

BUSINESS ADMINISTRATION (ADMN)

The business administration program provides students with the pillars of a business education as well as specialized options to propel them on their career paths. The curriculum consists of fifteen core courses as well as option/major courses, which imparts students with expertise in one or two areas of business. At the same time, Paul College students achieve a well-rounded education by selecting courses in the liberal arts and the sciences from other colleges and schools in the University, including to complete University Discovery requirements. The Peter T. Paul College's program in business administration is accredited by the Association to Advance Collegiate Schools of Business (AACSB) and is separate from the business program at the UNH-Manchester campus.

Core Curriculum

The business administration's core curriculum constitutes the fundamental theories, principles, concepts, and skill sets necessary for students to thrive in the professional business world. Each required core course equips students with the knowledge and skills utilized in key areas of business, while building upon their social, competitive, and analytical intelligence. The business administration program also augments its core curriculum with math, ethics, and economics.

In order to graduate, students must achieve a grade-point average of at least 2.3 in the major courses and a minimum grade of C- in each Paul College major course. Core courses are generally completed in the first five semesters of enrollment at Paul College, with the exception of the capstone course.

Options in the Business Administration Program

As students advance, they must declare an option within the business administration program (students can complete two options by choice). Bachelor of Science in Business Administration requires the completion of 134 credits total. Declaration of an option is occurs during their second semester sophomore year, thus focusing on a particular area of business during their last three semesters. The sophomore option declaration date is set by the Undergraduate Programs and Advising Office and usually by February of the sophomore year. Students are encouraged to discuss their interests with several faculty members and an academic adviser in this decision-making process. Options comprise a minimum of four courses, but requirements do vary by option and are determined by the nature of the career field. Current business administration options are:

- Accounting
- Entrepreneurial Studies
- Finance
- Hospitality Management
- Information Systems and Business Analytics
- International Business and Economics
- Management
- Marketing
- Supply Chain Management
- Student-Designed

Due to the dynamic nature of the business world, the portfolio of options offered may change from time to time. Students are expected to stay attuned to these changes through Paul College Undergraduate Programs and Advising Office. A change of option/major may only be made once per semester.

Business in Practice (BiP) Program

The Business in Practice (BiP) program enhances Paul College's rigorous academics by bridging the gap between theory and practical application. Through experiential learning projects, you work directly with industry leaders and companies to acquire a deeper grasp of real business issues and responsibilities, giving you the tools, skills and know-how to launch a successful and meaningful business career. The program is designed to be flexible and optimizes your skill level in key intelligence areas most valued by employers.

BiP INTELLIGENCES AND LEARNING GOALS

Students take a minimum of four courses*, one in each of the intelligence areas:

- PAUL 660 BiP-Social Intelligence Topics - ability to navigate complex social relationships and environments.
- PAUL 670 BiP-Analytical Intelligence Topics - ability to analyze and evaluate ideas, solve problems and make decisions.
- PAUL 680 BiP-Competitive Intelligence Topics - ability to gather, analyze and distribute information and ideas about products, customers, competitors or the external environment.
- PAUL 690 BiP-Professional Intelligence Topics - ability to achieve professional success.

*Other Paul College courses or opportunities may be assigned with BiP Intelligence attributes and satisfy a BiP course requirement. Please check with Paul College Undergraduate Programs Office for other potential courses designated with a BiP Intelligence attribute.

<https://paulcollege.unh.edu/business-administration>

Programs

- [Business Administration Major \(B.S.\)](#)
- [Business Administration Major: Accounting Option \(B.S.\)](#)
- [Business Administration Major: Entrepreneurial Studies Option \(B.S.\)](#)
- [Business Administration Major: Finance Option \(B.S.\)](#)
- [Business Administration Major: Hospitality Management Option \(B.S.\)](#)
- [Business Administration Major: Information Systems and Business Analytics Option \(B.S.\)](#)
- [Business Administration Major: International Business and Economics Option \(B.S.\)](#)
- [Business Administration Major: Management Option \(B.S.\)](#)
- [Business Administration Major: Marketing Option \(B.S.\)](#)
- [Business Administration Major: Student Designed Option \(B.S.\)](#)
- [Business Administration Major: Supply Chain Management Option \(B.S.\)](#)
- [Business Administration Minor](#)
- [Pre-Business Path \(B.S.\)](#)

Courses

Accounting (ACC)

ACC 501 - Survey of Accounting

Credits: 4

Survey of basic accounting concepts, including exposure to financial statements, accounting processes, decision making, and budgeting. This course is designed for students pursuing a Business Administration minor, a minor in Accounting and Financial Information or exploring basic accounting. Not for Paul College Business Administration students.

Equivalent(s): ACFI 501, ADMN 502

Grade Mode: Letter Grading

ACC 520 - Topics in Accounting

Credits: 4

Special Topics in Accounting, vary by semester.

Prerequisite(s): ACC 501 with a minimum grade of C-.

Repeat Rule: May be repeated for a maximum of 16 credits. May be repeated up to 3 times.

Grade Mode: Letter Grading

ACC 620 - Topics in Accounting

Credits: 4

Special Topics in Accounting, topics vary by semester.

Repeat Rule: May be repeated for a maximum of 12 credits.

Grade Mode: Letter Grading

ACC 621 - Intermediate Financial Accounting I

Credits: 4

Examination of the nature and applicability of accounting theory and the conceptual framework of accounting. Development of the capacity to address and resolve issues and problems in financial reporting. Topics include financial statements, revenue recognition, and accounting for assets.

Prerequisite(s): ADMN 502 with a minimum grade of C- or ACC 520 with a minimum grade of C-.

Equivalent(s): ACC 721, ACFI 621

Grade Mode: Letter Grading

ACC 622 - Intermediate Financial Accounting II

Credits: 4

Selected topics within financial reporting such as accounting for leases, pensions, stock options, and deferred taxes. Focus on how and why these issues are accounted for in the manner prescribed by current GAAP.

Prerequisite(s): ACC 621 with a minimum grade of C- or ACFI 621 with a minimum grade of C- or ACC 721 with a minimum grade of C-.

Equivalent(s): ACC 722, ACFI 622

Grade Mode: Letter Grading

ACC 623 - Advanced Managerial Accounting

Credits: 4

Builds on the basic managerial accounting course by continuing the theme of accounting as a management tool. Emphasis is on cost accounting as a source of data for measuring and improving the economic condition of the enterprise. Newly evolving management themes are integrated into the traditional topics of planning and control, cost analysis, overhead allocation, transfer pricing, and decision modeling.

Prerequisite(s): ADMN 503 with a minimum grade of C- or ACC 520 with a minimum grade of C-.

Equivalent(s): ACC 723, ACFI 723

Grade Mode: Letter Grading

ACC 626 - Introduction to Federal Taxation

Credits: 4

Federal Income tax concepts and law applicable to individuals. Coverage includes taxable income and deductions, passive activities, alternative minimum tax, property transactions, and compensation.

Prerequisite(s): ADMN 502 with a minimum grade of C- or ACC 520 with a minimum grade of C-.

Equivalent(s): ACC 726, ACFI 726

Grade Mode: Letter Grading

ACC 627 - Financial Statement Analysis

Credits: 4

Methods and tools of analysis and interpretation of financial statement data. Use of financial information in a variety of decision making situations including a prediction of corporate earnings, debt ratings, and financial distress; lending decisions; risk analysis; and equity valuations.

Prerequisite(s): ACC 621 (may be taken concurrently) with a minimum grade of C- or ACC 721 (may be taken concurrently) with a minimum grade of C- or ACFI 721 (may be taken concurrently) with a minimum grade of C-.

Equivalent(s): ACC 727, ACFI 725

Grade Mode: Letter Grading

ACC 720 - Topics in Accounting

Credits: 4

Special Topics in Accounting, vary by semester.

Repeat Rule: May be repeated for a maximum of 16 credits.

Grade Mode: Letter Grading

ACC 724 - Auditing

Credits: 4

Philosophy and environment of auditing, with attention to an understanding of the major auditing concepts and objectives and its judgement process. Emphasis on the nature and economic purpose of audits, standards, professional ethics, auditors' legal liability, internal control, and audit evidence. Includes audit procedures, reports, and computer software.

Attributes: Writing Intensive Course

Prerequisite(s): ACFI 621 (may be taken concurrently) with a minimum grade of C- or ACC 721 (may be taken concurrently) with a minimum grade of C- or ACC 621 (may be taken concurrently) with a minimum grade of C-.

Equivalent(s): ACFI 724

Grade Mode: Letter Grading

ACC 725 - Independent Studies in Accounting

Credits: 1-4

Student-designed individual research projects, approved by a faculty sponsor. Paper required. Course credits vary according to the nature of the project, to be determined by the faculty sponsor. Seniors in high standing; by permission.

Repeat Rule: May be repeated for a maximum of 12 credits.

Grade Mode: Letter Grading

ACC 747 - Business Law**Credits:** 4

This course will introduce students to various legal issues interact with and impact business decision making. Topics include a majority of the legal principles tested within the REG section of the CPA exam: professional responsibility and fiduciary obligations, contract formation and performance, agency and third-party relationships, secured transactions, Uniform Commercial Code and sale of goods, negligence and professional malpractice, business entity format, formation and management. Other topics include intentional and negligent torts, the civil process of modern legal proceedings, overview of the U.S. Constitution, general civil and criminal liability. Historical and current legal cases will be addressed with an emphasis on developing skills in identifying, presenting, and discussing all sides of a legal argument.

Equivalent(s): MGT 747**Grade Mode:** Letter Grading**ACC 751 - Forensic Accounting and Fraud Examination****Credits:** 4

This course builds on audit coursework, but is not limited to an audit perspective. It covers the major schemes used to defraud organizations and individuals. Students develop skills in the areas of fraud protection, detection, analysis, and skills relating to investigations.

Prerequisite(s): ACC 724 with a minimum grade of C-.**Grade Mode:** Letter Grading**ACC 795 - Internship in Accounting****Credits:** 1-8

Accounting fieldwork in a business or other type of organization. Supervision is provided by the organization, and consultation is provided by the faculty sponsor. Written report required. Course credits vary according to the nature of the fieldwork and hours worked; to be determined by the faculty sponsor. Juniors and seniors in high standing; by permission.

Repeat Rule: May be repeated for a maximum of 12 credits.**Grade Mode:** Credit/Fail Grading**ACC 799 - Honors Thesis in Accounting****Credits:** 4-8

Supervised research leading to the completion of an honors thesis or project in accounting; required for graduation from the honors program in administration for students in the accounting option. Permission of director of undergraduate programs and Accounting and Finance department chair.

Attributes: Honors course**Grade Mode:** Letter Grading**Administration (ADMN)****ADMN 400 - Introduction to Business****Credits:** 0 or 4

This course will introduce students to business organizations, the business disciplines and critical issues in contemporary business. The priority will be in having students develop strong intellectual foundations in business, knowledge of core disciplines of business, and an awareness of businesses' role in the economy and in the larger society. The course will include once a week lectures and also small group discussion sessions. The lectures will be organized by the lead PAUL faculty person and include visits and discussions with executives from New Hampshire companies.

Attributes: Writing Intensive Course**Grade Mode:** Letter Grading**ADMN 401W - Introduction to Responsible Business Management****Credits:** 4

Students will learn the importance of, and be exposed to, responsible business management practices that need to be applied throughout an organization (e.g., Human Resources, Finance, Accounting, Marketing) to maximize economic performance and ensure ethical conduct. In this course, students will be introduced to foundational concepts in ethics and sustainability, along with inclusion, diversity, equity, and accessibility (IDEA) as pillars of responsible business management and economic performance. Students will explore the ethical dimensions of business decisions, the role of sustainability in management practices, and the importance of fostering inclusive, accessible organizational cultures as foundational to organizational success. This course emphasizes the value of multiple perspectives, critical thinking, innovation, oral and written expression, presentation, and reflection.

Attributes: Writing Intensive Course**Grade Mode:** Letter Grading**ADMN 403 - Computing Essentials for Business****Credits:** 0 or 1

Self-paced course covering the fundamental skills and proficiency of general business software applications. Topics will include word processing and spreadsheet applications.

Grade Mode: Credit/Fail Grading**ADMN 410 - Management Information Systems****Credits:** 0 or 4

This course provides an introduction to computer literacy, basic computer hardware and software concepts, business applications of information technology and computer ethics. Hands-on exercises include spreadsheets, databases and web pages. Students registering for this course are expected to be able to bring a laptop computer to each class session running the Windows version of Microsoft Office Professional (including Microsoft Access).

Prerequisite(s): ADMN 403 (may be taken concurrently) with a minimum grade of D-.**Grade Mode:** Letter Grading**ADMN 502 - Financial Accounting****Credits:** 4

Fundamentals of financial accounting concepts and procedures for analyzing economic events and the preparation and use of financial statements.

Equivalent(s): ACC 501, ACFI 501**Grade Mode:** Letter Grading**ADMN 503 - Managerial Accounting****Credits:** 0 or 4

The use of information by managers to (1) determine the cost and profitability of the organization's products or services; (2) plan, control, and evaluate routine operations; and (3) make special non-routine decisions. The demand for managerial accounting information is derived from an integrated treatment of organizational objectives, an orientation to customers, and a focus on activities as the unit of analysis for measurement of cost, quality, and time.

Prerequisite(s): ADMN 502 with a minimum grade of C-.**Grade Mode:** Letter Grading

ADMN 510 - Business Analytics and Statistics**Credits:** 4

Introductory coverage of analytics and statistical methods for managerial decision-making: data usage and visualization, probability, descriptive and inferential statistics, and regression modeling. Quantitative techniques common to many introductory statistics courses are covered, but the emphasis is on understanding concepts such as uncertainty, inferences from sample data, and model formulation, with particular emphasis on utilizing data for decision-making.

Attributes: Quantitative Reasoning(Disc)

Prerequisite(s): ADMN 403 with a minimum grade of D- and (MATH 420 with a minimum grade of D- or MATH 422 with a minimum grade of D- or MATH 424A with a minimum grade of D- or MATH 424B with a minimum grade of D- or MATH 425 with a minimum grade of D-).

Equivalent(s): ADMN 420

Mutual Exclusion: No credit for students who have taken ADM 430, BIOL 528, BUS 430, EREC 525, HHS 540, HMP 540, MATH 439, MATH 539, MATH 644, PSYC 402, PSYC 402H, SOC 402, SOC 402H, SOC 502, SOC 502H.

Grade Mode: Letter Grading**ADMN 570 - Introduction to Financial Management****Credits:** 4

The investments, financing, and dividend decisions of the firm in a global setting. Topics include capital budgeting, designing and issuing securities, manager performance evaluation, resolution of agency problems, and working capital management.

Prerequisite(s): (ECON 401 with a minimum grade of C- or ECON 401H with a minimum grade of C- or EREC 411 with a minimum grade of C-) and ADMN 510 (may be taken concurrently) with a minimum grade of C- and ADMN 502 (may be taken concurrently) with a minimum grade of C- and (ECON 402 (may be taken concurrently) with a minimum grade of C- or ECON 402H (may be taken concurrently) with a minimum grade of C-).

Equivalent(s): ADMN 601**Grade Mode:** Letter Grading**ADMN 575 - Behavior in Organizations****Credits:** 4

Behavioral science concepts applied to work settings. Focus on understanding and analyzing individual beliefs, values, goals, perceptions, motivation, commitment, and decision making; group structures and processes (interpersonal skills, communication, conflict resolution, leadership, and team work); organizational control systems (rewards, task design, performance appraisal); outcomes (satisfaction and development of the person as well as the organization); and organizational change.

Attributes: Inquiry (Discovery); Writing Intensive Course

Prerequisite(s): (ADMN 400 with a minimum grade of C- or ADMN 401 with a minimum grade of C-) and ADMN 502 with a minimum grade of C-.

Equivalent(s): BUS 620

Mutual Exclusion: No credit for students who have taken MGT 535, MGT 580.

Grade Mode: Letter Grading**ADMN 580 - Quantitative Decision Making****Credits:** 4

Introduction to the use of quantitative tools in the decision-making process of an organization. Planning and operational problems in the manufacturing and services sectors are emphasized. Topics include forecasting, capacity planning, optimization, project scheduling, simulation and risk analysis, quality, inventory management, and waiting lines.

Prerequisite(s): ADMN 420 with a minimum grade of C- or ADMN 510 with a minimum grade of C-.

Grade Mode: Letter Grading**ADMN 585 - Marketing****Credits:** 4

Covers marketing as the process of planning and developing goods and services to satisfy the needs of target customers: consumers, other businesses, institutions. Focus on how marketing contributes to the firm's goals through product planning, pricing, promotion, and distribution policies, through both digital and traditional channels.

Prerequisite(s): (ADMN 400 with a minimum grade of C- or ADMN 401 with a minimum grade of C-) and (ECON 401 with a minimum grade of C- or ECON 401H with a minimum grade of C-).

Mutual Exclusion: No credit for students who have taken HMGT 600, MKTG 530, MKTG 550.

Grade Mode: Letter Grading**ADMN 700 - PAUL Assessment of Core Knowledge****Credits:** 0

One of the learning objectives in the Business Administration Program is that all students will graduate with an understanding of these core knowledge assembled from the various disciplines that contribute courses to the program. We assess this learning as part of our Assurance of Learning Program. The zero credit course provides an administrative mechanism for accomplishing this goal.

Co-requisite: ADMN 775**Grade Mode:** Credit/Fail Grading**ADMN 775 - Strategic Management: Decision Making****Credits:** 4

Capstone course: Problem-solving, decision-making, and strategic thinking relative to managerial, economic, ethical, legal, political, social, and technological aspects of an organization's environment. Integrates the functional discipline skills within the role of the general manager as leader and chief strategist, organizational builder and doer. Case discussion and analysis, industry and competitive analysis, environmental scanning, industry simulation, strategic audit, stakeholder analysis, values, ethics and social issues management within the public policy process are important course components.

Co-requisite: ADMN 700

Prerequisite(s): ADMN 570 with a minimum grade of C- and ADMN 575 with a minimum grade of C- and ADMN 580 with a minimum grade of C- and ADMN 585 with a minimum grade of C-.

Equivalent(s): ADMN 703**Grade Mode:** Letter Grading**ADMN 799 - Honors Thesis/Project****Credits:** 4-8

Supervised research leading to the completion of an honors thesis or project; required for graduation from the honors program in administration.

Attributes: Honors course; Writing Intensive Course

Mutual Exclusion: No credit for students who have taken FIN 799H.

Grade Mode: Letter Grading

Decision Sciences (DS)**DS 444 - Meaning of Entrepreneurship****Credits:** 4

This course explores the idea and ideals of entrepreneurship, the creating of value through individual initiative, creativity and innovation. The idea of entrepreneurship is of significant relevance in the highly dynamic and competitive 21st century global economy. It is an idea that is important for students to understand and to critically consider and apply. Encourages the development of multiple views of entrepreneurship, and uses a broad, not just business, approach to the study as it engages students in the subject matter. Open to all majors.

Attributes: Environment, TechSociety(Disc); Inquiry (Discovery); Writing Intensive Course

Grade Mode: Letter Grading

DS 520 - Topics in Entrepreneurship/Decision Sciences**Credits:** 4

Special topics in entrepreneurship, information systems and business analytics. Vary by semester.

Repeat Rule: May be repeated for a maximum of 8 credits.

Grade Mode: Letter Grading

DS 620 - Topics in Decision Sciences**Credits:** 1-4

Special topics, vary by semester.

Repeat Rule: May be repeated for a maximum of 12 credits.

Grade Mode: Letter Grading

DS 650 - The Mel Rines Student Angel Investment Fund**Credits:** 2

The Mel Rines Student Angel Investment Fund is a cross-disciplinary, undergraduate, student-managed private equity fund. The Fund allows students to learn angel and venture capital investment strategies through the first-hand experience of investing in start-up companies. Students evaluate entrepreneur pitches, conduct due diligence on potential investments, work with angel partners, and present to an investment committee their recommendations to invest capital. Students interested in joining the Fund must submit an application and undergo an interview process. Students in good standing may retake the course.

Repeat Rule: May be repeated for a maximum of 12 credits.

Grade Mode: Letter Grading

DS 652 - Artifex**Credits:** 2

Artifex aims to equip its members with the essential skills of a data scientist. The course delivery is a mix of lectures and project-based learning. Lectures and course content are tailored to the business analytics project(s) we are working on in any given semester. Artifex is also an active and growing student club. As such, Artifex is a great opportunity to network with other students and professionals who are passionate about using data to improve the way businesses work.

Repeat Rule: May be repeated for a maximum of 8 credits.

Grade Mode: Credit/Fail Grading

DS 662 - Programming for Business**Credits:** 4

Introduces students to programming concepts. Covers fundamentals including functions, variable types, conditionals, and data structures. Students apply these concepts to a variety of business analytics problems including data collection, wrangling, reshaping, summarizing, and visualization.

Prerequisite(s): ADMN 410 with a minimum grade of C-.

Equivalent(s): DS 562

Grade Mode: Letter Grading

DS 671 - Data Visualization and Prescriptive Analytics**Credits:** 4

The course focuses on Descriptive and Prescriptive Analytics. Students gain modeling and data analysis and visualization skills necessary to address a wide variety of business problems. In Descriptive Analytics, students learn principles of data visualization, data cleanup and wrangling, advanced data analysis and visualization tools, and dashboard design. In Prescriptive Analytics, students learn advanced spreadsheet modeling/programming, formulating and solving a variety of optimization problems, and performing sensitivity analysis.

Prerequisite(s): ADMN 410 with a minimum grade of C- and ADMN 510 with a minimum grade of C-.

Equivalent(s): DS 766

Mutual Exclusion: No credit for students who have taken SC 671.

Grade Mode: Letter Grading

DS 673 - Database Management**Credits:** 4

Provides students with the skills necessary to understand the database environment of the firm. Topics include data models, normalization, SQL, data warehouses, and nosQL databases. Students learn to design and implement moderately complex relational databases in multi-user, client/server environments.

Prerequisite(s): ADMN 410 with a minimum grade of C-.

Equivalent(s): DS 773

Grade Mode: Letter Grading

DS 720 - Topics in Decision Sciences II**Credits:** 4

Introduces students to commonly used predictive analytics techniques and necessary programming with focus on regression analysis and model building. The course coverage is supported with real data applications and illustrations. The topics include linear and non-linear regression model building/selection, residual analysis, search algorithms, generalized linear models/classification, and clustering algorithms.

Repeat Rule: May be repeated for a maximum of 8 credits.

Grade Mode: Letter Grading

DS 741 - Startup Analytics**Credits:** 4

This course introduces students to data analytics for startup capital management, with a special focus on leveraging AI and machine learning (ML) to optimize financial strategies, funding decisions, and investor relations. Through a hands-on approach, students will learn how to use data and machine learning techniques to forecast capital needs, evaluate funding sources, track startup performance, and optimize investor interactions. The course blends fundamental concepts of startup capital management with modern data-driven tools to help students make informed, data-centric decisions at each stage of startup growth.

Prerequisite(s): ADMN 570 with a minimum grade of C-.

Grade Mode: Letter Grading

DS 742 - Internship in Entrepreneurial and Management Practice**Credits:** 4

Involves working for leading companies and dynamic entrepreneurs, as well as classroom instruction. The priority experiential, real-world, and real-time learning in the high-growth environment of entrepreneurial ventures. Focus on several topic areas, including venture capital.

Grade Mode: Letter Grading

DS 743 - Venture Scaling Strategies**Credits:** 4

"Venture Scaling Strategies" is an entrepreneurship course designed to equip students with the essential tools and frameworks to scale a business successfully. Based on Verne Harnish's book *Scaling Up*, this course dives into the critical areas of People, Strategy, Execution, and Cash to help students develop comprehensive scaling strategies. Through practical applications, case studies, and interactive discussions, students will learn how to navigate the complexities of growth, create effective strategic plans, manage financial resources, build high-performing teams, and implement operational systems to support expansion. Ideal for aspiring entrepreneurs and business leaders, this course provides the roadmap to take ventures to the next level. The course will include a practical, hands-on, engagement project.

Grade Mode: Letter Grading**DS 772 - Predictive Analytics and Modeling****Credits:** 4

The course introduces students to commonly used predictive analytics methods and necessary programming with a focus on regression analysis, classification, and model building. The course coverage is supported using real data applications and illustrations. The topics include linear and non-linear regression model building/selection, residual analysis, search algorithms, generalized linear models/classification, and applied machine learning methods for business use.

Prerequisite(s): ADMN 510 with a minimum grade of C-.**Grade Mode:** Letter Grading**DS 774 - E-Business****Credits:** 4

This course immerses students in the intersecting realms of technology and business. Students will explore key domains such as Artificial Intelligence, Cybersecurity, Global e-Business, Application Design, and Enterprise Systems, engaging in a hands-on, collaborative curriculum. Students will develop a strategic perspective on using IT innovations to drive business value, tackle real-world challenges, and build in-demand skills for dynamic technology careers.

Prerequisite(s): ADMN 410 with a minimum grade of C-.**Grade Mode:** Letter Grading**DS 775 - Corporate Project Experience****Credits:** 4

Provides real-life experience in organizations. Work in groups on information systems and/or business analytics projects identified by sponsoring organizations. Integrate concepts and skills learned in prior business, analytics, and information systems courses. Learn project management concepts, work with project management tools, and use presentation techniques. Two ISBA Electives required prior to taking this course.

Attributes: Writing Intensive Course**Prerequisite(s):** DS 673 with a minimum grade of C-.**Grade Mode:** Letter Grading**DS 799H - Honors Thesis in Decision Sciences****Credits:** 4

Supervised research leading to the completion of an honors thesis or project in decision sciences; required for graduation from the honors program in business administration.

Attributes: Honors course; Writing Intensive Course**Repeat Rule:** May be repeated for a maximum of 8 credits.**Grade Mode:** Letter Grading**Finance (FIN)****FIN 501 - Survey of Finance****Credits:** 4

This course introduces students to the fundamentals of finance. It will be offered to non-business major students. Students will learn basic macroeconomic notions and financial concepts such as supply and demand, time value of money, and market risk, and will be able to analyze economic factors and growth, value future cash flows of a project, make capital budgeting decisions, understand risk and return trade-offs and determine the cost of capital.

Grade Mode: Letter Grading**FIN 608 - Real Estate Finance****Credits:** 4

This course provides an introduction to residential and commercial real estate. Topics include market analysis, cash flows, debt and equity financing, valuation, and real estate investment trusts. Case studies, projects, and real world applications of the concepts learned are significant components of the course.

Prerequisite(s): ADMN 570 with a minimum grade of C- or FIN 501 with a minimum grade of C- or HMG 655 with a minimum grade of C-.**Equivalent(s):** ACFI 708, FIN 708**Grade Mode:** Letter Grading**FIN 620 - Topics in Finance I****Credits:** 4

Special topics, vary by semester.

Prerequisite(s): ADMN 570 with a minimum grade of D- or FIN 501 with a minimum grade of D- or HMG 655 with a minimum grade of D-.**Grade Mode:** Letter Grading**FIN 650 - Wildcat Investment Fund****Credits:** 2

Wildcat Investment.

Repeat Rule: May be repeated for a maximum of 12 credits.**Grade Mode:** Letter Grading**FIN 695 - Real Estate Internship****Credits:** 4

This course provides an experiential learning opportunity to students who are considering developing a career in real estate industry. It is the advanced-level follow-up elective course of FIN 608 (Real Estate Finance) and CEP 672 (Fundamentals of Real Estate). It is not a traditional lecture type course, but rather a semester-long or summer internship in a real estate company. The instructor is the Minor Program Coordinator and would coordinate with the Paul College Career and Professional Success (CaPS) team and real estate companies to allocate intern opportunities to students, oversee student progress and analyze performance feedback, and develop rubrics for credit/fail grading.

Prerequisite(s): ADMN 570 with a minimum grade of C- or FIN 501 with a minimum grade of C- or HMG 655 with a minimum grade of C-.**Grade Mode:** Credit/Fail Grading**FIN 701 - Financial Policy****Credits:** 4

Development of analytical tools and practical skills for recognizing and solving complex problems of business finance. Working-capital management, capital budgeting, cost of capital, capital structure, and dividend policy.

Prerequisite(s): ADMN 570 with a minimum grade of C-.**Equivalent(s):** ACFI 701**Grade Mode:** Letter Grading

FIN 702 - Investments Analysis**Credits:** 4

Security valuation, efficient markets, portfolio management, options, and alternative investments. Computer research topics.

Prerequisite(s): ADMN 570 with a minimum grade of C-.**Equivalent(s):** ACFI 702**Grade Mode:** Letter Grading**FIN 703 - International Financial Management****Credits:** 4

An exploration of financial management of firms operating in a global environment. Topics include foreign exchange markets, translation, transaction, and operating risk exposures, risk exposure management, sourcing capital globally, the financing of international trade, multinational tax management, and derivatives used to mitigate international exposure. Students also engage in a country specific analysis that incorporates the 2030 UN development and sustainability goals framework.

Prerequisite(s): ADMN 570 with a minimum grade of C-.**Equivalent(s):** ACFI 703**Grade Mode:** Letter Grading**FIN 704 - Derivatives Securities and Markets****Credits:** 4

Derivative assets and markets, and their role in business decision-making and portfolio management. Emphasis on practical and theoretical aspects of hedging and speculating using futures and options for both commodities and financial assets, including their market mechanics.

Prerequisite(s): ADMN 570 with a minimum grade of C-.**Equivalent(s):** ACFI 704**Grade Mode:** Letter Grading**FIN 705 - Financial Institutions****Credits:** 4

Examination of financial institutions, financial instruments and financial markets. Emphasis on how commercial banks create value, the influences of the Federal Reserve and its monetary policies, and the workings of markets such as money markets, bond markets and mortgage markets. Throughout the course, the 2008 global financial crisis is central to the discussion. The course helps student develop knowledge and skills needed to start a career in finance industry.

Attributes: Writing Intensive Course**Prerequisite(s):** ADMN 570 with a minimum grade of C-.**Equivalent(s):** ACFI 705**Grade Mode:** Letter Grading**FIN 706 - Financial Modeling and Analytics****Credits:** 4

The main objective of the course is to bridge the gap between theory and practice by using software applications and real-world data to solve a variety of financial problems. The course is very 'hands-on' and is expected to help students develop skills that are useful in a variety of jobs in finance, accounting, insurance, and real estate.

Prerequisite(s): ADMN 570 with a minimum grade of C-.**Equivalent(s):** ACFI 706**Grade Mode:** Letter Grading**FIN 707 - Equity Analysis and Firm Valuation****Credits:** 4

This course is intended to provide practical tools for analyzing and valuing a company's equity. Primarily an applications course, it covers several valuation models such as market multiples and free cash flow models, and focuses on the implementation of finance theories to valuation problems.

Prerequisite(s): ADMN 570 with a minimum grade of C-.**Equivalent(s):** ACFI 707**Grade Mode:** Letter Grading**FIN 709 - Fixed Income Analysis and Valuation****Credits:** 4

This course is a rigorous and analytical study of a wide range of topics in the fixed income arena. It focuses on securities (mainly bonds), and things that can look like securities (mainly loans) that promise an ongoing and consistent cash flow (hence: "fixed income"). The valuations of these things are influenced by interest rates and credit risk. The course is focused on the concepts and tools that are important to practitioners and investors who want to use these securities, whether as issuer or as investor. It includes a study of the markets in which these securities trade.

Prerequisite(s): (ADMN 570 with a minimum grade of C- or HMG 655 with a minimum grade of C-) and FIN 702 with a minimum grade of C-.**Equivalent(s):** ACFI 709**Grade Mode:** Letter Grading**FIN 710 - Big Data in Finance****Credits:** 4

This course serves as an introduction to many aspects of big data utilization, specifically as it applies to finance. Topics typically include high frequency trading, stock market anomalies, data management, fintech innovations, and safety and ethics when working with big data. Programming languages common to finance, such as Stata, SAS, and Python, are learned and used to analyze and manipulate data.

Prerequisite(s): FIN 702 with a minimum grade of C-.**Equivalent(s):** ACFI 710**Grade Mode:** Letter Grading**FIN 711 - Investment Banking****Credits:** 4

This course explores several areas of investment banking. Investment bankers play a critical role in financial markets. Among their many roles, they provide advisory services to firms, help raise capital, and assist with complex financial transactions such as mergers and acquisitions. Course topics typically include company strategy, valuation, initial public offerings (IPOs), leveraged buyouts (LBOs), and mergers and acquisitions (M&A). Students cannot earn credit for the course after taking FIN 720 as Investment Banking.

Prerequisite(s): ADMN 570 with a minimum grade of C-.**Grade Mode:** Letter Grading**FIN 720 - Topics in Finance II****Credits:** 4

Special topics, vary by semester.

Prerequisite(s): ADMN 570 with a minimum grade of C-.**Repeat Rule:** May be repeated for a maximum of 16 credits.**Grade Mode:** Letter Grading

FIN 720W - Topics in Finance II**Credits:** 4

Special topics, vary by semester.

Attributes: Writing Intensive Course**Prerequisite(s):** ADMN 570 with a minimum grade of C-.**Repeat Rule:** May be repeated for a maximum of 16 credits.**Grade Mode:** Letter Grading**FIN 725 - Independent Studies in Finance****Credits:** 1-4

Student-designed individual research projects, approved by a faculty sponsor. Paper required. Course credits vary according to the nature of the project, to be determined by the faculty sponsor. For juniors and seniors in high standing; by permission.

Repeat Rule: May be repeated for a maximum of 12 credits.**Grade Mode:** Letter Grading**FIN 799H - Honors Thesis in Finance****Credits:** 4-8

Supervised research leading to the completion of an honors thesis or project in finance; required for graduation from the honors program in administration for students in the finance option. Permission of director of undergraduate programs and Accounting and Finance department chair.

Attributes: Honors course; Writing Intensive Course**Repeat Rule:** May be repeated for a maximum of 8 credits.**Mutual Exclusion:** No credit for students who have taken ADMN 799.**Grade Mode:** Letter Grading**Management (MGT)****MGT 520 - Topics in Management****Credits:** 4

Special topics, vary by semester.

Repeat Rule: May be repeated for a maximum of 8 credits.**Grade Mode:** Letter Grading**MGT 535 - Organizational Behavior****Credits:** 4

Application of behavioral science concepts to work settings in profit and nonprofit organizations. Individual settings behavior, interpersonal relations, work groups, relations among groups studied in the context of organizational goals and structure. Experiential focus. For non-business administration majors and minors.

Equivalent(s): MGT 580**Mutual Exclusion:** No credit for students who have taken ADMN 575.**Grade Mode:** Letter Grading**MGT 540 - Leading with Impact: Strategies for Modern Leadership****Credits:** 4

This course provides students with the opportunity to explore leadership through multiple modes of inquiry and learning experiences. The emphasis is on students' development of their philosophies of leadership through self-reflection, peer-to-peer dialogue, and experiential learning opportunities. By inventorying their strengths, values, and behavior, students will gain comprehension of and appreciation for collaborating effectively while also engaging in respectful discourse. By doing so, students in this class will define what leading means for them, and how they can leverage their abilities to plan and execute positive, strategic change.

Equivalent(s): MGT 585**Grade Mode:** Letter Grading**MGT 620 - Topics in Management****Credits:** 4

Special topics, vary by semester.

Repeat Rule: May be repeated for a maximum of 12 credits.**Grade Mode:** Letter Grading**MGT 630 - Leading in Diverse Organizations****Credits:** 4

This course is designed to help students navigate diverse organizational settings more effectively and improve their ability to work within and lead diverse teams and organizations. It also offers students the opportunity to develop their critical thinking on topics such as identity, relationships across difference, discrimination and bias, equality, and equity in organizations and society and how they relate to organizational issues of power, privilege, opportunity, inclusion, creativity and innovation and organizational effectiveness.

Prerequisite(s): PHIL 431 with a minimum grade of C- and ADMN 575 with a minimum grade of C-.**Grade Mode:** Letter Grading**MGT 636 - Introduction to Entrepreneurship****Credits:** 4

Welcome to the entrepreneurial revolution! Introduction to Entrepreneurship is an introductory course intended to provide students with a solid foundation in terms of the vital role played by entrepreneurs and entrepreneurship in the global economy. We will assess, explore, critique, and celebrate the phenomenon of entrepreneurship. Entrepreneurship is approached as a way of thinking and acting, as an attitude and a behavior. Our emphasis is on entrepreneurship as a manageable process that can be applied in virtually any organizational setting. Our principal focus will be on the creation of new ventures, the ways that they come into being, and factors associated with their success. This course is planned as a general overview of the beginning phase of starting a business and offers a brief view to the key concepts in Entrepreneurship. You will be encouraged to develop and defend your own set of conclusions regarding each of these issues. It is a course that mixes theory with practice, and you will be challenged to apply principles, concepts, and frameworks to real-world situations. The course will include a practical, hands-on, engagement project.

Grade Mode: Letter Grading**MGT 640 - Human Resource Management****Credits:** 4

This course introduces the fundamentals of Human Resource Management (HRM) and how HR is using data to drive decision making (People Analytics). HRM should be an essential part of any business strategy to be integrated into the traditional trio of finance, marketing and operations. In most organizations, Human resource related costs are by far the number one line of operating expenses. But to earn and maintain a seat at the table, and help make data-informed strategic decisions, HR partners will need to bring a solid knowledge about gathering the right data, choosing appropriate analysis, and interpreting and communicating findings in a meaningful way.

Prerequisite(s): ADMN 575 with a minimum grade of C- or MGT 580 with a minimum grade of C- or MGT 535 with a minimum grade of C-.**Grade Mode:** Letter Grading

MGT 642 - Talent Acquisition**Credits:** 4

This course is designed to provide an understanding of organizational staffing and hiring with an emphasis on issues that impact staffing in modern organizations. It will cover multiple aspects of the staffing process, including recruitment, assessment, and selection methods and procedures. In addition, the utility of methods used in job analysis, performance measurement, and internal and external market analysis will be discussed. This course is project intensive; students will be responsible for creating job descriptions, developing recruitment strategies, and building basic selection systems.

Prerequisite(s): ADMN 575 with a minimum grade of C- or MGT 580 with a minimum grade of C- or MGT 535 with a minimum grade of C- or HMG 635 with a minimum grade of C-.

Grade Mode: Letter Grading**MGT 655 - Doing Business Globally****Credits:** 4

This course introduces students both the macro- and micro-level aspects of international business. Topics include the formal and informal institutions of global business, international trade and economic regional integration, foreign exchange and international monetary system, international strategies for entering foreign markets and managing global growth.

Prerequisite(s): ADMN 575 with a minimum grade of C- or MGT 535 with a minimum grade of C-.

Grade Mode: Letter Grading**MGT 662 - Exploration in Entrepreneurial Management****Credits:** 4

Examines the management of change and innovation, especially the role of entrepreneur in managing new ventures. Uses case analysis, guest speakers, and business plan preparation to study the characteristic behavioral, organizational, financial, and marketing problems of entrepreneurs and new enterprises.

Attributes: Writing Intensive Course

Prerequisite(s): (ADMN 575 with a minimum grade of C- or MGT 580 with a minimum grade of C- or MGT 535 with a minimum grade of C-) and (ADMN 585 with a minimum grade of C- or MKTG 550 with a minimum grade of C- or MKTG 530 with a minimum grade of C-) and (ADMN 502 with a minimum grade of C- or ACCT 501 with a minimum grade of C- or ACCT 501 with a minimum grade of C-).

Equivalent(s): MGT 732, MGT 733**Grade Mode:** Letter Grading**MGT 666 - Strategic Negotiation and Conflict Management****Credits:** 4

Negotiation is the art and science of securing agreements between two or more interdependent parties seeking to maximize their outcomes. Negotiating and decision-making are essential managerial skills, necessary for influencing employees and stakeholders. This course will draw on the latest research, to help you learn how to negotiate successfully and with integrity. Topics covered include bargaining with one or more parties, influence strategies, ethical and social dilemmas, and negotiating with difficult people.

Prerequisite(s): ADMN 575 with a minimum grade of C- or MGT 580 with a minimum grade of C- or MGT 535 with a minimum grade of C-.

Grade Mode: Letter Grading**MGT 701 - Stakeholder Engagement & Sustainable Businesses****Credits:** 4

Demands on strategy have expanded in a new era of capitalism. Businesses must assume responsibility for addressing complex issues at the intersection of business and society. This course prepares students to drive change by leading purpose-driven businesses that engage all stakeholders, not just shareholders and management. Conscious capitalism and realizing that everything connects to everything else - ethics, economics, politics, culture, technology, environment - is the foundation for growing businesses while simultaneously solving global societal challenges.

Prerequisite(s): ADMN 575 with a minimum grade of C-.

Equivalent(s): ADMN 701**Grade Mode:** Letter Grading**MGT 713 - Leadership Assessment and Development****Credits:** 4

Activities and exercises to help students determine their ideal job upon graduation as well as their career goals for the next three to five years. Students learn a matrix of key leadership behaviors and skills that distinguish high-performing managers and executives. Each student's behavior is assessed using this model so that students can determine the leadership behaviors and skills they most need to develop to meet their early career goals. Faculty assist students in developing a personal leadership development plan to focus professional energy, efforts, and achievements over the next three to five years.

Prerequisite(s): ADMN 575 with a minimum grade of C-.

Grade Mode: Letter Grading**MGT 714 - Organizational Changemaker Skills****Credits:** 4

This course will leverage research from strategy, economics, organizational behavior, psychology, and sociology to understand organizations' dynamic and ever-changing nature. This multi-disciplinary view will cut across organizational levels to examine frame-breaking change at the macro level, like major strategy shifts to the more micro implications of team change like member churn. Students will learn how to diagnose organizational problems, communicate issues, options, and recommendations, and lead change efforts at the team and organizational level.

Prerequisite(s): ADMN 575 with a minimum grade of C-.

Equivalent(s): MGT 614**Grade Mode:** Letter Grading**MGT 720 - Topics in Management II****Credits:** 4

Special topics, vary by semester.

Repeat Rule: May be repeated for a maximum of 12 credits.

Grade Mode: Letter Grading**MGT 720W - Topics in Management II****Credits:** 4

Special topics, vary by semester.

Attributes: Writing Intensive Course

Repeat Rule: May be repeated for a maximum of 12 credits.

Grade Mode: Letter Grading

MGT 733 - Launch Ready: The Entrepreneur's Capstone**Credits:** 4

This capstone course offers an immersive, incubator-style experience where students will apply the entrepreneurial concepts, financial knowledge, and management skills gained throughout the program to bring a business idea to a complete plan. Working in a structured, collaborative environment, students will receive mentorship from entrepreneurs and investors, participate in business development workshops, and gain access to resources such as co-working spaces (the e-center), legal and financial advisors, and potential investors. The course culminates in a final pitch to investors or a panel of industry experts (Holloway Competition).

Attributes: Writing Intensive Course**Prerequisite(s):** DS 741 with a minimum grade of C- and (MGT 742 with a minimum grade of C- or DS 742 with a minimum grade of C-).**Equivalent(s):** MGT 662, MGT 732**Grade Mode:** Letter Grading**MGT 740 - Strategic HR & Analytics****Credits:** 4

This course introduces the fundamentals of Human Resource Management (HRM) and analytical techniques most commonly used to make strategic HR decisions. While HR costs often are a company's number one operating expense, effective HR management is more than keeping costs down. HR professionals help shape a company's workforce and ensure that it has the skills and knowledge needed to successfully implement its strategy. Students will learn the analytical tools to make these decisions.

Prerequisite(s): ADMN 510 with a minimum grade of C- and ADMN 575 with a minimum grade of C-.**Grade Mode:** Letter Grading**MGT 755 - Global Mindset for Sustainable Business****Credits:** 4

A global mindset is the awareness and skills needed to communicate and manage across cultures as well as understanding how national/cultural contexts shape views of ethics and sustainability. A global mindset is not just for students who will work overseas. Almost all businesses today have international suppliers and/or customers. The course will provide students with the theoretical understanding and practical tools they need to develop a global mindset using a combination of active learning experiences.

Attributes: Writing Intensive Course**Prerequisite(s):** ADMN 575 with a minimum grade of C-.**Grade Mode:** Letter Grading**Marketing (MKTG)****MKTG 520 - Topics in Marketing****Credits:** 1-4

Special topics covering a variety of marketing principles, topics vary by semester.

Repeat Rule: May be repeated for a maximum of 12 credits.**Grade Mode:** Letter Grading**MKTG 530 - Survey of Marketing****Credits:** 4

Focuses on marketing as the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods and services to create exchanges that satisfy individual and organizational objectives. For business administration minors and non-business administration majors.

Equivalent(s): MKTG 550**Mutual Exclusion:** No credit for students who have taken ADMN 585, HMG 600.**Grade Mode:** Letter Grading**MKTG 547 - Promotion and Advertising****Credits:** 4

Focuses on advertising and promotions while providing coverage of other marketing communication tools (direct marketing, point-of-purchase, personal selling, public relations). Examines both traditional and electronic/online/digital approaches to advertising and promotions as means to each audiences with messages that support the organization's goals.

Prerequisite(s): MKTG 550 with a minimum grade of D- or MKTG 530 with a minimum grade of D-.**Equivalent(s):** MKTG 557**Grade Mode:** Letter Grading**MKTG 620 - Topics in Marketing****Credits:** 4

Special topics covering a variety of marketing principles, topics vary by semester.

Prerequisite(s): MKTG 550 with a minimum grade of C- or MKTG 530 with a minimum grade of C- or ADMN 585 with a minimum grade of C-.**Repeat Rule:** May be repeated for a maximum of 12 credits.**Grade Mode:** Letter Grading**MKTG 620T - Topics in Marketing - Study Away****Credits:** 4

Special topics covering a variety of marketing principles, topics vary by semester.

Prerequisite(s): MKTG 550 with a minimum grade of C- or MKTG 530 with a minimum grade of C- or ADMN 585 with a minimum grade of C-.**Repeat Rule:** May be repeated for a maximum of 12 credits.**Grade Mode:** Letter Grading**Special Fee:** Yes**MKTG 644 - Retail Management in an Omnichannel World****Credits:** 4

Success in retail requires managing multiple channels - online, traditional brick & mortar, and hybrid combinations. This course examines a broad range of retail management topics covering retailer types, selection of channels and locations, understanding online and in-store shopper behavior, financial strategy, purchasing, merchandise assortments including across products and services retailing, pricing, visual merchandising, and customer service and experience.

Prerequisite(s): ADMN 585 with a minimum grade of C- or MKTG 550 with a minimum grade of C- or MKTG 535 with a minimum grade of C-.**Equivalent(s):** MKTG 754**Grade Mode:** Letter Grading

MKTG 649 - Foundations of Personal Selling**Credits:** 4

The Foundations of Personal Selling combines heavy experiential learning with the academic principles of relationship selling to prepare students for the professional world. Students learn personal selling as they develop an understanding of, and appreciation for, applying the consultative sales process through partnering with customers. This course is ideal for those exploring a career in sales or simply interested in knowing how to sell their own strengths.

Equivalent(s): MKTG 559, MKTG 759**Grade Mode:** Letter Grading**MKTG 650 - Professional Sales Group****Credits:** 2

The Professional Sales Group is an elite experiential sales and leadership course where students actively train for, host, and compete in sales competitions and business networking events. These sales role-play competitions use real business case scenarios, with corporate professionals and alumni as buyers & judges, to simulate selling experiences for the students. Students in good standing may retake the course.

Repeat Rule: May be repeated for a maximum of 12 credits.**Grade Mode:** Letter Grading**MKTG 652 - Digital Marketing Agency****Credits:** 2

Voice Z gives students the opportunity to gain real-world marketing experience by working hand in hand with clients to create impactful and innovative digital marketing campaigns. Admission to the course is competitive through an application process each April for the following year. Students accepted into the Voice Z Digital Marketing Agency for the Fall Semester are expected to continue through the Spring semester.

Repeat Rule: May be repeated for a maximum of 12 credits.**Grade Mode:** Letter Grading**MKTG 689 - Advanced Sales****Credits:** 4

Advanced Sales is for students looking to enter a professional sales career upon graduation. This course builds on the consultative and relationship selling processes, concepts and experiences in their sales introductory course. Students learn and practice adaptability through cases, exercises, and role-plays while introducing, and using, increasingly important sales enabling technologies. Key skill components covered include prospecting, time management, and communicating value through storytelling.

Prerequisite(s): MKTG 559 with a minimum grade of C- or MKTG 649 with a minimum grade of C- or MKTG 759 with a minimum grade of C-.**Grade Mode:** Letter Grading**MKTG 720 - Topics in Marketing II****Credits:** 4

Special topics covering a variety of marketing principles, topics vary by semester.

Prerequisite(s): ADMN 585 with a minimum grade of C-.**Repeat Rule:** May be repeated for a maximum of 12 credits.**Grade Mode:** Letter Grading**MKTG 720W - Topics in Marketing II****Credits:** 4

Special topics covering a variety of marketing principles, topics vary by semester.

Attributes: Writing Intensive Course**Prerequisite(s):** ADMN 585 with a minimum grade of C-.**Repeat Rule:** May be repeated for a maximum of 12 credits.**Grade Mode:** Letter Grading**MKTG 750 - Marketing Strategy****Credits:** 4

An integrative marketing course designed to provide the student with a cohesive understanding of marketing decision making through the exploration of marketing problems with an emphasis on qualitative analysis as well as strategy formulation. Through the use of case studies, the course is designed for students who want to learn and apply what they learn, and thus emphasizes both the understanding and the application of concepts and practices in marketing strategy. MKTG 752 and/or MKTG 753 are recommended prior to taking this course.

Prerequisite(s): ADMN 585 with a minimum grade of C-.**Equivalent(s):** ADMN 750**Grade Mode:** Letter Grading**MKTG 752 - Marketing Research****Credits:** 4

Understanding fundamental concepts, tools, and methods used in conducting a marketing research study. Taking general managerial problems and structuring them in terms of specific questions amenable to research. Developing a competence in designing and conducting common qualitative and quantitative research (e.g., survey research). Students will learn various statistic techniques commonly used in marketing research and be able to use these analyses to provide managerial recommendations.

Prerequisite(s): ADMN 585 with a minimum grade of C-.**Equivalent(s):** ADMN 752**Grade Mode:** Letter Grading**MKTG 753 - Consumer/Buyer Behavior****Credits:** 4

Covers concepts, models, and theories from the behavioral sciences applied to consumer decision making and purchasing behavior. Examines consumer behavior from economic, psychological, sociological, and anthropological perspectives. Topic coverage includes discussion of marketing strategies and tactics to understand and influence consumer choice.

Attributes: Writing Intensive Course**Prerequisite(s):** ADMN 585 with a minimum grade of C-.**Grade Mode:** Letter Grading**MKTG 757 - Integrated Marketing Communication****Credits:** 4

Provides balanced coverage of all marketing communication tools: advertising, sales promotion, public relations, direct marketing, personal selling, POP, packaging, sponsorships, licensing, and customer service. Emphasizes the integration of these tools to send target audiences a consistent, persuasive message that promotes the organization's goals.

Prerequisite(s): ADMN 585 with a minimum grade of C-.**Grade Mode:** Letter Grading**MKTG 760 - International Marketing****Credits:** 4

Environmental factors affecting international trade: culture and business customs, political and legal factors and constraints, economic and technological development, and the international monetary system. Integration of these with the marketing management functions of market research and segmentation; product, promotion, distribution, and pricing decisions.

Prerequisite(s): ADMN 585 with a minimum grade of C-.**Equivalent(s):** ADMN 760**Grade Mode:** Letter Grading

MKTG 763 - Marketing Analytics**Credits:** 4

Marketing Analytics introduces students to the fascinating world of marketing analytics. It provides a broad perspective on product, consumer, marketing-mix, and digital analytics areas. It blends the art and science of marketing and orients students to the systematic use of data and empirical models, which enhance the decision-making of a company about its customers, competitors, and the industry.

Prerequisite(s): ADMN 585 with a minimum grade of C- and ADMN 580 (may be taken concurrently) with a minimum grade of C-.

Grade Mode: Letter Grading

MKTG 764 - New Product Development**Credits:** 4

Tactical and strategic issues concerned with the development and marketing of product and service innovations. Equips students with the concepts, tools, and approaches useful in the development, management, and marketing of products and services. Provides an integrated experience of the process of uncovering customer problems, understanding these problems, and providing superior solutions.

Prerequisite(s): ADMN 585 with a minimum grade of C-.

Grade Mode: Letter Grading

MKTG 765 - Applications in Digital Marketing**Credits:** 4

This class will introduce students to the different disciplines that make up digital marketing in order to better prepare them for roles as either digital marketing generalists (where they will need to appreciate and possess a broad understanding of these disciplines), or as digital marketing specialists, (where they will need to focus on and master one of these disciplines).

Prerequisite(s): ADMN 585 with a minimum grade of C-.

Grade Mode: Letter Grading

MKTG 775 - Marketing Workshop**Credits:** 4

This course is open only to senior marketing option students and serves as their capstone learning experience. Students work in small teams on a real-world marketing problem given them by outside business, non-profits, or government agencies. The teams conduct extensive field research, formulate strategy, and then implement, or test marketing campaign ideas and programs. Completion of two of the following courses required prior to taking this course; MKTG 752, MKTG 753, or MKTG 763.

Attributes: Writing Intensive Course

Prerequisite(s): (MKTG 752 with a minimum grade of C- and MKTG 753 with a minimum grade of C-) or (MKTG 752 with a minimum grade of C- and MKTG 763 with a minimum grade of C-) or (MKTG 753 with a minimum grade of C- and MKTG 763 with a minimum grade of C-).

Equivalent(s): MKTG 762

Grade Mode: Letter Grading

Faculty

Business Administration Department Faculty