



AZERBAIJAN UNIVERSITY
School of Business and Economics
Course Descriptions
Bachelor Level Courses

MATH 3610 Special Problems and Solving Strategies

The course will concentrate on developing solving strategies of mathematical problems which require creativity and commonly used in admission tests. Math techniques on optimization and its modeling applied to different business problems and to support decision making, resource allocation, including hands-on application of the techniques.

MATH 3070 Probability Theory and Mathematical Statistics

This course is intended to provide an overview of the basics of probability and descriptive statistics. Various forms of technology will be used.

GEOG 1101 Human Geography

Introductory regional geography focusing on the ways in which cultural groups around the world utilize and modify their landscapes and environments.

HIST 1000 History of Azerbaijan

Brief summary of the history of Azerbaijan emphasizing the major events and theories.

CSC 1000 Information and Communication Technologies (Computer Application in Business Problems)

Practical course with hands on computers practices and applications that prepares the students to use computer in other courses. Includes the working command of MS Word, PowerPoint, Excel and Access. Students work in the computer room.

PHIL 1010 Critical Thinking

Development of practical, logical, and problem-solving skills important to all disciplines, with emphasis on the composition of argumentative essays. Definitions, types of meanings, fallacious and deceptive arguments, deductive and inductive reasoning. Introduction to major forms of scientific and logical reasoning used across humanities, sciences and social sciences, including deductive, hypothetico-deductive, and inductive arguments such as statistical, causal, and analogical.

SPCH 1000 Human Communication

An introduction to human communication, including language development, verbal, non-verbal, interpersonal, small group, organizational, public, and intercultural communication.

SPCH 2710 Argumentation

This course is designed to help students develop their ability to construct sound arguments and to critically evaluate arguments made by others. Students will learn how to collect and evaluate evidence, analyze reasoning, detect fallacies, while simultaneously learning the fundamental principles of the rhetorical arts.

PSYC 3110 Psychology of Interpersonal Behavior

Conceptual and practical aspects of effective and ineffective interpersonal behaviors and communication. Practice in the development of effective interpersonal behaviors.

PSYC 3510 Introduction to Academic Writing and Research

The course introduces students to research and scientific communication, elements of research design and evidence-based practice, and academic writing by focusing

on exposition, argument, research ethics and research reports. It enables students to become professional academic writers and critical consumers of the professional literature. Students gain competence in the evaluation of research, sound academic writing as well as the application of some of the conceptual elements of research problem development and the design of reasonable research approaches. Class discussions, student assignments and library visits are used throughout the course to enrich the learning experience of students.

PSYC 4020 Social Psychology

A survey course that covers perception of the self and others; communication and influence; interpersonal attraction and aggression; altruism; group performance and conflict; and cultural differences. Cognitive and biological factors, the importance of social settings, and the interplay between personality and social interaction are emphasized.

GEOG 4762 World Economy

Systematic examination of the economy in different parts of the world and of the changing world economic system including traditional and modern agriculture, manufacturing, and service activity in both developing and developed areas.

GMBA 8610 Leadership Practices

The theme explores the practices associated with exercising leadership, defined as mobilizing people to meet their most significant challenges. The course is designed for people from many backgrounds and cultures in order to aid them in leading teams, business units, and corporations, with an emphasis on enterprises that conduct business globally and ethically. By studying the practice of leadership, students gain experiential knowledge of practices that are effective and ineffective. They also gain an understanding of the impact that individuals and groups exercising leadership can make on the performance of an organization. The theme also includes activities and exercises designed to enable participants to gain greater insight into their own leadership strengths & weaknesses.

ECON 4930 Linear Algebra and Mathematical Analysis: Application in Business

This course provides an introduction to mathematical techniques that are frequently used in business analysis. Topics covered include differential and integral calculus and matrix algebra. Emphasis is placed on the applications of mathematics to topics in business optimization theories.

ECON 4950 Econometrics: Applications in Business

An introduction to the regression model, its assumptions, limitations, and application to problems in business.

IB 4080 Legal Issues in International Business

This course addresses the business and legal issues of international trade and private commercial transactions and associated concerns. The course covers all types of international business transactions: import/export, distributorships, technology transfers, and foreign direct investment. The course also addresses the international regulation of trade and international dispute resolution. Students will learn practical strategies for negotiating international contracts, working with overseas agents and partners, protecting intellectual property rights, and managing cross-cultural, commercial, political, and other concerns in international transactions.

MGS 4140 Economic Informatics: Application to Business Modeling

This course covers the development, implementation, and utilization of business models for managerial decision-making. Various techniques for analytical modeling, such as forecasting, optimization, simulation, decision analysis, and classification, are discussed. Students gain mastery in developing complex financial models implemented in decision support systems that covers applications in strategic, planning, financial management, operations/project management, and marketing research. These topics are covered in the context of the emerging information technology architecture.

IB 3090 International Business

Students examine globalization of markets and are exposed to the macro environment of international business. Attention shifts in this course to the individual firm and the decisions it faces in internationalization. Both small, entrepreneurial firms as well as large multinational enterprises are examined. Topics addressed include: formulating an internationalization strategy, assessment of global market opportunities, foreign market entry modes, marketing strategies, and management of human resources and financial transactions. Challenges of doing business in emerging markets is a special topic.

ECON 3900 Macroeconomics

This course applies the tools of aggregate economic analysis to the problems of the performance of the economy. The course links the theories and data to understand the causes of macroeconomic fluctuations in production, employment, inflation, and international economic relations; particular emphasis is placed on macroeconomic policy issues.

ECON 3910 Microeconomics

This course develops models of the behavior of individual economic units, including consumers, workers, investors, and business firms, and explains how and why these units make economic decisions. Economic behavior in various types of market environments is analyzed. The implications of this behavior for the allocation of resources and for public policy are discussed.

MATH 4752 Statistics, Advanced Level Applied in Business

Theory of estimation and hypothesis testing, applications of statistical inference, introduction to regression and correlation and application of all to business.

MGS 3100 Business Analysis

This course provides a frame of reference for using models in support of decision making in an enterprise, then introduces some of the most commonly useful modeling approaches and principles. Topics covered include model components, simulation, optimization, time series and causal forecasting, decision analysis, Monte Carlo simulation, and quality management. The course emphasizes hands-

on application of the techniques using commonly available software, and demonstrates the value of these approaches in a wide variety of functional settings.

ACCT 2101 Financial Accounting: Fundamentals (Bookkeeping)

This course covers the fundamentals of accounting principles. Specifically included are accounting concepts, principles, traditions, and terminology, the accounting model, introduction to the financial statements (balance sheet, income statement, and statement of cash flows), and the bookkeeping process from analysis of transactions through adjustments to the preparation of a balance sheet and income statement. The student will also be able to demonstrate the use of double-entry and accounting systems, record transactions and events, and define the qualitative characteristics of financial information.

ACCT 2102 Financial Accounting: Reporting

Students will learn the environmental and theoretical structure of financial accounting, the accounting process, and preparation of an income statement, balance sheet and statement of cash flows. Students will also learn to measure income and do profitability analysis and be able to explain the context and purpose of financial reporting, prepare a trial balance (including identifying and correcting errors), prepare basic financial statements for incorporated and unincorporated entities and interpretation of financial statements.

ACCT 4111 Managerial Accounting

The integrated approach focuses on the business processes and examines the activities from both an external, financial reporting perspective and an internal, management decision-making perspective. The course incorporates real world applications, including actual financial statements, to reinforce the relevance of topics to real business situations and promote student interest. The course concentrates on the capital resources, reporting and evaluating processes and how they relate to the business organization and strategy. Students will also be able to explain the nature, source and purpose of management information, explain and apply cost accounting techniques, prepare budgets for planning and control, compare actual costs with standard costs and analyze any variances and explain and apply performance measurements and monitor business performance. Students

communicate implications of their analyses to stakeholders using database, spreadsheet, and word processing skills.

FI 3300 Corporation Finance

This is an introductory course in the financial management of nonfinancial corporations and the role of interest rates and capital markets in the economy. Topics include the structure and analysis of financial statements, time value of money calculations (using financial calculators), stock and bond valuation, financial forecasting, valuation of income-producing physical assets, determination of the cost of capital and the profitability of proposed investments in fixed assets, risk-return tradeoffs that must be considered in using financial leverage, and methods used in obtaining funds from the various capital markets. This course is taught mainly through lectures and class discussions of textual materials and problems.

BCOM 3950 Business Communication

This course enables students to develop the communication skills necessary to thrive in a professional setting and to create a personal career management strategy. Upon completing this course, students will be able to transition confidently and effectively from college to the workplace, graduate school or professional school. Students will be able to communicate in a proficient, influential manner in a variety of business situations. They will also learn how to develop and apply successful communication strategies to inform, persuade, and motivate others. Students will be able to write concise business documents and deliver high-quality oral presentations. Through a combination of course and lab work, students will develop the materials necessary to launch a productive self-directed internship and job search. In addition, class members will develop long-term personal career management strategies including an understanding of graduate and professional school options. Topics will include aspects of interpersonal communication, nonverbal communication, interview preparation, resume writing and job search correspondence, as well as the influence of culture, ethics, and technology.

MGS 4560 Small Business Management

This course provides students with an opportunity to learn how to manage a newly organized or acquired small business. The course begins with the start-up phase of the business, and students are shown how to develop the business and make a profit. The mission, objectives, goals, and strategies are set for an actual small business. Staffing decisions, from hiring operative employees to the board of directors, are made. Major emphasis is placed on the design, integration, and operation of the production, marketing, and finance.

MK 3010 Marketing

As the marketplace continues to adopt more electronic tools to facilitate business processes and expand to the international arena, the discipline of marketing is emerging as more important than ever in helping organizations better assure their on-going viability. This course provides an overview of marketing as a management process. Upon its successful completion, students will gain the ability to make better business decisions by understanding how to assess the marketing environment, design and conduct marketing research, and determine what elements are most important to customers as they make purchasing decisions. Topics covered include the use of marketing tools to develop and manage actual products and services, how to maximize prices on those products and services, how to distribute products and services, how to maximize prices on those products and services, and how to promote them. Finally, discussions will take place on how to compile the marketing information and decisions in a strategic plan that helps guide organizations' offerings to commercial success.

BUSA 2106 Legal and Ethical Environment of Business

This course provides the business student with a study of the interrelationship of law, ethics, and business. The course also covers government regulation of business activities and the legal environment within which business must operate.

CIS 4700 Computer Information Systems

This course focuses on advanced IT project management concepts, with particular emphasis on managing vendors, contracts, and IT project risk. The special management challenges associated with outsourced and off-shored projects are

examined, along with the specific skills required to successfully manage these types of projects. Coverage will include contract law and the different contract options available, as well as the portfolio of control mechanisms that can be employed to help manage such projects. Concepts and techniques for controlling software projects and dealing with schedule and other project risks will be introduced, including Monte Carlo analysis, Earned Value Analysis, and a variety of risk assessment tools and risk mitigation approaches.

BUSA 4980 Strategic Management

This is a capstone course in the B.B.A. program and is required of all seniors. The course integrates subject matter from the business core courses and other disciplines. This course focuses on integrated approaches to medium and long-term organizational challenges in a dynamic environment. Students develop skills in, and appreciation of, the role of all managers in the formulation and implementation of organizational strategies. A computer simulation involving teams of students from different functional backgrounds is a major part of the instructional design.

ACCOUNTING AND AUDIT SPECIALIZATION

ACCT 4112 Financial Accounting: Reporting Advanced Level

Students will learn how to account for economic resources and liabilities, conduct rudimentary financial statement analysis, analyze real world cases pertaining to these topics. Students will study accounting for income taxes, pensions, shareholders equity, share-based compensation, accounting changes, error corrections, and derivatives. Students will also be able to discuss and apply conceptual and regulatory frameworks for financial reporting, account for transactions in accordance with International accounting standards, analyze and interpret financial statements, prepare and present financial statements for single entities and business combinations in accordance with International accounting standards, and prepare simple consolidated financial statements.

ACCT 4113 Financial Accounting: Consolidation of Financial Statements

Students will study the computation of earnings per share and the preparation of a complex statement of cash flows. Students will also be able to evaluate the financial reporting framework, advise on and report the financial performance of entities, prepare the financial statements of groups of entities in accordance with relevant accounting standards and explain reporting issues relating to specialized entities.

ACCT 4210 Managerial Accounting, Advanced Level

Students study the information needed by managers to plan, monitor, and improve their critical processes, products, and services. This course stresses the application of information technologies to tasks such as measuring costs to produce, market, and deliver products and services; planning via flexible budgets and cost-volume-profit analysis; implementing activity-based management systems; and measuring and performance. Students will also be able to explain and apply cost accounting techniques, select and appropriately apply decision-making techniques to facilitate business decisions and promote efficient and effective use of scarce business resources, appreciating the risks and uncertainty inherent in business and controlling those risks; identify and apply appropriate budgeting techniques and methods for planning and control; use standard costing systems to measure and control business performance and to identify remedial action; identify and discuss performance management information and measurement systems and assess the performance of an organization, appreciating the problems of controlling divisionalized businesses and the importance of allowing for external aspects.

ACCT 4310 Accounting Information System

This course develops skills required by accountants users, managers, designers, and evaluators of information systems in e-business environments. The skills include choosing, extracting, and analyzing information to solve business problems, modeling technology-enabled business processes, developing information systems, and designing and evaluating internal control in e-business environments.

ACCT 4390 Case Studies in Taxation

In this course students will use real world cases to identify tax accounting and tax planning issues in unique fact patterns, select and apply appropriate tax laws to unique fact patterns and make decisions requiring knowledge of the tax law and its effect.

ACCT 4510 Tax Accounting

This course introduces students to the tax concepts applicable to sole proprietorships, partnerships, corporations, estates, and trusts. Emphasis is placed on differences between tax and financial accounting concepts. In addition, students are exposed to accounting periods and methods, deferred compensation, tax planning, ethical practices, and tax research.

ACCT 4540 Tax Practice and Procedures

The course is designed for persons preparing for a tax practitioner career. Subject matter for study is selected to amplify conceptual and technical knowledge at an advanced level of study of the techniques and procedures used by the various tax administrative bodies. The course also provides study opportunities to enhance the practitioner's skills and abilities in dealing with the tax administrative bodies.

ACCT 4391 Field Study in Accounting

The field study immerses students into the business-site experience in a relevant field. It is a supervised, business-site learning experience that provides students the opportunity to learn and apply skills in a professional setting. Students apply skills learned in previous courses and expand their knowledge of concepts and practices in the field by working with practitioners. While students are under the general supervision of the faculty, they are expected to display responsible independent action and to interact frequently with a business founder, owner, or chief executive. Students perform business tasks in the field, for a designated number of hours each week, submit assignments, projects and term papers, and make written and oral reports to management on assigned research findings and recommendations for action.

MARKETING SPECIALIZATION

MK 4010 Marketing Metrics, Analysis and Problem Solving

The course teaches a numbers-based approach to understanding, structuring and presenting solutions for marketing challenges. Students apply basic economic, financial and accounting principles and best-practice marketing metrics to marketing problems, and also learn to evaluate and analyze marketing problems presented in the form of case studies. This course also includes an introduction to Marketing careers and to tools to aid students in preparing for a successful career in Marketing.

MK 4100 Buyer Behavior

Basic concepts and research results from marketing and the social sciences are examined with the goal of enabling marketers to better understand customers and meet their needs. The decision process of buyers, factors affecting purchasing decisions, and customer satisfaction are major conceptual areas of the course. Implications for marketing strategies (e.g., market segmentation, product design, and promotion) are discussed.

MK 4200 Marketing Research

This course helps students make effective and efficient use of market information. Organizational issues, problem formulation, secondary data sources, survey sampling, measurement principles, questionnaire design, interviewing, basic data analysis, research ethics, new technologies, and international aspects are all introduced.

MK 4310 Advertising Campaigns

This course is designed to train students in the planning, execution, and evaluation of advertising strategies. Students apply decision criteria to every stage in the advertising process: analysis of industries, competitors, consumers, and products; market segmentation; objective setting; budget allocation; product positioning; development of creative strategy and tactics; media planning; and advertising

evaluation. Through the use of an extensive campaign project, students learn firsthand the challenges of creating effective advertising programs.

MK 4330 Principles of Professional Sales

A significant strategy in business today is developing relationships with potential and existing customers and vendors. The job of developing and enriching these relationships generally falls on the sales force of an organization. This course will give you an understanding of what sales people do and help you develop skills necessary to "sell" everything from yourself in a job interview to the latest products and services from your employer.

MK 4340 Sales Management

This course examines the sales management function in contemporary business organizations. Emphasis is placed on the formulation, implementation, and evaluation of a strategic sales program. Specific topics addressed include ethical and legal issues in sales management, selection and recruiting, territory design, quotas, organizing the sales force, compensation, motivation, leadership and coaching, and evaluation of salesperson performance. The course also emphasizes a mix of conceptual and applied information to provide a balanced view of sales management. The strategic nature of sales management decisions is another major topic.

MK 4400 Distribution Management

Distribution management deals with the management of those activities involved in making goods and services available for businesses and consumers. In this course, students develop understanding of how various institutions in the marketing channel perform these functions cost effectively to meet changing customer expectations. Emphasis is placed on the functions associated with the flow of inventories and related information or logistics aspects of distribution including marketing channels, customer service, order management and information systems, transportation management, inventory management, and warehousing. Toward the end of the course, students learn how to integrate these functions into a total distribution/ logistics system from a supply chain perspective.

MK 4420 Retailing

This course introduces the student to the basic principles of retailing, the diversity and dynamism of the retail industry, and tools for improving productivity. The course is designed to strike a balance between academic credibility and the basic, trade-oriented needs of the job- seeking student. It presents practical methods and procedures within a conceptual, theoretical framework. Hands-on projects and case applications are used to achieve this purpose.

MK 4510 Business-to-Business Marketing

This course focuses on strategy development for marketers whose customers include other businesses, the government, and institutions. It explores the buying behavior of organizations as customers and ways to segment the organizational market. In addition, the course highlights how the product development process for such customers differs from the processes used for consumer products and services. Other topics include channels of distribution strategy including electronic issues, supply chain management, price bidding, and new trends in personal selling and sales management.

MK 4600 International Marketing

This course aims to broaden students' appreciation of world markets and to provide knowledge and skills needed for recognizing, evaluating, and managing the international function. Through lectures, cases, and hands-on projects, students are introduced to the economic, socio-cultural, financial, and legal- political factors affecting international marketing and to the problems and opportunities associated with doing business on a global scale.

MK 4620 Product Management

The objective of this course is to familiarize students with applications of relatively recent new product planning techniques. The course will emphasize the use of market research data and marketing models for new product development and management. The main topics to be covered in this course are idea generation, concept evaluation, optimal product design, test marketing, product positioning, market segmentation, market share estimation, product packaging, advertising testing, pricing, brand name selection, brand equity, and global product planning.

MK 4700 Pricing and Sales Promotion

Strategy Price is arguably the marketing variable most closely linked to financial outcomes. Marketers use both price and sales promotion - deals, discounts and other programs - to motivate profitable behavior throughout the channel and at the point of sale. Today, in many industries, sales promotion accounts for the largest share of the marketer's budget. In this course, students learn how to set prices and pricing policies and structures to optimize the short-term and long-term success of the firm. Students also learn how to evaluate sales promotion activities and how to direct sales promotion efforts so as to maximize sales promotion ROI. This course uses simulation, case analysis, guest speakers, lecture and discussion to prepare students to make sound pricing and sales promotion decisions.

MK 4720 Direct and Interactive Marketing

Direct Marketing is one of the fastest growing areas of marketing practice today. Direct marketing uses multiple channels (such as Internet, the telephone, mail, and mass media) to reach specifically targeted customers to elicit a response and create an immediate or eventual sale. Direct marketing is distinguished by its focus on targeting and by its emphasis on accountability for performance and impact on ROI. This course teaches students how to plan and execute effective direct marketing strategies. Students examine the role of information in testing, refining and evaluating a direct marketing program. They will also explore the regulatory environment, the challenge of protecting customer privacy, and global variations in the use and effectiveness of direct marketing programs.

MK 4800 Services Marketing

Given the dominance of the service sector in the global economy, this course focuses on the important challenges of marketing services and delivering quality service to customers. The primary theme of this course is that service organizations differ from goods organizations and require their own distinctive approach to the development and execution of marketing strategy. A second theme focuses on the role of service in manufacturing firms. This course will suggest ways that companies in the manufactured goods sector might use service as a source of competitive advantage. Through completion of a comprehensive firm audit, students will better understand the use of marketing tools by service organizations.

MK 4850 Marketing for Entrepreneurs

Marketing is of critical importance to the success of the entrepreneurial venture. This course gives students the chance to develop their knowledge and thinking about entrepreneurial opportunities by applying marketing concepts to the specific challenges of the small business or start-up. The course begins by examining how marketing can be used to find, evaluate, and exploit the right venture opportunity. Students then learn how to formulate product, price, promotion, and distribution strategies under conditions of severe resource limitations. Through the development of a marketing plan for an existing small business or a proposed start-up, students will learn how to position new products and services to increase the chance of ventures success.

MK 4900 Marketing Strategy

The course focuses on marketing's role in creating, capturing, and sustaining customer value for an organization or business unit. Using the case method, students apply quantitative analysis and critical thinking skills to develop and implement marketing strategies to solve problems in a dynamic global environment. Working in teams, students learn how to manage marketing organizations and integrate marketing functions as they design, execute, evaluate, and present a strategic marketing plan.

MK 4391 Field Study in Marketing

The field study immerses students into the business-site experience in a relevant field. It is a supervised, business-site learning experience that provides students the opportunity to learn and apply skills in a professional setting. Students apply skills learned in previous courses and expand their knowledge of concepts and practices in the field by working with practitioners. While students are under the general supervision of the faculty, they are expected to display responsible independent action and to interact frequently with a business founder, owner, or chief executive. Students perform business tasks in the field, for a designated number of hours each week, submit assignments, projects and term papers, and make written and oral reports to management on assigned research findings and recommendations for action.

FINANCE SPECIALIZATION

FI 4000 Fundamentals of Valuation

This course develops core competencies that all finance majors should possess. Topics include foreign exchange markets, interest rate risk, term structure theory, introductory option pricing, future markets, valuation, and modern portfolio theory. Quantitative methods examined in conjunction with each topic.

FI 4020 Financial Analysis (Financial Analysis and Introduction to Loan Structuring)

Students intensively examine financial statements and business characteristics to learn the information content of financial statements. Applications focus on how they can be used to identify the pattern of funds need for a business and the best financing vehicle to meet that need. The primary tools of analysis are financial statement construction, cash flow statements, financial ratios, common-sized statements, cash budgets, proforma statements, sustainable growth rates, and cost-volume-profit analysis. Students evaluate the needs of a variety of companies that differ with respect to type, industry, profitability, growth, seasonality, cyclicity, and degree of distress. The primary teaching method is case analysis, and a significant course objective is development of communication skills.

FI 4040 International Finance

This course exposes students to foreign exchange risk and develops their understanding of institutional realities encountered by the financial manager in a global economic environment. Activities of currency arbitrage, hedging, and speculation are examined in light of exchange rate regimes, euro-currency markets, the balance of payments, mechanics of foreign exchange conditions in international finance, and international trade activities.

FI 4080 Financial Modeling

This course presents the tools necessary to build advanced Excel spreadsheets for financial decision making. Topics include financial statement modeling, firm valuation, portfolio construction, risk measurement, term structure modeling and

option valuation. The spreadsheets created in this course will feature Visual Basic Applications, pivot tables, regression analysis, matrix operations, solver and goal seek.

FI 4200 Introduction to Derivative Markets

This course introduces students to derivative instruments, which are contracts whose values derive from prices of underlying assets and goods such as equities, currencies, debt, and commodities. The main focus is on the valuation and application of the principal derivative building blocks including futures and forward contracts, options, and swaps. Coverage is given to the market structure and to how these products are specifically used by corporations and financial institutions for controlling financial market risks. The course keeps abreast of global developments and new product innovations.

FI 4210 Portfolio Management Practicum

Students meet weekly to manage an all equity security portfolio. Financial decision making is emphasized through use of quantitative and relative valuation models. Topics include sources of investment information, financial statement analysis, determination of cash flows, equity valuation, technical analysis, behavioral finance, investment policy statement, sector allocation, risk, and performance attribution. Effective presentation and persuasion skills emphasized.

FI 4240 Global Portfolio Management

This course explores the practical aspects of investment valuation and portfolio management in a global framework. The focus is on market microstructure, framework, bond-equity-portfolio management, and overall asset allocation. Practical aspects of portfolio management are introduced through lectures and class discussions of journal articles and of cases.

FI 4260 Hedge Funds, Mutual Funds, and Trading Strategies

This is an advanced undergraduate elective course on investment funds including hedge funds, mutual funds, and exchange-traded funds (ETFs). The course will cover their organizational forms, performance, and risk-return characteristics. The course will consider many of the trading strategies employed by funds such as

long-short equity, merger arbitrage, relative value arbitrage, and convertible arbitrage. Students will gain skills in designing and proposing risk-appropriate trading strategies to meet client needs. The course will also reflect ongoing developments and changes in markets, demographics, legal environment, regulations, and technology.

ECON 4500 Money and Credit

A study of the role of money, credit, interest rates, and the balance of payments in determining the rate of production and employment in a nation's economy; emphasis is placed on monetary policies of the Federal Reserve System and their interaction with other elements of policy and with international economic currents.

FI 4300 Corporate Finance, Advanced Level

This course develops a framework for analyzing corporate investment and financial decisions facing financial managers and introduces students to the tools to make such decisions. Students are introduced to the central issues in capital structure and dividend policy decisions and the interaction between financing and investment decisions. Techniques are introduced for evaluating strategic investments in technology, mergers and acquisitions, corporate restructurings and research and development. They also form the basis for the valuation of firms in traditional and new-technology industries and security offerings such as initial public offerings. A variety of pedagogical vehicles are used including problem solving, case studies, lectures, and group projects. FI 4320 Corporate Financial Decision Making

This course uses a combination of lectures, case analyses, class discussion, and projects to develop the ability and skills necessary to devise and implement strategic financial decisions within the firm. Students will learn how to bridge the conceptual foundations and the practice of finance to create and execute value-enhancing strategies under realistic scenarios. Specific topics may include the estimation of divisional cost of capital, project analysis, and firm valuation. The course will also cover selected topics such as incentive alignment, corporate governance, and financial restructuring based on current relevance and innovation in the field.

FI 4391 Field Study in Finance

The field study immerses students into the business-site experience in a relevant field. It is a supervised, business-site learning experience that provides students the opportunity to learn and apply skills in a professional setting. Students apply skills learned in previous courses and expand their knowledge of concepts and practices in the field by working with practitioners. While students are under the general supervision of the faculty, they are expected to display responsible independent action and to interact frequently with a business founder, owner, or chief executive. Students perform business tasks in the field, for a designated number of hours each week, submit assignments, projects and term papers, and make written and oral reports to management on assigned research findings and recommendations for action.

FI 4400 Financial Institutions

This course examines the major financial management issues confronting depository financial service firms (commercial banks and bank holding companies, savings organizations, credit unions). Specific topics include the economics of intermediation; forces affecting change legal/regulatory influences; profitability analysis; and management of various risk areas such as interest rate risk, liquidity risk, and capital management. One

FI 4420 Financial System

This is a macro-finance course, focusing on the broad issue of funds flows through the entire economy. The objective is to provide students with an understanding of the characteristics of the major financial markets and financial instruments, the identity and nature of the major players in those markets, the forces influencing how funds flow through the worldwide system, and the role of interest rates in the process. Monetary theory and policy are not covered.

WORLD ECONOMY SPECIALIZATION

ECON 4800 International Trade

An examination of theories of trade and empirical verification, trade and welfare, tariff and nontariff barriers to trade, common markets, and the relationship between growth and trade.

IB 4020 International Trade Management

This course covers the functions and responsibilities of export and import managers who are directly involved with planning and implementing international company policies designed to expand export/import activities. A secondary objective is to examine the public policy aspects of exporting and importing.

IB 4100 International Entrepreneurship

Applied aspects of starting a business in the international environment. The course is composed of four modules: creativity, finance, import/export, and marketing. Students complete business plans and are exposed to practical aspects of new business startups. The issue of why some countries are more entrepreneurial than others is explored, with a comparison of national business systems from the perspective of initiating and expanding a business venture.

IB 4391 Field Study in International Business

The field study immerses students into the business-site experience in a relevant field. It is a supervised, business-site learning experience that provides students the opportunity to learn and apply skills in a professional setting. Students apply skills learned in previous courses and expand their knowledge of concepts and practices in the field by working with practitioners. While students are under the general supervision of the faculty, they are expected to display responsible independent action and to interact frequently with a business founder, owner, or chief executive. Students perform business tasks in the field, for a designated number of hours each week, submit assignments, projects and term papers, and make written and oral reports to management on assigned research findings and recommendations for action.

MANAGEMENT SPECIALIZATION

MGS 3400 Managing Organizations

This course provides an overview of management in organizations. Students will be introduced to fundamental organizational concepts such as organizational systems, organization design and structure, and the decision-making process. The focus of the course is to examine, from a managerial perspective, the effect of individual, group, and organizational variables on organizational performance.

MGS 4010 Introduction to Organizational Behavior

Course explores how to manage people, which includes motivating people to act, improving group functioning and decision making, recognizing and resolving conflict, diagnosing organizational politics, and leading with vision. The organizational behavior topics emphasized include team building, communication, leadership, motivation, ethics and social responsibility.

MGS 4420 Becoming a Leader

Students critically evaluate the definition and meaning of leadership, developing their own interpretations and definitions of leadership after learning how others have interpreted and defined it. They also analyze their own leadership strengths and limitations and engage in activities to improve their leadership skills.

MGS 4430 Negotiation and Dispute Resolution

This course is designed to help students become better negotiators by understanding and practicing the negotiation strategies and tactics appropriate for different situations. The course focuses primarily on negotiation planning, distributive negotiation, and integrative negotiation. The course is a general treatment of negotiation that is useful to students from a broad range of majors.

MGS 4440 Working in Teams

This course provides a structured approach to better understand how teamwork contributes to organizations, the conditions that make interactions between people and groups highly effective, and how to best put this effectiveness to work. Topics

include work teams as a vehicle to improving organizational performance, designing a team-based organization, team organizational models, work team implementation issues, training and developing teams, team building programs, and leadership in a team-based organization.

MGS 4470 Organizational Communication

This course provides an understanding of the importance of communication within organizations and knowledge of the nature of the communications process. It promotes the ability to analyze and deal with communications potentials and problems as part of the organizing process.

MGS 4500 Entrepreneurship and New Venture Management

The purpose of this course is to acquaint the student with the personal qualities of successful entrepreneurs, to provide the student with information required in order to establish a new business venture, and to present the unique management problems which face entrepreneurs in starting and operating new ventures. Student teams research an entrepreneur in the community and write a case study on that entrepreneur and their business.

MGS 4550 Managing a Family Business

Management principles and practices are examined within the context of a family-owned business. The class has two distinct purposes: to increase the students' understanding and effectiveness as members of family firms and to heighten self-awareness regarding roles and career opportunities within family firms.

MGS 4590 Entrepreneurship Field Study

The field study immerses students into the business-site experience in a relevant field. It is a supervised, business-site learning experience that provides students the opportunity to learn and apply skills in a professional setting. Students apply skills learned in previous courses and expand their knowledge of concepts and practices in the field by working with practitioners. While students are under the general supervision of the faculty, they are expected to display responsible independent action and to interact frequently with a business founder, owner, or chief executive. Students perform business tasks in the field, for a designated number of hours each

week, submit assignments, projects and term papers, and make written and oral reports to management on assigned research findings and recommendations for action.

MGS 4610 Corporate Social Responsibility

This course is centered upon the theory and application of Corporate Social Responsibility. The concept of the triple bottom line, i.e. planet, people and profits is examined for a variety of global corporations. These "three P's" reinforce the notion of stakeholder issues taking precedence over shareholder concerns. We examine the interrelationships among business, government and society and develop a framework of corporate sustainability and opportunity balanced with corporate awareness and responsibility.

MGS 4730 Project Management

This course addresses the structured process for managing projects. The emphasis in the course is on defining, planning, and controlling projects to successfully complete them within quality specifications, on schedule, and within budget. Project management software is used in the course. Other topics include project organization, roles of the project manager and team members, and project leadership.

MGS 4300 Managing Human Resources

This course provides a survey of the field of human resource management. Topics covered include strategic human resource management, recruitment, selection, legal basis of human resource management, performance evaluation, training and development, compensation, and labor relations.

MGS 4320 Legal Environment of Human Resource Management

This course examines the legal environment that directly impacts the human resource functions of organizations. Important court and administrative decisions are highlighted, especially recent developments, for their impact upon managerial decision making. MGS 4360 Human Resource Selection

This course focuses on the selection process in organizations. Topics covered include job analysis, measurement, equal employment opportunity laws,

applications, interviews, psychological tests, and performance appraisal. Theory and research underlying selection principles are reviewed, and practical application is emphasized.

MGS 4385 Employee Benefit Plans

This course examines the characteristics and design of employee benefit plans, including group insurance, pensions, and profit sharing. These plans are evaluated in terms of their cost and effectiveness. Consideration is given to employee communications, taxation, collective bargaining, social insurance systems, and international benefit programs.

MGS 4390 Compensation

Compensation plans are designed and implemented to provide fair remuneration for services received. This course discusses the major environmental influences on compensation practices and shows how those influences as well as organizational and employee influences are translated into the development of equitable pay systems within organizations. The course also examines how the external environment affects the types of benefits employers choose to provide for their employees.

MGS 4395 Human Resources Management Field Study

The field study immerses students into the business-site experience in a relevant field. It is a supervised, business-site learning experience that provides students the opportunity to learn and apply skills in a professional setting. Students apply skills learned in previous courses and expand their knowledge of concepts and practices in the field by working with practitioners. While students are under the general supervision of the faculty, they are expected to display responsible independent action and to interact frequently with a business founder, owner, or chief executive. Students perform business tasks in the field, for a designated number of hours each week, submit assignments, projects and term papers, and make written and oral reports to management on assigned research findings and recommendations for action.

ECON 8430 Theory of the Firm and Business Strategy

An application of microeconomic theory and industrial organization to topics for internal firm organization and strategic business decision-making. Topics vary, but typically include transactions cost analysis and empirical implications, multiproduct cost concepts, vertical integration, product differentiation and product quality, durable good pricing, innovation and patents, spatial competition, delivered (base point) pricing, price discrimination, product building, network economies and information implications, and special topics in regulatory economies and transitional adjustments in deregulated industries.

EMBA 8810 Corporate Strategy and Responsibility

This intensive course introduces executives to the roles that executives play in defining, leading, managing, and responding strategically to the responsibilities of the corporation. The course uses simulations, interactive case studies with the corporate executives who lived them, and ethical reflection exercises to teach executives to assess and respond to the social, ethical and environmental issues confronting global enterprises and lead effective corporate policies and responses. Special attention is paid to building the four components of ethical behavior, namely, ethical sensitivity, judgment, motivation, and implementation.

MGS 4000 Managerial Decision Making

This course focuses on how managers, individually and in groups, make decisions. It covers the major descriptive and normative models of managerial problem diagnosis and alternative generation. By comprehending how managers solve problems, students are prepared to build computer-based support tools. Cases and mini-examples are used to apply the concepts and methods to real-world problems.

MGS 4020 Business Intelligence

This course focuses on the features, uses, and design strategies for IT-enabled managerial decision support. Model-based, and knowledge-based application for business intelligence and corporate decision-making are emphasized. Implementation issues in the context of emerging business environments are also addressed. Application areas include financial analysis, marketing research, and project management.

MGS 4110 Analysis of Business Data

The aim of this course is to provide the student with the background to run a statistical project from the data collection stage through analysis and interpretation of the results. The course is divided into two major parts. The first part of the course discusses data collection methods including the various common sampling designs and questionnaire development. In the second part, students are introduced to the use of statistical program to provide them with the power to perform data analysis and interpret the data.

MGS 4120 Optimal Resource Allocation

This course focuses on optimization modeling and sensitivity analysis to help managers craft well-formed, well-justified decisions. Students design optimization models for realistic cases, implement them using spreadsheets, and write the results in the form of a nontechnical recommendation to management backed up by clearly organized technical appendices.

MGS 4860 Management Studies Abroad

Emphasizing a collaborative rather than competitive learning environment, this course examines the interrelatedness of economic, political, legal, social, and cultural factors on cross-cultural management issues. Concepts of human behavior, motivation, strategy, and labor/management relations are linked to practice in different national settings. An extensive international on-site program is an integral part of this program. Interviews are conducted at a broad range of organizations and industries. Objectives include cultivating a global mindset and developing a richer understanding of international business challenges relating to management. Company visits showcase evolving corporate profiles in the global marketplace.

MGS 4760 Quality Management

This course addresses a strategic, structured approach to the design and development of quality management programs in manufacturing and services. The analytical and behavioral aspects of quality management are addressed. Topics include the strategic importance of quality to organization success and the importance of customer orientation and Human Resource Management in a total quality management program.

PHIL 3730 Business Ethics

Moral issues in business, such as social responsibility, employee obligations and rights, ethics and the professions, marketing and advertising practices, and the environment. Issues in both domestic and international areas may be discussed.