



Business and Economics

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Majors:

- Accounting
- Business Administration
- Economics
- International Business

Minors:

- Accounting
- Business Administration
- Economics
- Finance

Concentration:

- Human Resource Management

Within the context of EMU's philosophy and mission, the vision of the department of business and economics is to provide a perspective in which graduates will:

- be prepared to manage effectively in a business or other organizational setting
- understand that the role of business in meeting economic need is foundational to peacebuilding
- work for fairness and justice
- highlight the value of people in business
- view business as service
- exercise responsible stewardship of resources
- have an interdisciplinary and global perspective.

The mission of the department of business and economics at EMU is to produce graduates who are proactive participants in the marketplace, who promote the common good, and who have the skills required to successfully manage in a business or other organizational environment.

Our curriculum is structured to accomplish certain objectives for university students, which we categorize broadly as values, skills, and knowledge. The values that we seek to develop include integrity, fairness, stewardship of resources, and an understanding of business as a service profession that is critical to God's providential care for humankind. We seek to develop skills that will enable graduates to lead and to manage effectively. These skills include the ability to think critically and to apply effective problem-solving methodologies, to communicate clearly both orally and in writing, to work collaboratively in diverse settings, to apply financial statement analysis to the stewardship of organizational resources, and to use information technology in order to further organizational objectives. Finally, our curriculum is designed to ensure

Careers in Business and Economics include public and private accounting, banking, insurance, operations and manufacturing, marketing and sales, human resources management, not-for-profit management, computer information systems specialist, financial management, economist and international business consultant.

that students have a broad understanding of the major functional areas of business including strategic management, marketing, finance and accounting, and operations, and sufficient knowledge of economics to understand the implications of economic news and events for their organization.

The highly specialized study of business at EMU is set in the context of the university's comprehensive liberal arts curriculum that has a strong global orientation. We believe that a broad education in the liberal arts is critical to the development of effective managers because it enables them to quickly understand the implications for business of the rapid change that characterizes contemporary society.

Consequently, we strongly encourage students to take electives in a variety of subjects outside the department in addition to the EMU Core.

Learning experiences in the department are varied, with an increasing emphasis on collaboration and experiential learning. Course activities and assignments include case study analysis, simulation games, special projects, field trips and guest speakers as well as class discussion and lecture. Emphasis is placed on learning and utilizing analytical skills, communication skills and decision-making techniques. Extensive group work develops the students' ability to work effectively in a team environment. Computer skills are integrated throughout the curriculum. Internships in business and not-for-profit organizations are encouraged for upper-level students in order to gain professional level work experience prior to graduation. The department's Investment Club gives students opportunities to learn about personal investing and to actively manage the club's fund. The department's affiliation with the International Business Institute gives students interested in international business the opportunity to study in the 10-week summer program in Europe.

To graduate with a major from the department of business and economics, a student must be admitted to the department. Normally this process occurs during the spring semester of the sophomore year. Transfer students beyond the sophomore level apply for admission after their first semester at EMU. Only students admitted to the department will be permitted to participate in the internship program, and some upper-level classes are restricted to admitted students.

To be admitted to the department students complete an application and an interview with their advisor, and meet the GPA standards set by the department—a GPA of 2.00 overall and 2.50 for business courses (ACTG, BUAD, CIS, ECON, FIN and MKTG) taken at EMU. Complete admission requirements are available from the department. Students must maintain the same GPA standard in order to graduate from the department. Students who have not met the requirements for admission to the department by the beginning of their senior year will be advised to consider majoring in the Liberal Arts. Some courses require prerequisites, including admission to the department. Students must pass all prerequisites with a letter grade of C or higher before enrolling in courses that have those courses as a prerequisite (a grade of C- does not meet this requirement).

Students majoring in accounting and business administration earn a Bachelor of Science (B.S.) degree. Students majoring in economics and international business earn a Bachelor of Arts (B.A.) degree.

Core Courses

With the exception of economics, all business and economics department majors are required to take a set of core courses. Students complete these foundational courses in accounting, economics, information systems, and management prior to taking more advanced courses.

The core also includes upper-level courses that are critical to the common body of knowledge for business.

In addition to the following courses, students are required to take Elementary Statistics or Statistics for the Natural Sciences and either Modeling with Algebra, Elements of Calculus or Calculus I.

ACTG 221 Financial Accounting	3
ACTG 222 Managerial Accounting . . .	3
BUAD 221 Principles of Management.	3
BUAD 301 Quantitative Decision Making for Business.	3
BUAD 331 Organizational Behavior . .	3
BUAD 461 Management Policy.	3
CIS 121 Introduction to Business Applications Software	3
CIS 251 Management Information Systems	3
ECON 211 Principles of Microeconomics.	3
FIN 341 Financial Management	3

Major in Accounting

The major in accounting prepares students for a career in public, private, or non-profit accounting. The Virginia Board of Accountancy requires applicants to pass the CPA exam and earn 150 semester hours before granting a CPA license. The Board of Accountancy also allows students to take the CPA exam upon completion of the undergraduate degree if you earned at least 24 semester hours in upper level accounting courses. Most of our students graduate with fewer than the 150 semester hours required for a license. We encourage students to complete their education requirements in a master's program before taking the CPA exam.

The accounting major consists of the core courses plus the following courses for a total of 60 SH:

ACTG 321 Intermediate Accounting I	3
ACTG 322 Intermediate Accounting II.	3
*ACTG 341 Cost Accounting	3

*ACTG 421 Federal Income Tax	3
ACTG 422 Intermediate Accounting III.	3
ACTG 432 Advanced Accounting	3
*ACTG 451 Auditing	3
BUAD 411 Business Law.	3
ECON 212 Principles of Macroeconomics	3
MKTG 301 Principles of Marketing. . . .	3

Major in Business Administration

The major in business administration provides a broad background for people entering a career in business. Job opportunities include management, sales, banking and finance, production supervision, program management and other positions requiring skills in leadership, planning, organizing and implementation. Students may elect to develop an area of specialization by adding one of the minors.

Students interested in managing computer information systems should add a computer science minor to the business administration major. The computer science minor (see page 129) consists of 18 SH, with specific courses determined between students and their advisors. Recommended courses include CS 230 Networking and Data Communications, CS 270 Databases and Information Management, and CS 470 Project Management.

The business administration major consists of the core courses plus the following courses for a total of 57 SH:

BUAD 411 Business Law.	3
BUAD 441 International Business	3
ECON 212 Principles of Macroeconomics	3
*ECON 311 Contemporary Economic Issues OR	
ECON 401 Economic Development OR	
*ECON 411 International Economics	3
MKTG 301 Principles of Marketing	3

MKTG 311 Research Methods and Statistics.	3
ACTG, BUAD, ECON, FIN or MKTG electives (300/400 level)	9

Major in Economics

Understanding economics is important for anyone curious about wealth and poverty, financial events in the media, government programs and policies, and the structure of society. As one of the classical disciplines, economics examines many of society's most fundamental and controversial issues. As an integral part of a liberal arts education, economics seeks to explain how people and societies behave. The major in economics is designed for students with interests in either graduate studies (law, history, economics, business, sociology, political science, conflict transformation, economic development) or immediate employment in the public or private sector.

In order to encourage double majors, the required number of credit hours for the economics major is kept relatively low at 48-49 hours. To ensure that economics majors have a liberal arts perspective on economics, students are strongly encouraged to take upper-level courses that build on the EMU Core such as philosophy, history and art. Economics majors do not need to take the business core courses.

The required courses are as follows:

ECON 211 Principles of Microeconomics.	3
ECON 212 Principles of Macroeconomics	3
*ECON 301 Money and Banking	3
*ECON 311 Contemporary Economic Issues	3
*ECON 331 History of Economic Thought	3
*ECON 341 Intermediate Microeconomics	3
*ECON 342 Intermediate Macroeconomics	3
ECON 401 Economic Development	3

*ECON 411 International Economics .3	
ACTG 221 Financial Accounting	3
BUAD 301 Quantitative Decision Making for Business OR	
*MATH 350 Linear Algebra	3
CIS 121 Introduction to Business Applications Software	3
MATH 140 Elementary Statistics OR	
MATH 240 Statistics for Natural Sciences.	3
MATH 150 Elements of Calculus	3
OR	
MATH 185 Calculus I.	4
MKTG 311 Research Methods and Statistics OR	
SOC 336 Methods of Social Research. .	3
PXD 375 Globalization and Justice . .	3

Major in International Business

The major in international business is designed to prepare students for a management career in the international environment. This 60 SH major is grounded in an interdisciplinary approach in which the understanding of social structure, language, religion, and culture—in addition to a wide range of business skills—are seen as essential to the success of the international business.

The major requires foreign language competency through the intermediate level.

International business majors are required to take part in a semester-long cross-cultural experience in order to develop skills in cross-cultural understanding, living and communication.

The requirement can be met through participation in one of EMU's semester cross-cultural offerings or through one of several programs with which the university is affiliated. These include the International Business Institute (See Cooperative Programs, page 202), which is a summer-long program of formal business study in Europe, India, and China; the business track of the Council for Christian Colleges and Universities Latin American studies program; and

Brethren Colleges Abroad programs that focus on language study in a variety of locations throughout Latin America, Asia and Europe.

The major consists of the core courses plus the following courses for a total of 60 SH:

BUAD 441 International Business3
ECON 212 Principles of Macroeconomics3
ECON 401 Economic Development .	.3
*ECON 411 International Economics .	.3
MKTG 301 Principles of Marketing3
*MKTG 411 International Marketing3
HIST Area Studies (HIST 212, 251, or 432) OR	
*POL 201 Comparative Government.3
PXD 375 Globalization and Justice OR	
PXD 485 Theories of International Development3
REL 223 World Religions3
REL 334 Cultural Anthropology: Christianity and Social Change3

Minor in Accounting

This minor is designed for students who, while not planning to enter public accounting, do have an interest in developing specialized accounting skills.

Required courses (18 SH):

ACTG 221 Financial Accounting.3
ACTG 222 Managerial Accounting . .	.3
ACTG 321 Intermediate Accounting I3
ACTG 322 Intermediate Accounting II.3
*ACTG 341 Cost Accounting3
BUAD 221 Principles of Management.	.3

Minor in Business Administration

This minor is designed for students who want to develop management skills to complement another major. It is especially valuable to strengthen programs in Congregational and Youth Ministries, International Development,

Pre-Professional Health Sciences, and the Visual and Performing Arts. This minor is not open to majors within the department. Business Administration minors and Recreation Leadership and Sport Promotion majors must receive a grade of C or above in BUAD 111 Exploring Business and in BUAD 221 Principles of Management prior to enrolling in other courses in the minor.

Required courses (18 SH):

ACTG 221 Financial Accounting.3
BUAD 111 Exploring Business3
BUAD 221 Principles of Management.	.3
*BUAD 321 Human Resource Management OR	
BUAD 331 Organizational Behavior.3
ECON 201 Survey of Economics OR	
ECON 211 Principles of Microeconomics OR	
ECON 212 Principles of Macroeconomics3
MKTG 301 Principles of Marketing . .	.3

Minor in Economics

The economics minor is attractive to students who seek to supplement their major with an economic perspective. This minor is of particular interest to students majoring in social work, history, the sciences, pre-law, business, the health professions and similar programs.

Required courses (18 SH):

ECON 211 Principles of Microeconomics.3
ECON 212 Principles of Macroeconomics3
*ECON 341 Intermediate Microeconomics.3
*ECON 342 Intermediate Macroeconomics3
ECON Elective3
Choose any 200 level or above of the following: ACTG, BUAD, CIS, FIN or MKTG course OR	
PXD 375 Globalization and Justice . .	.3

Minor in Finance

The minor in finance is designed for students interested in employment in various sectors of the financial services industry including banking, investments, insurance and real estate, and in financial management of for-profit and not-for-profit organizations.

Required courses (21 SH):

ACTG 221 Financial Accounting.3
ACTG 222 Managerial Accounting . .	.3
ECON 212 Principles of Macroeconomics3
*ECON 301 Money and Banking3
FIN 341 Financial Management3
*FIN 351 Investments3
*FIN 411 Intermediate Finance.3

Concentration in Human Resource Management

A concentration in human resource management is available only to business

administration majors. This option allows students to develop an area of specialty by completing additional courses in business and related areas.

This concentration is designed for students who want to work in the increasingly strategic and complex function of hiring, training, and retaining the best people for the organization

Required courses:

*BUAD 321 Human Resource Management3
*BUAD 431 Seminar in Human Resource Management.3
PXD 311 Mediation and Conflict Transformation3
<i>Select one of the following:</i>	
PSYC 221 Social Psychology3
PSYC 231 Applied Behavior Analysis3
*PXD 321 Group Dynamics and Facilitation3

Accounting (ACTG)

221 Financial Accounting 3

A first course in accounting for business majors and minors as well as a useful introduction to accounting principles and practices and to interpreting financial statements for students in all majors. No background in accounting is assumed. The course includes a description and derivation of financial statements prepared by accountants and a discussion of a conceptual framework which provides rationale for accounting practices. Prerequisite or co-requisite: CIS 121.

222 Managerial Accounting 3

This course provides a conceptual understanding of the elements of accounting for management planning, budgeting, control and decision-making. Topics include cost behavior, CVP analysis, activity-based costing/management, and capital budgeting. Prerequisite: ACTG 221.

321 Intermediate Accounting I 3

A comprehensive study of the methods of financial accounting. Special emphasis is given to the theoretical basis for accounting. Topics include: time value of money, financial statements, accounting cycle, and accounting for current assets. Prerequisite: ACTG 222 and competency in Excel.

322 Intermediate Accounting II 3

Continuation of ACTG 321. Continued study of theory covering such topics as fixed assets, current and long-term liabilities, investments, error analysis and statement of cash flow. Prerequisite: ACTG 321.

- *341 Cost Accounting** **3**
Methods and procedures of ascertaining and distributing the costs of production materials, labor and overhead, the securing of unit costs under job order, and process methods of production. Prerequisite: ACTG 222 and competency in Excel. (Spring 2014)
- *421 Federal Income Tax** **3**
Emphasis on income tax provisions as they relate to individuals. There is some emphasis on tax provisions affecting businesses. Prerequisite: ACTG 222. (Fall 2012)
- 422 Intermediate Accounting III** **3**
Continuation of ACTG 322. Topics covered are issues related to intangible assets, income tax accounting, accounting for leases, shareholder equity, dilutive securities and an introduction to some advanced accounting topics. Prerequisite: ACTG 322.
- 432 Advanced Accounting** **3**
A study of advanced accounting procedures as they apply to business consolidations and specialized partnerships. Other topics include fiduciary accounting, foreign currency translation and not-for-profit accounting. Prerequisite: ACTG 422
- *451 Auditing** **3**
Study of the work of an accountant as it relates to the examination and attesting to the reliability of management's financial reports. Topics include standards, legal liability, internal control, sampling, evidence and the auditor's report. Prerequisite: ACTG 321. (Spring 2013)
- 481 Accounting Internship** **1-3**
Work experience designed to integrate practice and theory and to give accounting majors insight into current policies, procedures and problems in all types of organizations. Frequent consultation with and written reports to the faculty advisor guide the student's experience. Travel and personal expenses are the student's responsibility. Can be done during the summer. Grading is on a Pass/Fail basis. This is highly recommended for all accounting majors. Prerequisite: admission to the department and junior or senior standing; application at least one semester in advance; and a business GPA of at least 2.7.
- 499 Independent Study/Research** **1-3**
Supervised readings and/or research in accounting. Oral or written examinations and presentation of findings may be required.

Business Administration (BUAD)

- 111 Exploring Business** **3**
An introductory course in business administration. Provides students with a basic understanding of business and economics and the role they play in American society. Provides a brief overview of all major functional areas of business. This course is recommended for non-majors or students considering a major in the department.
- 221 Principles of Management** **3**
This course provides an introduction to the principles and practices of management. Management is examined in its major functions: planning, leading, organizing and controlling. Examples from businesses and other organizations are reviewed to understand how these principles apply. Other courses in the curriculum build on the knowledge and understanding developed in this course.

- 301 Quantitative Decision Making for Business** **3**
An examination of quantitative techniques used in managerial decision making. Topics include use of probability distributions, forecasting, inventory planning, decision tables, decision trees, linear programming, networks and simulation. The course will emphasize applications using computer spreadsheets and software. Prerequisites: MATH 110, MATH 140 OR Math 240, CIS 121 and admission to the department.
- *321 Human Resource Management** **3**
This course evaluates the primary personnel and human resource management functions and activities. Topical studies include recruiting, selecting, hiring and evaluating employees. Attention is also given to thorough job analysis, writing job descriptions and managing effective wage and salary programs. The course objective is to assist the student in becoming an effective line manager or human resource specialist. Prerequisite: BUAD 221. (Spring 2014)
- 331 Organizational Behavior** **3**
This course studies the management of human behavior in organizations. Behavioral topics include group dynamics, motivation, communication, ethical leadership, self-managed teams, and sustainability. Management topics include a review of managerial functions, planning and decision-making techniques, and organizational design. This course relies heavily on the case study method and effective communications skills to equip students for managerial and leadership roles. Prerequisite: BUAD 221.
- 411 Business Law** **3**
This course is designed to give students a working knowledge of important legal issues that affect the rights and responsibilities of American business persons and organizations. Students will develop an appreciation for the interrelationship between ethics, law and business decision-making. Students will develop an understanding of the foundation of the legal system as it relates to business; the law on management of the workforce; and the various dispute resolution alternatives.
- *431 Seminar in Human Resource Management** **3**
This course helps students to acquire basic knowledge about the legal relationships between employer and employee and understand the potential impact of each. Students will learn parameters for selecting, testing, disciplining and discharging employees; understand and apply federal and state laws against discrimination and harassment; and be prepared to follow government regulation of the workplace, including unions, collective bargaining, minimum and maximum wage hours, safety, health, compensation for injuries, and pension and health benefits. (Spring 2013)
- 441 International Business** **3**
This course examines the international dimensions of management which include industry globalization, development and implementation of international strategy, cross-cultural understanding and appreciation and ethical considerations unique to international business. The environment of international business will also be examined, including government barriers and/or incentives, country risk analysis, foreign exchange markets and differing consumer preferences. Prerequisite: BUAD 461 and senior standing or consent of instructor.
- 461 Management Policy** **3**
Emphasizes strategic planning through detailed analysis of the firm's industry environment, competitive position and internal resources. A biblical perspective on business management and ethical considerations in strategic planning are also explored. The course relies heavily on class discussion using the case study method. Prerequisite: Senior standing and departmental admission.

471 Topics in Business: Grow Your Own Business 3

This special topics course offers all undergraduates, including business and non-business majors, a practical, hands-on approach to developing a business idea from a dream to reality. The course will enable students and/or teams of students to develop a business plan step by step, including ways to get the business idea financed. The course applies principles and practices for entrepreneurs developed by the Northeast Entrepreneur Fund, a national Community Development Financial Institution. The course will end with a business plan competition reviewed by local entrepreneurs and business faculty, where the winning entry will receive a cash prize to fund start-up of their business. The course is open to all sophomores, juniors, and seniors who have maintained at least a 2.5 average in their undergraduate GPA.

481 Business Internship 1-3

Work experience designed to integrate practice and theory, to give business majors insight into current policies, procedure, and problems in all types of organizations. Frequent consultation with and written reports to the faculty advisor guide the student's experience. Travel and personal expenses are the student's responsibility. Can be done during the summer. Grading is on a Pass/Fail basis. This is highly recommended for all business majors. Prerequisite: Admission to the department and junior or senior standing; application and approval at least one semester in advance; and a business GPA of at least 2.7.

499 Independent Study/Research 1-3

Supervised readings and/or research in business. Oral or written examinations and presentation of findings may be required.

Computer Information Systems (CIS)

121 Introduction to Business Applications Software 3

An introduction to computer use in business with an emphasis on increasing personal productivity using personal computers. Students learn to use applications in word processing, spreadsheet analysis, database management and presentation graphics.

251 Management Information Systems 3

An introduction to information resources within the context of an organization. The course focuses on the ways in which technology enables business to function more efficiently. Topics include the strategic importance of information, the technical components of information systems, and the business value created by using information systems. Prerequisites: BUAD 221 and CIS 121 or permission of instructor.

Economics (ECON)

201 Survey of Economics 3

An introduction to economics as a way of thinking, including how societies answer production questions of *what*, *how*, and *for whom*. Microeconomic topics include pricing and allocation of products and inputs in a market economy. Macroeconomic topics include national income accounting, productivity and growth, business cycles, unemployment and inflation, and macroeconomic policy. The course also introduces fundamentals of international trade and finance. Students who have completed a Principles of Micro/Macroeconomics course may not take this course for credit. Prerequisite: MATH 101.

211 Principles of Microeconomics 3

An introduction to the forces affecting the production, distribution and consumption of goods and services by households and businesses and their interaction with government. Introduces international trade, and examines the strengths and limitations of the market system. Preferred course sequence: ECON 211, then ECON 212. Prerequisite: MATH 101.

212 Principles of Macroeconomics 3

An introduction to economics as a way of thinking with a focus on understanding how the economy as a whole functions. Major topics include economic growth, unemployment, inflation and international finance in a mixed international market system. Preferred course sequence: ECON 211, then ECON 212. Prerequisite: MATH 101.

300 Topics in Economics: Environmental Economics 3

Students will study many of the "gifts of nature" and how these scarce resources are used, and sometimes abused, by human activity. Students will review a variety of topics, primarily through the lens of economic analysis, learning the methods and tools necessary to quantify resource flow and value. Most environmental issues, however, are inherently interdisciplinary; therefore social, political, moral, and theological perspectives will also be infused as part of an integrated learning experience. Additional emphases integrated throughout the course will be to discover how markets allocate natural resources, why and how governments intervene in markets on environmental grounds, the appropriateness and effectiveness of public policies, and testing knowledge and learning against benchmarks of sustainability. Prerequisite: ECON 201 OR ECON 211. (Spring 2013)

***301 Money and Banking 3**

Examines the role of money and banking in the modern economy as well as their institutional setting. Topics include the financial system and financial institutions, monetary policy, interest rates, and how these influence economic activity. Prerequisite: ECON 201 OR ECON 212. (Fall 2013)

***311 Contemporary Economic Issues 3**

Applies economic theory and techniques to current economic, political and social issues. Prerequisite: ECON 201 OR ECON 211 OR ECON 212, or consent of the instructor. (Spring 2014)

***331 History of Economic Thought 3**

Survey of the various perspectives and writers on the development of economic thought. Examines the historical context from which the various perspectives arose and the role each played in shaping contemporary economic views. Prerequisite: ECON 201 OR ECON 211 OR ECON 212 or consent of instructor. (Spring 2014)

***341 Intermediate Microeconomics 3**

Intermediate level analysis of supply and demand and the role of the price mechanism in organizing economic activity. Includes an evaluation of efficiency and equity issues. Prerequisite: ECON 211. (Fall 2012)

***342 Intermediate Macroeconomics 3**

Intermediate level analysis of the determinants of national income, output, employment, interest rates and the price level. Examines problems and policies related to unemployment, inflation, growth, and debt within the context of the global economy. Prerequisite: ECON 212; ECON 211 and ECON 341 recommended. (Spring 2013)

401 Economic Development **3**
An investigation of the situation and choices of low-income countries that seek development and growth. Explores theories of development and underdevelopment. Tools of economic analysis are applied to development issues. Prerequisite: ECON 201 OR ECON 211 OR ECON 212.

***411 International Economics** **3**
A study of the theory and methods of international trade and how trade is financed. Emphasis is placed on the applied aspects of trade policy. Examines the causes and consequences of free trade and trade barriers, foreign exchange, factor movements, financial markets and instruments, and balance of payments. Prerequisites: ECON 201 OR ECON 211 and ECON 212. (Spring 2013)

499 Independent Study **3**
Supervised reading and/or research in economics. Oral or written examinations and presentation of findings may be required.

Finance (FIN)

289 Investment Club **1**
Introductory to advanced levels, students will learn about personal investing within the broad context of personal finance and stewardship of money resources. Students with little to no background will start with the basics, while more advanced students work independently on instructor-guided projects at their unique level of understanding and interest. This course may be taken up to two times for credit, and more with audit. While Investment Club is open to students of all majors and levels, it is especially encouraged for juniors and seniors as preparation for their next phase of life and career.

341 Financial Management **3**
An introductory course in the theory and practice of corporate financial management. Topics covered include the role and function of financial markets, interest rates, time value of money, valuation of financial assets, capital budgeting analysis, cost of capital, risk and return, capital structure decision, dividends and working capital management. Prerequisites: ACTG 222, CIS 121 (or current enrollment), MATH 110 (or equivalent), MATH 140 and admission to the department.

***351 Investments** **3**
An advanced course covering the main concepts used by financial investors. Topics covered include security valuation, portfolio theory, efficient market hypothesis, asset allocation, mutual fund performance, options and futures. Prerequisite: FIN 341. (Spring 2014)

***411 Intermediate Finance** **3**
An advanced course in the theory and practice of corporate financial management. A multi-period decision-making focus covers working capital management, capital budgeting analysis, cost of capital, capital structure dividends options, derivatives and international finance. Prerequisite: FIN 341. (Spring 2015)

Marketing (MKTG)

301 Principles of Marketing **3**
An introduction to marketing. Topics include market creation, product development, channels of distribution, consumer behavior, pricing, advertising, sales and marketing research. Aspects of international marketing and service marketing are included. Prerequisite: BUAD 221.

311 Research Methods and Statistics **3**
Examines a scientific approach to confirmatory and exploratory research and its application to business. Topics include research design, secondary and primary data collection, measurement and scaling concepts, survey techniques, sampling procedures, and data analysis using both descriptive and inferential statistics with computerized statistical software. Prerequisites: CIS 121 and MATH 140 OR MATH 240.

***411 International Marketing** **3**
This course, which takes an environmental, cultural and historical approach, is designed to provide students with familiarity into the problems and perspectives of marketing across national boundaries as well as within foreign countries. It is intended to provide the student with the analytic ability and tools to make marketing decisions as well as to implement and control marketing programs related to overseas business. The financial requirements of international marketing, especially as they relate to different exchange rates will be emphasized. Prerequisite: MKTG 301. (Fall 2013)

**Indicates courses offered in alternate years.*