
**SCHOOL OF
BUSINESS**

EVENING AND WEEKEND PROGRAMS



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

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

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

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

The School of Business strives to fulfill its mission by requiring students to develop 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, and 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 Administration consists of 120 credits (minimum 39 courses) for the Business Administration major, and 128 credits (minimum 41 courses) for the Accounting major. The curriculum includes the Liberal Arts Core Curriculum, Additional Arts Requirements, Business Core, Professional Studies and Free Electives. The liberal arts and science studies and business foundation courses tend to be concentrated in the first 60 credits, and the professional studies in the last 60 credits.

Beginning in Fall 2006, evening students with junior standing and a 2.25 GPA can elect to pursue the Bachelor of Science in Business Administration–Business major.

THE LIBERAL ARTS CORE CURRICULUM

The Liberal Arts 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.

While the Core allows some freedom of choice, it includes guidelines which should provide coherence in students' 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 18 courses are required of School of Business majors.

POWERS COURSES

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

- English 110
- English 210
- Mathematics 114
- Business 150
- Computer Science 151

FRAMEWORKS OF SCIENTIFIC UNDERSTANDING COURSES

"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. Required Frameworks of Scientific Understanding courses are:

- Natural Science
- Macroeconomics
- Psychology or Sociology

PATTERNS OF MEANING COURSES

"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. Required Patterns of Meaning courses are:

- 2 Religion
- 2 Philosophy
- 1 Literature
- 1 History
- 1 Art History or Foreign Languages
- 1 more Literature, History, Art History or Foreign Language

All courses in Patterns of Meaning may be counted towards any minor or second major barring exclusions by the academic departments sponsoring the course.

UNDERSTANDING AT HOME AND ABROAD COURSES

"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.

ADDITIONAL ARTS REQUIREMENTS

- Single-Variable Calculus (MTH 114) or equivalent

- Introductory Microeconomics (ECN 201)

BUSINESS CORE CURRICULUM

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 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** Introduction to Financial Markets and Institutions: Principles and Applications
- **BUS 207E** Managerial Accounting
- **BUS 208E** Fundamentals of Financial Management
- **BUS 303** Legal and Ethical Environment of Business
- **BUS 304** Prescriptive Analytics
- **BUS 400** Business Strategy
- International Business Course/Experience

EVENING (MAJORS)

There are two majors available during the evening in the School of Business: Accounting and Business Administration.

FREE ELECTIVES

Free electives offer a further opportunity to influence your own program of education. You may choose to concentrate free electives in a particular field or you may use these electives to diversify your background or broaden your interests.

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.

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. Numbers
 - _____
- D. Speech
 - **BUS 150** Presentation Skills for Business (2 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. Social Science
 1. Economic or Political Science
 - **ECN 150** Introductory Macroeconomics
 2. Any Psychology or Sociology
 - _____

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
 - **ENG 150** Introduction to Literature
or **LIT 150** Modern European and Latin American Writers
- D. History
 - **HIS 151** Global History to 1500
or **HIS 155** Themes in American History
- E. Art History or Language
 - **ARTH 150** Introduction to Art
or Foreign Language
- F. Second Course (Literature, History, Art History, or Foreign Language)
 - _____

IV. Additional Arts Requirements

1. **MTH 114** Applied Business Calculus (4 cr.)
2. **ECN 201** Introductory Microeconomics

V. Business Core (12 courses)

1. **BUS 101** Financial Accounting
2. **BUS 202** Descriptive and Predictive Analytics
3. **BUS 203** Organizational Behavior and Skill Development

4. **BUS 204** Principles of Marketing with Applications
5. **BUS 205** Business Systems for Analytics
6. **BUS 206** Financial Markets and Institutions: Principles and Applications
7. **BUS 207E** Managerial Accounting (2 cr.)
8. **BUS 208E** Fundamentals of Financial Management (2 cr.)
9. **BUS 303** Legal and Ethical Environment of Business
10. **BUS 304** Prescriptive Analytics
11. **BUS 400** Business Strategy
12. International Business Course/Experience

VI. Professional Studies (8 Accounting; 4 Business Administration)

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

VII. Electives (5 Accounting majors; 7 Business Administration)

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

¹ Options to fulfill this one: BUS 300, ECN 331 or 335, FIN 403, MGT 356, MKT 305, or any School of Business travel course; these courses cannot double-count for a Professional Studies course.

COURSE DESCRIPTIONS

All courses are listed alphabetically by department. Courses followed by a semester designation are usually offered each year during semester indicated. Courses with no designation are usually offered on a rotating basis. Consult course rosters.

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. Course offerings are dependent on sufficient enrollment. 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

Mary Jeanne Welsh, Ph.D., Chair

The accounting major consists of eight upper-level accounting courses: ACC 201, 202, 303, 304, 307, 405, and two advanced courses. This intensive learning experience is intended to serve as a basis for future career development and advancement in the accounting field and to help you better prepare to pass the Certified Public Accounting (CPA) examinations.

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.

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

COURSE DESCRIPTIONS

ACC 201 (S)

INTERMEDIATE FINANCIAL ACCOUNTING

4 credits

Theories and problems involved in analysis of transactions and financial statement preparation. The course also focuses on accounting issues related to 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 (F)

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 303 (S)

COST MANAGEMENT

3 credits

Basic principles applied to job cost and process cost systems. Topics include: purchasing and issuing of materials and maintenance of perpetual inventory records, control of labor, methods of distributing factory overhead expenses, evaluation of problems involved in shrinkage and idle time, forms used in job and process cost systems, and discussion of the place of cost accounting in modern enterprises. Usually offered spring semesters.

PREREQUISITE: BUS 202 (CAN BE TAKEN CONCURRENTLY WITH BUS 202), BUS 207 AND 54 CREDITS

ACC 304 (F)

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. Usually offered fall semesters.

PREREQUISITE: ACC 202 (CAN BE TAKEN CONCURRENTLY WITH ACC 202)

ACC 307 (S)

INCOME TAX

3 credits

A comprehensive introduction to the Internal Revenue Code as it applies to the individual taxpayer. The course is intended to exam-

ine 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.

PREREQUISITE: 54 CREDITS, AND BUS 101

ACC 405 (S)

ACCOUNTING FOR THE MULTINATIONAL ENTERPRISE

3 credits

A study of the accounting concepts applicable to business expansion especially mergers, acquisitions and consolidations. Emphasis is focused 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 418 (F)

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 478 (F)

ACCOUNTING INFORMATION AND ENTERPRISE 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.

BUSINESS ADMINISTRATION

This major is intended to provide you with an opportunity to study major trends in contemporary business practice in the major fields of business and to serve as a basis for future career development and advancement.

Sophomore standing is a prerequisite to 200-level courses.

The Business Administration major consists of four upper-level business courses (beyond the Business Core) from the functional areas of Business Systems & Analytics, Finance, Management & Leadership, and Marketing, with no more than two courses from any one of these disciplines.

COURSE DESCRIPTIONS

BUS 101 (F)**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 (FORMERLY MGT 200)**

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)**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 infer-

ence. 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 151

**BUS 206 (F, S)****FINANCIAL MARKETS AND INSTITUTIONS: PRINCIPLES AND APPLICATIONS**

3 credits

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

PREREQUISITES: BUS 101.

BUS 207E (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.

PREREQUISITES: BUS 101, MTH 114, CSC 151

BUS 208E (F, S)**FUNDAMENTALS OF FINANCIAL MANAGEMENT**

2 credits

An introduction to the major concepts and techniques of financial management with an emphasis on time value of money, security valuation, cost of capital, capital budgeting, and financial statement analysis.

PREREQUISITES: BUS 101, MTH 114, CSC 151

BUS 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.

PREREQUISITE: SOPHOMORE STANDING.

BUS 300 (Summer)**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 (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 AND BUS 202, AND 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. the course may be taken by non-business majors as well as business majors.

PREREQUISITES: OTHER THAN JUNIOR 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.

FINANCE

Jan Ambrose, Ph.D., Chair

The Finance major is not available in the evening.

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

COURSE DESCRIPTIONS

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 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.

PREREQUISITE: BUS 208.

FIN 401

INVESTMENT ANALYSIS

3 credits

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

PREREQUISITES: BUS 202, 206, 208.

FIN 403

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 470

SELECTED TOPICS IN FINANCE

3 credits

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

LAW

Coordinator of Pre-Law Programs: Michael Dillon, J.D., Ph.D.,
Political Science Department

MANAGEMENT AND LEADERSHIP

Lynn Miller, Ph.D., Chair

The Management and Leadership major is not available in the evening.

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

COURSE DESCRIPTIONS

MGT 354 (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 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 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.

MARKETING

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

The Marketing major is not available in the evening.

Sophomore standing is a prerequisite for 300 and 400 level courses

COURSE DESCRIPTIONS

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 302

ADVERTISING AND PROMOTIONAL MANAGEMENT

3 credits

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

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.

BACHELOR OF ARTS IN ORGANIZATIONAL LEADERSHIP

Organizational Leadership is an online program offering learners an experiential learning environment that fosters critical-thinking, through the application of technical and professional expertise needed to make strategic real world business decisions.

The curriculum provides many opportunities for learners to practice the role of an organizational development consultant; recognizing, planning, implementing, and evaluating the impact of change within an organization.

ORGANIZATIONAL LEADERSHIP PROGRAM COMPETENCIES:

KNOWLEDGE

- Identify effective leadership skills in order to meet organizational goals.
- Understand how a global perspective, team and group dynamics, organizational structure, change management, culture, and innovation connect with effective organizational leadership.
- Explain the effective leadership tools and techniques for survival, growth, increased productivity, and relationship building in today's fast-paced business environment.

SKILLS

- Develop approaches to recognize, plan, and implement change in complex organizational systems.
- Generate effective communication (written, oral, and technological.)
- Set priorities for outcomes and results that impact the organization, e.g., critical thinking, decision making and problem solving.
- Facilitate meetings and presentations using technologies and communication strategies for different audiences within an organization.
- Evaluate employee performances, re-training strategies, and assessing organizational needs.
- Analyze financial reports and organizational impacts.
- Assess market research and business restructuring approaches.

ATTITUDES

- Appreciate a variety of approaches for building professional relationships with clients and employees.

- Value the role of leadership in organizational success.

A Bachelor of Arts degree in Organizational Leadership enhances an individual's potential for both formal and informal leadership positions. Graduates are equipped with the interpersonal skills to develop key business relationships necessary to influence decision makers within their organizations. They gain the skills to unlock their potential to become effective, constructive leaders who will implement change within complex organizations.

The Organizational Leadership courses listed below are offered in a seven-week online format (Fall, Spring or Summer).

THE ONLINE ORGANIZATIONAL LEADERSHIP PROGRAM CURRICULUM:

FALL SEMESTER

- **ORL 201** Intro to Organizational Leadership (1st 7 weeks – Term I)
- **ORL 301** Human Resources Leadership (2nd 7 weeks – Term II)
- **ORL 304** Leadership Skills (2nd 7 weeks – Term II)
- **ORL 314** Team Analysis and Leadership (1st 7 weeks – Term I)

SPRING SEMESTER

- **ORL 330** Social Media Marketing and Leadership (2nd 7 weeks – Term II)
- **ORL 340** Analytics, Metrics and Operational Leadership (1st 7 weeks- Term I)
- **ORL 350** Corporate Conversation and Leadership (2nd st 7 weeks –Term II)
- **ORL 401** Senior Capstone (Only Offered Once a Year, students must be at Senior Status to enroll -1st 7 weeks –Term I)

SUMMER SEMESTER

- **ORL 303** Writing at Work (1st 7 weeks –Term I)
- **ORL 310** Organizational Leadership and Change (2nd 7 weeks – Term II)
- **ORL 320** Organizational Assessment and Evaluation (1st 7 weeks – Term I)

*This schedule is subject to change and is based upon sufficient enrollment.

Students in the Organizational Leadership program must successfully complete a minimum of 120 credits to earn the Bachelor of Arts degree. At least half of the courses required in the major must be completed at La Salle University. Students must complete the program with a minimum 2.00 GPA.

This program has been designed to help students achieve their educational goals quickly without sacrificing quality.

The University core liberal arts curriculum is offered in an online and face-to-face format. Course instructors are experience industry

professionals with advanced degrees. There is an emphasis on carefully blending organizational theory and practice. Students in the program are expected to participate in online discussions, submit written papers, and complete projects as assigned. Undergraduate students must enroll in at least 6 credits (two courses) to be eligible to apply for financial aid.

COURSE DESCRIPTIONS

ORL 201

INTRODUCTION TO ORGANIZATIONAL LEADERSHIP

3 credits

This course will introduce students to the interdisciplinary field of organizational leadership, providing the framework within which other courses in the major will fit. Issues of diversity, leadership, and community will be covered, as well as the micro and macro aspects of organizations.

ORL 301

HUMAN RESOURCES LEADERSHIP

3 credits

This course focuses on how human resources add value to the organization. It focuses on HR strategy aligned to business strategy to deliver value and improve organizational performance. Students will analyze their organization's mission/vision and values. They will discuss external realities and people strategies designed to enable their organization to achieve its mission goals. Students will examine the design, delivery, and evaluation of human resources policies and programs.

ORL 303

WRITING AT WORK

3 credits

There is a very strong need for a writing intensive course that will stress the day-to-day writing requirements of a leader at work. This course will focus on writing in a global marketplace, ethical issues in business writing, collaborative writing, basic business correspondence, report writing and written presentations. The course will also address how to edit the writings of others at work.

ORL 304

LEADERSHIP SKILLS: UNDERSTANDING, ASSESSMENT, AND DEVELOPMENT

3 credits

Students in this course will have the opportunity to gain an understanding of the critical skills that are necessary to develop in order to support successful leadership in organizations. This course begins with the premise that the most fundamental skill is the skill of self-assessment. By partaking in a myriad of assessment activities, students will gain an understanding of their own personal assets and liabilities. Throughout the course, students will gain an understanding of the most important skills associated with leadership based

on sound research. Students will have the opportunity to apply this theoretical knowledge by developing leadership development plans.

ORL 310

ORGANIZATIONAL LEADERSHIP AND CHANGE IN COMPLEX ADAPTIVE SYSTEMS

3 credits

This course examines how change takes place within complex adaptive systems. It also examines the role of leadership and focuses on specific skills that are required to be an effective leader and agent of change in a complex adaptive system.

ORL 314

TEAM ANALYSIS AND LEADERSHIP SKILL DEVELOPMENT

3 credits

Students in this course will have the opportunity to gain an understanding of current theories and thinking regarding teams and team development. This course will afford students the opportunity to develop their leadership skills in a team environment. Analysis and experience will be the foundation of the skill development.

ORL 320

ORGANIZATIONAL ASSESSMENT, DIAGNOSIS, INTERVENTION, AND EVALUATION

3 credits

This course is an overview of the theories and strategies to diagnose and intervene within an organization to increase the effectiveness of the organization, including its employee performance. The course will provide opportunities for learners to practice the role of an organizational development consultant, including learning the interpersonal skills to develop the key business relationships necessary to influence decision makers within the organization. Since the field of organizational leadership (ORL) is dynamic, the course will leverage the latest books, articles, and ORL strategies. The course will require students to make presentations sharing their ORL analysis of an organization (either professional or personal affiliation) using the strategies and tools learned in the course.

ORL 330 (TBA)

SOCIAL MEDIA MARKETING

3 credits

The learning expectation for this course is to become familiar with various social media and marketing techniques and how they are used for communications and engagement in a enterprise environment. The learner will develop strategies for using social media and recognize best practices and successful initiatives used by companies that are successful in social media campaigns.

ORL 340

ANALYTICS, METRICS AND OPERATIONS LEADERSHIP

3 credits

This course focuses on enterprise intelligence, enterprise analytics and metrics. It will examine the fundamentals of enterprise metrics including user models and case studies. It will look at lifecycle, how to implement enterprise analytics, and the confluence of people, data, process and technology. The course will discuss why good data sources and the ensuring analytics are vital to the health of an organization and how to apply it to your own experience and profession.

ORL 350

CORPORATE CONVERSATIONS AND LEADERSHIP

3 credits

This course is designed to introduce students to leadership perspectives and the role that communication plays in developing effective leadership and management skills. The course explores communication variables involved when leaders attempt to influence members to attain goals. Course topics include: high-potential leadership challenges, conversations that build relationships, conversations to develop others, conversations for decision making and taking action. This course will also focus on your own personal development and building your authentic leadership voice.

ORL 401

SENIOR CAPSTONE PROJECT

3 credits

The Capstone Project provides students with the opportunity to demonstrate and incorporate what they have learned throughout their course of study in organizational leadership at La Salle. It requires students to apply the knowledge and skills they have learned to address a specific real or invented organizational concept of their own choosing. Students will be required to research and describe in detail the situation, analyze the environment, identify the stakeholders, and then develop a comprehensive and realistic approach to ensure that their intervention addresses the situation effectively. The Capstone also requires strong peer review of the the Capstone Project.