

## **BUSINESS ADMINISTRATION**

The Business Administration major prepares students to be flexible, adaptable and successful by stressing three key components for a successful career upon graduation. First, *business sense*—by experiencing the cross-functional environment of modern business organizations. Second, *critical skills*—in all the important business functions, but in other areas, too, such as communication, teamwork, critical thinking, and change management. Third, *personal character*—by challenging students to consider a social and ethical context for evaluating business decision making, strategy and policy.

When combined with practical experience, which students are encouraged to obtain through internships and practica, the skills-focus of studying business at Saint Joseph's College prepares our graduates for a wide range of successful and rewarding careers in small and medium size businesses or non-profit organizations.

*Students majoring in Business Administration will choose a concentration in Finance, Human Resource Management, International Business, Marketing or Management and may not minor in Business Administration, Accounting or Human Resource Management.*

### **MAJOR IN BUSINESS ADMINISTRATION**

REQUIRED: Foundations, 8 courses (24 credits)

ACC 101 Int. Financial Acct	ECN 121 Money & Income
ACC 102 Int. Managerial Acct	FIN 201 Prin of Finance
BUS 201 Legal Environment of Business	MGT 101 Prin of Mgt
ECN 120 Markets & Prices	MKT 102 Prin of Mkt

REQUIRED: Tools, 3 courses (7 credits)

BUS 101 Comm & Technology	ECN 210 Statistics
BUS 301 Career & Job Planning	

REQUIRED: Synthesis, 2 courses (6 credits)

BUS 351 The Crucible	BUS 451 Business Strategy
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REQUIRED CONCENTRATION: 4 courses (12 credits) from **one** subject area below

FINANCE: choose 4 courses (12 credits)

FIN 211 Investments	FIN 411 Financial Statement Analysis
FIN 311 Corporate Financial Mgt	FIN 421 Special Topics in Finance
FIN 312 International Finance	

HUMAN RESOURCE MANAGEMENT (12 credits)

PSY 134 Indst. & Org. Psych.	MGT 322 Practicum in HR Mgt
MGT 211 Human Resources Mgt	MGT 421 Spec. Topics in Mgt
MGT 321 Benefits and Compensation	

INTERNATIONAL BUSINESS: choose 4 courses (12 credits)

FIN 312 International Finance	MGT 312 International Business
POL 103 International Relations	MGT 421 Special Topics in Mgt
POL 407 International Law	

MANAGEMENT: choose 4 courses (12 credits)

MGT 211 Human Resources Mgt    MGT 411 Organizational Behavior  
MGT 212 Entrepreneurship        MGT 421 Special Topics in Mgt  
MGT 311 Operations Mgt

MARKETING: choose 4 courses (12 credits)

MKT 211 Promotion Management    MKT 411 Marketing Research  
MKT 311 Sales & Marketing Mgt   MKT 421 Special Topics in Marketing  
MKT 312 E-Business

*Students may design their own concentration by selecting 12 credits from upper level courses in Business Administration, with the approval of their advisor.*

### **MINOR IN BUSINESS ADMINISTRATION (18 credits)**

REQUIRED: 4 courses (12 credits)

ACC 101 Intro Financial Acct        MGT 101 Principles of Management  
MKT 102 Principles of Marketing    FIN 201 Principles of Finance

Choose 3 credits from:

ECN 110 The Economic Way of Thinking    ECN 121 Money & Income  
ECN 120 Markets & Prices

Choose 3 credits from:

MGT 211 Human Resources Mgt        MGT 312 International Business  
MGT 212 Entrepreneurship            MKT 312 E-Business

### **MINOR IN HUMAN RESOURCES MANAGEMENT (18 credits)**

REQUIRED:

PSY 110 Intro. To Psychology        MGT 321 Benefits & Compensation  
PSY 134 Industrial Org. Psychology    MGT 322 Practicum in HR Mgt  
MGT 211 Human Resources Mgt        MGT 421 Special Topics in Mgt

## **COURSE DESCRIPTIONS**

### **BUSINESS ADMINISTRATION (BUS)**

#### **101. Communication and Technology**

**3 credits**

A portal for new students in business administration, this course introduces communication, technology, case analysis, and presentation skills required for, and further developed in, later courses. It helps establish an initial social and ethical framework for business studies, with a direct link to relevant topics and readings in Core 1.

#### **201. The Legal Environment of Business**

**3 credits**

This course will cover legal and regulatory issues in detail to form a context for the ethical and social considerations of business decision making. Discusses the impact of the common law, statutes, regulations and the U.S. Constitution on the business organization. It provides an understanding of the court systems, and the legislative and regulatory processes. The course also furnishes an analysis of the law as it affects

various business practices including defective products, contracts, employment, environmental practices and international business activities.

**211. Students in Free Enterprise** **1 credit**

SIFE is designed to enhance students' understanding of the American free enterprise system. Open to business or non-business majors, the course consists of projects to increase public awareness of economic problems in the increasingly competitive global marketplace. Students will also prepare an annual report of activities and present their work at regional competitions sponsored by SIFE International. **(May be taken once.)**

**301. Career and Job Planning** **1 credit**

This course is designed to help students develop the skills needed for their job search process and to successfully enter the business world upon graduation. It also offers assistance in preparing for the transition from student life to professional life. The course includes self-skills assessment, career path management, effective cover letters and resumes, and interviewing skills. **Open to Seniors and Juniors.**

**321. Business Practicum** **1-3 credits**

The Business Practicum is designed to offer students hands on training while under the supervision of professionals. A practicum can be designed for any area of study. The student will work in the field gaining practical experience and then report on a regular basis to the supporting faculty member. A major paper will be a portion of the requirements for credit. **Prerequisite: Foundation courses and cumulative GPA of 2.500 or higher.**

**351. The Crucible** **3 credits**

This junior year course places student teams in competitive scenarios that test the application of skills and concepts developed in the Foundations courses. It simulates the cross-functional environment of modern business organizations and stresses teamwork, decision making under uncertainty and change, and evaluation of ethical dilemmas. Relevant intermediate level functional concepts are also introduced. **Prerequisite: all eight Foundations courses and cumulative GPA of 2.500 or greater.**

**355. Independent Study in Business** **1-3 credits**

With approval of the faculty, this course allows students to pursue independent research, analysis and writing on a business topic or issue of special interest. Students may propose a project idea or develop one with faculty. Requires a major business report and presentation.

**390. Internship in Business** **3-9 credits**

Selected students will earn credits for completing an internship program with a business firm. Students will prepare regular reports describing their duties and experiences. Upon completion of the internship program, interns will submit a major paper addressing the various activities and projects in which they participated, as well as an analysis of the company's operations. The interns will also present their experiences to faculty members. **Prerequisite: Cumulative GPA of 3.000 or higher and departmental approval.**

**421. Special Topics in Business** **3 credits**

Offered as needed, this course allows the business faculty to cover special topics of interest or to address developing issues in business and industry. Faculty may periodically initiate the course, but students should feel free to suggest topic ideas, too.

**442. American Business History (ECN 442, HST 442) 3 credits**

Focused on management-labor relations, broadly construed, from 1600 to the present.

**451. Business Strategy 3 credits**

This course is designed to give students practice in policy making thereby enhancing their ability to identify, analyze, interpret and evaluate business policies, especially those of large corporations. Through the study of actual business situations, the student will learn to diagnose a company's policy decisions. Cases are selected from a variety of industries to emphasize the universality of management problems and to give the student a facility for solving problems wherever they may develop. An attempt will be made to focus previously gained knowledge of accounting, finance, management, marketing and economics upon such matters as organization, administration, procurement, production, sales, labor, financial and expansion policies. **Prerequisite: Senior standing and cumulative GPA of 2.500 or higher.**

**FINANCE (FIN)**

**101. Personal/Family Finance 3 credits**

This course provides students with the knowledge and tools necessary to make informed financial decisions. The course addresses the principles and practices of budgeting, cash and credit management, purchase decisions, insurance planning, investment management and retirement and estate planning. *No background in Accounting or Finance is required. Open to all students regardless of their major.*

**201. Principles of Finance 3 credits**

A fundamental course in finance. The course provides students with an overview of financial institutions and markets, investments and corporate finance. Students will learn about the importance of and role that financial markets play in the economy; the Federal Reserve System; risk and return; stocks bonds and mutual funds and fundamental corporate finance concepts. The course addresses current economic, financial and investment issues and features spreadsheet modeling.

**211. Investments 3 credits**

This course provides students with the knowledge and tools necessary to make sound investment decisions. Students will learn about the securities markets and how they function; how to place trades; how to establish investment objectives and policies; the characteristics and risks of various investment securities, including common stocks, preferred stocks, fixed income securities, money-market instruments and mutual funds and their roles in an investment portfolio; and how to construct and manage an investment portfolio. The course emphasizes the fundamental analysis of common stocks, which focuses on analyzing and understanding businesses and the factors that contribute to their growth, profitability, financial condition and competitive position. The course features spreadsheet modeling.

**311. Corporate Financial Management 3 credits**

This course examines issues and policies pertaining to the financial management of the corporation, including working capital management, capital structure and capital budgeting. The course also addresses current issues in corporate finance. The course features spreadsheet modeling.

**312. International Finance (ECN 312, POL 312) 3 credits**

An introduction to international trade and international financial markets. The trade component covers comparative advantage, tariffs, and the benefits and costs of increasingly open global trade. The markets component covers topics on balance of payments, foreign currency markets, hedging with forwards, futures and options, and special considerations for businesses conducting international trade.

**411. Financial Statement Analysis 3 credits**

This course focuses on analysis and interpretation of corporate financial statements, including the balance sheet, income statement and statement of cash flows. Students will analyze their financial statements to assess a corporation's financial strength, profitability and cash flow. Various accounting concepts, including revenue and expense recognition, asset valuation, accounting for liabilities, debt and equity financing and off-balance sheet items, among others, are addressed. The course features case studies and spreadsheet modeling.

**421. Special Topics in Finance 3 credits**

Offered as needed, this course allows the business faculty to cover special topics of interest or to address developing issues in finance. Faculty may periodically initiate the course, but students should feel free to suggest topic ideas, too.

**MANAGEMENT (MGT)**

**101. Principles of Management 3 credits**

The purpose of this course is to present a carefully organized system of concepts by which the basic meaning and the universal principles of management can be grasped. This course is limited to a treatment of that body of fundamental principles which underlies all management regardless of type or size of business. A study of the structure of industry in the U.S., the objectives and means of a business enterprise, the functions of business, the environment of a business, the purpose and methods of management, administrative decision making and functions of management.

**211. Human Resource Management 3 credits**

This is an introductory course for learning the skills needed to effectively manage people in an organization. Human resources are one of the largest assets of an organization and can lead to a competitive advantage, if managed properly and in conjunction with the overall strategy and mission of the organization. In Human Resource Management, students are exposed to such skills.

**212. Entrepreneurship 3 credits**

This course is aimed at the student interested in starting and operating his or her own small business. It will emphasize those problem areas axiomatic of small enterprises rather than large corporations. Materials, films and lectures from the Small Business Administration will be used extensively. **Prerequisite: ACC 101 or FIN 201, MGT 101, MKT 102.**

**311. Operations Management 3 credits**

A study of the fundamentals of the functional areas in production/operations. The study includes the decision making process as related to product planning, demand, forecasting, production/inventory, quality control and improvement, and productivity. The essentials of qualitative analysis will be employed to facilitate decision making. **Prerequisite: ECN 210.**

**312. International Business** **3 credits**

A study of comparative management and marketing practices from around the world. The student examines management and marketing policies, practices and techniques in a multinational market. Topics include foreign exchange, formulation of national trade policies, the role of culture and strategies for entering foreign markets.

**321. Benefits and Compensation** **3 credits**

This course is an in-depth examination of pay and benefit theories and practices. This course analyzes job evaluation techniques, salary surveys, individual and group performance-based pay, as well as insurance and pension plan administration. The challenge of developing, maintaining and managing benefits and compensation plans is a critical and costly function of business. The objective of this course is to provide a basic understanding of these potential plans.

**322. Human Resource Management Practicum** **3 credits**

This capstone course is developed for the purpose of affording the student hands-on training, while under the supervision of professionals. The student will work in the field and report weekly to the supervising professor. A major paper will be submitted analyzing the experience.

**411. Organizational Behavior** **3 credits**

A course to study the impact of how groups and individuals respond to and act in organizations and how organizations manage their environments. Topics include motivation, leadership, decision making, effective work groups, power politics and conflict and organizational change. **Senior standing only.**

**421. Special Topics in Management** **3 credits**

Offered as needed, this course allows the business faculty to cover special topics of interest or to address developing issues in management. Faculty may periodically initiate the course, but students should feel free to suggest topic ideas, too.

**MARKETING (MKT)**

**102. Principles of Marketing** **3 credits**

A study of the structure and process of marketing with emphasis upon the manner in which marketing distributes economic resources and stimulates demand. Consumer, industrial and government markets are analyzed and the resources of the economy are reviewed from the standpoint of the marketing problems they present. The organization of marketing is described with special attention devoted to channels of distribution and the various types of retailers and wholesalers. Descriptive cases and commodity analyses are used throughout the course.

**211. Advertising and Promotion Management** **3 credits**

One of the marketing mix elements is promotion or marketing communications. This course studies the effects of promotion or marketing communications upon sales and society from the managerial and behavioral perspectives. The course will examine management of the advertising, promotional planning and budgeting, media selection, assessment of advertising and promotion campaign, and environmental forces influencing the promotion management. **Prerequisite: MKT 102.**

**311. Sales and Marketing Management****3 credits**

A study of the marketing problems of the firm approached from a management point of view. Emphasis is placed on the development of the student's ability to analyze marketing situations, identify problems, determine solutions, implement corrective action, and plan strategy. The student learns how the marketing management functions of merchandising, channel selection, determination of brand policy and price policy, sales promotion, advertising and personal selling integrate to produce an effective marketing program.

**312. E-Business****3 credits**

The Internet is a communication, distribution, and exchange medium that is having a dramatic impact on marketing. This course is designed to cover the integral parts of marketing and the relation to e-commerce, e-business, e-collaboration, and e-strategy. The course will engage in e-business activities and will provide students with an opportunity to explore the challenges of starting and maintaining an e-commerce business.

**411. Marketing Research****3 credits**

The use of scientific methods by business in gathering and utilizing marketing data in the efficient selling of merchandise. An analysis of selling, price and product problems that market research may assist in solving; research questionnaire building and methods of sampling; a survey of problems that a division of marketing is likely to face; analysis of markets through company records, published sources and original investigation.

**Prerequisite: ECN 210 and MKT 102.**

**421. Special Topics in Marketing****3 credits**

Offered as needed, this course allows the business faculty to cover special topics of interest or to address developing issues in marketing. Faculty may periodically initiate the course, but students should feel free to suggest topic ideas, too.