Student Packet

for Enrollment in the

Entrepreneurship Minor at La Salle University

Last Revised: February 21, 2013
Introduction

Welcome to the first step toward your entrepreneurial career and future endeavors.

The La Salle University Center for Entrepreneurship is focused on building the skills needed for students and alumni to be tomorrow’s leaders. Whether your career path leads you up the corporate ladder, working among a large staff of technicians or service providers, or onto new start-up ventures, the combination of classroom and experiential learning will position you with the knowledge, experience and confidence to convert ideas into opportunity and maximize your value in the professional world.

In today’s economy, employees must be looking for and creating new competitive advantages. The Center for Entrepreneurship is about helping students learn how to identify and capitalize on these opportunities and build the plans, infrastructure and teams to make them successful.

The La Salle Center for Entrepreneurship, with support from faculty across all schools at the University, has developed an academic program aimed at students who wish to be entrepreneurial in their careers or perhaps plan on starting or running a business of their own someday.

Goals of the Minor

Upon completing the academic and recommended extra-curricular activities, students will have gained valuable, practical knowledge and hands-on experience that will allow them to recognize valuable idea, convert them into business opportunities, and understand how to assemble the resources and teams to be successful.

This is accomplished through a combination of classroom work, attending lectures and workshops, and participating in hands-on, live entrepreneurial projects through the La Salle Founder’s Circle, working with other entrepreneurs on new start-up initiatives, or following your own venture.

Minor Requirements

To satisfy the requirements of the minor, students must complete the following:

1. Meet with program faculty to understand your career goals and entrepreneurial interests.
2. Meet and interview an entrepreneurship in your field of study. This will be facilitated through the Center and the student is encouraged to use this opportunity to learn more about what opportunities exist and what it takes to be successful.

3. Complete the student application (included in this packet).

4. Identify courses across the University that support the academic suggestions discussed in the interview with the entrepreneur. Program faculty will be involved in this process and will ultimately be responsible for approving those courses.

5. Complete the courses successfully.

Required Coursework will include the following:

**ENT 201 Experiential Entrepreneurship**—a hands-on class to teach fundamentals of entrepreneurship through the conception, planning, launch and execution of a live business venture.

**ENT 301 Entrepreneurial Applications**—more detailed coursework around entrepreneurial concepts along with a requirement to compose a full business plan including strategic and operating plan, financial model, elevator pitch, and assessment of success.

**Four Controlled Electives**—complete four approved elective courses from the School of Business or the School of Arts & Sciences. These courses will tailor a curriculum designed to meet each student’s specific objectives.

**Key Contacts**

Ready to get started? Contact any one of the following program administrators to arrange an introductory meeting:

Dr. James Smither, Chair, Management and Leadership Department

Phone: 215.951.1128

Email: smither@lasalle.edu

Dr. Gregory Bruce, Chair, Business Administration Major

Phone: 215.951.1920

Email: bruce@lasalle.edu

Steven Melick, Executive Director, La Salle Center for Entrepreneurship

Email: melick@lasalle.edu
**Student Proposal Template**

Student Name: ____________________________________________________________

Major: __________________________ Anticipated Year of Graduation: ______

Briefly describe the type of business or industry in which you may have an interest in starting a business. If none, describe what your motivations are for pursuing this minor.

Entrepreneur Interviewed: __________________________________________________

Company/Organization: ____________________________________________________

Interview Date: ______________ Location: ______________________________

What academic skills and experience did the entrepreneur feel best prepared them (or would have prepared them in hindsight) for success in their venture:

What barriers to success and failures did they encounter when starting their business and what were the lessons learned from that experience?

What are the opportunities available to new entrepreneurs starting businesses in this field or industry?

What non-academic skills and experience is needed to be successful in this field?

**CONCLUSION**

Courses identified on the approved list of controlled electives that would support the recommendations of the entrepreneur for inclusion in your Controlled Electives:

Additional work experience or business planning exercises anticipated to further the student’s pursuit of their own venture or interests:
Appendix I: Sampling of Entrepreneurial Career Profiles and Related Academics

- **Professional consulting: Marketing/Communications, Business and Computer Consulting**
  *Skills needed:* financial statements, B2B marketing, contract law, human resources, business writing, presentation and inter-personal skills, leadership, group and team communication, sales and sales management, organizational communication, marketing strategy

- **Personal services: counseling, accounting, health/beauty, nutrition/fitness**
  *Skills needed:* basic accounting, personal selling, advertising, interpersonal communication, web design/development, publication design, dispute resolution, marketing strategy

- **Product invention/innovation, corporate entrepreneurship**
  *Skills needed:* new product development (confirming demand/opportunity), statistics, leadership and influence, organizational dynamics, business strategy, financial forecasting and modeling, presentation skills, critical thinking, project management, regulatory affairs, economics, group and team communication, leadership

- **Retail and Food service (restaurants, retail stores)**
  *Skills needed:* basic accounting, personal selling advertising, web design/development, publication design, dispute resolution, regulatory affairs, marketing strategy

- **High risk, capital-intensive business (landscaping, construction, etc.)**
  *Skills needed:* regulatory affairs, cost accounting, contract law, organizational communication, risk management, capital budgeting, financing, project management, leadership, work and occupations, marketing strategy

- **Environmental, green industries**
  *Skills needed:* regulatory affairs, project management, contract law, organizational communication, economics, environmental law and policy, finance, new product development

- **Policy, governance, economic stimulus (public sector and non-profit organizations focused on economic development and support)**
  *Skills needed:* macro/micro economics, financial forecasting and modeling, statistics, leadership and influence, group and team communication, presentation skills, critical thinking, writing for business

- **High finance-entrepreneurship (venture capital and private equity financing)**
  *Skills needed:* finance, advanced entrepreneurship (M&A, entity types, capitalization, valuation, etc.), legal writing, economics of international business, macroeconomics, presentation skills, writing for business
- **Real Estate (investing, property management and leasing)**
  *Skills needed:* real estate investing, finance, project management, macro/micro economics

- **Social entrepreneurship, non-profit**
  *Skills needed:* basic accounting, organizational communication and leadership, web design, marketing, personal selling, publication design

- **Arts, music, entertainment**
  *Skills needed:* contract law, marketing, economics of the entertainment industry, public relations, use of language and effective communications
## Appendix II. Approved List of Controlled Electives

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<th>Course Code</th>
<th>Description</th>
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<tr>
<td>ART 220</td>
<td><strong>ELECTRONIC VISUAL COMMUNICATION</strong>&lt;br&gt;3 credits&lt;br&gt;Overview of issues related to the history and theory of images and their cultural function; assessment and analysis of digital images and their effectiveness, primarily through the World Wide Web; application of newly gained knowledge to the creation of students’ own visual projects. Emphasis will be on looking at the interactive potential of images in digital media and on devising analytical, assessment, and production strategies that focus on the dynamic potential of these interactive images. Prerequisite: ART 102.</td>
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<td>COM 102</td>
<td><strong>INTERPERSONAL COMMUNICATION</strong>&lt;br&gt;3 credits&lt;br&gt;This course is designed to increase students’ communication knowledge and skills in their relationships with others, including friends, family, coworkers, and romantic partners. Specific topics include relationship development, listening, self‐disclosure, the influence of culture on interpersonal communication, and managing conflict effectively.</td>
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<td>COM 207</td>
<td><strong>PRINCIPLES OF PUBLIC RELATIONS</strong>&lt;br&gt;3 credits&lt;br&gt;Public relations has been called “the unseen power” that influences culture, business, politics, and society. This class introduces students to the wide‐ranging field of public relations, the role it plays in managing organizational relationships of all kinds, and the skills required to succeed in one of the fastest‐growing communication professions.</td>
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<td>COM 215</td>
<td><strong>GROUP AND TEAM COMMUNICATION</strong>&lt;br&gt;3 credits&lt;br&gt;U.S. organizations are requiring group work, including virtual team work, more than ever before. In addition, Americans are choosing to join service, social, and self‐help groups at an unprecedented rate. To enhance effective membership in any of these groups, this course wed s theory of small group interaction with practice through participation in groups. Specific topics include: the nature of groups, the link between communication and group composition, the aims of groups, the influence processes in groups, group decision making, and properties of group interaction.</td>
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<td>COM 308</td>
<td><strong>COMMUNICATION LAW</strong>&lt;br&gt;3 credits&lt;br&gt;The course is designed to review the history, development, and interpretation of the First Amendment in the U.S. by our court system and its impact upon journalists, mass communicators, and citizens. Prerequisite: COM 101</td>
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<td>COM 312</td>
<td><strong>PERSUASION, POWER, AND INFLUENCE</strong>&lt;br&gt;3 credits&lt;br&gt;This course examines theories and techniques associated with persuasion, ranging from those centered on interpersonal settings to those featured in mass‐mediated campaigns. Assignments will focus on both oral and written persuasion with the goal of enhancing the student’s abilities as both consumer and practitioner.</td>
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<td>COM 317</td>
<td><strong>ORGANIZATIONAL COMMUNICATION</strong>&lt;br&gt;3 credits&lt;br&gt;In addition to providing an introduction to contemporary research and theory about the communication in organizations, this course also focuses on contemporary issues in order to better understand the practices that contribute to organizational success and failure. Topics include: leadership communication, interviewing and the job search, organizational culture, and the impacts of globalization and technology.</td>
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<td>COM 387</td>
<td><strong>PUBLIC RELATIONS CASES AND CAMPAIGNS</strong>&lt;br&gt;3 credits&lt;br&gt;Public relations practitioners face a daunting range of choices when trying to manage key relationships. This course is designed to help students approach public relations strategically and to apply public relations techniques and theories to communication programs and campaigns. The course will also explore current trends in.</td>
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<td>CSD 210</td>
<td><strong>CREATING MULTIMEDIA</strong>&lt;br&gt;3 credits&lt;br&gt;The fundamental principles and techniques associated with planning, designing, and creating multimedia content (interactive graphics, animation, digital audio); integration into Web publications; standard multimedia formats; multimedia development tools; Web authoring tools; high-performance Web playback. Students will specify, design, and develop Web-based projects. This course does not satisfy Computer Science major requirements. Prerequisite: CSIT 153 or permission of director.</td>
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<td>DART 230</td>
<td><strong>WEB DEVELOPMENT</strong>&lt;br&gt;3 credits&lt;br&gt;Preparation, design, development, and maintenance of Web documents. Creating, revising, editing, and critiquing Web sites using “hard code” and applications-based layout and editing, and the use of style sheets. Emphasizes site architecture and mastery of Web authoring tools, including Web document deployment and debugging. (Note: Credit will not be given for both DART 230 and ENG 330.) Prerequisite: CSC 153 or permission of director.</td>
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<td>ENG 302</td>
<td><strong>LANGUAGE AND PREJUDICE</strong>&lt;br&gt;3 credits&lt;br&gt;This course studies how language affects the way we view ourselves and others in our culture. Case studies of language in relation to sexism, racism, and politics will be supplemented by discussions of introductory concepts of language systems and stylistic analysis.</td>
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<td>ENG 303</td>
<td><strong>WRITING FOR BUSINESS</strong>&lt;br&gt;3 credits&lt;br&gt;By providing instruction in planning and executing effective business writing, this course helps students learn to write the documents required of them as professionals: letters, resumes, memos, proposals, abstracts, and reports.</td>
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<td>ENG 308</td>
<td><strong>LEGAL WRITING</strong>&lt;br&gt;3 credits&lt;br&gt;Legal Writing is a challenging yet practical course in the reading, planning, and writing of effective legal documents (legal letters and memoranda, briefs, contracts, and personal statements for applications to law schools). It is designed for students planning careers in areas such as law, business, communication, and media studies.</td>
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<td>ENG 310</td>
<td><strong>EDITING AND PUBLISHING</strong>&lt;br&gt;3 credits&lt;br&gt;Workshop approach to provide students with experience in judging manuscripts, proofreading, typographical design, and production of short documents: e.g., forms, resumes, flyers, brochures, and newsletters. Introduction to and use of desktop publishing software.</td>
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<td>ENG 330</td>
<td><strong>WEB DESIGN</strong>&lt;br&gt;3 credits&lt;br&gt;Web Design is an introduction to the practice of World Wide Web document design, grounded in an understanding of the Web's development and theories of graphics and communication. The course focuses on researching, creating, revising, and editing Web sites, using “hard code” and applications-based layout and editing. Not to be taken with DART 230.</td>
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| ENG 410     | PUBLICATION DESIGN  
3 credits  
Publication Design reviews and extends knowledge of copyediting and layout and design for both print and Web. The emphasis is on the use of Adobe InDesign to produce a range of documents from logos, advertisements and personal identity packages to magazine pages, magazine dummies and Web layouts. Copy from La Salle journalism students will be used for some layout and photography exercises, and posted to the Web as the next edition of La Salon. Experience with InDesign (e.g. from ENG310) is helpful but not required. |
| ECN 150     | INTRODUCTORY MACROECONOMICS: THE U.S. IN THE GLOBAL ECONOMY I  
3 credits/Frameworks  
After introducing students to the what and how of economic thinking, the course explores the causes of national economic prosperity and economic problems such as unemployment and inflation. It also discusses the role of fiscal and monetary policies, economic growth, and international economic relations among the U.S. and other countries. |
| ECN 201     | INTRODUCTORY MICROECONOMICS: BUSINESS FIRM AND MARKET ANALYSIS I  
3 credits  
This course explores many issues pertaining to the operation of businesses and the markets in which they operate. Among these are the behavior of consumers, the determinants of prices and production levels, and the efficiency of market outcomes. As time allows, the course applies economic thinking to issues like: economic inequality, environmental concerns, international trade, and firms with monopoly power. Prerequisite: ECN 150. |
| ECN 333     | ECONOMICS OF INTERNATIONAL BUSINESS  
3 credits  
This course examines trade theory and applies the theory to business firms. It introduces the cultural, environmental, and ethical issues facing international businesses and examines the impact of trade policies, foreign exchange, and the balance of payments on businesses’ decision making. Prerequisites: ECN 150, 201; MTH 114 or 120; junior standing. |
| FLMS 354    | THE ECONOMICS OF THE ENTERTAINMENT INDUSTRY  
3 credits  
The course surveys the economics of the entertainment industry with an emphasis on the importance of market structure (perfect competition, monopolistic competition, oligopoly, monopoly) in determining behaviors and profitability. In this course, we will apply many microeconomic, and a few macroeconomic, concepts to evaluate structure, workings, and profitability of various segments in the entertainment industry, ranging from movies to music, TV, radio, publishing, casinos, and theme parks. Case studies will be used to highlight the issues facing particular firms. |
| ISBT 111    | TECHNOLOGY AND SYSTEMS ANALYSIS  
4 credits  
This course will introduce students to the field of systems analysis and to the broad spectrum of technologies that are integrated into the design, construction, and operation of a high-tech electronic commercial product. The product will be disassembled into its simplest parts followed by an analysis of the form, function, and fundamental physical-science-basis of each component. Using laboratory computers, equipment, and software tools, students will assemble the components into a working prototype of the commercial product. |
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| ISBT 202    | TECHNOLOGY AND BUSINESS ANALYSIS  
4 credits  
This course will continue the student’s exploration of existing technologies and the process of commercialization. Students, working in teams, will create companies and analyze three different technologies as if their companies were creating and developing those technologies. Specifically, the students will need to demonstrate the science of the technology in the laboratory, define the need, analyze the sales and marketing plan, understand the moral and ethical implication, and calculate costs and profitability. The students will assess the business-state of the technology and recommend directions in which the technology should expand. Each team will be required to prepare both written and oral presentations.  
Teams will be required to select a technology from each of the ISBT areas of concentration, i.e.: biotechnology, energy and natural resources, and information and knowledge management. Analysis of a technology from each of the areas will prepare students to choose their area of concentration. Prerequisite: ISBT 111 and 201. |
| ISBT 431    | REGULATORY AFFAIRS  
3 credits  
In this course, we discuss the history, issues, roles, and future trends of the U.S. agencies such as the FDA, EPA, and OSHA that are responsible for administering the major laws and regulations pertaining to the life cycle of products in commerce. Emphasis is on understanding the impacts of environmental, health, safety (EHS), and product laws and regulations with which most businesses have to comply. All of the major EHS Acts are presented and case studies, practical exercises, and team group work are used to discover the business impact. Prerequisite: ISBT junior standing. |
| ISBT 333    | ENTREPRENEURSHIP AND HIGH TECH BUSINESS I  
3 credits  
This course will direct the student through the many steps required to take a concept from business start-up, through invention and development to commercialization. The students will learn through two pathways, studying cases and through their own creative efforts. Time will be spent tracing the history of high tech start-ups, both those that have survived and those that did not. In parallel, the students will be required to simulate their own companies. Prerequisite: BUS 100 |
| ISBT 334    | ENTREPRENEURSHIP AND HIGH TECH BUSINESS II  
3 credits  
This course is an optional follow on to ISBT 333. It is aimed at students that have a business idea that they are ready to take to the next level. In this course, students will take the business plan they wrote for ISBT 333 and find and include the detail needed to start the business. Students will design and participate in feasibility studies, technology demonstrations, market surveys, solicitation of funds, and due diligence. Prerequisite: ISBT 333 |
| ISBT 379    | PROJECT MANAGEMENT  
3 credits |
| PHL 264     | CRITICAL THINKING  
3 credits/Patterns 2 or Concentration Option  
Aims at developing the skill of analyzing, interpreting, and criticizing arguments from a variety of disciplines. Topics include: clarification of concepts, distinguishing between conclusions and reasons for conclusions, evaluation of arguments, and the recognition of fallacies. Prerequisites: PHL 151 or 152 or HON 131 or permission of the Department Chair. |
| PHL 350     | BUSINESS ETHICS  
3 credits/Patterns 2 or Concentration Option  
Business practices evaluated in the light of ethical principles. Special concern given to moral dimensions of management decision making and to the ethical problems of consumerism and government control. |
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| POL 316     | ENVIRONMENTAL LAW AND POLICY  
3 credits  
An introduction to the rise of environmentalism in the United States. Addresses the major environmental statutes from the Clean Air and Clean Water Acts to the Endangered Species Act, RCRRA and Superfund, and also integrates case studies and collaborative learning to evaluate the impact of scientific uncertainty on environmental planning while emphasizing the difficult choices faced in developing environmental policy. |
| BUS 101     | 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 203     | 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     | 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     | INFORMATION TECHNOLOGY WITH APPLICATIONS  
3 credits  
This course provides the background necessary to make decisions about computer-based information systems and to be a knowledgeable end-user. The course focuses on the management of information systems within various organizational settings. Topics include: information systems in organizations, telecommunications, database management systems, transactional processing, management information systems, decision support systems, expert systems, systems analysis and design, systems development and implementation, end-user computing, information resources management and emerging technologies and issues in management information systems. The course also emphasizes interactive and experiential learning to demonstrate one of several areas of emerging information technology such as Electronic Business, Data Warehousing, Data Mining, Decision Support Systems, Expert Systems, etc. Through active participation, students are required to utilize the specific information technology in a hands-on environment. Prerequisite: CSC 155. |
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| BUS 303     | 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     | BUSINESS PROBLEM SOLVING AND DECISION MAKING  
3 credits  
Presents an integrated view of problem framing and the methodology of decision-making. Introduces students to several quantitative models applicable to problems in a variety of functional areas of business. Analysis of business cases using computer software allows for a focus on conceptual understanding of the models and how they should be used. Depending on the relevance to chosen case studies, topics covered may include several of the following: Decision Analysis, Forecasting, Inventory Management, Linear Programming, Critical Path Method/Project Evaluation and Review Technique, Quality Control, and Simulation. Prerequisites: MTH 114 and BUS 202, 204, 205, 206, 207, and 208. |
| MGTL 307    | DESIGNING ORGANIZATIONS FOR COMPETITIVE ADVANTAGE  
3 credits  
Develops an understanding of the interaction of organizational structure and processes. Examines relationship of internal and external environments. Studies organizational design and utilizes current theories of organizational behavior as practical tools in analyzing specific organizations. Prerequisite: BUS 203. |
| MGTL 311    | INFLUENCE IN ORGANIZATIONS: A SKILLS-BASED APPROACH  
3 credits  
This course helps students develop influence skills that are important to success in nearly all professional or managerial work settings. The influence skills that are emphasized include providing effective feedback, making persuasive presentations, coaching, upward influence, and negotiating. The course is experiential and provides many opportunities for students to observe, analyze, and practice these skills through participation in a skills assessment center. Students who have taken MGTL 302 and MGTL 303 (which are no longer offered) should not take this course. Prerequisite: BUS 203. |
| MGTL 312    | 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. Students who have taken MGTL 302 and MGTL 303 (which are no longer offered) should not take this course. Prerequisite: BUS 203. |
| MGTL 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. |
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| MGTL 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. Prerequisite: BUS 203. |
| MGTL 355    | 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. |
| BSA 405     | EMERGING INFORMATION TECHNOLOGY  
3 credits  
This course is designed to introduce students to one of several areas of emerging information technology such as networking, electronic commerce, enterprise resource planning applications, etc. Students will learn the fundamental principles and concepts of a specific topic, its applicable technology, the design and implementation of the systems that support the area of study and methods for measuring efficacy. Evolving technologies will be addressed as appropriate, and their relevance to business pursuits will be discussed and analyzed. Lectures and case studies will be used to give the student a solid understanding of the topic. A group project to develop and present an area initiative/concept will be the capstone of this course. Prerequisite: BUS 205 or equivalent. |
| MKT 301     | 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 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 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 |
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| 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 370     | NEW PRODUCT DEVELOPMENT  
This course covers the major phases of new product introduction in today’s market. The Planning stage: setting objectives, searching markets, idea development, and screening. The Development Stage: development of product, communication, prototype brand. Evaluation stage: pre-testing, market testing. Emphasis is on factors leading to success and why many new products fail. |
| 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. |
| BUS 207     | 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     | 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. |
| FIN 304     | 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 375     | FINANCIAL STATEMENT ANALYSIS  
3 Credits  
Financial Statement Analysis focuses on the interpretation and use of financial statements for decision-making by investors, creditors, and internal management. Financial statements provide users with a scorecard of historical performance and the ability to look forward and project likely future financial performance. Outside readings, case studies, and text material will be used to integrate current financial statement guidelines with financial statement analysis. This course is required for dual accounting and finance majors. Prerequisite: BUS 208. |
| LAW 300     | APPROACHES TO THE LAW OF CONTRACTS  
3 credits  
The study of both the common law approach to contracts, which governs real estate transactions, service oriented contracts and all non-sale contracts, leases, licenses, etc., and the Uniform Commercial Code approach, which deals exclusively with contracts for the sale of goods. |
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| MGTL 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. |
| MKT 401     | 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. |
| RMI 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 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. |