



International Business

This major enables students to acquire a knowledge base that develops their capacity to work for an organization that operates in a global setting. Students may select electives in one academic discipline that suits their special area of interest, or take any of the elective courses listed below to meet the degree requirements.

BBA: International Business

Required major courses—15

BSAD450, 467; ECON454; FNCE426; MKTG465

Electives—12

Economics Electives—0–12
ECON275, 328, 415, 427
Finance Electives—0–12
FNCE397, 410, 429, ACCT330
Management Electives—0–12
BSAD345, 384, 410, 470
Marketing Electives—0–12
MKTG320, 368, 440, 456
BSAD487 (international focus)

BBA core—39

Grade requirements: All International Business students must earn at least a “C” letter grade in the following courses: ACCT121, 122, ECON225, 226 and FNCE317.

BBA cognates—3

General Education requirements—49

General electives—6

Total credits for the BBA degree—124

Courses

Accounting

ACCT121, 122 (3, 3)

Fundamentals of Accounting

Emphasis upon understanding the accounting cycle and the content and preparation of financial statements. Cost and managerial concepts examined. Fall, Spring

ACCT320 (3)

Business Communication

Designed for the accounting major, this course focuses on techniques of successful communication in the business world. The course introduces strategies for various business situations including memos, letters, meetings, presentations, reports, and electronic correspondence. The course also examines methods

of organizing and presenting information and of developing a professional communication style. Prerequisites: COMM104, ENGL215. Spring

ACCT321, 322 (3, 3)

Intermediate Accounting

Accounting theory and problems in the classification of transactions, asset and liability valuation, income determination, and the presentation and interpretation of financial statements. Study of generally accepted accounting principles. Students may not enroll in ACCT321, 322 unless they have obtained a grade of C or higher in ACCT121, 122. A grade of C or higher in ACCT321 is required for admission to ACCT322. Prerequisites: ACCT122, INFS215. bFall, Spring

ACCT330 (3)

Cost and Managerial Accounting

Study of cost determination, accumulation, and allocation procedures. Preparation and utilization of financial information for internal management purposes; emphasis on job order, process and standard costs systems cost-volume-profit relationship, relevant cost, budgeting, performance evaluation, and control. Prerequisite: ACCT122. Spring

ACCT365 (3)

Individual Taxation

Study of federal income taxation of individuals, of business expenses, and of property transactions. Prerequisite: ACCT121. Fall

ACCT455 (3)

Accounting for Not-for-Profit Organizations

The study of the fundamental accounting systems used by government, hospitals, schools, and other not-for-profit organizations. Topics include the budgeting process, and the analysis and interpretation of non-profit financial statements. Prerequisite: ACCT122. Fall

ACCT456 (3)

Advanced Accounting

Study of accounting for business combinations and the preparation of consolidated financial statements; foreign currency financial statements; SEC reporting. Prerequisite: ACCT322. Spring

ACCT465 (3)

Auditing

Internal and external auditing; current professional standards, ethics of the auditor with emphasis on internal control and evidence gathering. Prerequisite: ACCT322. Fall

ACCT467 (3)

Corporate Taxation

Studies federal income taxation of corporations, partnerships, estates, and trusts. Prerequisite: ACCT365. Spring

ACCT476 (3)**Accounting Information Systems**

Planning and operation of electronic data-processing systems in accounting and the use of the information generated for financial reporting and control. Prerequisites: ACCT122 and junior class standing. Spring

ACCT500 (2)**Survey of Accounting**

Studies fundamental concepts of financial accounting. Topics include the accounting cycle, financial statement preparation, content and analysis of financial statements. Not available for MBA program. Fall, Spring

ACCT586 (3)**Tax Research**

Study of the legislative, administrative, and judicial sources of tax law, as well as the resources and techniques used to find a competent and professional conclusion to a tax problem. Extensive research of tax issues and presentation of research is required. Prerequisite: ACCT365. Recommended: ACCT467. Fall

ACCT615 (3)**Accounting Theory**

An examination of the standard-setting process and selected accounting research, and analysis of major problem areas of financial accounting. A research paper is required. Prerequisite: Equivalent of 1 year of intermediate accounting. Spring

ACCT620 (3)**Financial Statement Analysis**

This course develops the skills necessary to interpret and use financial statement information effectively to assess profitability and risk, and provides a framework for business analysis and valuation. Requirements include research and written analysis of financial statements, SEC filings, and other public disclosures. Prerequisites: ACCT 121, 122.

ACCT625 (3)**Financial Analysis and Reporting**

Develops business leaders' financial-statement literacy. Topics include: understanding the nature of business transactions; identification of relevant economic events for reporting; determination of appropriate financial measures for those events; analysis of the effects of those events in organization's performance and financial condition. Not available for MBA program.

Economics**ECON225 (3)****Principles of Macroeconomics**

Analysis of national income and expenditures according to current theories. Inflation, economic growth, and unemployment are examined, as well as modern banking and the money supply. Applicable toward General Education requirements in the social sciences. Fall, Spring

ECON226 (3)**Principles of Microeconomics**

Explores theories currently used to explain how people choose what to consume and produce. Analysis extended to well-defined groups such as business firms; also explores the phenomenon called "the market" with its prices and the way people react to them. Algebra used extensively. Fall, Spring

ECON320 Alt (3)**U.S. Economic History**

A survey of the United States' growth and transformation into an industrialized nation. Economic analysis is used to explain the sources and consequences of U.S. economic change. Topics covered include the rise of the corporation, the emergence of a national market, financial development, slavery, government regulation, transportation, the Great Depression, and rapid post-World War II growth. Spring

ECON325 Alt (3)**Economic Thought**

The development of economic thinking from late medieval times to the present. Survey begins with the Mercantilists, extends through Adam Smith to 20th century thinkers such as Joan Robinson, Milton Friedman, and John M. Keynes. Prerequisites: ECON225, 226. Spring

ECON328 Alt (3)**Money and Banking**

Commercial banking, the operation and controls of the Federal Reserve System, money and credit in circulation, and the effect of monetary policies. Prerequisites: ECON225, 226. Fall

ECON330 Alt (3)**Health Economics**

An application of economic principles to the health-care industry. Demand for and supply of health-care services are analyzed to determine their effect on cost. Examines the impact of insurance, technology, and regulation on the industry. Prerequisite: ECON226.

ECON334 (3)**Intermediate Microeconomics**

Theoretical analysis of consumer behavior, individual prices, and the allocation of specific resources to particular uses in a market setting. The economic behavior of individuals and well-defined groups of people is examined, with an introduction to welfare **ACCOUNTING, ECONOMICS & FINANCE 259** economics. Students may not enroll in ECON334 unless they have obtained a grade of C or higher in ECON226. Prerequisites: ECON226, MATH141 or 182. Fall

ECON335 (3)**Intermediate Macroeconomics**

Determinants of aggregate employment, income, consumption, investment, and the price level in contemporary models. Students may not enroll in ECON335 unless they have obtained a grade of C or higher in ECON225. Prerequisites: ECON225, 226. Spring

ECON367 Alt (3)**Labor Economics and Relations**

An analysis of the labor market focusing on labor demand, supply, wage differentials, human capital, discrimination, and unions. Spring

ECON415 Alt (3)**Introduction to Econometrics**

Topics include probability sampling, hypothesis testing, regression techniques, and problems of multicollinearity, heteroscedasticity, and auto-correlation. Prerequisites: STAT285 or 340, MATH141 or 182. Fall

ECON427 Alt (3)**Economic Development**

A study of the problem of poverty in the world and theories about the growth of developing countries. The effects of population growth, trade and aid, alternative strategies for expansion, and challenges facing these countries are evaluated. Prerequisites: ECON225, 226. Fall

ECON440 Alt (3)**Public Finance**

The course integrates economic theory with applications in the field of public finance. Focuses on detailed microeconomic analysis of government functions, expenditures, and finance. Recent public finance issues are discussed. Prerequisites: ECON225, 334. Fall

ECON454 Alt (3)**International Economics**

A description and theoretical analysis of international trade, balance-of-payments accounts, the mechanisms of international economic adjustment, the theory of comparative advantage, and economic integration. Prerequisites: ECON225, 226. Fall

ECON500 (2, 2)**Survey of Economics: Micro- and Macroeconomics**

An analysis of national income and expenditures according to current theories to understand how the overall economy works, as well as a study of theories currently used to explain how people choose what to consume and produce within the capitalistic system. Not available for MBA program. Fall, Spring

ECON525 (3)**Global Macroeconomic Analysis**

The study of global macroeconomic issues facing firms. Within the context of competing economic theories, the course considers domestic policies, international trade and payment issues, economic growth, international institutions and the spread of regional crises, and the impact of stabilization policies on firms. Development of a spreadsheet model of an economy is required. Prerequisite: ECON225. Fall

ECON530 (3)**Managerial Economics**

The use of economic theory and optimization techniques as tools of management decision making within a business firm are studied. Statistical analyses such as regression techniques will be utilized. A case study is required. While microeconomics serves as a foundation, emphasis on quantitative approaches also requires knowledge of basic calculus and statistics. Prerequisites: ECON226, BSAD475 or INDT460, STAT285. Calculus recommended. Spring

Finance**FNCE206 (3)****Personal Finance**

A comprehensive look at the management of one's personal finances; covers budgeting, use of and cost of credit, life and property insurance, taxation, housing, wills, trusts, estate planning, and savings and investments. Does not apply to a business major. Fall

FNCE317 (3)**Business Finance**

A managerial approach to financial analysis, planning, and control. Management of working capital, long-term assets, and long-term financing. Prerequisites: ACCT122, MATH166. Fall, Spring

FNCE330 Alt (3)**Financial Planning**

An integrative approach to financial planning incorporating time value of money, financial statements, federal taxation, risk management and insurance concepts. Emphasis will be

placed on developing a framework for formulating sound financial plans. Prerequisite: FNCE317. Spring

FNCE394 Alt (3)**Futures and Options Markets**

The theory of futures pricing and options pricing, and the application of the theory to develop a framework for analyzing hedging and investment decisions using futures and options. Attention to practical considerations in the use of these investments. Prerequisite: FNCE317. Fall

FNCE397 (3)**Investments**

The techniques, vehicles, and strategies for implementing investment goals in light of risk-return tradeoffs. Key factors that determine the composition of the individual or institutional portfolios emphasized. Prerequisite: FNCE317. Spring

FNCE410 (3)**Intermediate Business Finance**

A study of more advanced topics in corporate finance and an application of previously covered topics with the use of cases. Prerequisite: FNCE317. Spring

FNCE426 Alt (3)**International Finance**

The financial management of international enterprises. Short and long-term capital sources and uses. Capital budgeting in changing foreign exchange conditions. Exchange exposure coverage, taxation impacts, and global-risk diversification. Prerequisite: FNCE317. Fall

FNCE429 Alt (3)**Portfolio Theory**

Theories and techniques for management of portfolios; emphasis on the portfolio manager's role in diversification and meeting investors' goals, and a review of empirical literature. Prerequisite: FNCE317. Spring

FNCE430 Alt (3)**Finance Economics Seminar**

A survey of contemporary issues in financial markets, with an emphasis on financial market innovations, financial system stability, and the role of government. The class is taught in a seminar setting and relies on extensive selected reading from current trade books and periodicals. Prerequisites: FNCE317, ECON225, 226.

FNCE526 (3)**Multinational Financial Management**

The financial management of international enterprises and global portfolio analysis. Short- and long-term capital sources and uses. Capital budgeting in changing foreign exchange conditions. Exchange exposure coverage and taxation impacts. Research paper/ presentation is required. Prerequisite: FNCE317. Summer

FNCE675 (3)**Financial Management**

An advanced study of major topics in corporate financial management. These topics include valuation of financial assets, investment in long-term assets, capital structure, dividend policy, working capital management, and other specialized topics, such as risk management, and international finance. Prerequisite: FNCE317. Spring

FNCE680 (3)**Investment Strategy**

Study of security risk-and-return concepts, security

analysis, and concepts of market efficiency. Emphasizes equity investments, bonds, options, future, and international

securities. Case analyses are required. Prerequisite: FNCE317.
Summer

CONNECT

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