
**SCHOOL OF
BUSINESS**



SCHOOL OF ARTS AND SCIENCES



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 communication, analytic, and decision-making skills by nurturing in students the ability to define and synthesize, by helping students to form independent, well-reasoned judgments, and by introducing 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; and
- immerse students in a learning environment that 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 the Association to Advance Collegiate Schools of Business (AACSB International), which establishes standards designed to ensure excellence. Less than 5 percent of the world's business schools 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.

Since 1996, La Salle has inducted the top 10 percent of its undergraduate seniors and 7 percent of its juniors into Beta Gamma Sigma (BGS), the international honor society for students enrolled in AACSB-accredited schools. In fourteen of the last fifteen years, the La Salle chapter of BGS has been chosen as one of the top five from more than 540 chapters world-wide. In the last five years, we were

named as the Silver Chapter (in 2012, 2013, 2015 and 2016), and the Gold Chapter (in 2014).

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. The Accounting Department offers a Four-Year Dual BS/MBA Program that could meet the 150-hour requirement for CPA certification. Experiential education programs—the internship and Business Scholars Co-op programs—provide hands-on experience in business organizations. Recent participants have included Aramark, Baker Tilly, Johnson & Johnson, PwC, KPMG, EY, Deloitte, Disney, Burlington Stores, CIGNA, IBX, SAP, Sunoco.

The Center for Entrepreneurship provides classroom and experiential learning, mentoring, and public seminars for students whose career interests are in start-up ventures, nonprofits, or climbing the corporate ladder.

More than 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 the School 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 semester-long learning experiences. 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, as well as to a summer program in Switzerland. In addition, La Salle provides 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 approximately 10 days to other locations in the world, where they study related business practices and the culture of that area. Previous trips have taken students to France, Germany, Canada, Bermuda, London, and China. 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 are 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.

THE CURRICULUM

The program leading to a Bachelor of Science degree in business consists of 120 credits (minimum of 39 courses) for business administration, business systems and analytics, finance, international business, management and leadership, and marketing majors, and 128 credits (minimum of 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.

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.

The aim of the Core Curriculum is to help students find an engaging living as part of an engaged life. As future competitors in a rapidly reforming world, students need intellectual resources that keep pace with current innovations; as future innovators, students need spiritual resources that guide human beings toward humane reforms.

While the Core allows you some freedom of choice, it includes guidelines that 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," 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 coursework, students will emerge from the Core Curriculum possessing a strong set of skills in reading, writing, oral communication, and mathematics. They also will learn how to use computer technology to aid their work in each of these areas. These competencies will be integrated into courses in all areas of the Core, but they 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.

"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 catalog 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 110
- English 210
- Mathematics 114
- Business 150
- Computer Science 155

FRAMEWORKS OF SCIENTIFIC UNDERSTANDING COURSES (4 COURSES)

- Natural Science (Biology, Chemistry, Geology, or Physics)
- Macroeconomics
- Microeconomics
- Psychology or Sociology

PATTERNS OF MEANING COURSES (8 COURSES)

- 2 Religion
- 2 Philosophy
- 1 Literature
- 1 History
- 1 Art History or Foreign Languages
- 1 more Literature, History, Art History 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** Descriptive and Predictive Analytics
- **BUS 203** Organizational Behavior and Skill Development
- **BUS 204** Principles of Marketing with Applications
- **BUS 205** Business Systems for Analytics
- **BUS 206** Financial Markets and Institutions: Principles and Applications
- **BUS 207** Managerial Accounting
- **BUS 208** Fundamentals of Financial Management
- **BUS 303** Legal and Ethical Environment of Business
- **BUS 304** Prescriptive Analytics
- **BUS 400** Business Strategy
- International Business Course/Experience

MAJOR COURSES (4, 5, 6, OR 8 COURSES)

These courses provide an intensive learning experience in one (or more than one for the business administration major) facet of business and serve as a basis for future career development.

Professional specializations are offered in the following disciplines:

- Accounting

- Business Administration
- Business Systems and Analytics
- Finance
- International Business
- Management and Leadership
- Marketing

The professional studies consist of four courses for the international business and management and leadership majors, five courses for the business systems and analytics, finance and marketing majors, six for the business administration, and eight for the accounting major in one (or several for the business administration major) functional area beyond those courses required in the business core. The purpose of requiring eight courses for accounting majors is to help them to be better prepared to pass the Certified Public Accounting (CPA) examinations or to embark on an accounting career in industry. Management and leadership majors must have a second major or minor. International business majors must have a second major, or a minor in risk management and insurance. The professional option may be chosen upon matriculation or prior to starting major courses. Except for the business administration majors, students who wish to do so have the option to pursue dual majors.

PROFESSIONAL MINORS

Students who wish to do so have the option to pursue minors. Permission of the Chair or Director of the minor must be obtained. Professional minors are offered in the following disciplines:

Professional minors are offered in:

- Accounting
- Business Administration*
- Business Systems and Analytics
- Entrepreneurship
- Finance Minor for Accounting Majors
- Health-Care Administration (not currently available)
- Management and Leadership*
- Marketing*
- 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.

FREE ELECTIVES (4-7 COURSES PLUS 1 CREDIT)

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

BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION PROGRESS RECORD

I. Powers (5 courses)

- A. Writing I
 - **ENG 110** College Writing I: Persuasion
- B. Writing II
 - **ENG 210** College Writing II: Research
- C. Speech
 - **BUS 150** Presentation Skills for Business (2 cr.)
- D. Single-Variable Calculus
 - **MTH 114** Applied Business Calculus (4 cr.)
- E. Information Technology
 - **CSC 155** Computer Applications for Business

II. Frameworks of Scientific Understanding (4 courses)

- A. Natural Science
 - **BIO, CHM, GEO, or PHY 150s**
- B. Psychology or Sociology
 - any **PSY** or **SOC**
- C. Macroeconomics
 - **ECN 150** Introductory Macroeconomics
- D. Microeconomics
 - **ECN 201** Introductory Microeconomics

III. Patterns of Meaning (8 courses)

- A. Religion
 1. **REL 150** Exploring Christianity or **REL 153** Exploring Religion
 2. **REL** REL 200 or 300-Level
- B. Philosophy
 1. **PHL 151** The Human Person or **PHL 152** Moral Choice
 2. **PHL** PHL 200 or 300-Level
- C. Literature
 1. **ENG 150** Introduction to Literature or **LIT 150** Modern European and Latin American Writers
- D. History
 1. **HIS 151** Global History to 1500 or **HIS 155** Themes in American History
- E. Art History or Language (one of the following two)
 - **ARTH 150** Introduction to Art
 - Foreign Language
- F. One of the following:
 - **ENG 250** Literature and Culture
 - **LIT 250** Topics in World Literature
 - **HIS 251** Global History 1500 to Present
 - Another course in what was taken in category E: Art History (200 or 300-level) or Foreign Language

IV. Business Core (13 courses for ACC, BSA, BUS, FIN—Investment/Financial Analysis or Risk Management tracks, MGTL and MKT majors; 12 for INT and FIN—Managerial Finance track or Non-track majors)

1. **BUS 100** Business Perspectives (4 credits)

2. **BUS 101** Financial Accounting
3. **BUS 202** Descriptive and Predictive Analytics
4. **BUS 203** Organizational Behavior and Skill Development
5. **BUS 204** Principles of Marketing with Applications
6. **BUS 205** Business Systems for Analytics
7. **BUS 206** Financial Markets and Institutions: Principles and Applications
8. **BUS 207** Managerial Accounting (2 cr.)
9. **BUS 208** Fundamentals of Financial Management (2 cr.)
10. **BUS 303** Legal and Ethical Environment of Business
11. **BUS 304** Prescriptive Analytics
12. **BUS 400** Business Strategy
13. International Business Course/Experience^{1,2}

V. Major Courses (4, 5, 6 or 8 courses)³

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____

VI. Electives (4 plus 1 credit for ACCOUNTING and BUSINESS ADMINISTRATION MAJORS; 5 plus 1 credit for BUSINESS SYSTEMS AND ANALYTICS, FINANCE--Investment/Financial Analysis or Risk Management tracks, AND MARKETING MAJORS; 6 plus 1 credit for FINANCE--Managerial Finance track, INTERNATIONAL BUSINESS and MANAGEMENT AND LEADERSHIP MAJORS^{4,5})

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____

Additional Liberal Arts Core Requirements are: Understanding at Home Course (met by BUS 303); Understanding Abroad Course (met by ECN 150)

1 Options to fulfill this requirement are: BUS 300, ECN 331 or 335, FIN 403, MGT 356, MKT 305, any School of Business travel study course.

2 Finance majors who are Managerial track waive this requirement since they take FIN 403 as one of their "major courses." International Business majors waive this requirement since they take at least 3 of these course options as part of their "major courses." Marketing and Management and Leadership majors who elect the international course in their major may waive this requirement and thereby gain one more elective. Business Administration (BUS) majors may be able to use an International Business course as part of their Individualized Plan of Study; see assigned advisor for more information.

3 The Accounting (ACC) major requires eight major courses; Business Administration (BUS) requires six; Business Systems & Analytics, Finance and Marketing require five. Management & Leadership (MGTL) requires four and completion of another major or minor as well; International Business (INT) requires either 4 and completion of another major or 5 and completion of the Risk Management and Insurance (RMI) minor.

4 MGTL and INT majors use electives for major or minor courses since they must complete requirements of a second major or minor.

5 Students in the ADP and Summit Programs will likely not need the "1 credit" since they will have a 1-credit FYO.

BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION MODEL ROSTER

Freshman Year

Fall	Spring
Business 101	Business 100
Frameworks or Patterns	Math 114
English 110 or Frameworks or Patterns	Frameworks or Patterns
Computer Science 155 or Patterns	English 110 or Frameworks or Patterns
Frameworks or Patterns	Computer Science 155 or Patterns



ACCOUNTING MAJOR	BUSINESS ADMINISTRATION, BUSINESS SYSTEMS AND ANALYTICS, FINANCE, INTERNATIONAL BUSINESS, MANAGEMENT AND LEADERSHIP, OR MARKETING MAJOR
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Sophomore Year	
Fall	Spring
Accounting 201	Accounting 202
Economics 150	Economics 201
Business 150	Business 205
Business 207	Business 202
Business 208	ENG 210 or Frameworks or Patterns
ENG 210 or Frameworks or Patterns	
Junior Year	
Fall ¹	Spring ¹
Accounting 303	Accounting 304
Accounting 307	Business Core
Business 304	Business Core
Frameworks or Patterns	Business Core
Frameworks or Patterns	Frameworks or Patterns
Elective	Frameworks or Patterns
Senior Year	
Fall ³	Spring ³
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

Sophomore Year	
Fall	Spring
Economics 150	Economics 201
Business 202	Business 207
Business 205 or Business Core	Business 208
Business Core	Business 150
Frameworks or Patterns	Business 205 or Business Core
	Frameworks or Patterns
Junior Year	
Fall	Spring
Major Course	Major Course
Business 304 or Business Core	Business 304 or Business Core
Business Core	Business Core
Frameworks or Patterns	Frameworks or Patterns
Elective ²	Elective ²
Senior Year	
Fall ³	Spring ³
Major Course	Major Course
Business 400 or Elective ²	Business 400 or Elective ²
Frameworks or Patterns	Major Course
Frameworks or Patterns	Elective ²
Elective ²	Elective ²

¹Alternatively, one of six courses may be taken in summer.

²Management and Leadership and International Business majors use electives for major and minor courses since these majors require a second major or minor.

³A 1-credit course may also need to be taken to get to the required number of credits to graduate.

FOUR-YEAR BS (ACCOUNTING)/MBA DUAL DEGREE

The Accounting Department offers a four-year dual B.S. in Accounting/MBA degree program. The purpose of the program is to allow high-ability students to meet the 150 hours of education required by most states for CPA certification in four years, while earning both an undergraduate and graduate degree. Students move through the traditional undergraduate program at an accelerated pace by taking undergraduate summer classes for two summers following their first and second year, and then completing MBA requirements during their fourth year.

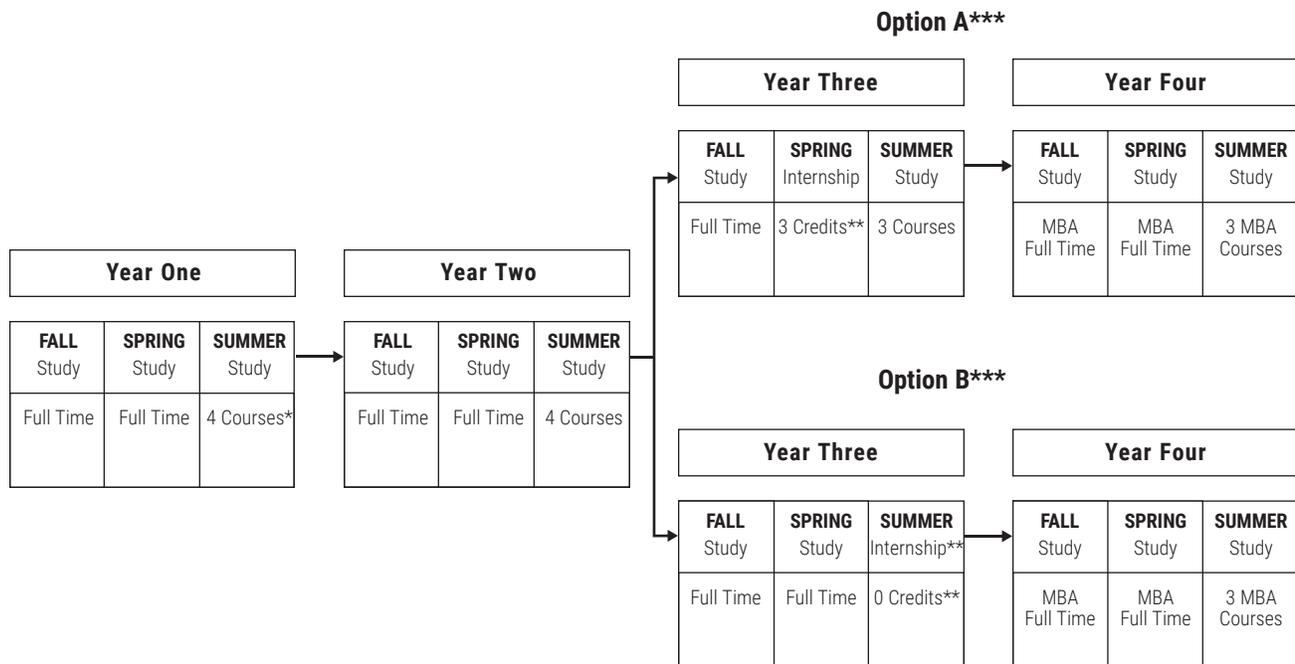
Students electing to pursue the dual degree are required to have only 120 credits for the B.S. degree, rather than the 128 credits required for the four-year B.S. in accounting. The remaining 30 credits are graduate MBA credits and include graduate accounting courses. With careful planning, a student in the dual-degree program can participate in the Business Scholars Co-op Program or complete a single full-time internship.

Students admitted to the dual-degree program as entering freshmen generally must have an SAT score of 1200 or higher on the Critical Reading and Mathematics sections. Currently enrolled students are eligible to join the program no later than the end of their sophomore year if they maintain a GPA of 3.4 or higher. Students must maintain a cumulative GPA of at least 3.4 to remain in the program. Students who decide not to complete the MBA or who do not qualify for acceptance to the MBA program have the option to leave the program with a B.S. after completing two additional accounting electives to meet the 128-credit requirement.

For more information, contact Mary Jeanne Welsh, Chair, Department of Accounting.

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 Philadelphia, PA 19141
 Phone: 215.951.1883
 E-mail: welsh@lasalle.edu

MODEL ROSTER – BSMBA PROCESS DIAGRAM



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

** Year three internships are optional, but highly recommended

*** See Course Sequencing Charts

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/Co-op Program and Business Scholars Co-op Program are the experiential education program options for students.

INTERNSHIP/CO-OP PROGRAM

Internships and co-ops 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. They count as free electives and not as major courses. Students earn three credits for internships and co-ops. As with other courses, they must be rostered prior to the end of the first week of the semester. Co-ops and full-time internships are up to six months long. They are paid positions. A student taking a co-op or full-time internship may graduate in four years by taking summer courses and/or night course(s) in the semester of the co-op/internship. Part-time internships are one semester long and generally are non-paid. The student ordinarily carries a full academic schedule along with the part-time internship. Up to three co-ops or internships may be taken over the course of a student's years at La Salle. Contact the Associate Director for Experiential Education in the La Salle University Career Center at 215.951.1075 for more information.

BUSINESS SCHOLARS CO-OP PROGRAM

The 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. BSCP students graduate in just four years because of the accelerated curriculum (See model roster on page 121).

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 GPA of 3.5 or higher

- A ranking in the first quintile of their high school graduating class
- Strong leadership qualities
- A high level of co-curricular activities

The candidate application process may include 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 long and occurs during the summer after sophomore year. The second work assignment is six to eight months long and occurs either during the spring of junior year and the following summer (Schedule A) or during the summer before senior year and the 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 the following page outlines the academic and work phases of the program.

For more information, contact Penelope Grob, Director.

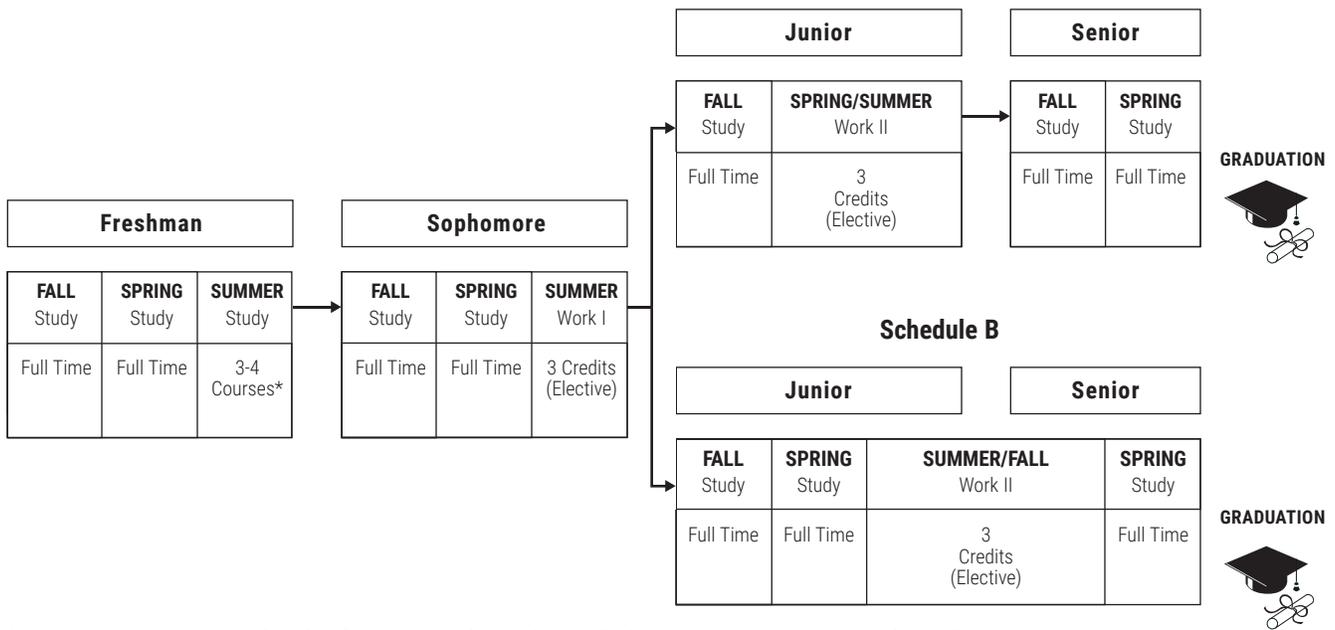
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UNDERGRADUATE STUDENTS TAKING GRADUATE CREDITS

Undergraduate business majors with senior standing and a cumulative GPA of 3.5 or better may take up to up to two MBA courses in one of the last two semesters of their senior year (they can take both in one semester or one in one semester and one in the other) in the “Full-Time” and “Part-Time” MBA Programs (courses in the “One-Year” Program cannot be taken). The credits and courses are over and above the credits and courses required for their under-

graduate degree; i.e., no MBA course will count to fulfill credits or requirements for the undergraduate degree. Of course, students will have to have had the (equivalent) pre-requisite(s), and seats need to be available in the course (i.e., MBA students will not be shut out) as determined by the Director of the MBA Program. Permission of both the undergraduate chairperson and the graduate director are required.

MODEL ROSTER – BUSINESS SCHOLAR CO-OP PROGRAM



*Fewer courses 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 9 credits of foundation level course work and 3 credits of core level course work for the La Salle MBA degree. 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.

A limited number of students with at least a cumulative undergraduate GPA of 3.0 or higher may be admitted into the program for one semester without the GMAT or GRE test scores. Conditionally accepted students are required to successfully complete the GMAT or GRE by the end of their first enrolled semester. Conditionally accepted students are not eligible for financial aid loans until they are fully (regularly) accepted to the program.

The GMAT or GRE is required for regular 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. Effective Fall 2012 applicants with an undergraduate business degree from La Salle or any other AACSB-accredited institution who have a minimum overall GPA of 3.2 or above will be granted a GMAT/GRE waiver.

Beta Gamma Sigma tuition discount: All undergraduate students and graduates who are Beta Gamma Sigma members from La Salle or any other institution will now have the opportunity to apply to the La Salle University Full-time MBA (FTMBA) Program with no application fee, no GMAT or GRE required, and be eligible for a 25% tuition discount (space permitting).

LA SALLE UNDERGRADUATE COURSES	MBA COURSE
ECN 150 Introductory Macroeconomics	MBA 610
ECN 201 Introductory Microeconomics	
BUS 101 Introduction to Financial Accounting	MBA 615
BUS 206 Financial Markets and Institutions	MBA 630
BUS 208 Fundamentals of Financial Management	
Marketing Major Courses	MBA 690*
Accounting Major Courses	MBA 691*
Finance Major Courses	MBA 692*
Business Systems and Analytics Major Courses	MBA 693*

*If two of the following are waived, an elective will be added to the program: MBA 690, 691, 692 and 693 may be waived

Students planning to enroll in the La Salle University One-Year MBA Program should consult with the Director of Full-time MBA Programs regarding course waivers.

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*), Welsh

ASSOCIATE PROFESSORS: Leaby, Ugras, Wentzel

ASSISTANT PROFESSORS: Brazina, Fitzgerald, Hua, Lafond, Massimini

DESCRIPTION OF PROGRAM

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 six 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 three professional student organizations: the Accounting Association, Beta Alpha Honors Society, and the student chapter of the National Association of Black Accountants.

MISSION STATEMENT

The mission of the Accounting Department--consistent with the missions of La Salle University and the School of Business--is to prepare students to become effective and socially responsible business and community leaders. Dedicated to the Christian Brothers' traditions of excellence in teaching and concern for individual values of its students, the accounting faculty's charge is to instill within our students an understanding of accounting as a profession with high ethical responsibilities.

PROGRAM STUDENT LEARNING OUTCOMES AND GOALS FOR THE ACCOUNTING DEPARTMENT

1. Our graduates will understand the ethical and regulatory environment for accountants and the role accountants play in society to provide and ensure the integrity of financial, managerial and other information.
2. Our graduates will be able to apply the critical thinking and analytical skills that support professional skepticism, assessment, and assurance of accounting information.
3. Our graduates will develop communication skills that will allow them to effectively communicate financial and non-financial results.
4. Our graduates will be able to record, analyze, and interpret historical and prospective financial and non-financial information.
5. Our graduates will be able to use technology as appropriate to analyze financial and non-financial information.
6. Our graduates will demonstrate an understanding of tax policy, strategy and compliance.
7. Our graduates will understand international accounting issues and practices, including roles and responsibilities played by accountants within a global context.

REQUIREMENTS

■ Required for Major 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, 460, and 465.

■ Required for Minor in Accounting: 6 courses

- BUS 101
- BUS 207
- ACC 201
- ACC 202
- Any two accounting courses at the 300 or 400 level except 350/450 or 360/460 or 365/465.

COURSE DESCRIPTIONS**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

The study of accounting issues related to operational assets, financial instruments, and liabilities and additional financial reporting issues, including share-based compensation and the Statement of Cash Flows. Financial reporting in an international environment is also examined.

PREREQUISITE: ACC 201 WITH A "C" GRADE OR BETTER.

ACC 260, 360, 460 (F, S, Summer)**PART-TIME INTERNSHIP IN ACCOUNTING**

3 credits/Elective Only

Part-time, paid or non-paid employment in an accounting setting to provide on-the-job training. Involves appropriate job-related learning assignments under faculty supervision. Position must be approved by the Accounting Department. Consult the Associate Director for Experiential Education in the La Salle University Career Center before registering or for further information. An internship counts as a free elective, not as a course in the major. Grading for internships is on a letter grade, i.e., not pass/fail, basis. The number 360 is used if taken in junior year and 460 if taken in senior year.

PREREQUISITES: 2.25 MINIMUM, OVERALL AND MAJOR, GPA AND COMPLETION OF ACC 201 WITH A GRADE OF C OR BETTER AND PREFERABLY ACC 202 AS WELL OR PERMISSION OF THE ASSISTANT DEAN.

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, nontaxable 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 (F, S, Summer)**COOPERATIVE EDUCATION (JUNIOR STANDING)**

3 credits

This is a full-time, paid, approximately four-month assignment in a cooperating firm. Involves job-related learning under faculty supervision. The position must be approved by the Accounting Department. For registration information, students in the Business Scholars Co-op Program should consult with the Director of the Program and students who are not in the Business Scholars Program should consult with the Associate Director for Experiential Education in the La Salle University Career Center. A co-op counts as a free elective and not as a course in the major. Grading for co-ops is on a pass/fail basis (grading for internships is on a letter-grade, i.e., not pass/fail, basis); the faculty member who is supervising the experience has the discretion as to whether to roster it as a co-op or internship. Students in the Business Scholars Co-op Program must take it pass/fail.

PREREQUISITES: 2.25 MINIMUM, OVERALL AND MAJOR, GPA (HIGHER FOR STUDENTS IN THE BUSINESS SCHOLARS CO-OP PROGRAM) AND COMPLETION OF ACC 201 WITH A GRADE OF C OR BETTER AND PREFERABLY ACC 202 AS WELL.

ACC 365, 465 (F, S, Summer)**FULL-TIME INTERNSHIP**

3 credits

Full-time, paid employment in an accounting setting to provide on-the-job training (part-time positions at least six months in duration may qualify). Involves appropriate job-related learning assignments under faculty supervision. The position must be approved by the department. Consult the Associate Director for Experiential Education in the La Salle University Career Center before registering

or for further information. An internship counts as a free elective, not as a course in the major. Grading for internships is on a letter grade, i.e., not pass/fail, basis (grading for co-ops is on a pass/fail basis); the faculty member in the Accounting Department who is supervising the experience has the discretion as to whether to roster it as a co-op or internship. The number 365 is used if taken in junior year and 465 if taken in senior year.

PREREQUISITES: 2.25 MINIMUM, OVERALL AND MAJOR, GPA AND COMPLETION OF ACC 201 WITH A GRADE OF C OR BETTER AND PREFERABLY ACC 202 AS WELL.

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 412 (S)

APPLIED ACCOUNTING RESEARCH SKILLS

3 credits

The course focuses on development of skills necessary to address and communicate accounting research issues from identification of the accounting problem to location and application of guidance within key research tools in a variety of accounting environments including financial reporting, governmental, audit and tax.

PREREQUISITES: ACC 201 AND ACC 202, 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, multi-state corporate tax issues, and estate tax-planning for the business owner.

PREREQUISITES: ACC 307 AND SENIOR STANDING.

ACC 450 (F, S)

COOPERATIVE EDUCATION (SENIOR STANDING)

3 credits

This is a full-time, paid, four- to eight-month assignment in a cooperating firm.

Involves job-related learning under faculty supervision. The position must be approved by the Accounting Department. For registration information, students in the Business Scholars Co-op Program should consult with the Director of the Program and students who are not in the Business Scholars Program should consult with the Associate Director for Experiential Education in the La Salle University Career Center. A co-op counts as a free elective and not as a course in the major. Grading for co-ops is on a pass/fail basis (grading for internships is on a letter grade, i.e., not pass/fail, basis); the faculty member in the Accounting Department who is supervising the experience has the discretion as to whether to roster it as a co-op or internship. Students in the Business Scholars Co-op Program must take it pass/fail.

PREREQUISITES: 2.25 MINIMUM, OVERALL AND MAJOR, GPA (HIGHER FOR STUDENTS IN THE BUSINESS SCHOLARS CO-OP PROGRAM) AND COMPLETION OF ACC 201 WITH A GRADE OF C OR BETTER, AND PREFERABLY ACC 202 AS WELL.

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 (F)

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.

ACC 480 (S)



ACCOUNTING SEMINAR

3 credits

Research in contemporary accounting topics. The course is designed to develop and improve written and oral communication skills necessary for success in business.

PREREQUISITES: ACC 202 OR, TAKEN CONCURRENTLY, BUS 208 AND SENIOR STANDING.

BUSINESS ADMINISTRATION MAJOR

FACULTY

Lynn Miller, Ph.D., Chair, Department of Management and Leadership

DESCRIPTION OF PROGRAM

The business administration major is a flexible course of study allowing the student to work with a Faculty Advisor to design a sequence of upper-level courses that prepares the student for a targeted career path. In particular, the business administration major is a good fit for students interested in entrepreneurship, small business management, and other careers that do not require a specialized educational background.

Students develop an approved Individualized Plan of Study, typically by the end of the sophomore year, describing their planned academic coursework and related experience. This plan should be developed after appropriate advising during the freshman and sophomore years and should include building a multidisciplinary and generalizable skill set in areas such as project management, teamwork, financial planning, and marketing.

Business administration students are strongly encouraged to supplement their portfolios through relevant extracurricular activities and internships/co-ops.

MISSION STATEMENT

The mission of the Business Administration major is to enable students to develop generalizable skills in multiple business disciplines.

REQUIREMENTS

■ Required for Major in Business Administration: 6 courses

- Six 3-credit courses in Business (in addition to the Business Core courses that are required of all Business majors) selected from the following discipline areas: ACC, BSA, **BUS 300**, ENT, FIN, LAW, MGT, MKT, and RMI. Students select no more than two courses from any one discipline.
- Individualized plan of study approved by the student's Faculty Advisor

The business administration major is designed to cover multiple business disciplines, and while students may not dual major with another discipline within the School of Business, they may do so

with an appropriate discipline outside the School of Business. Students seeking a more specialized career track in business should consider one of the other majors in the School of Business.

PROGRAM STUDENT LEARNING OUTCOMES AND GOALS FOR THE BUSINESS ADMINISTRATION MAJOR

Although the Business Administration major is tailored to the interests of the student, all Business Administration majors are expected to demonstrate skill development in the following areas:

1. Self-knowledge and awareness
2. Problem solving and decision making skills
3. Oral communication skills
4. Written communication skills Interpersonal communication skills
5. Technical skills to solve business problems and make decisions
6. Knowledge of and ability to examine ethical considerations in business

BUSINESS ADMINISTRATION MINOR

Susan Mudrick, M.A., MBA, Assistant Dean

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** or **BUS 101**
- **ECN 150**
- 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.

Sophomore standing is a prerequisite for 200-level courses.

COURSE DESCRIPTIONS
BUS 100 (S)
BUSINESS PERSPECTIVES
 4 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 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)
DESCRIPTIVE AND PREDICTIVE ANALYTICS
 3 credits

This course explain what happened and what will happen in business organizations using basic statistical methods relevant to descriptive and predictive analytics. The availability of massive amounts of data and technologies to process these data enables business organizations to use analytical approaches to decision-making. Descriptive analytics is the use of data to find out what has happened in the past or is currently happening; statistical techniques include descriptive statistics and visualization. Predictive analytics is the use of data to find out what could happen in the future; statistical techniques include regression analysis. This course will cover these techniques, descriptive statistics, visualization, and regression analysis, with emphasis on problem-solving and decision-making. This course will

also cover probability, probability distributions, and statistical inference. Students will perform data analysis using statistical software packages.

PREREQUISITE: 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 decision making, conflict resolution, communication, international aspects of organizational behavior, perception, individuality, working in groups and teams, and ethical issues of organizational life. The course also emphasizes interactive and experiential learning to demonstrate the issues of organizational behavior. Through active participation, students will develop skills in leadership, communication, negotiation, teamwork, and group 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)
BUSINESS SYSTEMS FOR ANALYTICS
 3 credits

This course studies how business systems work and examines the challenge that confronts all organizations in the information age. The challenge is to use its three most important resources, information, information technology (IT) and people, to provide perfect service at the customer moment of value. To meet this challenge, the course identifies the IT systems and strategies organizations can utilize to process data into information and knowledge. The course also investigates database and decision support technologies organizations employ to build IT systems. Furthermore, the course develops a comprehensive framework for planning, developing and managing IT systems to achieve competitive advantage. The concepts, models, and frameworks are derived from both academic and professional sources. Teams of students apply the concepts, models and frameworks to the analysis of real-world cases in a variety of industries, such as, construction, global transportation, health care, homeland security, hospitality and tourism, and manufacturing.

PREREQUISITE: CSC 155.

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 155.
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 155.
BUS 250**PERSONAL FINANCIAL LITERACY: SKILLS FOR LIFE**

3 credits

This course prepares students to understand the fundamentals of managing personal finances. It will provide a broad overview of the basic issues in personal finance and help students develop an organized approach to making intelligent financial decisions in everyday life with the ultimate goal being successful money management and wealth accumulation. Topics covered will include: financial planning and goal setting; budgeting; basic financial transactions; banking services and products; consumer credit; housing decisions; current regulations and practices governing consumer financial transactions and contracts; insurance; basic investments; retirement planning; planning for education. This course is an elective for all business majors.

PREREQUISITE: SOPHOMORE STANDING.
BUS 300 (F, S)**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. In some semesters the course is taught as a travel-study course that includes company site visits.

PREREQUISITES (OR COREQUISITES): BUS 101, BUS 204, 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)****PRESCRIPTIVE ANALYTICS**

3 credits

In this course students learn how to run business operations efficiently and effectively using prescriptive analytics tools and techniques in managerial decision making. The course introduces students to several quantitative models used in contemporary analytics. Analysis of business scenarios using computer software allows a focus on the conceptual understanding of prescriptive models. Prescriptive topics covered include: decision analysis, Bayesian analysis, stochastic and deterministic forecasting, inventory management, linear programming and optimization, simulation, and project management.

PREREQUISITES: MTH 114, BUS 202, AND BUS 205.
BUS 310 (F, S)**READINGS IN BUSINESS**

1 credit

This course explores broad, multidisciplinary, generic business issues through various readings with a current events focus. Examples of themes that might be studied are: diversity, corporate governance, social responsibility, leadership, entrepreneurship, technology, globalization, and financial disclosure. A quasi-independent study, this course meets two or three times during the semester. Grading is on a pass/fail basis.

PREREQUISITES: OTHER THAN SOPHOMORE STANDING, THERE ARE NO PREREQUISITES; THE COURSE MAY BE TAKEN BY NON-BUSINESS MAJORS AS WELL AS BUSINESS MAJORS.

BUS 400 (F, S)
BUSINESS STRATEGY
3 credits

This is the capstone course for Business majors. It takes the perspective of company's senior management, who are tasked with building and sustaining a competitive advantage for the firm. It explores how the functions of the business are continuously shaped in response to the company's internal and external environments. The course includes industry analysis, company and competitor assessment, approaches to strategy formulation and implementation, and business ethics.

PREREQUISITE: SENIOR STANDING.



BUSINESS SYSTEMS AND ANALYTICS

FACULTY

Madjid Tavana, Ph.D., Chair

PROFESSORS: Tavana

ASSOCIATE PROFESSORS: Kennedy, Szabat

ASSISTANT PROFESSORS: Gonzalez, Puranam

DESCRIPTION OF PROGRAM

The Business Systems and Analytics program, which reflects an emerging trend in business, will provide students with a practical and theoretical understanding of applying tools for information systems and analytics to enhance effective and informed problem solving and decision making. Business Systems and Analytics integrates technology and quantitative methods to capture data reliably and create relevant information for decision making that yields strong organization performance and sustained competitiveness in the global business environment. The application of business systems and analytics is essential in all areas of business, including human resource management, financial management, consumer behavior, relationship management, sales and marketing, risk management, real estate investment, and supply chain management.

In the information age, professionals entering the marketplace require specialized training and education in problem solving, creative thinking, analytical skills, organizational skills, computer skills, and communication. These are the skills that the Business Systems and Analytics major will develop. The applied nature of the Business Systems and Analytics discipline suggests a critical link with the practicing professional community. This relationship is established and maintained within the Business Systems and Analytics program through the use of real-world projects, internships, cooperative education, and classroom presentations by practicing professionals. These activities will provide students with a forum for networking and exploring career opportunities.

MISSION STATEMENT

The mission of the Business Systems and Analytics (BSA) Department is to advance the knowledge and promote the use of information systems and business analytics for informed and effective problem-solving and decision-making. Through its faculty, curriculum, students, department sponsored activities, and partnerships with the alumni and business community, the BSA major seeks to provide a value-added experience for students by communicating and demonstrating the importance of and the need for information systems and business analytics knowledge and skills in the workplace.

PROGRAM STUDENT LEARNING OUTCOMES AND GOALS FOR THE BUSINESS SYSTEMS AND ANALYTICS DEPARTMENT

USING DATA AND TECHNOLOGY

BSA Learning Goal 1: To use analytic methods and techniques to drive effective, data-driven solutions to business problems and decisions

BSA Learning Objective: Students will demonstrate the ability to perform analysis of data using various analytic techniques and interpret results to solve business problems and make informed business decisions.

- Courses in the Core Curriculum that serve as foundation: BUS 202, BUS 304
- Courses in the Major that serve to build competency: BSA 302, BSA 420, BSA 480

BSA Learning Goal 2: To use information systems and technologies to drive effective, data-driven solutions to business problems and decisions.

BSA Learning Objective: Students will demonstrate the ability to use data management tools and technologies to improve organizational support of data-driven solutions to business problems and decisions.

- Courses in the Core Curriculum that serve as foundation: BUS 205
- Courses in the Major that serve to build competency: BSA 410, BSA 420, BSA 480

CRITICAL THINKING AND PROBLEM SOLVING

BSA Learning Goal 3: To solve business problems and make business decisions with information systems and analytics tools and technologies.

BSA Learning Objective: Students will demonstrate the ability to formulate problems and develop and apply data-driven solutions to business problems and decisions using information systems and analytics tools and technologies.

- Courses in the Core Curriculum that serve as foundation: BUS 202, BUS 205, BUS 304
- Courses in the Major that serve to build competency: BSA 302, BSA 410, BSA 420, BSA 480

COMMUNICATION SKILLS

BSA Learning Goal 4: To effectively communicate the results of analytic solutions to business problems and decisions.

BSA Learning Objective: Students will demonstrate the ability to effectively convey, through oral and written communication, the results of analytic solutions to business problems and decisions.

- Courses in the Core Curriculum that serve as foundation: BUS 202, BUS 205, BUS 304
- Courses in the Major that serve to build competency: BSA 302, BSA 410, BSA 420, BSA 480

REQUIREMENTS

■ Required for Major in Business Systems and Analytics: 5 courses

- **BSA 302**
- **BSA 410**
- **BSA 420**
- **BSA 480**
- Choose one of the following: **BSA 371, BSA 375, BSA 385, BSA 400, BSA 405**

■ Required for Minor in Business Systems and Analytics (for business majors): 6 courses

- School of Business core courses: **BUS 202, BUS 205, AND BUS 304**
- **BSA 302**
- **BSA 410**
- **BSA 420**

■ Required for Minor in Business Systems and Analytics (for non-business majors): 6 courses

- **BUS 100**
or **BUS 101**
- **BUS 202** (or equivalent)
- **BUS 205**
- **BSA 302**
- **BSA 410**
- **BSA 420**

COURSE DESCRIPTIONS

BSA 260, 360, 460 (F, S, Summer)

PART-TIME INTERNSHIP IN BUSINESS SYSTEMS AND ANALYTICS
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. The position must be approved by the Department. Consult the Associate Director for Experiential Education in the La Salle University Career Center before registering or for further information. An internship counts as an elective and not as a course in the major. Grading for internships is on a letter grade, i.e., not pass/fail, basis. The number 360 is used if taken in junior year and 460 if taken in senior year.

PREREQUISITE: 2.5 MINIMUM GPA, COMPLETION OF BUS 205, AND PREFERABLY AN UPPER-LEVEL MAJOR COURSE OR PERMISSION OF THE ASSISTANT DEAN.

BSA 302 (F)

APPLIED REGRESSION MODELING AND VISUALIZATIONS
3 credits

This course is a data-driven, applied course focusing on the analysis of data using regression models and visualization techniques. It emphasizes applications to the analysis of business data and makes extensive use of computer statistical packages. Topics include simple and multiple linear regression, residual analysis and other regression diagnostics, model selection, classification (logistic regression), exploratory graphic techniques in modeling, and design principles for creating meaningful displays of data to facilitate decision making. All topics are illustrated on real-world data sets obtained from various disciplines to include accounting, finance, management, sales and marketing, operations, and risk management.

PREREQUISITE: BUS 202 OR EQUIVALENT.

BSA 350 (F, S, Summer)

COOPERATIVE EDUCATION (JUNIOR STANDING)
3 credits

This is a full-time, paid, approximately four-month assignment in a cooperating firm. Involves job-related learning under faculty supervision. The position must be approved by the Business Systems and Analytics Department. For registration information, students in the Business Scholars Co-op Program should consult with the Director of the program, and students who are not in the Business Scholars Program should consult with the Associate Director for Experiential Education in the La Salle University Career Center. A co-op counts as a free elective and not as a course in the major. Grading for co-ops is on a pass/fail basis (grading for internships is on a letter grade, i.e., not pass/fail, basis); the faculty member who is supervising the experience has the discretion as to whether to roster it as a co-op or internship. Students in the Business Scholars Co-op Program must take it pass/fail.

PREREQUISITES: 2.5 MINIMUM GPA (HIGHER FOR STUDENTS IN THE BUSINESS SCHOLARS CO-OP PROGRAM) AND COMPLETION OF BUS 205 AND PREFERABLY AN UPPER-LEVEL MAJOR COURSE.

BSA 365, 465 (F, S, Summer)

FULL-TIME INTERNSHIP IN BUSINESS SYSTEMS AND ANALYTICS
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. The position must be approved by the Department. Consult the Associate Director for Experiential Education in the La Salle University Career Center before registering or for further information. An internship counts as a free elective and not as a course in the major. Grading for internships is on a letter grade, i.e., not pass/fail, basis (grading for co-ops is on a pass/fail basis); the faculty member who is supervising the experience has the discretion as to whether to roster it as a co-op or internship. The number 365 is used if taken in junior year and 465 if taken in senior year.

PREREQUISITES: 2.5 MINIMUM GPA AND COMPLETION OF BUS 205 AND PREFERABLY AN UPPER-LEVEL MAJOR COURSE.

BSA 371 (S)

SPECIAL TOPICS IN BUSINESS SYSTEMS AND ANALYTICS

3 credits

This course is designed to address contemporary issues and interests in Business Systems and Analytics. Such topics as Process Analytics and Optimization, Network Analysis: Web Analytics/Social Network Analysis, and Business Forecasting will be offered in various semesters.

PREREQUISITE: VARIES WITH TOPICS.

BSA 385 (S)

BUSINESS INTELLIGENCE AND KNOWLEDGE MANAGEMENT

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, including Spreadsheets, Natural Language Programming, and Influence Diagramming. 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.

BSA 400 (F)

BUSINESS APPLICATIONS PROGRAMMING AND SOFTWARE

3 credits

This course explores a problem-solving methodology that employs business analytics methods in computer programming. Emphasis is placed on identifying the capabilities and limitations of programming languages in solving analytical 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 and algorithms, formal representation of program specifications, and implementation of it using selected high-level programming languages. Students will design and develop several computer programs in a hands-on environment throughout the term.

PREREQUISITE: BUS 205 OR EQUIVALENT.

BSA 405 (F, S)

EMERGING TRENDS IN BUSINESS SYSTEMS AND ANALYTICS

3 credits

This course is designed to introduce students to one of several areas of multidisciplinary emerging trends in Business Systems and Analytics. 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. This course is offered under different titles and can be repeated for additional credit when taken as a different topic.

PREREQUISITE: VARIES BY TOPIC.

BSA 410 (S)

SYSTEMS ANALYSIS AND DATABASE 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. The blueprint developed during the systems analysis phase will be used to design and develop efficient and effective database applications. To demonstrate acquired skills, students design and develop a relational database application with a database management system.

PREREQUISITE: BUS 205 OR EQUIVALENT.

BSA 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.

BSA 420 (F)

DATABASE WAREHOUSING AND DATA MINING IN BUSINESS

3 credits

This course introduces data warehousing and data mining concepts. Topics include data warehousing and mediation techniques aimed at integrating distributed, heterogeneous data sources; data mining techniques such as rule-based learning, decision trees, association rule mining, and statistical analysis for discovery of patterns in the integrated data; and evaluation and interpretation of the mined patterns using visualization techniques.

PREREQUISITE: SENIOR STANDING AND BSA 302.

BSA 450 (F, S)

COOPERATIVE EDUCATION (SENIOR STANDING)

3 credits

This is a full-time, paid, four-to-eight month assignment in a cooperating firm. Involves job-related learning under faculty supervi-

sion. The position must be approved by the Business Systems and Analytics Department. For registration information, students in the Business Scholars Co-op Program should consult with the Director of the program, and students who are not in the Business Scholars Program should consult with the Associate Director for Experiential Education in the La Salle University Career Center. A co-op counts as a free elective and not as a course in the major. Grading for co-ops is on a pass/fail basis (grading for internships is on a letter grade, i.e., not pass/fail, basis); the faculty member who is supervising the experience has the discretion as to whether to roster it as a co-op or internship. Students in the Business Scholars Co-op Program must take it pass/fail.

PREREQUISITES: 2.5 MINIMUM GPA (HIGHER FOR STUDENTS IN THE BUSINESS SCHOLARS CO-OP PROGRAM) AND COMPLETION OF BUS 205 AND PREFERABLY AN UPPER-LEVEL MAJOR COURSE.

BSA 480 (S)**BUSINESS SYSTEMS AND ANALYTICS 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 business systems and analytics within the context of a functioning organization. Classroom lectures and discussions are supplemented by multi-disciplinary real-life projects to design innovative information systems and analytics solutions. This course serves as the culminating experience in the Business Systems and Analytics program. Prerequisites: Senior standing and BSA 302 and 410.

ENTREPRENEURSHIP MINOR

FACULTY

Frank Mallon (Economics Department)

Steven Melick (La Salle Center for Entrepreneurship)

The entrepreneurship minor is available to all undergraduate students in the University, regardless of their major. This is an interdisciplinary, tailored program that will include a range of business and non-business electives for students to complete in order to obtain a well-rounded academic and hands-on experience toward their specific career interests. Students interested in starting a business someday, joining an existing family-run business, or becoming more entrepreneurial in their careers working for another company will earn the confidence to think and act while learning how to assemble the tools and resources to be successful in their ventures.

REQUIREMENTS

■ Required for Minor in Entrepreneurship: 6 courses

- **ENT 201** Experiential Introduction to Entrepreneurship
- **ENT 301** Entrepreneurial Applications
- Four Controlled Electives: a combination of business and non-business courses mutually determined between the student and program adviser geared to meet the specific needs of the student's career path. Business majors may take no more than two business electives; non-business majors must take a minimum of two business electives.

Interested students must contact a program administrator to determine the Controlled Electives approved for each of them. The student will also be required to conduct an interview with an entrepreneur in his or her field of study to make those course recommendations.

NOTE: ISBT 333 may be substituted for ENT 201, and ISBT 334 may be substituted for ENT 301.

COURSE DESCRIPTIONS

ENT 201 (formerly BUS 170)

EXPERIENTIAL INTRODUCTION TO ENTREPRENEURSHIP

3 credits

This course seeks to help students identify and exercise their latent entrepreneurial spirit. This course differs from most other courses in that the primary goal is not merely the acquisition of knowledge and the primary form of instruction is not lecture-based. Instead, this course provides students with an opportunity to develop skills such as creative thinking, opportunity identification, problem solving, communication, comprehensive business planning and task execution, leadership, and collaboration.

For each semester this course is offered, the class will work collectively on a project that addresses a problem or opportunity in the market. These opportunities can exist in existing enterprises (as in a way of doing something better), an unmet market need, new product innovation, or a venture in social entrepreneurship.

ENT 301

ENTREPRENEURIAL APPLICATIONS—CAPSTONE EXPERIENCE

3 credits

This course will focus on the delivery of a thorough and detailed business plan of each student's concept or in conjunction with an existing enterprise. Work will be largely independent on this project, though supervised regularly by faculty and through interim presentations to the class.

Students will also be expected to participate in a range of entrepreneurship exploration discussions that may be relevant to their field of study or interests. These special interest tracks will dive deeper into the challenges and key business areas that are important to that type of venture or enterprise. The goal of this approach is to provide education around specific business principles that are important across all businesses, while broadly considering the needs of non-business major students who are seeking advice and guidance on business areas relevant to their interests.

The format of this course is 50% instructional, 25% lab, and 25% special topics research. Students will be expected to complete reflective papers following lab and special topics research along with deliverables outlined in support of their own planned or envisioned ventures.

PREREQUISITES: ENT 201 OR ISBT 333 OR BUSINESS MAJOR JUNIOR STATUS.

ENT 354 (CROSS-LISTED WITH MGT 354)

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.

PREREQUISITES: ENT 201 AND ENT 301 OR BUS 101 AND BUS 208 OR ISBT 333 AND ISBT 334.

FINANCE

FACULTY

Jan Ambrose, Ph.D., Chair

JOSEPH A. KANE, PROFESSOR EMERITUS, BUSINESS

PROFESSORS: Barenbaum, Buch, Schubert

ASSOCIATE PROFESSORS: Ambrose, Cooper

ASSISTANT PROFESSORS: Radetskiy

DESCRIPTION OF PROGRAM

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, and 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 (such as brokerage, portfolio management, or security analysis), or financial services (such as 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 by offering three different track options within the finance major: the Managerial Finance (MGF) track, the Investment and Financial Analysis (IFA) track, and the Risk Management (RM) track. Students selecting the IFA track commit to preparing for the Chartered Financial Analyst (CFA) professional designation exam at the end of their senior year.

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 (in which students manage an actual investment fund). In addition, we advise that, during their University years, students strongly consider undertaking an internship or co-op.

MISSION STATEMENT

The mission of the Finance Department--in concert with the missions of the University and the School of Business--is to prepare students for a purposeful life by integrating Lasallian values with current financial management theory and practice. Through its curriculum and interactions with faculty and the external business

community, the Finance major will provide students with an educational experience that emphasizes the sound fundamental financial concepts necessary for success in business and for preparing them to begin a meaningful career upon graduation.

PROGRAM STUDENT LEARNING OUTCOMES AND GOALS FOR THE FINANCE DEPARTMENT

1. To understand the nature of firm value and maximization of shareholder wealth.

Outcome: demonstrate the ability to calculate and interpret MVA and EVA.

2. To understand basic financial securities, valuation models, and the trade-off between risk and return.

Outcome: demonstrate the ability to apply appropriate valuation models in the calculation of stock and bond values and/or expected yields and to interpret the results.

3. To understand capital budgeting techniques and discounted cash flow analysis.

Outcome: demonstrate the ability to estimate cash flows, apply the appropriate capital budgeting method(s) and interpret the results.

4. To understand capital structure concepts and their effect on firm value.

Outcome: demonstrate the ability to calculate and interpret the weighted average cost of capital and various measures of leverage.

5. To understand how uncertainty and risk can be managed with forecasting and sensitivity analysis to improve decision making.

Outcome: demonstrate the ability to forecast and interpret financial projections under varying assumptions.

REQUIREMENTS

■ Required for Major in Finance: 5 courses

Managerial and Financial Analysis (MGF) track:

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

Investment and Financial Analysis (IFA) track:

- **FIN 304, 375, 401, and 483**
- **FIN 306 or FIN 420**
- A grade of B or better in **BUS 101, BUS 202, BUS 207, BUS 208**, and all FIN courses (or a combined GPA in these courses of 3.25 or higher) is required to enroll in **FIN 483**. In the event the grade requirement is not met, students will take **FIN 403** to complete the MGF track.

Risk Management (RM) track:

- **FIN 301, 304, 313, 314, and 420**

Finance Minor for Accounting Majors:

Accounting majors who wish to minor in finance can do so. Students must successfully complete ACC 202, BUS 206 (Business Core), BUS 208 (Business Core), FIN 304, and two finance electives at the 300 or 400 level.

COURSE DESCRIPTIONS
FIN 260, 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. The position must be approved by the department; consult the Experiential Education Adviser in the Finance Department for registration information. An internship counts as a free elective and not as a course in the major. Grading for internships is on a letter grade, i.e., not pass/fail, basis. The number 360 is used if taken in junior year and 460 if taken in senior year.

PREREQUISITES: 2.5 MINIMUM GPA AND COMPLETION OF BUS 206 OR 208 OR PERMISSION OF THE ASSISTANT DEAN.

FIN 301 (F) (Cross-listed with RMI 301)**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; and survey of personal lines (auto, homeowners, and life) and commercial lines coverages.

FIN 304 (F, S)**FINANCIAL DECISION-MAKING**

3 credits

This course focuses on how managers can construct a decision-making process 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.

PREREQUISITES: BUS 202, 206, AND 208.

FIN 306 (S)**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 (F) (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.

PREREQUISITES: BUS 204, 206, 208.

FIN 313 (S) (Cross-listed with RMI 313)**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) (Cross-listed with RMI 314)**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 (F, S, Summer)****COOPERATIVE EDUCATION (JUNIOR STANDING)**

3 credits

This is a full-time, paid, approximately four-month assignment in a cooperating firm. Involves job-related learning under faculty supervision. The position must be approved by the department; consult the Experiential Education Adviser in the Finance Department for registration information. A co-op counts as a free elective and not as a course in the major. Grading for co-ops is on a pass/fail basis (grading for internships is on a letter grade, i.e., not pass/fail, basis); the faculty member who is supervising the experience has the discretion as to whether to roster it as a co-op or internship. Students in the Business Scholars Co-op Program must take it pass/fail.

PREREQUISITES: 2.5 MINIMUM GPA (HIGHER FOR STUDENTS IN THE BUSINESS SCHOLARS CO-OP PROGRAM) AND COMPLETION OF BUS 206 OR 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. The position must be approved by the department; consult the Experiential Education Adviser in the Finance Department for registration information. An internship counts as a free elective and not as a course in the major. Grading for internships is on a letter grade, i.e., not pass/fail, basis (grading for co-ops is on a pass/fail basis); the Experiential Education Advisor in the Finance Department has the discretion as to whether to roster it as a co-op or internship. The number 365 is used if taken in junior year and 465 if taken in senior year.

PREREQUISITES: 2.5 MINIMUM GPA AND COMPLETION OF BUS 206 OR 208.

FIN 375 (F)**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.

PREREQUISITE: BUS 208.

FIN 401 (F)**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, and 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) (Cross-listed with RMI 420)**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 (SENIOR STANDING)**

3 credits

This is a full-time, paid, four- to eight-month assignment in a cooperating firm. Involves job-related learning under faculty supervision. The position must be approved by the department; consult the Experiential Education Adviser in the Finance Department for registration information. A co-op counts as a free elective and not as a course in the major. Grading for co-ops is on a pass/fail basis (grading for internships is on a letter grade, i.e., not pass/fail, basis); the faculty member who is supervising the experience has the discretion as to whether to roster it as a co-op or internship. Students in the Business Scholars Co-op Program must take it pass/fail.

PREREQUISITES: 2.5 MINIMUM GPA (HIGHER FOR STUDENTS IN THE BUSINESS SCHOLARS CO-OP PROGRAM) AND COMPLETION OF BUS 206 OR 208.

FIN 470 (F, S)**SELECTED TOPICS IN FINANCE**

3 credits

Selected topics in finance studied in depth under the direction of faculty.

PREREQUISITE: SENIOR STANDING.

FIN 483 (S)**SENIOR SEMINAR**

3 credits

Designed as the capstone course for the Investment and Financial Analysis track. In-depth coverage of issues in financial analysis, such as ethics, financial reporting, equity investments, portfolio management, fixed income investments, derivatives, and others.

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Course includes mock exams for the CFA I exam, and students agree to sit for the actual CFA I exam in June.

PREREQUISITES: SENIOR STANDING; COMPLETION OF FIN 304, 375, 401, AND EITHER FIN 306 OR 420; GRADE OF B OR BETTER IN BUS 101, BUS 202, BUS 207, BUS 208, AND ALL FIN COURSES (OR A COMBINED GPA IN THESE COURSES OF 3.25 OR HIGHER); OR PERMISSION OF THE INSTRUCTOR.

INTERNATIONAL BUSINESS

Swee-Lim Chia, Ph.D., Program Director

Every business is a global business in the 21st century. From the smallest e-commerce entrepreneur to the multinational conglomerate with subsidiaries on six continents, every business today has the potential to expand its reach beyond a local operation and capitalize on emerging opportunities, no matter where it is.

International business majors learn how to think globally about the business world. A fundamental truth is that while business principles may be universal, the successful application of principles in global markets today often requires local knowledge and a heightened cultural sensitivity.

To major in international business at La -Salle, you must meet the requirements of either a second major (this can be outside the School of Business) or a minor in Risk Management and Insurance (RMI). Students with a second major outside the School of Business must fulfill all business core, math, economics and psychology/sociology courses that are required of business majors. A second major in a functional business area, such as accounting, marketing and finance, is important for an initial career placement and is emphasized more in the early stages of business careers. International business skills and knowledge are generally utilized after mastering these functional skills.

REQUIREMENTS

- **Required for Major in International Business: 4 courses (5 for RMI Minors) plus International Experience(s) as follows:**

Four Courses—3 from Category A and 1 from Category B, or 4 from Category A*:

Category A:

- **BUS 300**
- **ECN 331**
- **FIN 403****
- **MGT 356****
- **MKT 305****
- Any School of Business-sponsored travel study course**

Category B:

- **ECN 276** (cross-listed as **HIS/POL 276**)
- **ECN 330**
- **ECN 332** (cross-listed as **HIS/POL 332**)
- **ECN 335**
- **POL 240**
- **POL 341**
- **EDC 218**

*RMI minors take three from A and two from B, or four from A and one from B.

** These courses can be counted toward either the primary major or the international business major, but not both. Management and leadership majors need eight courses altogether (four in management and leadership and four in international business). Business systems and analytics, finance, and marketing majors need nine courses altogether (five in their primary major and four in international business). Accounting majors need 12 courses altogether (eight in accounting and four in international business).

International Experience(s) Requirement can be met by any of the following*:

- Study abroad
- Two travel study courses (these can be business or non-business courses)
- An approved internship/co-op in another country
- One travel study course plus a domestic co-op or internship with a significant international component

*Other significant international experience may be considered upon application to the Program Director.

LAW

The Pre-Law Program is centralized for the University under the direction of the Political Science Department.

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.

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

COURSE DESCRIPTIONS

LAW 300 (F)

APPROACHES TO THE LAW OF CONTRACTS

3 credits

In one's personal and professional life, important opportunities, risks and relationships will be memorialized or managed using contracts. This course explores contracts including e-contracts and those governed by the Uniform Commercial Code. Topics include contract formation, defenses to formation, breach of contract, defenses, remedies, and issues applicable to internet agreements. The course also incorporates practical experience on reading, interpreting, drafting, and negotiating contracts. This course is open to all majors on campus.

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 AND LEADERSHIP

FACULTY

Lynn Miller, Ph.D., Chair

PROFESSORS: Fornaciari, Meisel, Miller, Seltzer (*Emeritus*),
Smither, Van Buskirk

ASSOCIATE PROFESSORS: Walsh (*Emeritus*)

ASSISTANT PROFESSORS: Bruce (Dean *Emeritus*), Gauss
(*Emeritus*), Plump, Reardon

DESCRIPTION OF PROGRAM

The Management and Leadership program focuses on developing work-related interpersonal competencies that have been found to be highly predictive of employability and career success across industries. Students in this major learn professional skills such as how to facilitate discussions and lead team projects, correct problem behaviors, keep employees motivated, conduct employment interviews and performance appraisals, address conflict, handle negotiations, and argue persuasively. Unique to this major are two assessment workshops in which students are observed as they confront common management challenges; afterwards, students review video recordings of themselves and receive personalized feedback to create plans for self-development.

While the Management and Leadership major focuses on developing broad competencies that have been found to be essential for career success, developing distinctive capabilities through the in-depth study of a second discipline can also enhance the likelihood of a successful career and fulfilling personal life. The Management and Leadership major therefore requires students to complete either a second major or a minor (either within or outside of the School of Business). Students who major in non-business fields have the option of completing a minor in Management and Leadership.

MISSION STATEMENT

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

PROGRAM STUDENT LEARNING OUTCOMES AND GOALS FOR THE MANAGEMENT AND LEADERSHIP DEPARTMENT

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

1. effective influence skills (e.g., upward influence, persuasive presentation, coaching, and negotiation)
2. effective supervisory skills (e.g., design and conduct employment interviews, assess performance, and conduct performance feedback sessions)
3. effective skills in team settings (e.g., facilitate discussion, tactfully challenge others)

REQUIREMENTS

■ **4 courses in Management and Leadership:**

- **MGT 311**
- **MGT 312**
- **MGT 411**
- One additional three-credit MGT course other than an internship or co-op
- Completion of either a minor (other than MKT or BUS) or a second major. (The Chair of the Management and Leadership department will serve as the faculty advisor to students who choose to complement the MGT major with a minor outside of the School of Business. This is to ensure that requirements for the minor are met prior to graduation.)

■ **Required for Minor in Management and Leadership (not available to students in the School of Business): 6 courses.**

- **BUS 203**
- **MGT 311**
- **MGT 312** or **411**
- Choose two of the following: **BUS 100, BUS 101, BUS 303**
- **CHOOSE ONE OTHER THREE-CREDIT MGT COURSE (MAY INCLUDE THE OTHER OF MGT 312 OR MGT 411, BUT NOT AN INTERNSHIP)**

COURSE DESCRIPTIONS

MGT 260, 360, 460 (F, S, Summer)

PART-TIME INTERNSHIP IN 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. The position must be approved by the Department. Consult the Associate Director for Experiential Education in the La Salle University Career Center before registering or for further information. An internship counts as an elective and not as a course in the major. Grading for internships is on a letter grade, i.e., not pass/fail, basis. The number 360 is used if taken in junior year and 460 if taken in senior year.

PREREQUISITE: 2.5 MINIMUM GPA AND COMPLETION OF BUS 203 AND PREFERABLY AN UPPER-LEVEL MAJOR COURSE OR PERMISSION OF THE ASSISTANT DEAN.

MGT 307

DESIGNING ORGANIZATIONS FOR COMPETITIVE ADVANTAGE

3 credits

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

PREREQUISITE: BUS 203.
MGT 309 (S)

MANAGEMENT PERSPECTIVES ON GLOBALIZATION →

3 credits

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

MGT 311 (F)

INFLUENCE IN ORGANIZATIONS: A SKILLS-BASED APPROACH

3 credits

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

PREREQUISITE: BUS 203
MGT 312 (S)

MANAGING HUMAN RESOURCES: A SKILLS-BASED APPROACH

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

PREREQUISITE: BUS 203
MGT 350 (F, S, Summer)

COOPERATIVE EDUCATION (JUNIOR STANDING)

3 credits

This is a full-time, paid, approximately four-month assignment in a cooperating firm. Involves job-related learning under faculty supervision. The position must be approved by the Management and Leadership Department. For registration information, students in the Business Scholars Co-op Program should consult with the Director of the program, and students who are not in the Business Scholars Co-op Program should consult with the Associate Director for Experiential Education in the La Salle University Career Center. A co-op counts as a free elective and not as a course in the major. Grading for co-ops is on a pass/fail basis (grading for internships is on a letter grade, i.e., not pass/fail, basis); the faculty member who is supervising the experience has the discretion as to whether to roster it as a co-op or internship. Students in the Business Scholars Co-op Program must take it pass/fail.

PREREQUISITES: 2.5 MINIMUM GPA (HIGHER FOR STUDENTS IN THE BUSINESS SCHOLARS CO-OP PROGRAM) AND COMPLETION OF BUS 203 AND PREFERABLY AN UPPER-LEVEL MAJOR COURSE
MGT 353

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) (CROSS-LISTED WITH ENT 354)

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.

PREREQUISITES: ENT 201 AND ENT 301 **OR** BUS 101 AND BUS 208 **OR** ISBT 333 AND ISBT 334.
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.

PREREQUISITE: BUS 203.

**MGT 375****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: SOPHOMORE STANDING.

MGT 357**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 411 (S)****EFFECTIVE TEAMWORK AND LEADERSHIP: A SKILLS-BASED APPROACH**

3 credits

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

PREREQUISITE: MGT 311

MGT 365, 465 (F, S, Summer)**FULL-TIME INTERNSHIP IN 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. The position must be approved by the Department. Consult the Associate Director for Experiential Education in the La Salle University Career Center before registering or for further information. An internship counts as a free elective and not as a course in the major. Grading for internships is on a letter grade, i.e., not pass/fail, basis (grading for co-ops is on a pass/fail basis); the faculty member who is supervising the experience has the discretion as to whether to roster it as a co-op or internship. The number 365 is used if taken in junior year and 465 if taken in senior year.

PREREQUISITES: 2.5 MINIMUM GPA AND COMPLETION OF BUS 203 AND PREFERABLY AN UPPER-LEVEL MAJOR COURSE.

MGT 371 (F, S)**SPECIAL TOPICS**

3 credits

Designed to address contemporary issues and interests in management. Such topics as total quality management, nonprofit management, sports management, compensation analysis, and employment law will be offered in various semesters.

PREREQUISITES VARY WITH TOPICS.

MGT 450 (F, S)**COOPERATIVE EDUCATION (SENIOR STANDING)**

3 credits

This is a full-time, paid, four-to-eight-month assignment in a cooperating firm. Involves job-related learning under faculty supervision. The position must be approved by the Management and Leadership Department. For registration information, students in the Business Scholars Co-op Program should consult with the Director of the program, and students who are not in the Business Scholars Co-op Program should consult with the Associate Director for Experiential Education in the La Salle University Career Center. A co-op counts as a free elective and not as a course in the major. Grading for co-ops is on a pass/fail basis (grading for internships is on a letter grade, i.e., not pass/fail, basis); the faculty member who is supervising the experience has the discretion as to whether to roster it as a co-op or internship. Students in the Business Scholars Co-op Program must take it pass/fail.

PREREQUISITES: 2.5 MINIMUM GPA (HIGHER FOR STUDENTS IN THE BUSINESS SCHOLARS CO-OP PROGRAM) AND COMPLETION OF BUS 203 AND PREFERABLY AN UPPER-LEVEL MAJOR COURSE.

MARKETING

FACULTY

Swee-Lim Chia, Ph.D. and Pingjun Jiang, Ph.D., Co-Chairs

PROFESSOR: Jiang, Talaga (*Emeritus*)

ASSOCIATE PROFESSORS: Chia

ASSISTANT PROFESSOR: Blohm, DiPietro, Dynan, Pierce

DESCRIPTION OF PROGRAM

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

MISSION STATEMENT

The mission of the Marketing Department—consistent with the missions of the University and the Business School—is to prepare our students for a life of purpose upon graduation. Through the active mentoring of our faculty and alumni, students will develop the nec-

essary critical and analytical marketing skills to enter the marketing profession with the highest ethical sensibilities.

PROGRAM STUDENT LEARNING OUTCOMES AND GOALS FOR THE MARKETING DEPARTMENT

1. Our graduates will be able to understand the central role and contribution of marketing in creating value in both for-profit and non-profit enterprises.
2. Our graduates will be able to understand the key elements of buyer behavior and the selling process in formulating a professional sales presentation.
3. Our graduates will be able to design and implement marketing research studies utilizing both qualitative approaches, including the use of statistical packages such as SPSS for data analysis and interpretation.
4. Our graduates will be able to develop and implement marketing strategies using key concepts, such as segmentation, targeting, positioning, branding and buyer behavior.

REQUIREMENTS

■ Required for Major in Marketing: 5 courses

- **MKT 301**
- **MKT 401**
- **MKT 402**
- Choose two of the following: **MKT 302, 303, 304, 305, 306, 307, 308, 309, 310, 311, 370, or 371.**

Marketing internships (MKT 360, 365, 460, and 465) and co-ops (MKT 350 and 450) count as electives and cannot be counted toward required courses for the major.

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

- **BUS 100**
- **ECN 150**
- **BUS 204**
- One course from the following: **BUS 101, BUS 203, AND BUS 205**
- Two courses from the following:* **MKT 301, 302, 303, 304, 305, 306, 307, 308, 309, 310, 311, 370, and 371**

* Business majors cannot have a minor in marketing. Business majors who wish to have more than one business concentration should become dual business majors.

** Successful completion of BUS 204 is required for all 300- or 400-level marketing courses.

COURSE DESCRIPTIONS
MKT 260, 360, 460 (F, S, Summer)**PART-TIME INTERNSHIP IN MARKETING**

3 credits

Part-time, paid or non-paid employment in a marketing setting to provide on-the-job training. Involves appropriate job-related learning assignments and reports under faculty supervision. Positions must be approved by the Marketing Department for academic credit. Consult the Associate Director for Experiential Education in the La Salle University Career Center before registering or for further information. An internship counts as a free elective, not as a required course in the major. A student may elect to take a second marketing internship for three additional credits in subsequent semesters. Grading for internships is on a letter grade, i.e., not pass/fail, basis. The number 360 is used if taken in the junior year and 460 if taken in the senior year.

PREREQUISITES: 2.5 MINIMUM GPA AND COMPLETION OF BUS 204 AND AT LEAST ONE UPPER-LEVEL MARKETING COURSE, OR PERMISSION OF THE ASSISTANT DEAN.

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

3 credits

Examines the importance and practice of professional, consultative selling in business-to-business relationships. Students learn and practice interpersonal problem-solving communication skills in sales roleplays. Students learn how to respond to different buyer types, to develop benefit-based sales presentations, and to engage in ethical selling practices.

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 digital marketing media, 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 (F, 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 307**SERVICES MARKETING**

3 Credits

The course focuses on the unique challenges of managing services and delivering quality service to customers. Theory and practice in developing customer relationships through service quality, customer retention and service recovery are central to the course. The course is applicable to organizations whose core product is service (e.g., banks, hotels, hospitals, educational institutions, professional services) and to organizations that depend on service excellence for competitive advantage (e.g., high tech manufacturers, automotive, industrial products).

PREREQUISITE: BUS 204.

MKT 308 (F) (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 also are 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 309
RETAILING
3 Credits

This course focuses on the set of business activities that adds value to the products and services sold to consumers for their personal or family use. This course is designed to introduce students to critical issues in retailing today, and the strategic and financial aspects in merchandise buying and store management. Related topics include: location analysis, store organization, personnel, planning, buying and pricing techniques, and customer service policies.

PREREQUISITE: BUS 204.

MKT 310
NEW PRODUCT DEVELOPMENT
3 Credits

This course explores the role of new product development, a major source of growth for firms, and its innovation in relation to a firm's growth plans. It focuses on the new product development process and teaches students how ideas for new products are created in a firm and then successfully launched into the market. The course covers the major phases of new product development: the planning stage, the evaluation and testing stage, the development and design stage, and the launch stage. Specific topics include opportunity identification, idea generation, concept testing, product design and strategic launch planning.

PREREQUISITE: BUS 204.

MKT 311 (F)
APPLIED DIGITAL MARKETING ANALYTICS
3 Credits/Concentration Option/Elective

The continuous and rapid introduction of new platforms, tools, data sources, and media consumption devices makes today's digital media landscape more complex than ever before. In this course you will learn the approach and develop skills to make sense to consumer data that exists across the entire digital landscape. This course focuses on web analytics including basic terminology, how to identify and monitor key website metrics, and how to pull reports and glean insights for web tracking tools including Google Analytics. Emphasis will be on how to analyze and interpret the data and make corresponding changes to digital marketing strategies to ensure better user experience and maximum conversion rate of visitors to customers in the digital world.

PREREQUISITE: BUS 204.

MKT 350 (F, S, Summer)
COOPERATIVE EDUCATION (JUNIOR STANDING)
3 credits

This is a full-time, paid, approximately four-month assignment in a cooperating firm. Involves job-related learning under faculty supervision. The position must be approved by the Marketing Department. For registration information, students in the Business Scholars Co-op Program should consult with the director of the program and students who are not in the Business Scholars Program should consult with the Associate Director for Experiential Education in the La Salle University Career Center. A student may elect to take a second marketing co-op for three additional credits in subsequent semesters. A co-op counts as a free elective and not as a course in the major. Grading for co-ops is on a pass/fail basis (grading for internships is on a letter grade, i.e., not pass/fail, basis); the faculty member who is supervising the experience has the discretion as to whether to roster it as a co-op or internship. Students in the Business Scholars Co-op Program must take it pass/fail.

PREREQUISITES: 2.5 MINIMUM GPA (HIGHER FOR STUDENTS IN THE BUSINESS SCHOLARS CO-OP PROGRAM) AND COMPLETION OF 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. The position must be approved by the department. Consult the Associate Director for Experiential Education in the La Salle University Career Center before registering or for further information. A student may elect to take a second marketing internship for three additional credits in subsequent semesters. An internship does not count as a required course in the major, but is counted as an elective. Grading for internships is on a letter grade, i.e., notpass/fail, basis (grading for co-ops is on a pass/fail basis); the faculty member who is supervising the experience has the discretion as to whether to roster it as a co-op or internship. The number 365 is used if taken in junior year and 465 if taken in senior year.

PREREQUISITES: 2.5 MINIMUM GPA AND COMPLETION OF 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 (SENIOR STANDING)**

3 credits

This is a full-time, paid, approximately four- to eight-month assignment in a cooperating firm. Involves job-related learning under faculty supervision. The position must be approved by the Marketing Department. For registration information, students in the Business Scholars Co-op Program should consult with the director of the program and students who are not in the Business Scholars Program should consult with the Associate Director for Experiential Education in the La Salle University Career Center. A co-op counts as a free elective and not as a course in the major. Grading for co-ops is on a pass/fail basis (grading for internships is on a letter grade, i.e., not pass/fail, basis); the faculty member who is supervising the experience has the discretion as to whether to roster it as a co-op or internship. Students in the Business Scholars Co-op Program must take it pass/fail.

PREREQUISITES: 2.5 MINIMUM GPA (HIGHER FOR STUDENTS IN THE BUSINESS SCHOLARS CO-OP PROGRAM) AND COMPLETION OF BUS 204 AND AT LEAST ONE UPPER-LEVEL MARKETING COURSE.

RISK MANAGEMENT AND INSURANCE MINOR

FACULTY

Directed by: Jan Ambrose

ASSOCIATE PROFESSOR: Ambrose

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 RMI Co-op or RMI Internship.
- **BUS 101, 202, 208**, or **303**.

Business majors are required to take four RMI courses; Non-business majors are required to take at least three RMI courses.

COURSE DESCRIPTIONS

RMI 260, 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. The position must be approved by the department; consult the Experiential Education Adviser in the RMI Program for registration information. An internship counts as a free elective or as a course towards the RMI minor. Grading for internships is on a letter grade, i.e., not pass/fail, basis. The number 360 is used if taken in junior year and 460 if taken in senior year.

PREREQUISITES: 2.5 MINIMUM GPA AND COMPLETION OF BUS 206 OR 208 OR RMI 301 OR PERMISSION OF THE ASSISTANT DEAN.

RMI 301 (F) (CROSS-LISTED WITH FIN 301)

FUNDAMENTALS OF RISK AND INSURANCE

3 credits

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

RMI 313 (S) (Cross-listed with FIN 313)

EMPLOYEE BENEFIT PLANNING

3 credits

A study of the nature and operation of employer-sponsored benefit plans offered in a complex socioeconomic and political environ-

ment. 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) (Cross-listed with FIN 314)

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 (F, S, Summer)

COOPERATIVE EDUCATION (JUNIOR STANDING)

3 credits

This is a full-time, paid, approximately four-month assignment in a cooperating firm. Involves job-related learning under faculty supervision. The position must be approved by the department; consult the Experiential Education Adviser in the Finance Department for registration information. A co-op counts as a free elective or as a course towards the RMI minor. Grading for co-ops is on a pass/fail basis (grading for internships is on a letter grade, i.e., not pass/fail, basis); the faculty member who is supervising the experience has the discretion as to whether to roster it as a co-op or internship. Students in the Business Scholars Co-op Program must take it pass/fail.

PREREQUISITES: 2.5 MINIMUM GPA (HIGHER FOR STUDENTS IN THE BUSINESS SCHOLARS CO-OP PROGRAM) AND COMPLETION OF BUS 206 OR 208.

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. The position must be approved by the department; consult the Experiential Education Adviser in the RMI Program for registration information. An internship counts as a free elective or a course towards the RMI minor. Grading for internships is on a letter grade, i.e., not pass/fail, basis (grading for co-ops is on a pass/fail basis); the Experiential Education Advisor in the Finance department has the discretion as to whether to roster it as a co-op or internship. The number 365 is used if taken in junior year and 465 if taken in senior year.

PREREQUISITES: 2.5 MINIMUM GPA AND COMPLETION OF BUS 206 OR 208 OR RMI 301.

RMI 420 (S) (Cross-listed with FIN 420)

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 (SENIOR STANDING)

3 credits

This is a full-time, paid, four- to eight-month assignment in a cooperating firm. Involves job-related learning under faculty supervision. The position must be approved by the Department; consult the Experiential Education Adviser in the Finance Department for registration information. A co-op counts as a free elective or as a course towards the RMI minor. Grading for co-ops is on a pass/fail basis (grading for internships is on a letter grade, i.e., not pass/fail, basis); the faculty member who is supervising the experience has the discretion as to whether to roster it as a co-op or internship. Students in the Business Scholars Co-op Program must take it pass/fail.

PREREQUISITES: 2.5 MINIMUM GPA (HIGHER FOR STUDENTS IN THE BUSINESS SCHOLARS CO-OP PROGRAM) AND COMPLETION OF BUS 206 OR 208.

