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**SCHOOL OF  
BUSINESS**

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The mission of the School of Business is to offer educational programs that prepare students for a purposeful life by integrating Lasallian values with current business management skills.

Through its faculty, curricular environment, and linkages with the business community, the School of Business creates a value-centered educational community as the setting for its educational programs.

Within this context, it seeks to provide an appropriate blend of contemporary business theory and practice, placing paramount importance on teaching and learning enriched by scholarly research and professional activity.

The primary purpose of the School of Business undergraduate program is to prepare students to lead an enriched personal life and to enter upon a successful professional career through exposure to traditional liberal arts and a contemporary business education.

The School of Business strives to fulfill its mission by requiring students to develop communications, analytic, and decision-making skills, by developing in students the ability to define and synthesize, by helping students to form independent, well-reasoned judgments, and by exposing students to common business research methods and practices.

Teaching and learning are of paramount importance. We believe we should:

- know each student as an individual;
- challenge each student to work toward attaining his or her best performance level;
- utilize the curriculum to help students identify the ethical dimensions embedded in business management;
- immerse students in a learning environment which blends current business theory and practice.

Continuous quality improvement processes ensure that the many offerings of the School of Business are of the highest quality. The program is accredited by AACSB (The International Association for Management Education) which establishes standards designed to ensure excellence. Fewer than 25 percent of the nation's 1,200 colleges and universities are accredited by AACSB. In addition, programs are regularly evaluated in terms of standards established by various professional bodies such as the American Institute of Certified Public Accountants, the American Management Association, and the American Marketing Association; and through an ongoing dialogue and review with business executives and professionals. Every year, La Salle inducts the top 10 percent of its graduates into Beta Gamma Sigma (BGS), the international honor society for students enrolled in AACSB-accredited schools; in 2004, the La Salle chapter of BGS earned the distinguished honor of being named the Gold Chapter, ranking number one out of nearly 400 chapters worldwide.

The School of Business prepares students to develop the skills and experience to move from the University into management/professional positions in business, government, and nonprofit organizations. Experiential Education Programs—the Internship and Business Scholars Co-op Programs (see pages 16 and 112–114)—provide hands-on experience in business organizations; recent participants have included the Big Four Accounting firms, Johnson & Johnson, Comcast, AstraZeneca, du Pont, Citizens Bank, UBS Financial Services, KYW News Radio, Radio Disney, FBI, EPA, Cigna, and Tasty Baking Co. Over 100 executives volunteer their time every year during our Executives-on-Campus Program to come to classes to meet with students. Many of the business clubs set up field trips to area businesses so that students can see professional operations first-hand.

In addition, the Business Advisory Board, which is composed of senior executives from companies throughout the Delaware Valley, advises the Dean of Business on contemporary developments in business practice and how to help students prepare for professional careers.

Opportunities to enhance a student's international exposure are offered through Study Abroad and Travel/Study options. La Salle has strong ties with the American University of Rome in Italy, Universidad La Salle in Mexico City, Deakin University in Melbourne, Australia, and the National

University of Ireland in Galway where students have the opportunity to have a semester-long learning experience. Students may also gain acceptance to semester-long programs in Brazil, China, England, France, Mexico, South Africa, and Spain through the Lasallian International Programs Consortium. In addition, we provide various levels of support for students wanting to study at other destinations. In travel/study courses offered by the School of Business, students study international aspects of various business disciplines in a semester-long course and travel for around 10 days to other locations in the world where they study related business practices and culture of that area; previous trips have been to France, Germany, Canada, Bermuda, and London. Additional travel/study opportunities related to Liberal Arts areas of study are offered by the University. Opportunities for students to do an internship abroad are being developed.

In short, when you're a La Salle University business major, you have a number of competitive advantages. Your "real world" experiences and academic preparation put you on the right path toward success.

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## THE CURRICULUM

The program leading to a Bachelor of Science degree in Business consists of 120 credits (minimum 39 courses) for Finance, Management, Management Information Systems, and Marketing majors, and 128 credits (minimum 41 courses) for Accounting majors. The liberal arts and science studies and business foundation courses tend to be concentrated in the first two years, and the professional studies in the last two years.

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## THE LIBERAL ARTS CORE CURRICULUM (17 COURSES)

Offering sustained study in a broad range of disciplines, the core curriculum provides students with an opportunity to build a strong educational foundation for the future. Guided by La Salle's heritage as a Catholic university, the Core Curriculum reflects La Salle's strong commitment to the interdependence of intellectual and spiritual growth.

This new Core Curriculum has been formulated after several years of deliberation by faculty, students, and administrators. Its aim is to help students find an engaging living as part of an engaged life. As future competitors in a rapidly re-forming world, students need intellectual resources that keep pace with current innovations; as future innovators, students need spiritual resources that guide human beings towards humane reforms.

A major feature of the Core is the Doubles Program. All students will be required to enroll in a "Double" during the freshman year. Doubles are thematically linked introductory courses in different disciplines, limited to 16 students. In the Doubles Program, students will explore some or all of the topics in these courses under the guidance of two professors. As part of the Doubles, students will learn how to take full advantage of the University and the city of Philadelphia through activities such as field trips and campus wide programs. A sense of academic and social community forms more readily in Doubles courses than in traditional courses because students take both courses with the same small group of students.

While the Core allows you some freedom of choice, it includes guidelines which should provide coherence in your college education. The core curriculum clusters course requirements into areas defined by educational objectives: "Powers," "Frameworks of Scientific Understanding," "Patterns of Meaning," the "First Year Odyssey," and "Understanding at Home and Abroad." A maximum of 17 courses are required of School of Business majors.

“Powers” refers to competencies that enable students to learn, to think, and to communicate. With this course work, students will emerge from the core curriculum possessing a strong set of skills in reading, writing, oral communication, and mathematics. They will also learn how to use computer technology to aid their work in each of these areas. These competencies will be integrated in courses in all areas of the core, but will be taught directly in courses in writing, oral communication, mathematics, and information literacy.

“Frameworks of Scientific Understanding” refers to concepts and methods learned in courses in the natural and social sciences. In these courses students will become familiar with the scientific method and sharpen their understanding of the natural processes and the social developments that shape the world in which we live.

“Patterns of Meaning” refers to a set of capacities students must acquire to engage the moral, aesthetic, and spiritual significance of human events and achievements. Courses in the humanities will enable students to develop these capacities.

The “First Year Odyssey” (FYO) refers to the one-credit, graded, one hour a week, program which introduces students to La Salle and the city of Philadelphia. It has a variety of aims designed to help first semester freshmen in a variety of ways:

- Create a community in which students can form bonds with fellow students, faculty and campus staff.
- Introduce students to University resources and traditions.
- Help students imagine their future as members of a profession and as members of a civil society.
- Help students enjoy the rich offerings of urban life - the music, art, architecture, history, ethnic traditions, religious life and geology of a city.
- Generate a broad assortment of campus activities that can enrich campus life for all members of the community.

“Understanding at Home and Abroad” refers to fostering the Christian Brothers ideals of community, social justice, and compassionate understanding across barriers dividing human beings. Students will be required to enroll in one of the courses designated in the course catalogue by the symbol of a “house” (🏠 Understanding at Home) and one of the courses designated by the symbol of a “plane” (✈️ Understanding Abroad). Alternatively, students may fulfill these requirements through independent projects, with the approval of the Department Chair and the Core Director. Faculty and Staff will mentor a limited number of independent projects.

#### **POWERS COURSES (5 COURSES)**

- English 107 (may be waived by English Department)
- English 108
- Mathematics 114
- Business 150
- Computer Science 151 (CSIT 154 for MIS majors) (may be waived through an exemption exam)

#### **FRAMEWORKS OF SCIENTIFIC UNDERSTANDING COURSES (4 COURSES)**

- Natural Science (BIO, CHM, GEO, or PHY)
- Macroeconomics
- Microeconomics
- Psychology or Sociology

#### **PATTERNS OF MEANING COURSES (8 COURSES)**

- 2 Religion
- 2 Philosophy
- 1 Literature
- 1 History
- 1 Fine Arts or Foreign Languages

- 1 more Literature, History, Fine Arts or Foreign Language

Some courses in the core may be counted towards a minor or second major as determined by the department.

## **BUSINESS CORE (18 COURSES)**

Business education at La Salle University exists within the context of a strong liberal arts base. The key two purposes of business education at La Salle University are:

- Preparation of students for careers in business – the primary purpose of the business core.
- Preparation of students in specialized areas of business – the primary purpose of the business major.

In order to accomplish the purpose of preparation of students for business, the business core at La Salle has the following learning goals:

#### **SELF ASSESSMENT AND DEVELOPMENT**

- Self knowledge and awareness
- Professional direction and determination to succeed
- An ability to critically assess oneself
- Intellectual curiosity
- An ability to accept and implement change

#### **JOB-RELATED SKILL DEVELOPMENT**

- Networking
- Interviewing
- Resume writing

#### **CRITICAL THINKING AND PROBLEM SOLVING**

- Problem solving and decision making skills
- An understanding of elements of sound research
- Development of the ability to conduct research
- Critical thinking skills
- An ability to evaluate, identify, and understand different perspectives, positive and negatives, and strengths and weaknesses
- An ability to integrate and synthesize diverse information or skills

#### **COMMUNICATION SKILLS**

- Oral communication skills
- Written communication skills
- Interpersonal communication skills

#### **USING DATA AND TECHNOLOGY**

- An understanding of, and ability to utilize, qualitative and quantitative data
- Technical skills to solve business problems and make decisions

#### **CORE BUSINESS KNOWLEDGE**

- Knowledge in key business disciplines
- Knowledge of specific businesses, business practices, and opportunities

#### **ETHICS, SOCIAL RESPONSIBILITY, AND SOCIAL FORCES**

- Knowledge of and ability to examine ethical considerations in business

- An understanding of contemporary social forces affecting business, including environmental issues, demographic diversity, technology, global/international issues, cultural forces, and the political and legal environments
- Motivation to contribute to society

The Business Core courses provide the student with integrative approaches to understanding business processes while at the same time focused attention on the various business disciplines. In addition, the core focuses energy on linking theory and practice.

The following courses constitute the Business Core:

- **BUS 100** Business Perspectives
- **BUS 101** Introduction to Financial Accounting
- **BUS 202** Applied Quantitative Methods for Business
- **BUS 203** Organizational Behavior and Skill Development
- **BUS 204** Principles of Marketing with Applications
- **BUS 205** Information Technology with Applications
- **BUS 206** Financial Markets and Institutions: Principles and Applications
- **BUS 207** Managerial Accounting
- **BUS 208** Corporate Finance
- **BUS 303** Legal and Ethical Environment of Business
- **BUS 304** Business Problem Solving and Decision Making
- **BUS 400** Strategy Formulation and Implementation
- International Business Course/Experience

- Risk Management and Insurance

\*These minors are not available to students who major in Business.

Other minors are offered by the School of Arts and Sciences.

All students are required to take a writing emphasis course in their major discipline at the Junior/Senior level.

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## FREE ELECTIVES (5-7 COURSES)

You may choose to concentrate free electives in a particular field for a second major or minor, or you may use these to diversify your background or broaden your interests.

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## PROFESSIONAL STUDIES (MAJORS) (5 OR 8 COURSES)

These courses provide an intensive learning experience in one facet of business and serve as a basis for future career development.

Professional specializations are offered in:

- Accounting
- Finance
- Management Information Systems
- Marketing
- Organizational Management

The professional studies consist of 5 courses in one functional area beyond those courses required in the Business Core. The accounting option, however, requires 8 courses; this is intended to help you be better prepared to pass the Certified Public Accounting (CPA) examinations or to embark on an accounting career in industry. The professional option may be chosen upon matriculation or prior to starting major courses. Students who wish to do so have the option to pursue dual majors. One of the major courses in one of the two majors is waived for students who dual major. See page 110.

### PROFESSIONAL MINORS

Students who wish to do so have the option to pursue minors. Permission of the Chairperson or Director of the minor must be obtained.

Professional minors are offered in:

- Accounting
- Business Administration\*
- Finance Minor for Accounting Majors
- Health Care Administration (not currently available)
- International Studies
- Marketing\*
- Organizational Management\*

## BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION PROGRESS RECORD

### I. Powers (5 courses)

- A. Writing I<sup>1</sup>
- **ENG 107** College Writing I
- B. Writing II
- **ENG 108** College Writing II
- C. Speech
- **BUS 150** Presentation Skills for Business (2 cr.)
- D. Single-Variable Calculus
- **MTH 114** Applied Business Calculus (4 cr.)
- E. Information Technology<sup>2</sup>
- **CSC 151** Introduction to Computing Using Packages
  - or **CSIT 154** Introduction to Information Technology (for MIS majors)

### II. Frameworks of Scientific Understanding (4 courses)

- A. Natural Science
- **BIO, CHM, GEO, or PHY 150s**
- B. Psychology or Sociology
- **PSY** or **SOC**<sup>3,4</sup>
- C. Macroeconomics
- **ECN 150** Introductory Macroeconomics
- D. Microeconomics
- **ECN 201** Introductory Microeconomics

### III. Patterns of Meaning (8 courses)

- A. Religion
1. **REL 150** The Christian Tradition  
or **REL 153** The Dynamics of Religion
  2. **REL** REL 200 or 300-Level<sup>5</sup>
- B. Philosophy
1. **PHL 151** The Human Person  
or **PHL 152** Moral Choice
  2. **PHL** PHL 200 or 300-Level<sup>5</sup>
- C. Literature
- **ENG 150** Themes in Literature and Culture
  - or **LIT 150** Modern European and Latin American Writers
- D. History
- **HIS 151** Global History to 1500
- E. Fine Arts or Language (one of the following four)
- **ART 151** Visualizing the Sacred
  - **ART 152** Visualizing the Self and Others
  - **MUS 150** The Art of Listening
  - **Foreign Language**
- F. One of the following:
- **ENG 250** Writers and their Worlds
  - **LIT 250** Topics in World Literature
  - **HIS 251** Global History 1500 to Present
  - Another course in what was taken in category E: Fine Arts (200 or 300-level)<sup>5</sup> or Foreign Language

### IV. Business Core (13 courses)

1. **BUS 100** Business Perspectives
2. **BUS 101** Financial Accounting
3. **BUS 202** Applied Quantitative Methods
4. **BUS 203** Organizational Behavior and Skill Development
5. **BUS 204** Principles of Marketing with Applications
6. **BUS 205** Information Technology with Applications
7. **BUS 206** Financial Markets and Institutions: Principles and Applications
8. **BUS 207** Managerial Accounting (2 cr.)
9. **BUS 208** Corporate Finance (2 cr.)
10. **BUS 303** Legal and Ethical Environment of Business
11. **BUS 304** Business Problem Solving
12. **BUS 400** Strategy Formulation
13. International Business Course/Experience<sup>6, 7</sup>

### V. Professional Studies (5 for Finance, Management, Management Information Systems, and Marketing majors; 8 for Accounting majors)<sup>8</sup>

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_

### VI. Electives (4 plus 1 credit for Accounting majors; 5 plus 1 credit for Finance, Management, Management Information Systems, and Marketing majors)

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_

#### Additional Liberal Arts Core Requirements are: Freshman Year Odyssey (FYO); Double; Understanding at Home Course; Understanding Abroad Course (met by ECN 150)

- 1 May be waived by decision of the University before you begin course work; then additional elective is required.
- 2 May be waived by challenge examination before you begin course work; then additional elective is required.
- 3 Options to fulfill this requirement are: PSY 205, 225, 230, SOC 233, 262, 263, 306.
- 4 The following courses meet the Understanding at Home (as well as PSY/SOC) requirement: SOC 233, 262, 306.
- 5 The following courses meet the Understanding at Home (as well as Patterns of Meaning) requirement: PHL 303, REL 241, 244, 250, 345, 353, ART 210, 211., 320, MUS 203 or 214
- 6 Options to fulfill this requirement are: BUS 300, ECN 333, FIN 403, MGT 356, MKT 305, any School of Business travel/study course.
- 7 Finance majors may waive this requirement since they take FIN 403 as one of their "Professional Studies" requirements. Marketing and Management majors who elect the international course in their major may waive this requirement. Students who choose to waive this requirement gain one more elective.
- 8 Dual majors can waive one of the major courses of one of the majors. (See page 110.)

## PROFESSIONAL STUDIES (MAJOR) REQUIREMENTS FOR SINGLE AND DUAL MAJORS

### Single Majors

Requirements for single majors are indicated in the shaded diagonal areas: Accounting (ACC) majors are required to take 8 Major courses. Finance (FIN), Organizational Management (MGT), Management Information Systems (MIS) and Marketing (MKT) majors are required to take 5 Major courses.

### Dual Majors

Students who dual major may waive one of the Major Elective courses in one of the majors; see non-shaded boxes. Students choose either of the two boxes for the dual major requirements, depending on which major's elective they want to waive.

Internships and Co-ops cannot be counted as one of the elective courses.

	ACC	FIN	MGT	MIS	MKT
ACC	<u>8 ACC</u> All ACC majors must take: ACC 201, 202, 303, 304, 307 & 405 and any 2 other 400-level Accounting Electives except 450	<u>5 FIN+7 ACC</u> Must take FIN 375. Waive 1 of the 2 ACC Electives.	<u>5 MGT+7 ACC</u> Waive 1 of the 2 ACC Electives.	<u>5 MIS+7 ACC</u> Must take ACC 478 and MIS 385. Waive 1 of the 2 ACC Electives.	<u>5 MKT+7 ACC</u> Waive 1 of the 2 ACC Electives.
FIN	<u>4 FIN+8 ACC</u> Must take FIN 375. Waive 1 of the 3 FIN Electives.	<u>5 FIN</u> All FIN majors must take: FIN 304 and 403 and 3 of the following FIN Electives: FIN 306, 308, 313, 314, 370, 375, 401, 420, 470.	<u>5 MGT+4 FIN</u> Waive 1 of the 3 FIN Electives.	<u>5 MIS+4 FIN</u> Must take MIS-385. Waive 1 of the 3 FIN Electives.	<u>4 MKT+4 FIN</u> Plus MKT/FIN 308.
MGT	<u>4 MGT+8 ACC</u> Waive 1 of the 2 MGT Electives.	<u>5 FIN+4 MGT</u> Must take FIN 313. Waive 1 of the 2 MGT Electives.	<u>5 MGT</u> All MGT majors must take: MGT 302, 303, 307 and 2 of the following MGT Electives: MGT 352, 353, 354, 355, 356, 357, 371, 375.	<u>5 MIS+4 MGT</u> Must take MIS 385. Waive 1 of the 2 MGT Electives.	<u>5 MKT+4 MGT</u> Waive 1 of the 2 MGT Electives.
MIS	<u>4 MIS+8 ACC</u> Must take ACC 478. Waive 1 of the 2 MIS Electives.	<u>5 FIN+4 MIS</u> Waive 1 of the 2 MIS Electives.	<u>5 MGT+4 MIS</u> Waive 1 of the 2 MIS Electives.	<u>5 MIS</u> All MIS majors must take: MIS 410, MIS 420, MIS 480 and 2 of the following MIS Electives: MIS 375, 385, 400, 405, 415, 435, 470. MIS 405 may be repeated if topic is different	<u>5 MKT+4 MIS</u> Must take MKT 306. Waive 1 of the 2 MIS Electives.
MKT	<u>4 MKT+8 ACC</u> Waive 1 of the 2 MKT Electives.	<u>4 FIN+4 MKT</u> Plus FIN/MKT 308.	<u>5 MGT+4 MKT</u> Waive 1 of the 2 MKT Electives.	<u>5 MIS+4 MKT</u> Must take MIS 385. Waive 1 of the 2 MKT Electives.	<u>5 MKT</u> All MKT majors must take: MKT 301, 401 and 402 and 2 of the following MKT Electives: MKT 302, 304, 305, 306, 308, 370 or 371.

## BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION MODEL ROSTER

### Freshman Year

Fall	Spring
Business 101	Business 100
Frameworks or Patterns	Math 114
English 107 <sup>1</sup>	Frameworks or Patterns
Computer Science 136 or CSIT 154	English 108
Frameworks or Patterns	Patterns

### ACCOUNTING MAJOR

#### Sophomore Year

Fall	Spring
Accounting 201	Accounting 202
Economics 150	Economics 201
Business 150	Business Core
Business 207	Business 202
Business 208	Frameworks or Patterns
Frameworks or Patterns	

#### Junior Year

Fall <sup>2</sup>	Spring <sup>2</sup>
Accounting 303	Accounting 304
Accounting 307	Business Core
Business Core	Business Core
Frameworks or Patterns	Business Core
Frameworks or Patterns	Frameworks or Patterns
Elective	Frameworks or Patterns

#### Senior Year

Fall	Spring
Accounting 405	Accounting 400-level
Accounting 400-level or Elective	Accounting 400-level or Elective
Business Core	Business 400 or Elective
Business 400 or Elective	Business Core
Elective	Elective

### FINANCE, MANAGEMENT, MANAGEMENT INFORMATION SYSTEMS, OR MARKETING MAJOR

#### Sophomore Year

Fall	Spring
Economics 150	Economics 201
Business 202	Business 207
Business Core	Business 208
Business Core	Business 150
Frameworks or Patterns	Business Core
	Frameworks or Patterns

#### Junior Year

Fall	Spring
Major Course	Major Course
Business Core	Business Core
Business Core	Business Core
Frameworks or Patterns	Frameworks or Patterns
Elective	Elective

#### Senior Year

Fall	Spring
Major Course	Major Course
Business 400 or Elective	Business 400 or Elective
Frameworks or Patterns	Major Course
Frameworks or Patterns	Elective
Elective	Elective

<sup>1</sup> Students who have ENG 107 waived will substitute a Sophomore Frameworks or Patterns course.

<sup>2</sup> Alternatively, one of six courses may be taken in summer.

## EXPERIENTIAL EDUCATION PROGRAMS

Experiential Education Programs are designed to give students hands-on work experience related to their majors. Participation provides an opportunity to link the theory and practice of the discipline. Research shows that students who intern or co-op generally have greater success in finding their first jobs after graduation and earn higher starting salaries. The Internship Program and Business Scholars Co-op Program are the Experiential Education Program options for students.

### INTERNSHIP PROGRAM

Internships are available throughout the year (most are taken during the fall or spring semesters) and range from three to six months. Students generally participate during their junior or senior years. Internships may be full-time or part-time, paid or non-paid. Students earn 3 credits for internships.

**Full-time internships** are up to six months long. They are paid positions. A student taking a full-time internship may graduate in four years by following the model roster on page 113. For additional information, see page 16.

**Part-time internships** are one-semester and generally are non-paid. The student ordinarily carries a full academic schedule along with the internship. One or two internships may be taken over the course of a student's years at La Salle.

Contact Associate Director for Experiential Education in the Career Planning Office at 215.951.1075 for more information.

### BUSINESS SCHOLAR CO-OP PROGRAM

The newly created, highly selective, Business Scholars Co-op Program (BSCP) was designed to meet the academic and introductory work experience needs of achievement-oriented, academically talented students. Similar to traditional applied learning programs, the BSCP prepares students through classroom theory, provides career exploration counseling, develops professional skills through workshops, and enables students to gain practical work experience for successful job placement upon graduation. Unlike other applied learning programs however, BSCP students graduate in just four years because of the BSCP's accelerated curriculum.

Students selected for the Business Scholars Co-op Program have proven themselves as highly motivated academic achievers, and have demonstrated themselves as leaders both in and out of the classroom. Students generally possess the following:

- An SAT score of 1200 or higher on the Critical Reading and Mathematics section or an ACT score of 27
- A cumulative G.P.A. of 3.5 or higher
- Rank in the 1st quintile of their high school graduating class
- Demonstrated strong leadership qualities
- High level of co-curricular activities

The candidate application process includes an interview with members of the BSCP's Selection Committee.

Co-ops complete multiple work assignments during which they are paid competitive wages by employers and receive academic credit for each of the two assignments. The first work assignment is four months and occurs during the summer after sophomore year. The second work assignment is eight months and occurs either spring of junior year and the following summer (Schedule A) or summer before senior year and fall of senior year (Schedule B). Students follow Schedule A or B depending on the scheduling needs of the students and companies.

Students are matched with employers according to their career objectives, academic achievements, work experience, relevant activities and accomplishments, and the employers' needs.

The chart on page 114 outlines the academic and work phases of the program:

For more information contact Ray Rhone, Director

La Salle University School of Business  
1900 West Olney Avenue  
Philadelphia, PA 19141  
Phone: 215.951.5113  
E-mail: rhone@lasalle.edu

## MODEL ROSTER – INTERNSHIP PROGRAM

### Freshman and Sophomore Years

Follow the same model roster as indicated on the previous page.

### Summer Sessions after Freshman, Sophomore, and Junior Years

Students should plan to take up to four courses (six for Accounting majors) as needed during the summers.

### Junior Year

#### Fall Internship Option

#### Spring Internship Option

### ACCOUNTING MAJOR

Fall	Spring	Fall	Spring
Internship	Accounting 304	Accounting 304E#	Internship
Accounting 304E#	Accounting 303E#	Accounting 307	Accounting 303E#
	Accounting 307E#	4 courses from Business Core or Liberal Arts requirements	Accounting 307E#

### FINANCE, MANAGEMENT, MANAGEMENT INFORMATION SYSTEMS, OR MARKETING MAJOR

Fall	Spring	Fall	Spring
Internship	5 courses from Business and Liberal Arts Core and elective courses	5 courses from Business and Liberal Arts Core and elective courses	Internship

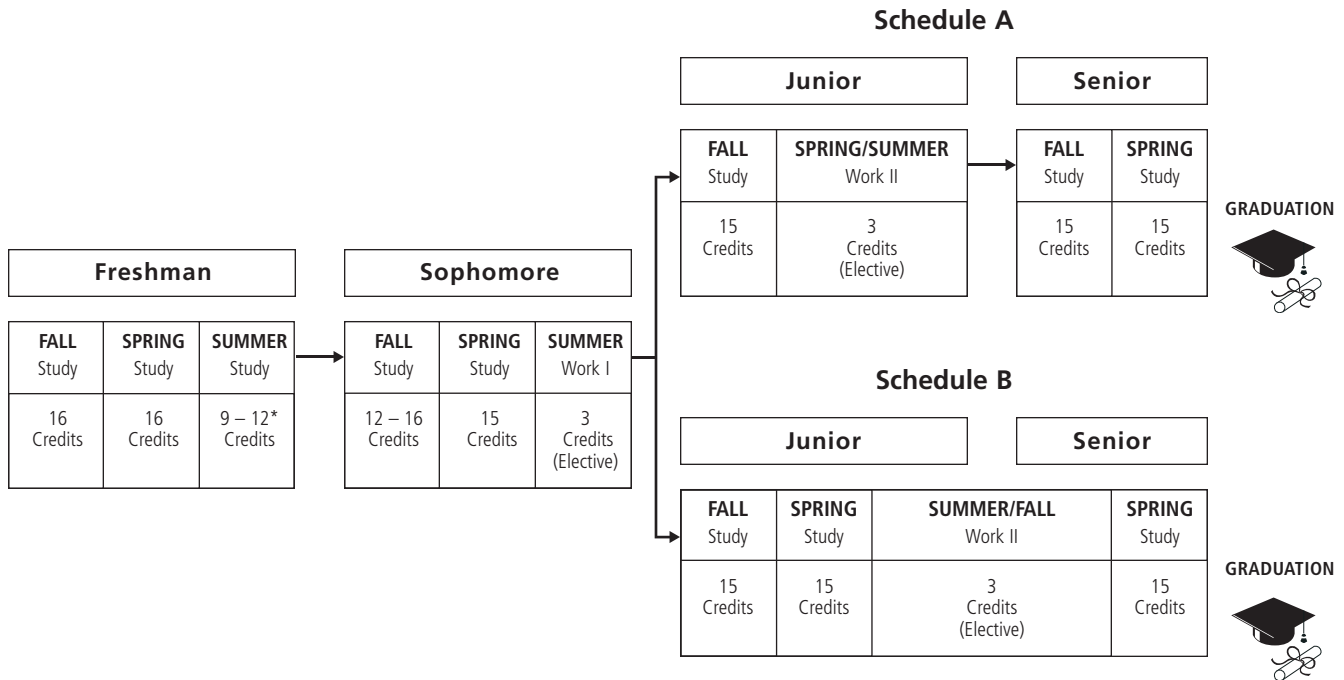
### Senior Year

Follow same model roster as indicated on previous page.

# These courses can be taken during other semesters, if necessary, to accommodate your schedule. Check with your Chairperson or the Dean's Office.

E Designates Evening course

## MODEL ROSTER – BUSINESS SCHOLAR CO-OP PROGRAM



Accounting majors must take two additional electives (6 credits) in addition to credits indicated above.

\*Fewer credits are required in this first summer for students who have brought in AP or transfer credits.

## MBA BASIC CORE EQUIVALENTS

You can reduce the number of courses required to earn a master's degree in Business Administration at La Salle by earning As or Bs in certain required undergraduate courses.





There is a body of undergraduate course work, drawn primarily from the Business Curriculum, which can be used to waive up to 18 credits of foundation level course work for the La Salle MBA degree. (Those students who receive their undergraduate degree from La Salle University with a major in Accounting may be eligible to waive up to 21 credits.) All of these undergraduate courses are required for all undergraduate business majors. By earning a minimum "B" grade in the undergraduate course(s), the corresponding MBA course requirement will be waived. These courses are listed in the following chart.

The GMAT is required for acceptance into the MBA Program, and students are expected to have proficiencies in written and oral communication, quantitative abilities, and computer skills. Any specific requirement questions should be directed to the MBA Office at 215.951.1057.

UNDERGRADUATE COURSES	MBA COURSE
ECN 150 Introductory Macroeconomics	MBA 610
ECN 201 Introductory Microeconomics	
BUS 101 Introduction to Financial Accounting	MBA 615
BUS 207 Managerial Accounting	
BUS 202 Applied Quantitative Methods for Business	MBA 620
BUS 206 Financial Markets and Institutions	MBA 630
BUS 304 Business Problem Solving and Decision Making	MBA 625
<b>Marketing Major Courses</b>	<b>MBA 690*</b>
<b>Accounting Major Courses</b>	<b>MBA 691*</b>
<b>Finance Major Courses</b>	<b>MBA 692*</b>

\*Only one from MBA 690, 691, and 692 may be waived

## KEY

- (F) Offered in Fall term
- (S) Offered in Spring term
- (F, S) Course may be rostered in either Fall or Spring term. The year is indicated if the course is offered in alternate years. When a course number has been changed this year, the former number is given in parenthesis.
-  Identifies courses that have been designated as writing intensive.
-  Identifies courses that have been designated as “Understanding at Home.”
-  Identifies courses that have been designated as “Understanding Abroad.”
-  Identifies courses that have been designated as having a service-learning component.

Courses listed in this section are subject to change through normal academic channels. New courses and changes in existing course work are initiated in the departments and approved by the curriculum committee consisting of faculty, student, and administrative representatives.

## ACCOUNTING

### Faculty

Mary Jeanne Welsh, Ph.D. Chair  
 Professors: Borkowski, Reardon (emeritus), Stickel  
 Associate Professors: Leaby, Welsh, Wentzel  
 Assistant Professors: Brazina, Fitzgerald, Massimini, Zook  
 Lecturers: Fusco, Guerin, Kochanski, McAleer  
 Endowed Chair: Scott E. Stickel, Ph.D.

Accounting, “the Language of Business,” is the core of any business enterprise. Accountants are responsible for communicating and interpreting financial information as a basis for strategic decision-making.

Accounting includes specialties that focus on specific and unique aspects of the financial institution. Cost Management, Information Systems, Auditing, Taxation, and Multinational Operations are areas of advanced study that prepare students to function as executives responsible for business decision-making in both the profit and not-for-profit enterprises. Students can also earn three credits toward graduation by participating in an Experiential Education Program.

Since almost all organizations need accounting information, positions range from manufacturing firms to service industries to hospitals and other not-for profits and all levels of governmental operations. Graduates function as CPAs, internal auditors, bankers, financial planners, budget specialists, merger and acquisition consultants, and tax planners.

Students are encouraged to join one of the two professional student organizations: the Accounting Association and Beta Alpha Honors Society.

### Requirements

#### Required for Professional Option in Accounting: 8 courses

- ACC 201
- ACC 202
- ACC 303
- ACC 304
- ACC 307
- ACC 405
- Any two additional 400-level accounting courses with the exception of ACC 450 and 460.

#### Required for Minor in Accounting: 6 courses

- BUS 101
- BUS 207
- ACC 201
- BUS 202
- Any 2 accounting courses at the 300- or 400-level except 350/450 or 360/460.

Junior standing is a prerequisite for 300- and 400-level courses.

## Course Descriptions

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### ACC 201 (F)

INTERMEDIATE FINANCIAL ACCOUNTING I  
4 credits

Accounting issues related to the measurement of profitability, liquidity and financial flexibility. Topics include revenue recognition, cost allocation, and recognition and measurement of assets. Prerequisite: BUS 101 with a "C" grade or better.

### ACC 202 (S)

INTERMEDIATE FINANCIAL ACCOUNTING II  
4 credits

A study of accounting concepts and problems related to solvency and operational capacity, with attention to special reporting issues including post-employment benefits, income taxes and stockholders' equity. Financial reporting in an international environment is also examined. Prerequisite: ACC 201.

### ACC 303 (F)

COST MANAGEMENT  
3 credits

This course focuses on how cost information is produced and used in contemporary organizations, especially the role of cost accounting in strategic decision-making by internal managers. Topics include, but are not limited to: cost classifications, product pricing and profit analysis, cost systems, standard costing and variance analysis. Prerequisite: BUS 202 (can be taken concurrently with BUS 202), BUS 207.

### ACC 304 (S)

AUDITING  
3 credits

A practical presentation of modern audit practices, emphasizing the principles and objectives of an audit. Analysis of the audit basis, the best standards, objective reporting, the adoption of improved accounting standards, business controls, professional ethics, and legal liability. Prerequisite: ACC 202 (can be taken concurrently with ACC 202).

### ACC 307 (F)

INCOME TAX  
3 credits

A comprehensive introduction to the Internal Revenue Code as it applies to the individual taxpayer. The course is intended to examine theoretical concepts, the structural flow of tax data, the interrelationship of taxable transactions and tax liabilities, and tax planning for the individual. Topics include inclusions, exclusions, basis issues, property transactions, capital gains and losses, sale of a residence, involuntary conversions, non-taxable exchanges, business expenses, itemized deductions, filing status, and exemptions. Computer based case studies are assigned to assist in the application of the tax concepts. Prerequisites: Bus 101.

### ACC 350 (Summer)

COOPERATIVE EDUCATION I  
3 credits

The first work experience of students in the Business Scholars Co-op Program. This is a full-time, paid, four-month assignment in a cooperating firm, taken summer after sophomore year. Involves job-related learning under faculty supervision. Position is arranged through Director of Program. A co-op counts as a free elective, not as a course in the major. Prerequisites:

successful completion of all academic and co-curricular requirements of the Business Scholars Co-op Program.

### ACC 365, 465 (F, S, Summer)

INTERNSHIP  
3 credits

Normally full-time, paid employment in a cooperating firm to provide on-the-job training (part-time positions at least 6 months in duration may qualify). Involves appropriate job-related learning assignments under faculty supervision. Position must be approved by Department. Consult the Associate Director for Experiential Education in Career Services before registering or for further information. An internship counts as a free elective, not as a course in the major. Prerequisite: BUS 101, G.P.A. of 2.25 overall and in the major.

### ACC 405 (F)

ACCOUNTING FOR THE MULTINATIONAL ENTERPRISE  
3 credits

A study of the accounting concepts applicable to business expansion especially mergers, acquisitions and consolidations. Emphasis is on consolidated statements including foreign operations, forward contracts as a hedge, conversion of foreign entity financial statements and multinational consolidated reports. Prerequisite: ACC 202.

### ACC 406 (S)

SPECIAL TOPICS IN FINANCIAL REPORTING  
3 credits

A study of special topics in accounting including partnerships, estate and trust, bankruptcy and fund accounting including governmental, not-for-profit, and hospital accounting. Prerequisite: ACC 202 and Senior standing.

### ACC 411

ADVANCED COST MANAGEMENT  
3 credits

Economic, industrial, and managerial aspects of cost accounting with emphasis on flexible budget as basis for cost control; analysis of variance and graphic charts. Study of estimated costs, standard costs, and distribution costs. Prerequisites: ACC 303 and Senior standing.

### ACC 418 (S)

CORPORATE AND OTHER TAXATION  
3 credits

A comprehensive examination of taxation as it relates to the various forms of business entities (C corporations, S corporations, partnerships, limited liability corporations, and limited liability partnerships) and their owners. Other topics include taxation of international transactions, tax exempt organizations, multistate corporate tax issues, and estate tax planning for the business owner. Prerequisites: ACC 307 and senior standing.

### ACC 450 (F, S)

COOPERATIVE EDUCATION II  
3 credits

The second work experience of students in the Business Scholars Co-op Program. This is a full-time, paid, eight-month assignment in a cooperating firm, taken spring of junior year through summer after junior year (Schedule A) or summer after junior year through fall of senior year (Schedule B). Involves job-related learning under faculty supervision. Position is arranged through Director of Program. A co-op counts as a free elective, not as a


course in the major. Prerequisites: successful completion of all academic and co-curricular requirements of the Business Scholars Co-op Program.

**ACC 471 (S)**  
PERSONAL FINANCIAL PLANNING  
3 credits

The course provides a comprehensive understanding of the fundamentals, strategies, and implementation that make up the personal financial planning (PFP) process. An overview of the PFP process is then expanded into a comprehensive study of its essential components, such as risk management, investment planning, retirement planning, and estate planning. Inherent in all aspects of the course will be the underlying tax implications that exist as an integral part of the decision-making. Students will also gain an understanding of the professional responsibilities and regulatory requirements that accompany the PFP process. Each student will then work with a case study in developing a financial plan. Prerequisites: Senior standing and a grade of B or better in ACC 307 (Income Tax).

**ACC 478 (S 2007, F 2008, F 2009)**  
ACCOUNTING INFORMATION AND ENTERPRISE RESOURCE SYSTEMS  
3 credits

An in-depth examination of accounting information systems (AIS) and enterprise resource planning (ERP) systems at both theoretical and conceptual levels. Concepts introduced enable the student to evaluate technologies, discuss their impact on the accounting profession, and to apply those technologies to practical business situations. Emphasis is on transaction cycles, transaction processing, accounting controls, systems auditing, and fraud detection. Prerequisite: ACC 202 and Senior standing. Required for dual majors in Accounting and Management Information Systems.

**ACC 480 (F)**   
ACCOUNTING SEMINAR  
3 credits

Research in selected financial reporting topics. Prerequisites: ACC 202 or taken concurrently and BUS 208 and Senior standing.

## BUSINESS ADMINISTRATION MINOR

The minor in Business Administration provides Arts and Sciences majors with a broad exposure to all the different areas of business. It complements the Liberal Arts background with knowledge and skills that can be applied to careers in all types of organizations.

This minor is not available to students in the School of Business.

### Requirements

**Required for Minor in Business Administration: 6 courses**

- BUS 100
- BUS 101
- ECN 150
- ECN 155
- Four courses\* from the following:  
**BUS 101, BUS 203, BUS 204, BUS 205, BUS 206\*\*, BUS 303**

\*ECN 150 and BUS 100 or 101 should be taken prior to the other four courses.

\*\*BUS 101 is a prerequisite to BUS 206.

Junior standing is a prerequisite for 300- and 400-level courses.

### Course Descriptions

**BUS 100 (S)**  
BUSINESS PERSPECTIVES  
3 credits

This freshman course is integrative, addressing business processes at an introductory level. It uses a real company and a real industry sector to provide students with an understanding about how "business" really works, and what "business" really is. The course has as its final product a business plan written by each team and presented to a panel of business executives for their evaluation. It emphasizes cross-disciplinary experiential learning, group dynamics, and personal interaction with faculty of the School of Business, Integrated Science, Business and Technology (ISBT), and business executives and entrepreneurs in a small-class environment. Students are introduced to team-building, entrepreneurship, and business plans at the beginning of their academic program in order to build and develop their skills over the next three years. Students should take this course as early on as possible. Generally the course is not open to juniors and seniors.

**BUS 101 (F, S)**  
INTRODUCTION TO FINANCIAL ACCOUNTING  
3 credits

The course introduces financial reporting, focusing on the fundamental principles of recording business transactions and the presentation and interpretation of corporate financial information. Topics include an overview of financial reporting and the accounting cycle, accounting and reporting operating, investing and financing activities of a business.

**BUS 150 (F, S)**  
PRESENTATION SKILLS FOR BUSINESS  
2 credits

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

**BUS 202 (F, S)**  
APPLIED QUANTITATIVE METHODS FOR BUSINESS  
3 credits

This course introduces the student to essential ideas of statistical thinking. Basic statistical methods used in the analysis of business decision problems are presented. Emphasis is on valid applicability of techniques, sound interpretation of statistical results, as well as successful application of statistical methods. Case studies and student-designed projects enhance understanding. Topics include: descriptive statistics, both graphical and numerical; probability distributions; sampling distributions; statistical estimation and hypothesis testing; and regression and correlation. Students will be introduced to microcomputer statistical software packages. Prerequisite: MTH 114.

**BUS 203 (F, S)**  
ORGANIZATIONAL BEHAVIOR AND SKILL DEVELOPMENT  
3 credits

This course examines the behavior of individuals and groups in organizations, with the goal of understanding performance in the new workplace. It is designed to enhance the career potential of people with management and team leadership responsibilities in all areas of business. Topics include: motivation, theories and practice of leadership, individual and group deci-

sion making, conflict resolution, communication, international aspects of organizational behavior, perception, individuality, working in groups and teams, and ethical issues of organizational life. The course also emphasizes interactive and experiential learning to demonstrate the issues of organizational behavior. Through active participation, students will develop skills in leadership, communication, negotiation, teamwork, and group decision-making. Career awareness and skill assessment will be done through brief lectures, personal inventories, and career planning experiences.

**BUS 204 (F, S)**

## PRINCIPLES OF MARKETING WITH APPLICATIONS

3 credits

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

**BUS 205 (F, S)**

## INFORMATION TECHNOLOGY WITH APPLICATIONS

3 credits

This course provides the background necessary to make decisions about computer-based information systems and to be a knowledgeable end-user. The course focuses on the management of information systems within various organizational settings. Topics include: information systems in organizations, telecommunications, database management systems, transactional processing, management information systems, decision support systems, expert systems, systems analysis and design, systems development and implementation, end-user computing, information resources management and emerging technologies and issues in management information systems. The course also emphasizes interactive and experiential learning to demonstrate one of several areas of emerging information technology such as Electronic Business, Data Warehousing, Data Mining, Decision Support Systems, Expert Systems, etc. Through active participation, students are required to utilize the specific information technology in a hands-on environment. Prerequisite: CSC 151.

**BUS 206 (F, S)**

## FINANCIAL MARKETS AND INSTITUTIONS: PRINCIPLES AND APPLICATIONS

3 credits

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

**BUS 207 (F, S)**

## MANAGERIAL ACCOUNTING

2 credits

An introduction to the fundamentals of managerial accounting with a special emphasis on using accounting information in decision-making. Topics covered include planning and control systems, cost management systems, pricing decisions and capital expenditure decisions. Prerequisite: BUS 101, MTH 114, CSC 151.

**BUS 208 (F, S)**

## FUNDAMENTALS OF FINANCIAL MANAGEMENT

2 credits

An introduction to the major concepts and techniques of financial management with an emphasis on time value of money, security valuation, cost of capital, capital budgeting, and financial statement analysis. Prerequisites: BUS 101, MTH 114, CSC 151.

**BUS 300 (F, S)**

## SPECIAL TOPICS: INTERNATIONAL BUSINESS

3 credits

Students study international aspects of Accounting, Finance, Economics, Management, Marketing and Management Information Systems. The course helps students develop an appreciation for how different cultures, governments, and approaches to doing business impact international business-to-business relationships as well as devising strategies to enter markets in other countries. When taught as a travel-study course, students travel at the end of the spring semester and attend lectures of faculty at the host school as well as company site visits. Previous schools visited were University of Laval in Quebec, Canada and University of Mannheim in Mannheim, Germany, and Institut Supérieur in Angers, France. Prerequisites: BUS 100 and BUS 101 and three of the following: BUS 203, BUS 204, BUS 205 and BUS 206.

**BUS 303 (F, S)**

## LEGAL AND ETHICAL ENVIRONMENT OF BUSINESS

3 credits

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

**BUS 304 (F, S)**

## BUSINESS PROBLEM SOLVING AND DECISION MAKING

3 credits

Presents an integrated view of problem framing and the methodology of decision-making. Introduces students to several quantitative models applicable to problems in a variety of functional areas of business. Analysis of business cases using computer software allows for a focus on conceptual understanding of the models and how they should be used. Depending on the relevance to chosen case studies, topics covered may include several of the following: Decision Analysis, Forecasting, Inventory Management, Linear Programming, Critical Path Method/Project Evaluation and Review Technique, Quality Control, and Simulation. Prerequisites: MTH 114 and BUS 202, 204, 205, 206, 207, and 208.

**BUS 370 (F, S)**

## READINGS IN BUSINESS

1 credit

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

**BUS 400 (F, S)**

STRATEGY FORMULATION AND IMPLEMENTATION  
3 credits

This course is the capstone course for Business majors. It views the enterprise of the firm from the top management point of view where the various functions of business are shaped and re-shaped in response to technological, global, environmental or economic changes in the company's environment. The course includes industry analysis, company assessment, competitive advantage, network organization and diversification strategies, implementation and business ethics. Prerequisite: Senior standing.

**FINANCE****Faculty**

Jan Ambrose, Ph.D., Chair

Joseph A. Kane, Professor Emeritus, Business

Professors: Barenbaum, Buch, Schubert

Associate Professors: Ambrose, Rhoda

Assistant Professor: McNichol

Finance plays a central and critical role in the functioning of the economy. All enterprises (for-profit, nonprofit, and government) need to finance their strategic undertakings as well as their ongoing operations. Individuals, likewise, need to plan for important future events (e.g., financing their children's education, weddings, retirement). The study of Finance provides students with the knowledge and tools necessary to work and thrive in today's dynamic, global financial environment.

Students of finance typically follow career paths in financial management (such as working in the finance department of a corporation or government unit, or working in a consulting firm), investments (brokerage, portfolio management, security analysis), or financial services (working in a bank or an insurance company).

The curriculum of the Finance Department is uniquely designed to meet the needs of students wishing to pursue any of these career paths.

Understanding the importance of linking theory and practice, the Department recommends that students consider joining Gamma Iota Sigma (the Risk Management and Insurance Club) and/or the Investment Club (where students manage an actual investment fund). In addition, we advise that, during their University years, students strongly consider undertaking an internship or co-op.

**Requirements****Required for Professional Option in Finance: 5 courses**

- **FIN 304, 403**
- Three courses from among the following: **FIN 306, 308, 313, 314, 375, 401, 420, 470.**

Junior standing is a prerequisite for 300- and 400-level courses.

**Finance Minor for Accounting Majors:**

Accounting majors who wish to minor in Finance can do so. Students must successfully complete ACC 202, the core Finance courses, the required Finance courses for the major and one additional finance course. These courses are: ACC 202, BUS 206 (Business Core), Bus 208 (Business Core), FIN 304, FIN 403, and one Finance Elective at the 300 or 400 level.

**Course Descriptions****FIN 304 (F, S)**

FINANCIAL DECISION-MAKING  
3 credits

This course focuses on how managers can and manage the creation of shareholder value. As the majority of financial decisions require an estimate of future events, we will spend considerable time investigating how to achieve the above objectives, subject to the constraints of an uncertain future. Outside readings, case studies and text material will be used to integrate current financial theory with pragmatic financial decision making. Prerequisite: BUS 202, 206, and 208.

**FIN 306**

THE FINANCIAL SERVICES INDUSTRY  
3 credits

An examination of the firms, such as banks, insurance companies, finance companies, securities firms, and mutual funds, that provide financial services to consumers and businesses. Topics include the domestic and international financial environment in which financial service firms operate; financial market risk and its management; ethical and legal issues; and managerial problems specific to each service firm. Prerequisite: BUS 202, 206, 208.

**FIN 308 (S) (Cross-listed with MKT 308)**

FINANCIAL SERVICES MARKETING  
3 Credits

Financial Services marketing is cross-listed with the Marketing Department. The course focuses on how financial institutions design and market their services and products. The marketing mix for financial services, consumer and commercial markets and their buying behavior are also studied. The impact of regulatory factors on marketing financial services and products is studied. This course is designed especially for marketing and/or finance majors contemplating careers in financial services marketing; it is required for dual finance and marketing majors. Prerequisites: BUS 204, 206, 208.

**FIN 313 (S)**

EMPLOYEE BENEFIT PLANNING  
3 credits

A study of the nature and operation of employer-sponsored benefit plans offered in a complex socioeconomic and political environment. Topics include mandated benefits such as Social Security, workers compensation, and unemployment insurance, as well as a more in-depth examination of group life, health, disability, and qualified and non-qualified retirement plans. Emphasis is on benefit plan design, administration, cost, funding, and regulation as viewed from a benefit manager's financial perspective. Same as RMI 313. Prerequisite: BUS 208.

**FIN 314 (F)**

RISK MANAGEMENT  
3 credits

Designed to acquaint the student with the nature of risk management and the role of the risk manager in business or governmental organizations. Emphasis on the risk management process of identification and measurement of loss exposures and selection of treatment techniques including finance and control techniques from a holistic perspective. Same as RMI 314. Prerequisite: BUS 202, 208.

**FIN 350 (Summer)**

COOPERATIVE EDUCATION I  
3 credits

The first work experience of students in the Business Scholars Co-op Program. This is a full-time, paid, four-month assignment in a cooperating firm, taken summer after sophomore year. Involves job-related learning under faculty supervision. Position is arranged through Director of Program. Prerequisites: successful completion of all academic and co-curricular requirements of the Business Scholars Co-op Program.

**FIN 360, 460 (F, S, Summer)**

PART-TIME INTERNSHIP IN FINANCE  
3 credits

Part-time, generally non-paid, employment in a Financial/Insurance setting to provide on-the-job training. Involves appropriate job-related learning assignments under faculty supervision. Position must be approved by Department. Consult the Associate Director for Experiential Education in Career Services before registering or for further information. The number 360 is used if taken in junior year and 460 if taken in senior year. Prerequisite: BUS 206 or BUS 208.

**FIN 365, 465 (F, S, Summer)**

FULL-TIME INTERNSHIP IN FINANCE  
3 credits

Full-time-paid employment in a Financial/Insurance setting to provide on-the-job training. Involves appropriate job-related learning assignments under faculty supervision. Position must be approved by Department. Consult the Associate Director for Experiential Education in Career Services before registering or for further information. The number 360 is used if taken in junior year and 460 if taken in senior year. Prerequisite: BUS 206 or BUS 208.

**FIN 375**

FINANCIAL STATEMENT ANALYSIS  
3 Credits

Financial Statement Analysis focuses on the interpretation and use of financial statements for decision making by investors, creditors, and internal management. Financial statements provide users with a scorecard of historical performance and the ability to look forward and project likely future financial performance. Outside readings, case studies and text material will be used to integrate current financial statement guidelines with financial statement analysis. This course is required for dual accounting and finance majors.

**FIN 401**

INVESTMENT ANALYSIS  
3 credits

Focuses on current practice and recent theoretical developments in the securities market. Special emphasis on the stock and bond markets. Deals with the characteristics of individual securities and portfolios. Also criteria and models for alternative portfolio composition; criteria for evaluation and measurement of portfolio performance, all in a global context. Prerequisites: BUS 202, 206, 208.

**FIN 403 (F, S)**

INTERNATIONAL FINANCE  
3 credits

The study of multinational business practice, direct foreign investment, and managerial challenges in operating abroad. Foreign exchange markets, exchange rate determination, forecasting and hedging; and other contemporary issues in global finance. Prerequisite: BUS 202, 206, 208.

**FIN 420 (S)**

FINANCIAL MANAGEMENT OF THE INSURANCE FIRM  
3 credits

A functional course emphasizing the interrelationships among underwriting, investment, regulation, and other aspects of insurance company and insurance agency operations. Spreadsheets are used to demonstrate effective financial management of the insurance firm. Same as RMI 420. Prerequisite: BUS 202, 206, 208.

**FIN 450 (F, S)**

COOPERATIVE EDUCATION II  
3 credits

The second work experience of students in the Business Scholars Co-op Program. This is a full-time, paid, eight-month assignment in a cooperating firm, taken spring of junior year through summer after junior year (Schedule A) or summer after junior year through fall of senior year (Schedule B). Involves job-related learning under faculty supervision. Position is arranged through Director of Program. Prerequisites: successful completion of all academic and co-curricular requirements of the Business Scholars Co-op Program.

**FIN 470 (F)**

SELECTED TOPICS IN FINANCE  
3 credits

Selected topics in finance studied in-depth under the direction of faculty. Prerequisite: Senior standing.

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## HEALTH CARE ADMINISTRATION MINOR (THIS MINOR IS NOT CURRENTLY AVAILABLE)

Designated as a minor available to all students regardless of major.

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### Requirements

Health Care Administration is an interdisciplinary minor available to students in the School of Arts and Sciences, School of Business and School of Nursing. Six courses are required for the minor in health administration.

Students should enroll in the following four core courses for the minor in Health Administration:

- **HCA 370** Introduction to Health Care Organization and Management
- **HCA 459** Health Care Planning and Policy Analysis
- **HCA 460** Seminar in Health Administration
- **Ethics Course:** Students may select one ethics or social responsibility course from the following course list: **REL 250, REL 251, REL 352, REL 353, PHL 212, PHL 223, PHL 350.**

Students should also select two elective courses for the minor. One additional ethics or social responsibility course may be taken, or students may choose two elective courses focused on social, economic, or organizational issues from the following course list: Internship Course (Please Refer to your Departmental List for Course Number), Nursing 174, Nursing 476, Sociology 309.



## Course Descriptions

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### HCA 370 (S)

INTRODUCTION TO HEALTH CARE ORGANIZATION AND MANAGEMENT  
3 credits

Analyzes the health care system in the United States including trends in multi-hospital systems, behavioral health care, and managed care. Managerial approaches to system integration, financing, and total quality management are also examined.

### HCA 459 (F)

HEALTH PLANNING AND POLICY ANALYSIS  
3 credits

Strategic analysis of the various external, competitive, and internal variables which influence health care management are discussed. Students rely upon case analysis to examine issues involved in strategy formulation and strategy implementation. Prerequisite: HCA 370 (or taken concurrently).

### HCA 460 (S)

SEMINAR IN HEALTH ADMINISTRATION  
3 credits

Seminar course is designed as a virtual case analysis experience. Students will select a regional firm and confer with executives on strategic issues affecting their organization. Cases may include acute care organizations, managed care firms, non profits, and pharmaceutical firms in the region. Prerequisite: HCA 459

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## INTERNATIONAL STUDIES MINOR

Directed by: Joshua Buch, Ph.D., Finance Department

Designated as a minor available to all students regardless of major.

### Requirements

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#### Required: 6 courses

Many of the courses listed below may also fulfill requirements university-wide requirements.

Any three of the following:

- All foreign language and foreign literature courses
- **ECN 332**
- **ENG 337, 338**
- **HIS. 251, 303, 308, 311, 325, 328, 341, 344, 345, 346, 348, 351, 353, 354, 370/470, 440, 452, 458.**
- **POL 221, 322, 342, 343, 344**
- **REL 231, 232, 241**
- **SOC 237, 238**

And any 3 courses from the following:

- **ECN 330**
- **ECN 331**
- **POL 240**
- **POL 341**
- **MGT 356**
- **FIN 403**

- **MKT 305**
- **BUS 300**

Suitable Special Topics courses, travel-study courses, study abroad programs, and customized programs of study may be approved may be approved; see Dr. Buch for advisement

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## LAW

Coordinator of Pre-Law: David Culp, J.D.

Coordinator of Pre-Law Programs: Evelyn Boss Cogan, J.D.

Pre-Law Advisors: Evelyn Boss Cogan, J.D., David Culp, J.D., Gerard Downey, J.D.

### Faculty

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Business-Law Program

Assistant Professors: Cogan, Culp

Lecturers: Berry, Levinson, McLaughlin, Moss

Law courses may be taken as electives. While there is no pre-law major, certain of these courses may be recommended for pre-law students by the Coordinator.

Junior standing is a prerequisite for all 300- and 400-level courses.

### Course Descriptions

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#### LAW 300 (F, S)

APPROACHES TO THE LAW OF CONTRACTS  
3 credits

The study of both the common law approach to contracts, which governs real estate transactions, service oriented contracts and all non-sale contracts, leases, licenses, etc., and the Uniform Commercial Code approach, which deals exclusively with contracts for the sale of goods.

#### BUS 303 (F, S)

LEGAL AND ETHICAL ENVIRONMENT OF BUSINESS  
3 credits

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

## MANAGEMENT

### Faculty

Prafulla (Praf) Joglekar, M.B.A., M.S., Ph.D, Chair

Professors: Joglekar, Miller, Seltzer, Smither, Tavana, Van Buskirk

Associate Professors: Kennedy, Meisel, Walsh

Assistant Professors: Bruce, Gauss, LoPinto, Rappaport, Szabat

There are two majors in the Management Department: Management Information Systems (MIS) and Organizational Management (MGT). The choice of major should depend on career objectives and personal interests. If there are questions about the majors, the student should consult with the Department Chair or a departmental advisor.

The primary goal of the Management Department is to graduate competent students in the fields of Management Information Systems (MIS) or Organizational Management (MGT). MIS and MGT curricula produce graduates that can communicate effectively, continue to learn and update their skills, and are confident in their abilities as professionals. Students are trained to be sensitive to the expanding role they play in society and understand the evolving implications of their professional, ethical, legal, and social responsibilities.

Individuals completing the recommended courses of study in MIS or MGT will be able to:

- function competently at an entry-level position;
- enter an advanced course of study;
- communicate in a variety of settings using oral, written, and multimedia techniques;
- think creatively in solving problems;
- use planning, implementation and management tools in a changing environment;
- possess an awareness of management techniques, professional and ethical concepts, legal issues, and strategic planning; and
- understand that managers function within a global context and, therefore, must be cognizant of cultural, economic, political, and technological differences.

### Management Information Systems

Management Information Systems (MIS) focuses on designing computer systems to help people do their work better. It involves bridging the gap between technology and the people who use it by converting user requirements into cost-effective computer and information systems and finding ways to make users and systems more productive.

Information systems have always been significant in the management of organizations. The use of computers has continued to evolve from machines which could calculate and produce simple reports to distributed multiprocessors with powerful individual work-stations for the end-user.

If you have a flair for computers, but you don't want to be a programmer; if you enjoy working with people – talking about projects and solving problems in teams; if you think you would enjoy the design process - planning and implementing a system that works most efficiently, you should think about a career in MIS.

The applied nature of the MIS discipline suggests a critical link with the practicing professional community. This relationship is established and maintained through the use of “real-world” projects, practicing MIS professionals as speakers in class, and internships. Our student organization, the Information Technology Student Leadership Association (ITSLA), brings executives to speak on campus, and provides a forum for students to network and explore their career interests.

Career opportunities for MIS professionals are expanding rapidly and will continue to do so for the foreseeable future. Professionals entering the MIS marketplace require specialized training and education. Unique skill sets are necessary to support a large number of job titles and positions such as: Systems Analyst, Database Administrator, Business Analyst, Data Analyst, eCommerce Applications Analyst, Computer Systems Auditor, Information Systems Manager, Computer and Software Marketing Manager, Office Automation Specialist, Computer Consultant, and Network Administrator.

### Requirements

#### Required for professional option in Management Information Systems: 5 courses.

- MIS 410
- MIS 420
- MIS 480
- Choose two of the following: MIS 375, MIS 385, MIS 400, MIS 405, and MIS 415

Junior standing is a prerequisite for 300- and 400-level courses.

MIS majors can broaden their technical expertise by choosing a complementary concentration in any of the technology-oriented disciplines including: Computer Science (CSC), Digital Arts (DArt), and Integrated Science, Business and Technology (ISBT) in the School of Arts and Sciences. Three designated courses are required for a concentration. See a faculty advisor in the Management Department for a list of required courses for each concentration.

### Course Requirements

#### MIS 375 (5)

##### INFORMATION SYSTEMS PROJECT MANAGEMENT

3 credits

This course introduces students to the knowledge and skills required to effectively manage projects across a range of business and technical disciplines. It also provides an overview of the Project Management Institute's Guide to the Project Management Body of Knowledge. The course begins by describing the similarities and differences between project management and general management, as well as project management life cycles, phases, stakeholders, and process groups. Students become familiar with project management software and use this software as they complete assignments and a course project. The course reviews the core project management knowledge areas including integration, scope, time, cost, quality, human resources, communications, risk, and procurement. Students work in teams that apply key skills and knowledge areas presented in the course. Prerequisite: BUS 100.

#### MIS 385 (5)

##### DECISION SUPPORT AND EXPERT SYSTEMS

3 credits

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

**MIS 350 (Summer)**

COOPERATIVE EDUCATION I  
3 credits

The first work experience of students in the Business Scholars Co-op Program. This is a full-time, paid, four-month assignment in a cooperating firm, taken summer after sophomore year. Involves job-related learning under faculty supervision. Position is arranged through Director of Program. Prerequisites: successful completion of all academic and co-curricular requirements of the Business Scholars Co-op Program.

**MIS 360, 460 (F, S, Summer)**

PART-TIME INTERNSHIP IN MANAGEMENT INFORMATION SYSTEMS  
3 credits

Part-time, generally non-paid, employment in a company or organizational setting to provide on-the-job training. Involves appropriate job-related learning assignments under faculty supervision. Position must be approved by the department. Consult the Associate Director for Experiential Education in Career Services before registering or for further information. The number 360 is used if taken in junior year and 460 if taken in senior year. Prerequisite: BUS 205.

**MIS 365, 465 (F, S, Summer)**

FULL-TIME INTERNSHIP IN MANAGEMENT INFORMATION SYSTEMS  
3 credits

Full-time paid employment in a company or organizational setting to provide on-the-job training. Involves appropriate job-related learning assignments under faculty supervision. Position must be approved by the department. Consult the Associate Director for Experiential Education in Career Services before registering or for further information. The number 365 is used if taken in junior year and 465 if taken in senior year. Prerequisite: BUS 205.

**MIS 371 (F, S)**

SPECIAL TOPICS IN MANAGEMENT INFORMATION SYSTEMS  
3 credits

Designed to address contemporary issues and interests in Management Information Systems. Such topics as Office Automation, Information Systems Evaluation, Information Resources Management, and User Interface Design will be offered in various semesters. Prerequisite: varies with topics.

**MIS 400 (F)**

BUSINESS APPLICATIONS PROGRAMMING AND SOFTWARE  
3 credits

This course explores a problem solving methodology that employs computer programming. Emphasis is placed on identifying the capabilities and limitations of programming languages in solving typical business problems. Students will learn skills and techniques to solve such structured problems through a series of steps that involve identification of problems, design of the solution logic, formal representation of program specifications, implementation of it using selected high level programming languages such as Visual Basic and Java and documentation of such a programming project. This is a hands-on course. Students will design and develop several computer programs throughout the term. Prerequisite: BUS 205 or equivalent.

**MIS 405 (F, S)**

EMERGING INFORMATION TECHNOLOGY  
3 credits

This course is designed to introduce students to one of several areas of emerging information technology such as networking, electronic commerce, enterprise resource planning applications, etc. Students will learn the fundamental principles and concepts of a specific topic, its applicable

technology, the design and implementation of the systems that support the area of study and methods for measuring efficacy. Evolving technologies will be addressed as appropriate, and their relevance to business pursuits will be discussed and analyzed. Lectures and case studies will be used to give the student a solid understanding of the topic. A group project to develop and present an area initiative/concept will be the capstone of this course. Prerequisite: BUS 205 or equivalent.

**MIS 410 (F)**

INFORMATION SYSTEMS ANALYSIS AND DESIGN  
3 credits

Complex business systems and organizations are examined, with the goal of discovering their structure and information flow. Tools such as the Entity-Relationship Diagram, Data Structure Diagram, Data Flow Diagram, Data Dictionary, and Process Specifications are used to develop Systems Specifications. Systems Design topics such as User Interface, Design Alternatives, Prototyping, Input, Output, and File Design are discussed. Prerequisite: BUS 205 or equivalent.

**MIS 415 (S)**

SMALL BUSINESS SYSTEMS DEVELOPMENT  
3 credits

Intended as a project course in which students are equipped with the knowledge and skills necessary to develop and implement information systems for small businesses. The course covers transactional processing, management reporting, and the need to transfer data among multiple application files, and application software integration programs. Development and implementation of multiple-application packages, such as integrated accounting programs and financial reporting systems are examined. Multiple applications in these packages include Order Processing, Invoicing, Accounts Receivable, inventory Control, Credit Monitoring and Reporting, Purchasing, Accounts Payable, Payroll, General Ledger, and Financial Statements. Prerequisite: BUS 205 or equivalent.

**MIS 420 (S)**

DATABASE MANAGEMENT SYSTEMS  
3 credits

This course focuses on data management in organizations, and on the design and development of database applications. Also covered in the course are the database architecture, logical and physical data design, and the integration of databases with programming. Topics include conceptual data modeling, normalization and database design, database system implementation, SQL, distributed data management and client-server systems and database administration. To demonstrate acquired skills, students design and develop a database application using Oracle. Prerequisite: MIS 410.

**MIS 450 (F, S)**

COOPERATIVE EDUCATION II  
3 credits

The second work experience of students in the Business Scholars Co-op Program. This is a full-time, paid, eight-month assignment in a cooperating firm, taken spring of junior year through summer after junior year (Schedule A) or summer after junior year through fall of senior year (Schedule B). Involves job-related learning under faculty supervision. Position is arranged through Director of Program. Prerequisites: successful completion of all academic and co-curricular requirements of the Business Scholars Co-op Program.

**MIS 480 (S)**

## INFORMATION SYSTEMS CAPSTONE

3 credits

This integrative capstone course is designed to examine the effects of technology and its rapidly changing nature on the corporate environment. Students will learn how to think strategically about information systems within the context of a functioning organization. Classroom lectures and discussions are supplemented by multi-disciplinary real-life projects to design innovative information systems solutions. This course serves as the culminating experience in the Management Information Systems program. Prerequisite: Senior standing with at least two upper-level MIS courses for MIS majors, and Senior standing with BUS 205 for non-MIS majors.

**Organizational Management**

Organizational Management majors study the “human” side of business. Ultimately all business decisions are made by people. Organizational Management majors learn how to manage an organization’s human resources to maximize its profitability and enhance employee satisfaction. Organizational Management majors learn how organizations influence, and are influenced by, their strategy, business environments, technology, social norms, size, and life stages. They learn how to recruit, select, train, appraise, compensate, and manage a diverse, talented work force in a competitive global environment. Like all business majors at La Salle, they also obtain a broad background in all areas of business (marketing, accounting, finance, operations, management information systems, and policy) through courses in our core business curriculum.

All firms require people skilled in organizational management. As a group, Organizational Management majors have very diverse interests. Many want to enter a career in human resource management. Others want to be entrepreneurs and someday run their own companies. Some know they want a career in business, but have not yet decided which business career path is best suited to their interests.

Students are especially encouraged to complete an internship in firms such as Crown Cork & Seal, the largest packaging company in the world, with its worldwide headquarters in Northeast Philadelphia. Our student organization, the Society for Advancement of Management (SAM), brings executives to speak on campus, and provides a forum for students to network and explore their career interests.

**Requirements****Required for professional option in Organizational Management: 5 courses.**

- **MGT 302**
- **MGT 303**
- **MGT 307**
- Choose two of the following: **MGT 352, MGT 353, MGT 354, MGT 355, MGT 356, MGT 357, MGT 371**

Junior standing is a prerequisite for 300- and 400-level courses.

**Required for Minor in Organizational Management: 6 courses.**

- **BUS 203**
- **MGT 302**
- **MGT 303**
- one upper-level Organizational Management course
- Choose two of the following: **BUS 100, BUS 101, BUS 303**

This minor is not available to students in the School of Business.

**Course Descriptions****MGT 302 (F)**

## MANAGING HUMAN RESOURCES I:

## CREATING A COMPETITIVE WORKFORCE

3 credits

This course introduces students to the role that effective human resource (HR) management plays in successfully implementing business strategy. Topics include HR strategy, HR planning, job analysis, equal employment opportunity (EEO) law, recruiting, measurement, and selection. There is also strong emphasis on the special challenges and issues associated with international human resource management. Prerequisite: BUS 203.

**MGT 303 (S)**

## MANAGING HUMAN RESOURCES II: DEVELOPING AND MANAGING A COMPETITIVE WORKFORCE

3 credits

This course blends theory, research, and practice to enable students to maximize employee productivity, commitment, and satisfaction. Topics include training and development, performance management and appraisal, compensation and benefits, quality initiatives and job design, and labor relations. This course strongly emphasizes issues associated with managing an international workforce. Prerequisite: MGT 302.

**MGT 307 (S)**

## DESIGNING ORGANIZATIONS FOR COMPETITIVE ADVANTAGE

3 credits

Develops an understanding of the interaction of organizational structure and processes. Examines relationship of internal and external environments. Studies organizational design and utilizes current theories of organizational behavior as practical tools in analyzing specific organizations. Prerequisite: BUS 203.

**MGT 350 (Summer)**

## COOPERATIVE EDUCATION I

3 credits

The first work experience of students in the Business Scholars Co-op Program. This is a full-time, paid, four-month assignment in a cooperating firm, taken summer after sophomore year. Involves job-related learning under faculty supervision. Position is arranged through Director of Program. Prerequisites: successful completion of all academic and co-curricular requirements of the Business Scholars Co-op Program.

**MGT 352 (F)**

## EFFECTIVE COMMUNICATION IN A TEAM ENVIRONMENT

3 credits

An examination of the process of communication in personal and organizational settings. Focus on the individual’s styles and patterns of communication, verbal and nonverbal modes, self-image, listening, perception, and barriers to effective communication. Emphasizes building communication skills through active participation in experiences and discussions in class. Limited enrollment. Prerequisite: BUS 203.

**MGT 353 (S)**

## DISPUTE RESOLUTION

3 credits

Dispute resolution and conflict management describe a set of theories, principles, and techniques that build upon skills of analysis and communication. Managers negotiate every day to resolve conflicts between individuals and groups both within and outside the organization. Readings, exercises,

and cases are utilized to study the complex human activity that is dispute resolution. Prerequisite: BUS 203.

**MGT 354 (S)**

GROWING A BUSINESS: ENTREPRENEURSHIP AND SMALL BUSINESS MANAGEMENT

3 credits

The actual art and practice of managing a small enterprise. Concepts and methods for decision making and being competitive. Actual cases with live situations and outside speakers from all areas – business, government, and organized labor – impinging on the small entrepreneur today. Prerequisite: BUS 203.

**MGT 355 (F)**

POWER, MOTIVATION, AND LEADERSHIP

3 credits

This course focuses on social influence processes in organizations by examining theories and research regarding power, motivation, and leadership. We will examine not only the effectiveness of various management approaches for accomplishing the goals of the organization, but also the impact of these approaches on the satisfaction and development of employees. Prerequisite: BUS 203.

**MGT 356 (F)**

MANAGING IN THE GLOBAL ECONOMY

3 credits

Changes in the world business environment are bringing new opportunities and challenges to firms and individuals. In Philadelphia, an increasing number of companies and public agencies are involved in international business. This course will study the area connections to the global economy through discussions with experts in global trade, and with representatives of international businesses. Course will feature planned class visits to important businesses, sites, and staging areas for the Philadelphia aspect of the global economy. Prerequisite: BUS 203.

**MGT 357 (F)**

MANAGING CULTURAL DIVERSITY IN THE WORKPLACE

3 credits

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

**MGT 360, 460 (F, S, Summer)**

PART-TIME INTERNSHIP IN ORGANIZATIONAL MANAGEMENT

3 credits

Part-time, generally non-paid, employment in an organizational setting to provide on-the-job training. Involves appropriate job-related learning assignments under faculty supervision. Position must be approved by the department. Consult the Associate Director for Experiential Education in Career Services before registering or for further information. The number 360 is used if taken in junior year and 460 if taken in senior year. Prerequisite: BUS 203.

**MGT 365, 465 (F, S, Summer)**

FULL-TIME INTERNSHIP IN ORGANIZATIONAL MANAGEMENT

3 credits

Full-time paid employment in an organizational setting to provide on-the-job training. Involves appropriate job-related learning assignments under

faculty supervision. Position must be approved by the department. Consult the Associate Director for Experiential Education in Career Services before registering or for further information. The number 365 is used if taken in junior year and 465 if taken in senior year. Prerequisite: BUS 203.

**MGT 371 (F, S)**

SPECIAL TOPICS

3 credits

Designed to address contemporary issues and interests in Management. Such topics as Total Quality Management, Non-profit Management, Compensation Analysis, and Employment Law will be offered in various semesters. Prerequisite varies with topics.

**MGT 450 (F, S)**

COOPERATIVE EDUCATION II

3 credits

The second work experience of students in the Business Scholars Co-op Program. This is a full-time, paid, eight-month assignment in a cooperating firm, taken spring of junior year through summer after junior year (Schedule A) or summer after junior year through fall of senior year (Schedule B). Involves job-related learning under faculty supervision. Position is arranged through Director of Program. Prerequisites: successful completion of all academic and co-curricular requirements of the Business Scholars Co-op Program.

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## MARKETING

### Faculty

David B. Jones, Ph.D., Chair

Professor: Talaga

Assistant Professors: Chia, Dynan, Jiang, Jones, Nucera

Lecturers: Crossen, Dipietro, Ulrich, White

Many people believe that marketing consists only of advertising and personal selling. Although marketing includes these activities, the purpose of marketing in an organization is much broader; the purpose of marketing is to create and retain satisfied customers. Marketing begins by understanding consumer behavior, discovering customers' needs and then developing programs to satisfy those needs.

The decisions made in creating marketing programs are essential to the success of any organization. Which customer groups shall we serve? What kind of products and services will we offer? How should they be priced, promoted, and distributed to the customer? The fundamental marketing concept is that organizations can achieve their goals by satisfying consumer needs.

The Marketing curriculum at La Salle University gives students the knowledge and skills they need to succeed in a variety of marketing related fields. Marketing classes and projects develop such skills as making effective presentations, creating advertising campaigns, analyzing consumer behavior, and conducting marketing research studies. In all Marketing classes, an emphasis is placed on involving students with real-world problems that will advance their ability to make sound business decisions.

Marketing majors are encouraged to participate in the Marketing Department's Internship Program. Here, participants work part-time in a marketing position under faculty supervision. The Department of Marketing has a tradition of interacting with students as they make both academic and career decisions. Marketing graduates may work in business, government, or non-profit organizations. Those who major in marketing are prepared to enter a wide variety of career fields; these include personal selling, retail-

ing, public relations, advertising, direct marketing, marketing research, and marketing management.

## Requirements

### Required for Professional Option in Marketing: 5 courses.

- **MKT 301**
- **MKT 401**
- **MKT 402**
- Choose two of the following: **MKT 302, 304, 305, 306, 308, 370, or 371.**

Junior standing is a prerequisite for 300- and 400-level courses. Marketing Internships (MKT 360, 361, 460 and 461) and Co-ops (MKT 350, 450) count as electives and cannot be counted towards required courses for the major.

### Required for Minor in Marketing for non-business majors\*\*: 6 courses

- **BUS 100**
- **ECN 150 OR 155**
- **BUS 204**
- One course from the following: **BUS 101, BUS 203, BUS 205, BUS 206**
- Two courses from the following: \* **MKT 301, 302, 305, 306, 308, 370 or 371**

\* Successful completion BUS 204 and Junior or Senior standing are required for all 300 or 400 level Marketing courses and some courses have additional prerequisites.

Junior standing is a prerequisite for 300- and 400-level courses.

\*\* Business majors cannot receive a Minor in Marketing. Business majors desiring to have more than one business concentration should pursue dual business majors.

## Course Descriptions

**MKT 301 (F, S)**  
PERSONAL SELLING  
3 credits

Examines the importance and practice of individual selling in the economy. Focuses on types of buyers, buyer behavior, steps in the selling process, sales presentations, and ethics in selling. Prerequisite: BUS 204.

**MKT 302**  
ADVERTISING AND PROMOTIONAL MANAGEMENT  
3 credits

Focuses on the economic and social aspects of non-personal promotion, including the important methods and techniques of research which form the basis of any promotional campaign. Includes a practical treatment of sales promotion programs, advertising copy, layout and media; measurement of promotional effectiveness; and advertising departments and agencies. Prerequisite: BUS 204 or equivalent.

**MKT 303**  
SALES MANAGEMENT  
3 credits

The activities of a sales manager in directing and controlling a sales force; recruiting, selecting, training, compensating, motivating, and supervising sales personnel; establishment of sales territories, quotas, and budgets. Prerequisite: BUS 204.

**MKT 304**  
BUSINESS TO BUSINESS MARKETING  
3 credits

A study of business activities involved in the marketing of products and services to organizations (i.e., commercial enterprises, non-profit institutions, government agencies, and resellers). Emphasis also is on organizational and interfunctional interaction, buyer behavior, global interdependence and competition, and negotiation. Prerequisite: BUS 204.

**MKT 305 (S)**  
INTERNATIONAL MARKETING  
3 credits



A managerial view of the marketing function from a global perspective. Describes and explores the complexities, problems, and opportunities of world-wide marketing. The Spring course is travel-study and requires permission of the instructor. Prerequisite: BUS 204.

**MKT 306**  
INTERNET MARKETING  
3 Credits

The course examines the foundation, operation and implications of the Internet and digital economy. Topics include: Internet technologies, online market mechanisms, interactive customers, knowledge-based products, smart physical products and services, pricing in the digital economy, online auctions and e-marketplaces, digital governance, policies for the Internet economy and an outlook for the new economy. Prerequisite: BUS 204

**MKT 308 (S) (Cross-listed with FIN 308)**  
FINANCIAL SERVICES MARKETING  
3 Credits

This course focuses on how financial institutions such as banks, investment firms, investment bankers, stock brokerages, investment advisors, venture capitalists, insurance companies, credit card issuers and other financial institutions design and market their services and products. The marketing mix for financial services, consumer and commercial markets and their buying behavior are also studied. Finally, the impact of regulatory factors on marketing financial services and product is studied. The course is designed especially for marketing and/or finance majors contemplating a career in financial services marketing. Prerequisites: BUS 204, BUS 206, BUS 208. MKT 308 is required for dual Finance and Marketing majors.

**MKT 350 (Summer)**  
COOPERATIVE EDUCATION I  
3 credits

The first work experience of students in the Business Scholars Co-op Program. This is a full-time, paid, four-month assignment in a cooperating firm, taken summer after sophomore year. Involves job-related learning under faculty supervision. Position is arranged through Director of Program. Prerequisites: successful completion of all academic and co-curricular requirements of the Business Scholars Co-op Program.

**MKT 360, 460 (F, S, Summer)**  
PART-TIME INTERNSHIP IN MARKETING  
3 credits

Part-time, generally non-paid, employment in a cooperating firm to provide on-the-job training. Involves appropriate job-related learning assignments under faculty supervision. Positions must be approved by the department. Consult the Associate Director for Experiential Education in Career Services before registering or for further information. A student may elect to take a second marketing internship for 3 additional credits in subsequent semesters. This course does not count as required course in major, but is

counted as an elective. The number 360 is used if taken in junior year and 460 if taken in senior year. Prerequisites: BUS 204 and at least one upper level marketing course.

**MKT 365, 465 (F, S, Summer)**

FULL-TIME INTERNSHIP IN MARKETING

3 credits

Full-time paid employment in a cooperating firm to provide on-the-job training. Involves appropriate job-related learning assignments under faculty supervision. Position must be approved by Department. Consult the Associate Director for Experiential Education in Career Services before registering or for further information. A student may elect to take a second marketing internship for 3 additional credits in subsequent semesters. This course does not count as required course in major, but is counted as an elective. The number 365 is used if taken in junior year and 465 if taken in senior year. Prerequisites: BUS 204 and at least one upper level marketing course.

**MKT 370 (F, S)**

SPECIAL TOPICS

3 credits

Designed to address contemporary issues and interests in Marketing. Such topics as Supply Chain Management, Retailing and Managing Customer Relationships will be offered in various semesters. Prerequisite: BUS 204.

**MKT 371**

CONSUMER BEHAVIOR

3 credits

A study of the consumer with applications for marketing strategy development. Looks at the cultural, social, and psychological influences on consumers and the consumer decision process. Prerequisite: BUS 204.

**MKT 401 (F, S)**

MARKETING RESEARCH

3 credits

The use of scientific method in the solution of specific marketing problems and in the conduct of general market research studies: methods of marketing research, gathering data, tabulation and analysis, interpretation of results, and report presentation. Prerequisites: BUS 204, BUS 202.

**MKT 402 (F, S)**

MARKETING MANAGEMENT

3 credits

As the capstone course for marketing majors, integrates all other marketing courses. Includes a study of actual business cases employing a managerial approach to marketing. Emphasizes decision making and strategy development in marketing under rapidly changing market conditions. Prerequisites: All other required marketing courses for the major or permission of the instructor.

**MKT 450 (F, S)**

COOPERATIVE EDUCATION II

3 credits

The second work experience of students in the Business Scholars Co-op Program. This is a full-time, paid, eight-month assignment in a cooperating firm, taken spring of junior year through summer after junior year (Schedule A) or summer after junior year through fall of senior year (Schedule B). Involves job-related learning under faculty supervision. Position is arranged through Director of Program. Prerequisites: successful completion of all

academic and co-curricular requirements of the Business Scholars Co-op Program.

## RISK MANAGEMENT AND INSURANCE MINOR

### Faculty

Directed by: Kathleen S. McNichol, M.B.A., C.P.C.U., A.R.M., Finance Department

Associate Professor: Ambrose

Assistant Professor: McNichol

### Requirements

Six courses are required for the Minor in Risk Management and Insurance, and must be taken from the following two groups:

- **RMI 301, 313, 314, 420**, or Internship.
- **BUS 101, 202, 208**, or **303**.

Business majors are required to take 4 RMI courses; Non-business majors are required to take at least 3 RMI courses. Junior standing is a prerequisite for 300- and 400-level courses.

### Course Descriptions

**RMI 301 (F)**

FUNDAMENTALS OF RISK AND INSURANCE

3 credits

Introduction to the underlying principles, practices, and the legal aspects of insurance; discussion of industry structure and company operations; survey of personal lines (auto, homeowners, and life) and commercial lines coverages.

**RMI 313 (S)**

EMPLOYEE BENEFIT PLANNING

3 credits

A study of the nature and operation of employer-sponsored benefit plans offered in a complex socioeconomic and political environment. Topics include mandated benefits such as Social Security, workers compensation, and unemployment insurance, as well as a more in-depth examination of group life, health, disability, and qualified and non-qualified retirement plans. Emphasis is on benefit plan design, administration, cost, funding, and regulation as viewed from a benefit manager's financial perspective. Same as FIN 313. Prerequisite: RMI 301 or permission of Program Coordinator and BUS 208.

**RMI 314 (F)**

RISK MANAGEMENT

3 credits

Designed to acquaint the student with the nature of risk management and the role of the risk manager in business or governmental organizations. Emphasis on the risk management process of identification and measurement of loss exposures and selection of treatment techniques including finance and control techniques from a holistic perspective. Same as FIN 314. Prerequisites: RMI 301 or permission of Program Coordinator, BUS 202, BUS 208.

**RMI 350 (Summer)**

COOPERATIVE EDUCATION I  
3 credits

The first work experience of students in the Business Scholars Co-op Program. This is a full-time, paid, four-month assignment in a cooperating firm, taken summer after sophomore year. Involves job-related learning under faculty supervision. Position is arranged through Director of Program. Prerequisites: successful completion of all academic and co-curricular requirements of the Business Scholars Co-op Program.

**RMI 360, 460 (F, S, Summer)**

PART-TIME INTERNSHIP IN RISK MANAGEMENT  
3 credits

Part-time, generally non-paid, employment in a risk management/insurance setting to provide on-the-job training. Involves appropriate job-related learning assignments under faculty supervision. Position must be approved by Department. Consult the Associate Director for Experiential Education in Career Services before registering or for further information. The number 360 is used if taken in junior year and 460 if taken in senior year. Prerequisite: BUS 206 or BUS 208 or RMI 301.

**RMI 365, 465 (F, S, Summer)**

FULL-TIME INTERNSHIP IN RISK MANAGEMENT  
3 credits

Full-time paid employment in a risk management/insurance setting to provide on-the-job training. Involves appropriate job-related learning assignments under faculty supervision. Position must be approved by Department. Consult the Associate Director for Experiential Education in Career Services before registering or for further information. The number 365 is used if taken in junior year and 465 if taken in senior year. Prerequisite: BUS 206 or BUS 208 or RMI 301.

**RMI 420 (S)**

FINANCIAL MANAGEMENT OF THE INSURANCE FIRM  
3 credits

A functional course emphasizing the interrelationships among underwriting, investment, regulation, and other aspects of insurance company operations. Statutory Accounting Principles are studied. Spreadsheets are used to demonstrate effective financial management of the insurance firm. Same as FIN 420. Prerequisites: RMI 301 or permission of Program Coordinator and BUS 202, 206 and 208.

**RMI 450 (F, S)**

COOPERATIVE EDUCATION II  
3 credits

The second work experience of students in the Business Scholars Co-op Program. This is a full-time, paid, eight-month assignment in a cooperating firm, taken spring of junior year through summer after junior year (Schedule A) or summer after junior year through fall of senior year (Schedule B). Involves job-related learning under faculty supervision. Position is arranged through Director of Program. Prerequisites: successful completion of all academic and co-curricular requirements of the Business Scholars Co-op Program.

