SERVER-SIDE SYSTEMS 3 Credit Hours**

Course, on back-end (server-side) design, exposes students to the process of linking the front-end client interfaces to work with powerful servers that perform the magic in the background. Students will be exposed to topics such as server-side and serverless computing, and will use modern web languages such as but not limited to Python, NodeJS, Angular, React and Vue.

**Prerequisite:** CIS 34167.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**CIS 44041 MANAGING CYBERSECURITY 3 Credit Hours**

(Slashed with CIS 54041) Course explores digital technologies and business issues related to cybersecurity management. It offers the foundations to understand the cybersecurity threats and privacy risks embedded in the implementation of emerging digital technologies (e.g., artificial intelligence, smart devices, collaborative tools) and the execution of digital transformation projects/strategies. The course will also facilitate the development of technological skills to design, implement, and evaluate cybersecurity policies in organizations. The course offers certification opportunities.

**Prerequisite:** CIS 24053 and CIS 34054 with a minimum C+ grade.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**CIS 44042 NETWORK THEORY AND APPLICATIONS 3 Credit Hours**

Presentation of current and emerging network technologies and services in business applications and performance issues. Topics include transmission media, modulation and signaling schemes, switching and multiplexing techniques, local and wide area network protocols and standards, and internetworking devices.

**Prerequisite:** Minimum C+ grade in CIS 24053 and C grade in CIS 24065; and minimum overall 2.250 GPA.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**CIS 44043 DATABASE DESIGN AND DATA GOVERNANCE 3 Credit Hours**

Databases provide the fundamental foundation for modern IT applications. Students will learn the basics of database design by working with relational SQL and NoSQL databases in a hands-on environment. Students will also learn to integrate data governance fundamentals into their database designs.

**Prerequisite:** CIS 34167.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**CIS 44046 HOW TO LEAD AND MANAGE DIGITAL TRANSFORMATION 3 Credit Hours**

(Slashed with CIS 54046) Course will cover some of the latest trends and future predictions for business value creation from digital technology investments in companies. This course has two key objectives. First, it will provide students with the theoretical foundations and techie-savvy managerial skills to create business value from their digital technology investments. Second, it will examine the digital technology selection, usage, exploitation and growth for different purposes (e.g., transformation, innovation and getting a competitive advantage). The course offers certification opportunities.

**Prerequisite:** None.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**CIS 44048 BUILDING SOLUTIONS FOR BUSINESSES (ELR) (WIC) 3 Credit Hours**

Just like in industry, students will learn to work together in teams composed of information systems (IS) managers and IS designers to develop fully workable innovative projects (using existing and emerging technologies such as AI, smart devices (IoT), cybersecurity and XR (eXtensible reality) for a real client. Students will use their diverse knowledge and previous learning as well as articulate their IT-based business solutions for business via "writing-intensive" industry-white papers and client-facing presentations, with regular instructor guidance and feedback.

**Prerequisite:** Minimum 2.250 overall GPA.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**Attributes:** Experiential Learning Requirement, Writing Intensive Course

**CIS 44093 VARIABLE TITLE WORKSHOP IN MANAGEMENT AND INFORMATION SYSTEMS 1-6 Credit Hours**

(Repeatable for credit) Variable title workshop courses offered under Computer Information Systems.

**Prerequisite:** Minimum 2.25 overall GPA.

**Schedule Type:** Workshop

**Contact Hours:** 1-6 other

**Grade Mode:** Satisfactory/Unsatisfactory

**CIS 44095 SPECIAL TOPICS IN COMPUTER INFORMATION SYSTEMS 3 Credit Hours**

(Repeatable for credit) Offered on a semester basis with different CIS topics and different faculty involved each time the course is offered.

**Prerequisite:** Minimum 2.250 overall GPA; and junior standing.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**CIS 44151 INNOVATING WITH DIGITAL TECHNOLOGIES AND ARTIFICIAL INTELLIGENCE 3 Credit Hours**

Students, in teams, will learn how to build agile and fast prototypes using “low-code, no-code” programming, artificial intelligence, Microsoft Power BI, and Microsoft Power Automate to digitally convert and create digital-first workflows and AI-based solutions with emphasis on requirements engineering and feasibility planning.

**Prerequisite:** None.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**CIS 44292 BUSINESS EXPERIENCE AND INTERNSHIP (ELR) 3 Credit Hours**

(Repeatable for credit) Learning by experience and practice in an IT related company. The course exposes students to the various areas and activities related to the information systems profession in a cooperating organization.

**Prerequisite:** Minimum C+ grade in CIS 24053; and minimum 2.250 overall GPA.

**Schedule Type:** Practical Experience

**Contact Hours:** 9 other

**Grade Mode:** Standard Letter

**Attributes:** Experiential Learning Requirement

**CIS 44293 WORKSHOP IN PROFESSIONAL INFORMATION SYSTEMS CERTIFICATION 3 Credit Hours**

(Repeatable for Credit) Supervised workshop designed to help students pass at least one VMware, Microsoft or other vendors’ professional certification credentials. The student chooses the exam to take, with the course providing a supported self-study opportunity to prepare for the exam.

**Prerequisite:** Minimum C+ grade in CIS 24053; and minimum 2.250 overall GPA.

**Schedule Type:** Workshop

**Contact Hours:** 3 other

**Grade Mode:** Standard Letter

**CIS 44295 SPECIAL TOPICS IN INFORMATION SYSTEMS 3 Credit Hours**

(Repeatable for credit) Special topics course on newest advances in information systems technology and how they support business activities. New and emerging topics in information systems are presented in an experimental way, with the content of the course changing from one offering to the other.

**Prerequisite:** Minimum C+ grade in CIS 24053; and minimum 2.250 overall GPA.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**CIS 54008 MANAGING AGILE DIGITAL TRANSFORMATION PROJECTS 3 Credit Hours**

(Slashed with CIS 44008) Drawn on the modern foundations of software development, this course will offer an overview and hands-on experience of the agile methodologies and techniques (e.g., Scrum, extreme programming) to support the agile implementation of digital transformation projects/strategies in organizations.

**Prerequisite:** Graduate standing; or special approval of instructor.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**CIS 54041 MANAGING CYBERSECURITY 3 Credit Hours**

(Slashed with CIS 44041) Course explores digital technologies and business issues related to cybersecurity management. It offers the foundations to understand the cybersecurity threats and privacy risks embedded in the implementation of emerging digital technologies (e.g., artificial intelligence, smart devices, collaborative tools) and the execution of digital transformation projects/strategies. The course will also facilitate the development of technological skills to design, implement, and evaluate cybersecurity policies in organizations. The course offers certification opportunities.

**Prerequisite:** Admission to MBA or MSBA program; and graduate standing.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**CIS 54046 HOW TO LEAD AND MANAGE DIGITAL TRANSFORMATION 3 Credit Hours**

Course will cover some of the latest trends and future predictions for business value creation from digital technology investments in companies. This course has two key objectives. First, it will provide students with the theoretical foundations and techie-savvy managerial skills to create business value from their digital technology investments. Second, it will examine the digital technology selection, usage, exploitation and growth for different purposes (e.g., transformation, innovation, and getting a competitive advantage). The course offers certification opportunities.

**Prerequisite:** Graduate standing.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**CIS 64042 GLOBALIZATION AND TECHNOLOGY STRATEGY 2 Credit Hours**

This course is designed for anyone dealing with technology in a globalized economy. Technology is pervasive in today’s globalized world. Given that technology is central to every business operation, learning to manage technology in a global context is crucial. This course uses technology management as the central cog that impacts multiple business and social facets, including digital transformation, cybersecurity, international operations, sustainability, marketing, finance, culture, human capital and the political economy.

**Prerequisite:** Graduate standing.

**Schedule Type:** Lecture

**Contact Hours:** 2 lecture

**Grade Mode:** Standard Letter

**CIS 74042 GLOBALIZATION AND TECHNOLOGY STRATEGY 3 Credit Hours**

Focus is on the strategic issues around how a firm should manage its technology in a global market. Strategic issues include understanding the technological and competitive landscape, innovations, competitive advantages in the high-tech marketplace, outsourcing and information ethics. The core emphasis is on integrated decision-making in the age of globalization.

**Prerequisite:** Doctoral standing.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**CIS 74080 EMERGING HARDWARE AND SOFTWARE TECHNOLOGIES****3 Credit Hours**

(Slashed with CIS 64080) Investigation of selected emerging hardware and software technologies such as parallel processing systems, computer languages and operation systems, artificial intelligence, neural networks and chaos theory.

**Prerequisite:** Doctoral standing; and special approval of instructor.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**CIS 74081 DATA COMMUNICATIONS AND NETWORKING IN BUSINESS****3 Credit Hours**

An introduction to telecommunications and computer networks. Topics include telecommunications technologies and services, communication standards and protocols, local area networks and network management.

**Prerequisite:** Doctoral standing; and special approval of instructor.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**CIS 84007 PHILOSOPHY OF SCIENCE AND BUSINESS MODELS****3 Credit Hours**

Introductory seminar for understanding the forms and the process of business research. Its major objective is to help seminar participants understand the various philosophies that drive business research in an academic community, and introductory methods of social science research. Additionally, the seminar seeks to develop participant motivation to become a contributor to the organizational sciences communities by examining the research process, methodologies and strategies, research paradigms, modes and contexts of Inquiry, the nature of organizational sciences research, the major streams of business research, understanding ontological choice of constructs and defining epistemic relationships between constructs, building hypotheses and socio-technical models, research design, data requirements and collection techniques and ethics and philosophies.

**Prerequisite:** Doctoral standing.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**CIS 84045 SOCIAL ISSUES IN INFORMATION SYSTEMS****3 Credit Hours**

Social issues in information systems arise at the interface between information systems and individuals, groups and society. The course will begin with a broad exposure to current social issues, moving to an examination of specific issues in detail with issues chosen by student interest and instructor consent.

**Prerequisite:** Doctoral standing.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**CIS 84080 INNOVATION, ADOPTION, DIFFUSION****3 Credit Hours**

Provides students with theoretical foundations of adoption and diffusion of technological innovations in organizations and society. Topics include: determinants of organizational innovation by acquisition, individual- and organizational-level technology adoption, diffusion of technologies through social systems and the infusion and assimilation of technologies in organizations.

**Prerequisite:** Doctoral standing.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**CIS 84081 INFORMATION SYSTEMS STRATEGY AND INNOVATION****3 Credit Hours**

This course explores the basis of strategy, deployment and competition in high- technology industries. It introduces conceptual frameworks based on cutting-edge research in economics and strategy. The frameworks may seem abstract at first, but we will focus on mastering them will gain an in-depth understanding of how high-technology industries work and how to develop strategies for managing firms in such industries. Students will learn how to develop and apply such frameworks in their research.

**Prerequisite:** Doctoral standing.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**CIS 84082 DATABASE MANAGEMENT SYSTEMS****3 Credit Hours**

In-depth investigation of intelligent database management systems in support of business decision- making. An understanding of relational databases is assumed. Object-orientation and other advanced database concepts will be explored.

**Prerequisite:** Doctoral standing.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**CIS 84095 SPECIAL TOPICS IN INFORMATION SYSTEMS RESEARCH****3 Credit Hours**

(Repeatable for credit) Variable content of relevance to IS research. Exact topics will be announced when scheduled.

**Prerequisite:** Doctoral standing.

**Schedule Type:** Colloquium, Seminar

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

## Department of Management

### Business Administration Interdisciplinary (BUS)

**BUS 10123 EXPLORING BUSINESS****3 Credit Hours**

(Equivalent to BMRT 11000) An introduction to the basic areas of business with an integrated perspective on how the various areas work together. Technological competencies and communicative skills will be developed. Team building opportunities will be announced. This course is open to any major. This course should be taken sometime during student's first 30 semester hours.

**Prerequisite:** None.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**BUS 10195 SPECIAL TOPICS****1-3 Credit Hours**

(Repeatable for credit) Special topics course that will be offered on a semester basis with different topics and different faculty.

**Prerequisite:** Special approval.

**Schedule Type:** Lecture

**Contact Hours:** 1-3 lecture

**Grade Mode:** Standard Letter-IP

**BUS 20192 INTERNSHIP IN BUSINESS (ELR) 1-3 Credit Hours**  
(Repeatable for credit) Preparation of research report concurrent with on-the-job experience with cooperating business or other organization.

**Prerequisite:** Special approval.

**Schedule Type:** Practical Experience

**Contact Hours:** 1-3 other

**Grade Mode:** Standard Letter

**Attributes:** Experiential Learning Requirement

**BUS 20195 SPECIAL TOPICS 1-3 Credit Hours**  
(Repeatable for credit) Special topics course that will be offered on a semester basis with different topics and different faculty.

**Prerequisite:** Special approval.

**Schedule Type:** Lecture

**Contact Hours:** 1-3 lecture

**Grade Mode:** Standard Letter-IP

**BUS 20293 VARIABLE TITLE WORKSHOP IN BUSINESS 1-3 Credit Hours**

(Repeatable for credit) Variable topics.

**Prerequisite:** None.

**Schedule Type:** Workshop

**Contact Hours:** 1-3 other

**Grade Mode:** Satisfactory/Unsatisfactory

**BUS 30062 ADVANCED PROFESSIONAL DEVELOPMENT 3 Credit Hours**

This course provides an application of professional skills required in the workplace. Specifically, students are exposed to research and analysis methods that drive evidence-based conclusions; preparation and delivery of business proposals and reports; face-to-face and virtual team-building and team interaction; professionalism in job-seeking and networking techniques; etiquette involved in various messaging technologies; ethical decision making as well as other general business acumen, leadership, negotiation, critical thinking, time and self-management, conflict resolution, providing and receiving constructive feedback, etiquette appropriate attire.

**Prerequisite:** BUS 10123 and COMM 15000 and UC 10162; and ENG 11011 or HONR 10197.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**BUS 30189 INTERNATIONAL BUSINESS EXPERIENCE (DIV) (ELR) 3 Credit Hours**

This is a two to three week course at an international site that explores business in emerging markets across a full range of functions such as marketing, finance, investment, and business strategies.

**Prerequisite:** ECON 22060 and ECON 22061; and special approval from instructor.

**Schedule Type:** International Experience

**Contact Hours:** 9 other

**Grade Mode:** Standard Letter

**Attributes:** Diversity Global, Experiential Learning Requirement

**BUS 30195 SPECIAL TOPICS 1-3 Credit Hours**  
(Repeatable for credit) Special topics course that will be offered on a semester basis with different topics and different faculty.

**Prerequisite:** Special approval.

**Schedule Type:** Lecture

**Contact Hours:** 1-3 lecture

**Grade Mode:** Standard Letter-IP

**BUS 30234 INTERNATIONAL BUSINESS 3 Credit Hours**  
Learn how international business is affected by the forces of globalization: opportunities, threats and challenges that ensue from hypercompetition and the institutional checks and balances necessary to prevent complexity deteriorating into chaos.

**Prerequisite:** ECON 22060.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**BUS 40192 INTERNSHIP IN BUSINESS (ELR) 1-3 Credit Hours**  
(Repeatable for credit) Preparation of research report concurrent with on-the-job experience with cooperating business or other organization.

**Prerequisite:** Permission.

**Schedule Type:** Practical Experience

**Contact Hours:** 1-3 other

**Grade Mode:** Standard Letter

**Attributes:** Experiential Learning Requirement

**BUS 40195 SPECIAL TOPICS 1-3 Credit Hours**  
(Repeatable for credit) Special topics course that will be offered on a semester basis with different topics and different faculty.

**Prerequisite:** Special approval.

**Schedule Type:** Lecture

**Contact Hours:** 1-3 lecture

**Grade Mode:** Standard Letter-IP

**BUS 60092 MBA INTERNSHIP 3 Credit Hours**  
(Repeatable for credit) Practical experience with a commercial or non-profit organization under the guidance of a member of the graduate faculty. Periodic progress reports are required with a graduate level quality paper and possible presentation at the end of the course. Students should have a minimum cumulative GPA 3.000 and completed 12 hours in the MBA program.

**Prerequisite:** Minimum overall 3.000 GPA; and graduate standing; and special approval.

**Schedule Type:** Practical Experience

**Contact Hours:** 11 other

**Grade Mode:** Standard Letter

**BUS 60095 SPECIAL TOPICS IN BUSINESS ADMINISTRATION 1-3 Credit Hours**

(Repeatable for credit) In-depth exposure to selected topics in business administration. Topics will vary depending on instructor and topic of current interest.

**Prerequisite:** Graduate standing.

**Schedule Type:** Lecture

**Contact Hours:** 1-3 lecture

**Grade Mode:** Standard Letter

**BUS 60096 INDIVIDUAL INVESTIGATION 2-3 Credit Hours**  
(Repeatable for credit) For M.B.A., M.S. or M.A. candidates who have completed a minimum 12 hours of work of superior quality with permission of the director graduate school of management.

**Prerequisite:** Graduate standing; and special approval.

**Schedule Type:** Individual Investigation

**Contact Hours:** 2-3 other

**Grade Mode:** Standard Letter



**BUS 60098 RESEARCH 1-15 Credit Hours**

(Repeatable for credit) Research or individual investigation for master's level graduate students. Credits earned may be applied toward meeting degree requirements if the department approves.

**Prerequisite:** Graduate standing.

**Schedule Type:** Research

**Contact Hours:** 1-15 other

**Grade Mode:** Standard Letter

**BUS 67093 WORKSHOP IN ADVANCED BUSINESS TOPICS 1-6 Credit Hours**

(Repeatable for a maximum of 6 credit hours) Designed for those MBA Graduates who want advanced education in selected areas of business. A variety of topics could be addressed in this workshop. The topics may include business technology, innovation in business, advanced leadership and a variety of other areas of interest.

**Prerequisite:** Graduate standing; and special approval.

**Schedule Type:** Workshop

**Contact Hours:** 1-6 other

**Grade Mode:** Standard Letter-S/U

**BUS 70095 SPECIAL TOPICS IN BUSINESS ADMINISTRATION 1-3 Credit Hours**

(Repeatable for credit) In-depth exposure to selected topics in business administration. Topics will vary depending on instructor and topic of current interest.

**Prerequisite:** Doctoral standing.

**Schedule Type:** Lecture

**Contact Hours:** 1-3 lecture

**Grade Mode:** Standard Letter

**BUS 70198 RESEARCH 1-15 Credit Hours**

(Repeatable for credit) Research or individual investigation for doctoral level students, or master's students with at least 34 hours of graduate coursework.

**Prerequisite:** Doctoral standing.

**Schedule Type:** Research

**Contact Hours:** 1-15 other

**Grade Mode:** Satisfactory/Unsatisfactory

**BUS 71094 COLLEGE TEACHING 1-2 Credit Hours**

(Repeatable for credit) Training, supervision and evaluation in college level instruction. Maximum of 2 hours applicable toward degree.

**Prerequisite:** Doctoral standing.

**Schedule Type:** Lecture

**Contact Hours:** 1-2 lecture

**Grade Mode:** Satisfactory/Unsatisfactory

**BUS 80050 RESEARCH DESIGN 3 Credit Hours**

Students will become familiar with a variety of research design options that would enable them to test a conceptual model, including survey, experimental and quasi-experimental designs. Students will understand how to choose an appropriate design for their research question and to make informed decisions related to sampling, measure selection, use and study procedures.

**Prerequisite:** Doctoral standing.

**Schedule Type:** Seminar

**Contact Hours:** 3 other

**Grade Mode:** Standard Letter

**BUS 80052 REGRESSION ANALYSIS 3 Credit Hours**

Statistical models for regression are widely used in fields of business. Use of these models requires a fundamental understanding of both the theory and their practical applications to problems. This course balances theory and application and provides several opportunities for application to practical problems.

**Prerequisite:** Doctoral standing.

**Schedule Type:** Seminar

**Contact Hours:** 3 other

**Grade Mode:** Standard Letter

**BUS 80054 ANALYSIS OF VARIANCE 3 Credit Hours**

Analysis of variance models are used to analyze the data generated from experimental designs. Use of these models requires a fundamental understanding of experimental design and how it translates to statistical analysis of simple and interaction effects. This course bridges the link from experimental design to statistical analysis.

**Prerequisite:** BUS 80050; and BUS 80052 or ECON 72054; and doctoral standing.

**Schedule Type:** Seminar

**Contact Hours:** 3 other

**Grade Mode:** Standard Letter

**BUS 80056 STRUCTURAL EQUATION MODELING 3 Credit Hours**

This course will provide students with a solid foundation in covariance-based structural equation modeling (SEM) techniques, and also introduce them to component-based SEM. After a brief review of relevant concepts from the linear regression and multivariate analysis courses, we will cover SEM topics such as model specification, identification, estimation, fit, and testing of both measurement and structural models. Time will also be devoted to understanding formative vs. reflective measurement, higher order constructs, mediation & moderation, multi-group analysis and assessing common method bias.

**Prerequisite:** BUS 80050; and BUS 80052 or ECON 72054; and doctoral standing.

**Schedule Type:** Seminar

**Contact Hours:** 3 other

**Grade Mode:** Standard Letter

**BUS 80091 DOCTORAL SEMINAR 1 Credit Hour**

(Repeatable for credit) A continuing seminar for all students in a Ph.D. program which cuts across all areas of functional specialization.

**Prerequisite:** Admission to a PhD program.

**Schedule Type:** Seminar

**Contact Hours:** 1 other

**Grade Mode:** Standard Letter

**BUS 80095 SPECIAL TOPICS IN BUSINESS ADMINISTRATION 1-3 Credit Hours**

(Repeatable for credit) In-depth exposure to selected topics in business administration. Topics will vary depending on instructor and topic of current interest.

**Prerequisite:** Doctoral standing.

**Schedule Type:** Lecture

**Contact Hours:** 1-3 lecture

**Grade Mode:** Standard Letter

**BUS 80098 RESEARCH 1-3 Credit Hours**

(Repeatable for credit) Research or individual investigation for doctoral students who have not yet passed their candidacy examination. Usually research applied toward dissertation.

**Prerequisite:** PhD standing; and special approval.

**Schedule Type:** Research

**Contact Hours:** 1-3 other

**Grade Mode:** Standard Letter

**BUS 80199 DISSERTATION I 15 Credit Hours**

(Repeatable for credit) Doctoral dissertation for which registration in at least two semesters is required, first of which will be semester in which dissertation work is begun and continuing until the completion of 30 hours.

**Prerequisite:** Doctoral standing; and special approval.

**Schedule Type:** Dissertation

**Contact Hours:** 15 other

**Grade Mode:** Satisfactory/Unsatisfactory-IP

**BUS 80299 DISSERTATION II 15 Credit Hours**

(Repeatable for credit) Continuing registration required of doctoral students who have completed the initial 30 hours of dissertation and continuing until all degree requirements are met.

**Prerequisite:** BUS 80199; and doctoral standing.

**Schedule Type:** Dissertation

**Contact Hours:** 15 other

**Grade Mode:** Satisfactory/Unsatisfactory-IP

**Human Resource Management (HRM)****HRM 34180 HUMAN RESOURCE MANAGEMENT 3 Credit Hours**

Focuses on the importance of the management of human resources for any organization, its employees, customers, shareholders, and the community where it is located. The topic helps students understand the important issues that derive from managing people at work and the changing environment organizations face. Students will learn the integral role human resources management plays to the success or failure of an organization. Both practical and theoretical perspectives are presented.

**Prerequisite:** MGMT 24163 or BMRT 11009; and minimum 2.000 overall GPA.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**HRM 34189 INTERNATIONAL EXPERIENCE IN HUMAN RESOURCE MANAGEMENT (DIVG) (ELR) 3 Credit Hours**

Guided introduction to applied Human Resource Management in another culture by examining opportunities and challenges. Via select company tours, tour of historical sites and meetings with management from local companies as well as U.S. companies doing business in foreign countries, students will be exposed to the current HR functions and practices in a foreign country, such as selecting and managing a workforce, compliance with the employment laws, employee training and development, expatriation repatriation, performance management, and compensation issues.

**Prerequisite:** HRM 34180 with a minimum C grade; and minimum 2.000 overall GPA; and sophomore standing; and special approval.

**Schedule Type:** International Experience

**Contact Hours:** 9 other

**Grade Mode:** Standard Letter

**Attributes:** Diversity Global, Experiential Learning Requirement

**HRM 44091 SEMINAR IN HUMAN RESOURCE MANAGEMENT 3 Credit Hours**

(Repeatable for credit) (Slashed with HRM 54091) In-depth readings, discussion projects and presentations in a specialized area of human resource management.

**Prerequisite:** HRM 34180; and minimum 2.000 overall GPA.

**Schedule Type:** Seminar

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**HRM 44183 DEVELOPING AND TRAINING HUMAN RESOURCES IN ORGANIZATIONS 3 Credit Hours**

(Slashed with HRM 54183) Course focus is quality training design, based upon theory and empirical research. Implications for practice and current challenges in employee training and development are also highlighted.

**Prerequisite:** HRM 34180 with a minimum C grade; and minimum 2.000 overall GPA.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**HRM 44185 STAFFING HUMAN RESOURCES 3 Credit Hours**

(Slashed with HRM 54185) Staffing, development of systems to select, place, promote, and retain employees to enhance organizational effectiveness and maintain legal compliance are core HRM activities in organizations. This course will provide students with an understanding of the technical components of selection, including how to determine which applicant characteristics should be examined, what procedures should be used to gather information, and how that information should be combined to identify qualified job applicants. In addition, this course focuses on promotion and retention of employees.

**Prerequisite:** HRM 34180 with a minimum C grade; and a minimum 2.000 overall GPA.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**HRM 44195 ADVANCED TOPICS IN HUMAN RESOURCE MANAGEMENT 3 Credit Hours**

(Repeatable for credit) Advanced topics course that are offered on a yearly basis. Topics can span the full range of HR functions. This course can also have a practicum format.

**Prerequisite:** HRM 34180; and minimum 2.000 overall GPA.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**HRM 44445 GLOBAL HUMAN RESOURCE MANAGEMENT (WIC) 3 Credit Hours**

(Slashed with HRM 54445) The course examines the impact of internationalization and cross-cultural challenges on organizations, the factors involved in selecting and managing an international workforce, the evaluation of employee relations and employment law, and address issues such as employee training and development, expatriation-repatriation, performance management, and compensation issues, all from the perspective of managing an international organization.

**Prerequisite:** HRM 34180 with a minimum C grade; and minimum 2.000 overall GPA; and student must be enrolled in the human resource management major or minor; and senior standing.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**Attributes:** Writing Intensive Course

**HRM 44492 BUSINESS EXPERIENCE AND INTERNSHIP IN HUMAN RESOURCE MANAGEMENT (ELR) 3 Credit Hours**

(Repeatable for credit) Learning by experience by performing activities related to the Human Resource Management profession in a cooperating organization.

**Prerequisite:** HRM 34180 with a minimum C grade; and a minimum 2.000 overall GPA; and must be enrolled in the human resource management major or minor.

**Schedule Type:** Practical Experience

**Contact Hours:** 1 lecture, 14 other

**Grade Mode:** Standard Letter

**Attributes:** Experiential Learning Requirement

**HRM 44495 SPECIAL TOPICS IN HUMAN RESOURCE MANAGEMENT 3 Credit Hours**

(Repeatable for credit) Offered on a semester basis with different human resource management topics and different faculty involved each time the course is offered.

**Prerequisite:** Minimum 2.000 overall GPA; and junior standing.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**HRM 44499 HUMAN RESOURCE BUSINESS CONSULTING AND PROJECTS (ELR) 3 Credit Hours**

This course bridges between Human Resource Management coursework and the world of HRM practice. The course will provide a variety of learning experiences to help students gain knowledge and practical experience to prepare them to embark on careers in the HRM profession. Upon completion of this course, students should have much to discuss in a job interview and a useful entry on their resumes.

**Prerequisite:** HRM 34180 minimum C grade; and minimum 2.000 overall GPA; and student must be enrolled in the human resource management minor or major.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**Attributes:** Experiential Learning Requirement

**HRM 44660 PERFORMANCE MANAGEMENT AND COMPENSATION SYSTEMS 3 Credit Hours**

(Slashed with HRM 54660) The course provides overview of the performance management process, examines various approaches to performance management, and discusses sources of performance management information. Also considers the nature of the compensation systems and pay system mechanics, as well as methods for recognizing employee contributions through compensation.

**Prerequisite:** HRM 34180 with a minimum C grade; and minimum 2.000 overall GPA.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**HRM 44763 HUMAN RESOURCE ANALYTICS AND ERP SYSTEMS 3 Credit Hours**

The course examines the use of HR data, metrics, analytics, and ERP systems to guide human resource management decision making and support the strategic goals of the organization. The course will introduce students to the characteristics of high quality data, introduce common analysis techniques, data interpretation and visualization, and report assessment. Through lecture, readings, and problem solving exercises using enterprise resource planning systems (SAP and Oracle), students will gain the knowledge and skills necessary to assess various human resource management initiatives and formulate solutions to common human-resource-related problems. Upon completion of the course, students will understand how HR analytics and ERP systems help an organization achieve its strategic goals.

**Prerequisite:** HRM 34180 with a minimum C grade; and minimum 2.000 overall GPA.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**HRM 54091 SEMINAR IN HUMAN RESOURCE MANAGEMENT 3 Credit Hours**

(Repeatable for Credit) (Slashed with HRM 44091) In-depth readings, discussion projects and presentations in a specialized area of human resource management.

**Prerequisite:** Business administration major; and graduate standing.

**Schedule Type:** Seminar

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**HRM 54183 DEVELOPMENT AND TRAINING HUMAN RESOURCES IN ORGANIZATIONS 3 Credit Hours**

(Slashed with HRM 44183) Course focus is quality training design, based upon theory and empirical research. Implications for practice and current challenges in employee training and development are also highlighted.

**Prerequisite:** Business administration major within the master of business administration degree; and graduate standing.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**HRM 54185 STAFFING HUMAN RESOURCES 3 Credit Hours**

(Slashed with HRM 44185) Staffing, development of systems to select, place, promote, and retain employees to enhance organizational effectiveness and maintain legal compliance are core HRM activities in organizations. This course will provide students with an understanding of the technical components of selection, including how to determine which applicant characteristics should be examined, what procedures should be used to gather information, and how that information should be combined to identify qualified job applicants. In addition, this course focuses on promotion and retention of employees.

**Prerequisite:** Business administration major within the master of business administration degree.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**HRM 54445 GLOBAL HUMAN RESOURCE MANAGEMENT 3 Credit Hours**

(Slashed with HRM 44445) The course examines the impact of internationalization and cross-cultural challenges on organizations, the factors involved in selecting and managing an international workforce, the evaluation of employee relations and employment law, and address issues such as employee training and development, expatriation repatriation, performance management, and compensation issues, all from the perspective of managing an international organization.

**Prerequisite:** Business administration major within the master of business administration degree; and graduate standing.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**HRM 54660 PERFORMANCE MANAGEMENT AND COMPENSATION SYSTEMS 3 Credit Hours**

(Slashed with HRM 44660) The course provides overview of the performance management process, examines various approaches to performance management, and discusses sources of performance management information. Also considers the nature of the compensation systems and pay system mechanics, as well as methods for recognizing employee contributions through compensation.

**Prerequisite:** Graduate standing.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**HRM 64263 EMPLOYEE SELECTION AND APPRAISAL 3 Credit Hours**

(Slashed with HRM 74263) This course will focus primarily on issues associated with the person/job matching process in modern organizations related to the selection and appraisal of employees.

**Prerequisite:** HRM 64271; and graduate standing.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**HRM 64271 HUMAN RESOURCE MANAGEMENT 2 Credit Hours**

This course explores the management of a firm's human resources from practical and theoretical perspectives of managing people at work. How high performance work practices (HPWPs) help businesses to motivate their employees for strategic competitive advantage is emphasized.

**Prerequisite:** Graduate standing.

**Schedule Type:** Lecture

**Contact Hours:** 2 lecture

**Grade Mode:** Standard Letter

**HRM 64399 APPLIED TOPICS IN HUMAN RESOURCE MANAGEMENT 3 Credit Hours**

Devoted to intensive investigation of selected topics in human resource management. Students undertake three research projects: (1) quality metrics of selection procedures; (2) use of structured interviews in selection with a focus on the legal defensibility of employment interviews; and (3) use of artificial intelligence in employment interviews.

**Prerequisite:** Graduate standing.

**Schedule Type:** Project or Capstone

**Contact Hours:** 3 other

**Grade Mode:** Standard Letter

**HRM 74263 EMPLOYEE SELECTION AND APPRAISAL 3 Credit Hours**

(Slashed with HRM 64263) This course will focus primarily on issues associated with the person/job matching process in modern organizations related to the selection and appraisal of employees.

**Prerequisite:** Doctoral standing.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**HRM 84108 ACQUIRING HUMAN RESOURCES 3 Credit Hours**

The course focuses on research theories, methods, and issues in acquiring Human Resources, including employment law, job and work analysis, recruiting, and selection. The course will involve critical review and evaluation of existing work and potential avenues for future research. Through reading assignments and a research paper, students should gain an appreciation for the existing state of research and begin to articulate major issues and challenges facing this field.

**Prerequisite:** Doctoral standing.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**HRM 84191 SEMINAR IN HUMAN RESOURCE MANAGEMENT 3 Credit Hours**

(Repeatable for credit) Variable content of relevance to Human Research Management research. Exact topics will be announced when scheduled.

**Prerequisite:** Doctoral standing.

**Schedule Type:** Seminar

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**HRM 84261 STRATEGIC DECISION-MAKING AND HUMAN RESOURCE MANAGEMENT 3 Credit Hours**

Provides a first graduate-level introduction to the fundamental concepts of HRM/OB and strategic decision-making.

**Prerequisite:** Doctoral standing; and special approval.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**HRM 84263 OPTIMIZING HUMAN RESOURCES 3 Credit Hours**

Students learn areas of human resources management that include training and development, performance management, compensation and retention or turnover.

**Prerequisite:** Doctoral standing.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

## Management (MGMT)

### **MGMT 24163 PRINCIPLES OF MANAGEMENT 3 Credit Hours**

(Equivalent to BMRT 11009) Introductory course in management and organizational design. The leading contributions in the area are reviewed and practical implications are developed. The course covers the principles that most management professors have come to expect in an introductory course: planning, organizing, leading, and controlling. In addition, the students need to be aware of critical issues managers must be aware of to succeed: diversity, globalization, ethics, technology, sustainability among them. The course serves as an introduction to many upper level business courses.

**Prerequisite:** Sophomore standing.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**Attributes:** TAG Business

### **MGMT 34157 INTRODUCTION TO THE U.S. HEALTHCARE SYSTEM 3 Credit Hours**

Provides an overview of the management, economic and policy issues facing the healthcare, pharmaceutical, biotechnology and medical device industries. The course perspective is global, with emphasis on the U.S. as the largest and most profitable market.

**Prerequisite:** Sophomore standing.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

### **MGMT 34158 HEALTHCARE TECHNOLOGY MANAGEMENT 3 Credit Hours**

Introduce the main components of health care information technology, with emphasis on the components that distinguish the health care delivery system from other business enterprises. Prepares students as clinical managers and consultants who must rely upon or manage information technology to accomplish their objectives.

**Prerequisite:** Sophomore standing.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

### **MGMT 34159 MANAGING HEALTHCARE ORGANIZATIONS 3 Credit Hours**

Operational process management, cost-control and productivity is critical to cost-effective healthcare. Covers topics in improving operations such as patient flow, quality (concepts and mechanics) and process improvement. Students become familiar with methods and resources for implementing change in a health care setting, such as a hospital or outpatient clinic. Provides skills to assess current hospital operations and to identify the appropriate tools to address various functional areas, useful for managers, consultants, clinical providers and others. Process improvement methods such as lean thinking, six sigma, statistical tools, flowcharting, queuing models and other tools are covered. Health care settings beyond the hospital, such as outpatient clinics, are included.

**Prerequisite:** Sophomore standing.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

### **MGMT 34164 ORGANIZATIONAL MENTORING 3 Credit Hours**

Course promotes leadership development through the study of leadership principles, styles, and role models. Students will learn through class lecture and discussion as well as hand-on leadership experience in Exploring Business Interactive Business Seminars (i.e., business labs). Students will work with course instructor to develop a personal leadership plan.

**Prerequisite:** BUS 10123; and minimum 2.000 overall GPA; and special approval.

**Schedule Type:** Laboratory, Lecture, Combined Lecture and Lab

**Contact Hours:** 2 lecture, 2 lab

**Grade Mode:** Standard Letter

### **MGMT 34165 DYNAMICS OF LEADERSHIP 3 Credit Hours**

This course discusses management and leadership concepts and does so by blending theory and practice. The courses uses case studies, practical application approaches, personal assessment and provides opportunities for students to develop individual and group leadership skills. In addition, many organizational behavior concepts are blended throughout the course.

**Prerequisite:** MGMT 24163 or BMRT 11009.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

### **MGMT 34175 LEARNING TO LEAD 3 Credit Hours**

This is a hands-on learning and leadership course. Classroom time occurs over 4 days at a residential camp before the semester begins. Students learn about leadership from professors, experts in the field, and each other through interactive discussions and activities. During the semester students continue their leadership development working with a personal mentor, and practice their skills through community service projects.

**Prerequisite:** Special approval.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

### **MGMT 34185 ORGANIZATIONAL BEHAVIOR 3 Credit Hours**

Determinants of individual and group behavior within work organizations. Topics covered include, motivation, job design, learning, decision making, leadership and group behavior as they relate to performance and other outcomes in work organizations.

**Prerequisite:** MGMT 24163 or BMRT 11009.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

### **MGMT 34280 ORGANIZATIONAL CHANGE MANAGEMENT 3 Credit Hours**

This course focuses on understanding the processes and challenges involved in responsible organizational change management. The course will provide students a blend of both research and best practice professional applications.

**Prerequisite:** MGMT 24163 or BMRT 11009; and MGMT 34165; and minimum 2.000 overall GPA.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**MGMT 44009 THE BUSINESS CASE FOR SUSTAINABILITY 3 Credit Hours**

(Slashed with MGMT 54009) This course describes major global trends in the environment, society, and technology; and explores how they are transforming business and how they are deeply changing work, careers and our quality of life. We examine global markets and needs, as expressed by the United Nations Sustainable Development Goals (SDGs). Understanding these trends will help you make sense of the world you in which you live and work and provide insight into an array of career and entrepreneurial opportunities.

**Prerequisite:** Minimum 2.000 overall GPA; and junior standing.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**MGMT 44096 INDIVIDUAL INVESTIGATION IN MANAGEMENT 3 Credit Hours**

(Repeatable for credit) Presents opportunity to undertake research. Approval of topic and agreement to work with student must be secured from faculty member and the chairperson of the department prior to registration.

**Prerequisite:** Special approval.

**Schedule Type:** Individual Investigation

**Contact Hours:** 3 other

**Grade Mode:** Standard Letter

**MGMT 44163 GLOBAL BUSINESS MANAGEMENT (WIC) 3 Credit Hours**

Provides an overview of contemporary issues and theoretical frameworks in the field of international strategic management using traditional lecture and practical application cases.

**Prerequisite:** Minimum C grade in ENG 21011, COMM 15000 and MATH 11010; minimum 2.000 overall GPA; and senior standing.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**Attributes:** Writing Intensive Course

**MGMT 44189 INTERNATIONAL MANAGEMENT EXPERIENCE (DIVG) (ELR) 3 Credit Hours**

This course focuses on strategy and policy development and execution for gaining and sustaining global competitive advantage. Strategic management of entrepreneurial and well-established firms, and operational and financial structures of international firms and markets are discussed.

**Prerequisite:** MGMT 24163 with a minimum C grade; and minimum 2.000 overall GPA; and sophomore standing; and special approval.

**Schedule Type:** International Experience

**Contact Hours:** 9 other

**Grade Mode:** Standard Letter

**Attributes:** Diversity Global, Experiential Learning Requirement

**MGMT 44191 SENIOR RESEARCH SEMINAR IN MANAGEMENT 3 Credit Hours**

(Repeatable for credit) Combination of individual or group research and class discussion for superior students. Investigations in administration and organization conducted in accordance with scholarly interests of participants.

**Prerequisite:** Special approval.

**Schedule Type:** Seminar

**Contact Hours:** 3 other

**Grade Mode:** Standard Letter

**MGMT 44192 INTERNSHIP IN MANAGEMENT (ELR) 3 Credit Hours**

(Repeatable for credit) A supervised field experience requiring a minimum of 145 hours of work at a cooperating organization. Requires regular contact with instructor and preparation of an internship report connecting academic coursework to on the job experiences.

**Prerequisite:** MGMT 24163 with minimum C grade; and minimum 2.000 overall GPA; and special approval.

**Schedule Type:** Practical Experience

**Contact Hours:** 15 other

**Grade Mode:** Standard Letter

**Attributes:** Experiential Learning Requirement

**MGMT 44285 STRATEGIC MANAGEMENT 3 Credit Hours**

Integration of the functional areas of business in the formulation and implementation of policy. Projects and case analyses of business situations provide students with the opportunity to apply analytical and creative problem solving skills.

**Prerequisite:** ACCT 23021 and MKTG 25010 and MGMT 24163 and BA 34060 and FIN 26074 and FIN 36053; and minimum 2.000 overall GPA; and major within the Ambassador Crawford College of Business and

Entrepreneurship; and senior standing.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**MGMT 44299 MANAGEMENT CAPSTONE (ELR) (WIC) 3 Credit Hours**

Course integrates various management concepts in informing a manager's strategic decision making process. Students use case analyses and class lectures to demonstrate their leadership abilities in different business scenarios.

**Prerequisite:** ACCT 23021 and FIN 26074 and FIN 36053 and MGMT 24163 and BA 34060 and MKTG 25010; and minimum 2.000 overall GPA; and declared General Business major; and senior standing.

**Schedule Type:** Project or Capstone

**Contact Hours:** 3 other

**Grade Mode:** Standard Letter

**Attributes:** Experiential Learning Requirement, Writing Intensive Course

**MGMT 44392 BUSINESS CONSULTING AND PRACTICUM (ELR) 3 Credit Hours**

Provides decision-making tools for solving real-world problems by building synergies in prior knowledge to create a synthesis of real life solutions delivery mechanisms underpinning them to pressing problems of the local and international community. The practicum component includes consulting experience with both for profit and not-for-profit business clients.

**Prerequisite:** MGMT 24163; and minimum 2.000 overall GPA; and senior standing.

**Schedule Type:** Practical Experience

**Contact Hours:** 15 other

**Grade Mode:** Standard Letter

**Attributes:** Experiential Learning Requirement

**MGMT 44395 SPECIAL TOPICS IN MANAGEMENT 3 Credit Hours**

(Repeatable for credit) Offered on a semester basis with different management topics and different faculty involved each time the course is offered.

**Prerequisite:** Minimum 2.000 overall GPA; and junior standing.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**MGMT 54009 THE BUSINESS CASE FOR SUSTAINABILITY 3 Credit Hours**

(Slashed with MGMT 44009) This course describes major global trends in the environment, society, and technology; and explores how they are transforming business and how they are deeply changing work, careers and our quality of life. We examine global markets and needs, as expressed by the United Nations Sustainable Development Goals (SDGs). Understanding these trends will help you make sense of the world you in which you live and work and provide insight into an array of career and entrepreneurial opportunities.

**Prerequisite:** Graduate standing.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**MGMT 64050 ESSENTIALS OF BUSINESS MANAGEMENT 3 Credit Hours**

This is an introductory management course that discusses functional areas of business and their strategic positioning in delivering business solutions.

**Prerequisite:** Non-ambassador Crawford College of Business and Entrepreneurship majors; and graduate standing.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**MGMT 64158 LEADERSHIP 2 Credit Hours**

Students develop an understanding of the leadership process. Through critical thinking, class discussions and class activities, they build skills in leading others, leading themselves and teamwork.

**Prerequisite:** Graduate standing.

**Schedule Type:** Lecture

**Contact Hours:** 2 lecture

**Grade Mode:** Standard Letter

**MGMT 64160 LEADERSHIP AND ORGANIZATIONAL CHANGE 3 Credit Hours**

(Slashed with MGMT 74160) Course provides students in-depth knowledge of leading organization change. Covers analysis of existing conditions, drivers of change and readiness for change along with methods of change and change implementation.

**Prerequisite:** Graduate standing.

**Schedule Type:** Lecture

**Contact Hours:** 2 lecture, 1 other

**Grade Mode:** Standard Letter

**MGMT 64184 INTERNATIONAL BUSINESS 3 Credit Hours**

Study of the business firm in a global context. Application of international business theories and practices to international operations of firms.

**Prerequisite:** Graduate standing.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**MGMT 64270 ORGANIZATIONAL ANALYSIS AND DESIGN 3 Credit Hours**

(Slashed with MGMT 74270) Course provides students an in-depth examination of the key factors related to the design of organizations and analysis methods. Students will learn about the identification, capturing and assessment of core processes and the organizational structure elements used to design an organization around core processes. Students will learn various methodologies and analytics to analyze organizational effectiveness.

**Prerequisite:** Graduate standing.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**MGMT 64275 GLOBAL STRATEGIC MANAGEMENT 3 Credit Hours**

Global Strategic Management explores the global challenges facing today's manager. The global competition concepts and strategic managerial alternatives within the context of current global dynamics that impact: a) business operations, b) the political, economic and cultural environment, c) centralized versus de-centralized power in managing local, regional and global firms.

**Prerequisite:** Graduate standing.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**MGMT 64399 BUSINESS STRATEGY 3 Credit Hours**

Integrative approach to the study of policy formulation and implementation. Formalized planning systems reviewed; case analysis of actual business situations helps student further develop analytical and communication skills.

**Prerequisite:** 18 hours of graduate coursework; and admission to MBA or MSA program; and graduate standing.

**Schedule Type:** Project or Capstone

**Contact Hours:** 3 other

**Grade Mode:** Standard Letter

**MGMT 68051 BUSINESS PROFESSIONAL DEVELOPMENT I 1 Credit Hour**

Development of professional business skills for the full-time MBA student to use in both the graduate program and career development.

**Prerequisite:** Admission to MBA program; and special approval.

**Schedule Type:** Lecture

**Contact Hours:** 1 lecture

**Grade Mode:** Standard Letter

**MGMT 68052 BUSINESS PROFESSIONAL DEVELOPMENT II 1 Credit Hour**

Continuation of development of professional business skills for the full-time MBA student primarily focused on building and strengthening the skills needed by a manager for the workplace.

**Prerequisite:** Graduate standing; and special approval.

**Schedule Type:** Lecture

**Contact Hours:** 1 lecture

**Grade Mode:** Standard Letter

**MGMT 74160 LEADERSHIP AND ORGANIZATIONAL CHANGE 3****Credit Hours**

(Slashed with MGMT 64160) Develop understanding of the theories and techniques needed for the successful management of significant organizational change with emphasis on discussion, exercises and case studies.

**Prerequisite:** Doctoral standing.

**Schedule Type:** Lecture

**Contact Hours:** 2 lecture, 1 other

**Grade Mode:** Standard Letter

**MGMT 74185 BUSINESS STRATEGY 3 Credit Hours**

Integrative approach to the study of policy formulation and implementation. Formalized planning systems reviewed case analysis of actual business situations helps student further develop analytical and communication skills.

**Prerequisite:** Doctoral approval; and special approval.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**MGMT 74270 ORGANIZATIONAL ANALYSIS 3 Credit Hours**

(Slashed with MGMT 64270) Theoretical basis and research findings are discussed, permitting the student to analyze and understand complex work organizations. Data provided prepares the student to analyze, design and solve organizational problems within the work environment.

**Prerequisite:** Doctoral standing; and special approval.

**Schedule Type:** Lecture

**Contact Hours:** 2 lecture, 1 other

**Grade Mode:** Standard Letter

**MGMT 84112 RESEARCH METHODOLOGY 3 Credit Hours**

The objectives of this course are: to formulate a research problem and develop testable research hypotheses; develop research skills by learning the different research methods and techniques; explain information contained in research statistical outputs such as SAS and SPSS enable students to conduct meaningful and high quality research in their specific field of interest.

**Prerequisite:** Doctoral standing.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**MGMT 84262 THEORY OF THE FIRM 3 Credit Hours**

Course focuses on developing a deep understanding of modern strategic theory in relation to other allied fields. Students will review fundamental concepts of strategic thinking and theory development and then move to contemporary theoretical issues including transaction-cost economics, the resource-based view, the emerging theories of real options and of dynamic capabilities, strategic optimization and constraint theory, and dealing with uncertainty through scenario-driven planning.

**Prerequisite:** Doctoral standing.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**MGMT 84275 THEORETICAL AND EMPIRICAL GLOBAL STRATEGY 3****Credit Hours**

Focuses on review and integration of the several streams of literature dealing with strategy for, and management of, the product-diversified and/or internationally-diversified firm. Also, in order to complement the emphasis of other doctoral offerings on strategy formulation topics, this seminar places a special emphasis on strategy process, organizational structure, and administrative mechanisms. In particular, it explores the foundations as well as current research on corporate governance, broadly define. This includes (I) the set of mechanisms available to align the interest of top managers to those of shareowners, as well as (II) the mechanisms available to motivate and control middle managers so that their decisions and behaviors are aligned with intended corporate and/or international strategy and goals.

**Prerequisite:** Doctoral standing.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**MGMT 84277 ORGANIZATIONAL BEHAVIOR AND THEORY 3 Credit****Hours**

An examination of theory and research on individual and group behavior in organizations. Special attention is given to theories of motivation, job satisfaction, goal setting, task design, feedback systems, group dynamics, power and teams.

**Prerequisite:** Doctoral standing.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**MGMT 84285 TECHNOLOGY AND INNOVATION STRATEGY 3 Credit****Hours**

Covers topics pertaining to innovation management at micro-level (entrepreneurship, corporate entrepreneurship), meso-level (networks), and macro-level (cross-country and within-country comparisons).

**Prerequisite:** Doctoral standing.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**MGMT 84291 SEMINAR IN MANAGEMENT SYSTEMS 3 Credit Hours**

(Repeatable for credit) Intensive investigation of selected topics in organization and strategic management. Student will be expected to undertake research on a topic determined in joint consultation with the instructor.

**Prerequisite:** Doctoral standing; and special approval of instructor.

**Schedule Type:** Seminar

**Contact Hours:** 3 other

**Grade Mode:** Standard Letter



## Department of Marketing and Entrepreneurship

### Entrepreneurship (ENTR)

#### ENTR 17001 START-UP ENTREPRENEURS 1 Credit Hour

This course enables students to learn about entrepreneurship directly from firsthand knowledge and experience drawn from a wide variety of successful real-world entrepreneurs. Throughout the course, those who have transformed a simple idea into a sustainable success share the beliefs and behaviors that helped them build a thriving new entity. Students will not receive graduation credit for both ENTR 17001 and ENTR 17002.

**Prerequisite:** Non-entrepreneurship majors or minors only (neither entrepreneurship majors nor entrepreneurship minors will receive credit for ENTR 17001 towards their degree).

**Schedule Type:** Lecture

**Contact Hours:** 1 lecture

**Grade Mode:** Standard Letter

#### ENTR 17002 ENTREPRENEURIAL MINDSET 2 Credit Hours

This course engages students in the study of the fundamental aspects of the entrepreneurial mindset. The course enables students to learn about entrepreneurship directly from firsthand knowledge and experience drawn from a wide variety of successful real-world entrepreneurs. The course next guides each student through the process of developing an entrepreneurial mindset. Finally, each student then uses the entrepreneurial mindset to recognize and evaluate opportunities in his or her own life, regardless of the student's chosen career path. Students will not receive graduation credit for both ENTR 17001 and ENTR 17002.

**Prerequisite:** Non-entrepreneurship majors or minors only (neither entrepreneurship majors nor entrepreneurship minors will receive credit for ENTR 17002 towards their degree).

**Schedule Type:** Lecture

**Contact Hours:** 2 lecture

**Grade Mode:** Standard Letter

#### ENTR 27056 INTRODUCTION TO ENTREPRENEURSHIP 3 Credit Hours

The course examines the entrepreneurial process from idea to launch. Topics of study include the entrepreneurial mindset, attributes of successful entrepreneurs, trendspotting, opportunity recognition, innovation, defining problems and solutions, venture screening, risk assessment, risk tolerance, identification of resources and business planning. Additional focuses include sustainability, how to differentiate products and services to the market and how to turn opportunities into viable businesses. The course is delivered using a multi-discipline approach.

**Prerequisite:** None.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**Attributes:** CTAG Entrepreneurship

#### ENTR 27192 BEGINNING PRACTICUM (ELR) 1-4 Credit Hours

(Repeatable for a maximum of 4 credit hours) This course offers the student a chance to explore the operations within an entrepreneurial venture through a real life consulting project. Students will work on a defined project for a small business or startup. Faculty and staff of the Center for Entrepreneurship and Business Innovation (CEBI) will be responsible for pairing students with projects. The time commitment for this course is approximately 50 hours per credit hour.

**Prerequisite:** ENTR 27056 with a minimum C grade.

**Schedule Type:** Practical Experience

**Contact Hours:** 1-4 other

**Grade Mode:** Standard Letter

**Attributes:** Experiential Learning Requirement

#### ENTR 27466 SPEAKER SERIES IN ENTREPRENEURSHIP 1 Credit Hour

This course explores entrepreneurship using the experiences of a broad range of entrepreneurs. During the semester, a series of videos created by the Department of Marketing and Entrepreneurship's instructors, present entrepreneurs sharing their paths in establishing successful enterprises, including obstacles they encountered and missteps they made along the way. In addition, students will view videos of researchers who have studied entrepreneurship that provide additional insight into the patterns, realities and misconceptions associated with entrepreneurship and entrepreneurs

**Prerequisite:** None.

**Schedule Type:** Lecture

**Contact Hours:** 1 lecture

**Grade Mode:** Standard Letter

#### ENTR 37040 ENTREPRENEURIAL TOOLS 3 Credit Hours

This course provides an overview of the analytical, decision-making, and communication skills students need to succeed in subsequent coursework and as an entrepreneur. Topics include financial analysis, strategic analysis, for-profit business decision-making and persuasive communications.

**Prerequisite:** ENTR 27056 with a minimum C grade; minimum 2.000 overall GPA; and Entrepreneurship major or minor or Arts Entrepreneurship minor.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

#### ENTR 37045 SALES IN THE ENTREPRENEURIAL VENTURE 3 Credit Hours

This course focuses on the fundamentals of human persuasion and sales as they apply to the early stages of a new venture or start-up. Students will be introduced to the skills practiced by accomplished salespeople. These skills, grounded in understanding purchase decisions, will allow students to navigate the different steps of a sale. The course also addresses persuasion in the context of raising capital, establishing partnerships and recruiting and motivating employees. The importance of ethics and creativity throughout the entrepreneurial selling process is addressed as well.

**Prerequisite:** ENTR 27056; and minimum 2.000 overall GPA; and Entrepreneurship major or minor or Arts Entrepreneurship Minor.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**ENTR 37065 ENTREPRENEURIAL FINANCE 3 Credit Hours**

This course exposes students to the core financial concepts relevant to entrepreneurial situations. Emphasis is given to: 1) the entrepreneur's personal finances and how entrepreneurs get paid, 2) sources of start-up business funding and the consequences associated with each of those options, 3) proper business set up, with focus on establishment of appropriate of financial and cash controls, 4) financial statement and profitability analysis, and the creation of projected financial statements, 5) bootstrapping and working capital management, 6) business decision-making based on financial analysis, 7) how to value and sell a business, and 8) proper transitioning for the business and the entrepreneur after the economic success or sale of a business.

**Prerequisite:** ECON 22060 and ENTR 27056; minimum 2.000 overall GPA; and Entrepreneurship major or minor or Arts Entrepreneurship minor.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**ENTR 37070 SOCIAL ENTREPRENEURSHIP 3 Credit Hours**

Social entrepreneurs create innovative solutions to solve challenging social and environmental issues affecting the world around them. In this course, students will learn how to lead and manage charities, non-government organizations, social oriented enterprises and not for profit organizations. Students will apply entrepreneurial business and innovative skills to effectively tackle global issues impacting society.

**Prerequisite:** ENTR 27056.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**ENTR 37075 ENTREPRENEURIAL MARKETING 3 Credit Hours**

Application of marketing concepts to entrepreneurial situations. Emphasis is given to market segmentation and analysis, product and service positioning and market-oriented firm development.

**Prerequisite:** ENTR 27056; and minimum 2.000 overall GPA; and Entrepreneurship major or minor; or Arts Entrepreneurship minor.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**ENTR 37080 NEW VENTURE CREATION (WIC) 3 Credit Hours**

During this writing and research-intensive course, students will create a feasibility analysis and business plan that will improve the likelihood of new venture success. Topics addressed include: how to define an offering, SWOT & competitive analysis, industry analysis, marketing strategy, operational planning (personnel, inventory, supply chain and location), sales forecasting, financial planning (e.g., proformas, insurance and taxes), strategies for effective partnering with vendors and the identification of key managerial and human resource challenges that a new venture will face. Students will create an action plan for the first 120 days of a business that can be executed in the Entrepreneurial Experience I and II capstone courses.

**Prerequisite:** ENTR 27056; and ENTR 37040 with a minimum C grade; and ENTR 37065 or FIN 36053; minimum C grade in ENG 21011, COMM 15000 and MATH 11010; minimum 2.000 overall GPA; and Entrepreneurship major or minor.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**Attributes:** Writing Intensive Course

**ENTR 37192 ADVANCED PRACTICUM (ELR) 1-4 Credit Hours**

(Repeatable for a total of 4 credit hours) This course offers the student a chance to explore and apply their organizational leadership, teamwork, communication, critical thinking and problem solving skills in an entrepreneurial setting by providing a real life consulting experience. In this practicum, students will be responsible for defining and managing their projects, working with clients lined up through the faculty member and the Center for Entrepreneurship and Business Innovation. The time commitment for this course is approximately 50 hours per credit hour.

**Prerequisite:** ENTR 27056 and ENTR 37075; and ENTR 37040 with a minimum C grade; and minimum 2.000 overall GPA; and Entrepreneurship major or minor.

**Schedule Type:** Practical Experience

**Contact Hours:** 1-4 other

**Grade Mode:** Standard Letter

**Attributes:** Experiential Learning Requirement

**ENTR 37195 SPECIAL TOPICS IN ENTREPRENEURSHIP I 1-4 Credit Hours**

(Repeatable for credit) Special topics course offered on an irregular basis. Topics differ and faculty are involved each time the course is offered. Specific topics may need to request special approval to register the course. Special approval may include items such as: minimum GPA, course prerequisites and instructor approval. The course schedule will contain the enrollment requirements for a specific special topics course.

**Prerequisite:** None.

**Schedule Type:** Lecture

**Contact Hours:** 1-4 lecture

**Grade Mode:** Standard Letter

**ENTR 45096 INDIVIDUAL INVESTIGATION IN ENTREPRENEURSHIP 1-3 Credit Hours**

(Repeatable for credit) Independent investigation of appropriate problem undertaken by a senior entrepreneurship major.

**Prerequisite:** Special approval.

**Schedule Type:** Individual Investigation

**Contact Hours:** 1-3 other

**Grade Mode:** Standard Letter

**ENTR 47047 STRATEGIC DILEMMAS IN ENTREPRENEURSHIP 3 Credit Hours**

Every entrepreneurial challenge requires making a choice. Most of these choices have strategic consequences for the entrepreneur, their ventures, as well as for co-founders, employees, investors and potential acquirers. Students work in groups to tackle a challenge of their interest. They participate in the cycle of inspiration, ideation and experimentation and learn about common entrepreneurial dilemmas around when to start, with whom, what and how. The topics covered include timing of entrepreneurial entry, type of entry, family business dilemmas, division of roles in a new venture, equity split, hiring dilemmas, investor dilemmas and exit choices.

**Prerequisite:** ENTR 27056 with a minimum C grade; minimum 2.000 overall GPA; and Entrepreneurship major or minor; and junior or senior standing.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**ENTR 47048 ENTREPRENEURIAL EXPERIENCE I (ELR) 3 Credit Hours**

First of a two-course sequence designed to immerse entrepreneurship majors into the dynamics of starting and running a business through the creation of their own venture. Students in this course will utilize a plan they developed in New Venture Creation, ENTR 37080, or create a new business plan. Activities may include identifying market needs, researching financial viability of the business venture to meet that need, marshaling the resources to launch a business and launching the business.

**Prerequisite:** Minimum C grade in ENTR 37080 and minimum 2.000 overall GPA; and Entrepreneurship major.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**Attributes:** Experiential Learning Requirement

**ENTR 47049 ENTREPRENEURIAL EXPERIENCE II 3 Credit Hours**

Second of a two-course sequence designed to immerse entrepreneurship majors into the dynamics of starting and running a business through the creation of their own venture. Activities include growing the business started during Entrepreneurial Experience I, meeting all operational requirements of the business, evaluating the business, and determining whether to continue the business or shut it down upon completion of the course.

**Prerequisite:** ENTR 47048; and minimum 2.000 overall GPA; and Entrepreneurship major and minor.

**Schedule Type:** Laboratory

**Contact Hours:** 3 lab

**Grade Mode:** Standard Letter

**ENTR 47070 NEW ENTERPRISE FORMATION 3 Credit Hours**

This course will develop the student's ability to analyze, plan and implement a new venture. This course is both an experiential and "how to" course. Students will perform research to evaluate the viability of identified business opportunities by understanding the key industry factors, market and competitive factors and customer needs that affect those opportunities. Students will develop personal entrepreneurial capacity in the field or industry in which their business will operate. Students will do a feasibility analysis and develop a business canvas model that will result in a flexible business plan. Entrepreneurship majors will not receive credit for this course.

**Prerequisite:** Minimum C grade in ENG 21011 and ENTR 37040; and ENTR 27056 and ENTR 37065; and minimum 2.250 overall GPA; and non-Entrepreneurship majors only.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**ENTR 47091 SEMINAR IN ENTREPRENEURSHIP 3 Credit Hours**

(Repeatable for credit) Current topics in entrepreneurship.

Entrepreneurship majors will not receive credit for this course. Not open to Entrepreneurship majors.

**Prerequisite:** ENTR 27056; and student in the College of Business Administration; and junior or senior standing.

**Schedule Type:** Seminar

**Contact Hours:** 3 other

**Grade Mode:** Standard Letter

**ENTR 47189 INTERNATIONAL EXPERIENCE IN ENTREPRENEURSHIP (DIVG) (ELR) 3 Credit Hours**

The student will gain firsthand exposure to international businesses and organizations generally relating to business, and specifically relating to entrepreneurship. The course includes pre-trip orientation sessions, visits to international businesses and organizations, and opportunities for cultural activities.

**Prerequisite:** ENTR 27056; and Entrepreneurship major or minor; and special approval.

**Schedule Type:** International Experience

**Contact Hours:** 9 other

**Grade Mode:** Standard Letter

**Attributes:** Diversity Global, Experiential Learning Requirement

**ENTR 47195 SPECIAL TOPICS IN ENTREPRENEURSHIP II 1-4 Credit Hours**

(Repeatable for credit) Special topics course offered on an irregular basis; different topics and faculty involved each time the course is offered.

Specific topics may need to request special approval to register for the course. Special approval may include items such as: minimum GPA, course prerequisites and instructor approval. The course schedule will contain the enrollment requirements for a specific special topics course.

**Prerequisite:** None.

**Schedule Type:** Lecture

**Contact Hours:** 1-4 lecture

**Grade Mode:** Standard Letter

**ENTR 47289 INTERNATIONAL ENTREPRENEURSHIP: THE ITALIAN PERSPECTIVE (DIVG) (ELR) 3 Credit Hours**

Course explores the "Creative Entrepreneurial Business Model," particularly relevant in Italy and Mediterranean cultures, in comparison to international models. Students have the unique opportunity to analyze various entrepreneurial business models through conceptual frameworks, cases, guest speakers and site visits, contrasting them with prevalent U.S. models. The class emphasizes active learning, combining lectures, discussions, exercises, case analyses, site visits and presentations to provide a comprehensive understanding of entrepreneurial concepts in the context of international business excellence. This course is only offered in the Florence program.

**Prerequisite:** None.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**Attributes:** Diversity Global, Experiential Learning Requirement

**ENTR 47292 ENTREPRENEURIAL INTERNSHIP (ELR) 3 Credit Hours**

Preparation of research report concurrent with on-the-job experience with cooperating business or other organization.

**Prerequisite:** Minimum 2.000 overall GPA; and Entrepreneurship major; and special approval.

**Schedule Type:** Practical Experience

**Contact Hours:** 9 other

**Grade Mode:** Standard Letter

**Attributes:** Experiential Learning Requirement

**ENTR 65051 TECHNOLOGY COMMERCIALIZATION 3 Credit Hours**

This course is designed to teach students how to evaluate opportunities for technology commercialization and how to apply the steps required in order take a technological innovation to the marketplace.

**Prerequisite:** Graduate standing.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

## Managerial Marketing (MMTG)

### MMTG 35011 MARKETING TOOLS (WIC) 3 Credit Hours

Provides an overview of the analytical, communication, and decision-making skills that students will need to succeed in subsequent coursework and as a marketing professional. Topics include strategic analysis, financial analysis, case analysis, marketing decision-making, and persuasive communications.

**Prerequisite:** Minimum C grade in ENG 21011, COMM 15000, MATH 11010; CIS 24053 or IT 11000; MKTG 25010 or BMRT 21050; and minimum 2.000 overall GPA; and managerial marketing major.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**Attributes:** Writing Intensive Course

### MMTG 35021 RESEARCH FOR MARKETING DECISIONS 3 Credit Hours

Focuses on the effective collection, organization, evaluation, and use of data to make marketing decisions. Emphasis on methods for collecting, analyzing, interpreting, and communicating data in the context of marketing decision-making.

**Prerequisite:** MMTG 35011 with a minimum C grade; and minimum 2.000 overall GPA; and managerial marketing major.

**Pre/corequisite:** BA 24056.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

### MMTG 35024 MARKETING TOOLS LABORATORY 1 Credit Hour

Extended practice and use of software to enhance financial analysis and communication skills. Emphasizes the use of Microsoft Office software to enhance marketing decision-making and persuasive presentation skills. Incorporates professional development skills and opportunities. Should be taken concurrently with the Marketing Tools (MMTG 35011) course.

**Prerequisite:** ENG 21011, COMM 15000, MATH 11010; and CIS 24053 or IT 11000; and MKTG 25010 or BMRT 21050 with minimum C (2.00); minimum 2.000 overall GPA; and managerial marketing major.

**Schedule Type:** Laboratory

**Contact Hours:** 2 lab

**Grade Mode:** Standard Letter

### MMTG 35025 MARKETING COMMUNICATIONS LABORATORY 1 Credit Hour

This course introduces students to skills relevant to marketing communications. Specifically, students will acquire a set of technical and analytical skills and apply them in a marketing communications context. This course will help prepare students for potential internships and jobs and provide a solid foundation for MMTG 45039 Promotions Management.

**Prerequisite:** ENG 21011, COMM 15000 and MATH 11010; and CIS 24053 or IT 11000; and MKTG 25010 or BMRT 21050 with a minimum C grade; and minimum 2.000 overall GPA; and managerial marketing major.

**Schedule Type:** Laboratory

**Contact Hours:** 2 lab

**Grade Mode:** Standard Letter

### MMTG 35026 MARKETING RESEARCH LABORATORY 1 Credit Hour

Extended practice and use of software to enhance data analysis and communication skills. Emphasizes the collection and analysis of research data for marketing decision-making. Incorporates the use of data analysis software. Should be taken concurrently with the Research for Marketing Decisions (MMTG 35021) course.

**Prerequisite:** MMTG 35011 with a minimum C grade; and minimum 2.000 overall GPA; and managerial marketing major.

**Schedule Type:** Laboratory

**Contact Hours:** 2 lab

**Grade Mode:** Standard Letter

### MMTG 35030 SALES AND SALES MANAGEMENT 3 Credit Hours

Focuses on the fundamentals of selling and sales management with emphasis on persuasive communication and understanding others' perspectives to reach a "win-win" outcome. Incorporates sales management strategies and the planning and leadership skills of a sales manager. Students will engage in one-on-one role playing and simulated selling scenarios.

**Prerequisite:** MMTG 35011 with a minimum C grade; and minimum 2.000 overall GPA; and managerial marketing major.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

### MMTG 45020 COMPETITIVE MARKET ANALYSIS 3 Credit Hours

Focuses on establishing and maintaining a competitive market position through product and pricing strategies driven by industry and competitive analysis. Students will participate in a marketing simulation where they will make marketing decisions and strive to compete effectively.

**Prerequisite:** MMTG 35021 and MMTG 35030; and minimum 2.000 overall GPA; and managerial marketing major.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

### MMTG 45023 CUSTOMER ANALYSIS 3 Credit Hours

Focuses on the methods marketers use to analyze and understand their customers. Incorporates market segmentation and targeting, understanding consumer and buyer decision-making, and customer relationship management. Students will complete a segmentation plan for a client firm.

**Prerequisite:** MMTG 35021 and MMTG 35030; and minimum 2.000 overall GPA; and managerial marketing major.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

### MMTG 45039 PROMOTION MANAGEMENT 3 Credit Hours

Focuses on the use of promotional tools to communicate marketing strategies to customers. Emphasis on both traditional and contemporary promotional tools, including new technologies in marketing communications. Considers the selection, planning, and implementation of promotional tools. Students will complete a communications plan for a client firm.

**Prerequisite:** MMTG 45020 and MMTG 45023; and minimum 2.000 overall GPA; and managerial marketing major.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**MMTG 45099 INTEGRATED MARKETING STRATEGY (ELR) 3 Credit Hours**

Capstone course for managerial marketing majors. Emphasis is on the integration of marketing concepts, methods, and skills from prior coursework to make sound marketing decisions. Students will complete a marketing plan for a client firm.

**Prerequisite:** MMTG 45020 and MMTG 45023; and minimum 2.000 overall GPA; and managerial marketing major.

**Schedule Type:** Lecture, Project or Capstone

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**Attributes:** Experiential Learning Requirement

**MMTG 45195 SPECIAL TOPICS IN MANAGERIAL MARKETING 1-4 Credit Hours**

Special Topics in Managerial Marketing permits the exploration of topics not covered, or are not covered in as much depth, in scheduled courses.

Hours of credit depend on scope of project.

**Prerequisite:** Minimum 2.000 overall GPA; and special approval.

**Schedule Type:** Lecture

**Contact Hours:** 1-4 lecture

**Grade Mode:** Standard Letter

**Marketing (MKTG)****MKTG 25010 PRINCIPLES OF MARKETING 3 Credit Hours**

(Equivalent to BMRT 21050) An overview of the processes, activities and problems associated with the conception, planning and execution of the pricing, promotion and distribution of ideas, goods and services to create exchange values in the market.

**Prerequisite:** ECON 22060.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**Attributes:** TAG Business

**MKTG 35030 MARKETING APPLICATIONS 3 Credit Hours**

Students learn and apply strategic and financial analysis skills to make real-world marketing decisions. Emphasis on marketing planning and core strategic decisions in marketing, including segmentation, targeting and positioning.

**Prerequisite:** MKTG 25010 with a minimum C grade; and minimum 2.000 overall GPA; and marketing major.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**MKTG 35035 CONSUMER BEHAVIOR 3 Credit Hours**

Focus is on the decision-making processes of the individual consumer and the psychological, sociological, cultural and economic factors that influence those choices. Understanding why consumers behave in the way that they do is the heart of the study of consumer behavior and informs the formulation of marketing strategy. Periodically offered as an online course.

**Prerequisite:** MKTG 25010.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**MKTG 35050 MARKETING RESEARCH 3 Credit Hours**

Learn how to formulate research questions, design a study to identify customer needs, attitudes, beliefs and behaviors utilizing existing and new marketing data and analyze the data and communicate the results.

**Prerequisite:** MKTG 25010; and MATH 10041 or BA 24056; and minimum 2.000 overall GPA.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**MKTG 35056 SOCIAL MEDIA MARKETING 3 Credit Hours**

Explore the various opportunities and risks that social media marketing holds for firms. During the course students will learn about topics such as social media's effect on marketing, creating and managing brand presences on social media, creating and marketing a branded viral video and identifying online influencers.

**Prerequisite:** MKTG 25010; and minimum GPA 2.000; and junior standing.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**MKTG 35061 MARKETING ANALYTICS 3 Credit Hours**

This course presents an overview of the process of conducting marketing analytics in a business organization. Broadly, this process encompasses distilling management questions into its causes and consequences, determining data requirements, assembling a data set amenable to analysis, model selection, analysis, and the communication of analytics insights. Consequently, marketing analytics is discussed as a rich, data-driven process to visualize, predict and improve business outcomes, and how to think about analysis and how to communicate its results are emphasized.

**Prerequisite:** MATH 10041 or BA 24056; and a managerial marketing major or marketing major or entrepreneurship major.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**MKTG 45045 ADVERTISING AND PROMOTION MANAGEMENT 3 Credit Hours**

Increases students' understanding of advertising concepts as well as structure and functions of different "players" within the industry. Integrates marketing and advertising theory with application in advertising decision-making. Periodically offered as an online course.

**Prerequisite:** MKTG 25010 or BMRT 21050; Not open to Managerial Marketing majors.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**MKTG 45046 PROFESSIONAL SELLING 3 Credit Hours**

Introduces students to effective communication, successful selling and persuasion techniques, building customer relationships, ethics, the buying and selling process, and developing professional sales calls.

**Prerequisite:** MKTG 25010 or BMRT 21050 or MKTG 35035; and not open to managerial marketing majors.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**MKTG 45047 ADVANCED PROFESSIONAL SELLING 3 Credit Hours**

Builds on the foundation established in Personal Selling and Sales Management (MKTG 45046) by applying sales concepts, participating in live sales calls with Business Partner Company Sales Reps, spending highly focused time in role plays with immediate feedback from the instructors, interacting with guest speakers who are experts in sales, and studying advanced sales and persuasion techniques. Experiential course that requires some flexibility with scheduling for the shadow experiences.

**Prerequisite:** MKTG 45046 or MMTG 35030 or ENTR 37045; and minimum 2.000 overall GPA.

**Schedule Type:** Laboratory, Lecture, Combined Lecture and Lab

**Contact Hours:** 2 lecture, 2 lab

**Grade Mode:** Standard Letter

**MKTG 45048 COMPETITIVE SALES SKILLS DEVELOPMENT 1 Credit Hour**

(Repeatable for credit) Develops competitive sales skills that will transfer to a professional sales career while learning specific skills to compete in regional, national and international collegiate sales competitions. Experiential course that requires some flexibility with scheduling for the sales competitions and coaching sessions.

**Prerequisite:** Special approval.

**Schedule Type:** Seminar

**Contact Hours:** 1 lecture

**Grade Mode:** Standard Letter

**MKTG 45049 SALES FORCE LEADERSHIP 3 Credit Hours**

Contemporary sales force management. Emphasis on strategies, sales management responsibilities, skills and management techniques.

**Prerequisite:** ENTR 37045 or MKTG 45046 or MMTG 35030.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**MKTG 45051 DIGITAL MARKETING 3 Credit Hours**

Understand the important and current applications of digital marketing tools and concepts. This course will cover concepts including customer relationship management, user experience, digital advertising and search engine optimization. We will explore why these are valuable tools and apply them to real-world examples.

**Prerequisite:** MKTG 25010; and minimum GPA 2.000; and junior standing.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**MKTG 45052 SALES AND SALES MANAGEMENT 3 Credit Hours**

Focuses on the tactical side of sales management with emphasis on persuasive communication and understanding others' perspectives to reach a "win-win" outcome. Incorporates sales management techniques including effective delegation, team-building and territory management. Students will engage in role playing and simulated selling scenarios.

**Prerequisite:** MKTG 35035 and MKTG 45046.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**MKTG 45060 INTERNATIONAL MARKETING 3 Credit Hours**

Examination of international marketing in terms of global markets and trade. Emphasizes differences among markets caused by geography, politics, economics, culture, commercial policy and trade practices. Periodically offered as an online course.

**Prerequisite:** MKTG 25010 or BMRT 21050 or MKTG 35035.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**MKTG 45082 SERVICES MARKETING 3 Credit Hours**

Provides an integrated understanding of what is required to develop and market a successful service to a chosen target market. Positioning of a service product can be achieved through the "4 Ps" tactics originally used for goods marketing in addition to three new Ps" for services, which include design of the delivery process, recruitment and training of people, and developing appropriate physical evidence. Readings, lectures, tests, and experiential activities are used to develop and assess learning.

**Prerequisite:** MKTG 25010; and minimum 2.000 overall GPA.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**MKTG 45084 MARKETING POLICIES AND STRATEGIES (ELR) (WIC) 3 Credit Hours**

Capstone course for marketing majors. Course deals with marketing policies and strategies with emphasis on managerial decision-making case approach.

**Prerequisite:** MKTG 35030 with a minimum C grade; and minimum 2.000 overall GPA; and marketing major; and senior standing.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**Attributes:** Experiential Learning Requirement, Writing Intensive Course

**MKTG 45091 MARKETING SEMINAR 1-4 Credit Hours**

(Repeatable for credit) Current topics in marketing. Certain sections of this variable topic seminar may require instructor special approval or have further prerequisites. See current schedule of classes.

**Prerequisite:** MKTG 25010 or BMRT 21050 or MKTG 35035; and minimum 2.000 overall GPA.

**Schedule Type:** Seminar

**Contact Hours:** 1-4 other

**Grade Mode:** Standard Letter

**MKTG 45095 SPECIAL TOPICS IN MARKETING 1-4 Credit Hours**

(Repeatable for credit) Special Topics in Marketing permits the exploration of topics that are not covered, or not covered in as much depth, in scheduled courses. Credit hours depend on the scope of the project. Specific topics may need to request special approval to register for the course. Special approval may include items such as: minimum GPA, course prerequisites and instructor approval. The course schedule will contain the enrollment requirements for a specific special topics course.

**Prerequisite:** None.

**Schedule Type:** Lecture

**Contact Hours:** 1-4 lecture

**Grade Mode:** Standard Letter

**MKTG 45096 INDIVIDUAL INVESTIGATION IN MARKETING 1-3 Credit Hours**

(Repeatable for credit) Independent investigation of appropriate problem undertaken by a senior marketing major.

**Prerequisite:** Special approval.

**Schedule Type:** Individual Investigation

**Contact Hours:** 1-6 other

**Grade Mode:** Standard Letter

**MKTG 45189 INTERNATIONAL EXPERIENCE IN MARKETING (DIVG) (ELR) 3 Credit Hours**

The student will gain firsthand exposure to international businesses and organizations generally relating to business and specifically relating to marketing. The course includes pre-trip orientation sessions, visits to international businesses and organizations, and opportunities for cultural activities.

**Prerequisite:** MKTG 25010; and special approval.

**Schedule Type:** International Experience

**Contact Hours:** 9 other

**Grade Mode:** Standard Letter

**Attributes:** Diversity Global, Experiential Learning Requirement

**MKTG 45192 SALES INTERNSHIP (ELR) 3 Credit Hours**

Supervised practical experience in sales with a business. An internship application and faculty approval are needed prior to registration for this course.

**Prerequisite:** MKTG 45046 or MMTG 35030 or ENTR 37045; and special approval.

**Schedule Type:** Practical Experience

**Contact Hours:** 9 other

**Grade Mode:** Standard Letter

**Attributes:** Experiential Learning Requirement

**MKTG 45292 MARKETING INTERNSHIP (ELR) 3 Credit Hours**

Preparation of research report concurrent with on-the-job experience with cooperating business or other organization.

**Prerequisite:** MKTG 25010 or BMRT 21050 or MKTG 35035; and special approval.

**Schedule Type:** Individual Investigation, Practical Experience

**Contact Hours:** 9 other

**Grade Mode:** Standard Letter

**Attributes:** Experiential Learning Requirement

**MKTG 65051 MARKETING MANAGEMENT 2 Credit Hours**

Analysis of marketing management at a level appropriate to students with limited background in the subject. The course will include lectures, and will integrate a major experiential component (e.g., a marketing simulation, a client-based project, etc.). Services, global marketing, and legal and ethical issues will be integrated across topic areas.

**Prerequisite:** Graduate standing.

**Schedule Type:** Lecture

**Contact Hours:** 2 lecture

**Grade Mode:** Standard Letter

**MKTG 65053 PROMOTION MANAGEMENT 3 Credit Hours**

(Slashed with MKTG 75053) All elements of the promotional mix (advertising, sales, promotion, publicity, public relations and personal selling) are considered as part of an integrated communications strategy. Primary emphasis is placed on advertising. A comprehensive set of analytical frameworks are developed, covering a range of topics from the firm's marketing strategy to the message strategy embodied in a single advertisement. These analytic frameworks are applied to a series of case studies throughout the course.

**Prerequisite:** MKTG 65051; and graduate standing.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**MKTG 65054 INTERNATIONAL MARKETING 3 Credit Hours**

(Slashed with MKTG 45060) Course focuses on the types of marketing decisions facing the international marketing manager or vice president in the multinational firm.

**Prerequisite:** Graduate standing.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**MKTG 65057 MARKETING RESEARCH 3 Credit Hours**

(Slashed with MKTG 75057) Examination of the research process as applied to decision making. Course focuses on steps in problem formulation the research process application of techniques and basis data analysis using SPSS-PC.

**Prerequisite:** MKTG 65051; and graduate standing.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**MKTG 75050 MODERN ENTREPRENEURIAL MANAGEMENT 3 Credit Hours**

(Slashed with MKTG 65050) Analysis and application of the key elements of both entrepreneurship (new business starts) and entrepreneurship in existing companies.

**Prerequisite:** Doctoral standing; and special approval.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**MKTG 75051 MARKETING MANAGEMENT 3 Credit Hours**

(Slashed with MKTG 65051) Analysis of marketing management at a level appropriate to students with limited background in the subject. Course encompasses lecture discussion problems and cases.

**Prerequisite:** Doctoral standing.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**MKTG 75053 PROMOTION MANAGEMENT 3 Credit Hours**

(Slashed with MKTG 65053) All elements of the promotional mix (advertising, sales, promotion, publicity, public relations and personal selling) are considered as part of an integrated communications strategy. Primary emphasis is placed on advertising. A comprehensive set of analytical frameworks are developed, covering a range of topics from the firm's marketing strategy to the message strategy embodied in a single advertisement. These analytic frameworks are applied to a series of case studies throughout the course.

**Prerequisite:** MKTG 75051; and doctoral standing.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**MKTG 75057 MARKETING RESEARCH 3 Credit Hours**

(Slashed with MKTG 65057) Examination of the research process as applied to decision making. Course focuses on steps in problem formulation, the research process, application of techniques, and basis data analysis using SPSS-PC.

**Prerequisite:** MKTG 65051 or 75051; and doctoral standing.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**MKTG 85057 RESEARCH DESIGN 3 Credit Hours**

Focuses on the construction of a conceptual framework; the design of an experiment sampling plan data collection methods and the application of statistical techniques.

**Prerequisite:** Doctoral standing.

**Schedule Type:** Seminar

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**MKTG 85060 MARKETING STRATEGY 3 Credit Hours**

Examines important topics in marketing management and strategy such as brand equity, competition, channel management, market orientation, product innovation, customer satisfaction and their impact on financial outcomes in the areas of business-to-consumer and business-to-business.

**Prerequisite:** Doctoral standing.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**MKTG 85063 ANALYTICAL METHODS IN MARKETING RESEARCH 3 Credit Hours**

Application of multivariate statistical techniques in marketing research.

**Prerequisite:** Doctoral standing.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter-IP

**MKTG 85064 BUYER BEHAVIOR 3 Credit Hours**

An analysis of extant and emerging theories, models and concepts of buyer consumer behavior and their development and testing.

**Prerequisite:** Doctoral standing.

**Schedule Type:** Seminar

**Contact Hours:** 3 other

**Grade Mode:** Standard Letter

**MKTG 85066 MARKETING THEORY 3 Credit Hours**

The central objective of the course is to develop the doctoral student's background in marketing theory, theory construction and the creation of marketing knowledge.

**Prerequisite:** Doctoral standing.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter-IP

**MKTG 85074 CONSUMER PSYCHOLOGY 3 Credit Hours**

Analysis of extant and emerging theories, models and concepts in Consumer Psychology. The course provides coverage of classic and current research related to cognitive and affective processing and their impact on marketing-related outcomes.

**Prerequisite:** Doctoral standing.

**Schedule Type:** Seminar

**Contact Hours:** 3 other

**Grade Mode:** Standard Letter

**MKTG 85098 RESEARCH IN MARKETING 3 Credit Hours**

(Repeatable for credit) Designed to assist students in developing dissertation topics or to provide an opportunity to study material or topic not covered elsewhere in the program.

**Prerequisite:** Doctoral standing.

**Schedule Type:** Research

**Contact Hours:** 3 other

**Grade Mode:** Standard Letter

**MKTG 85191 SEMINAR IN MARKETING 3 Credit Hours**

(Repeatable for a maximum of 6 credit hours) This course is designed to provide doctoral students with a broad exposure to a current and substantive topic area in marketing. This course will expose students to classic and new ideas, help them critically analyze these ideas, and provide them with the opportunity to relate these ideas to their own research interests.

**Prerequisite:** Doctoral standing.

**Schedule Type:** Seminar

**Contact Hours:** 3 other

**Grade Mode:** Standard Letter