

# Accounting • Business (General)

Silberman College of Business

Florham Campus, Metropolitan Campus and Vancouver Campus

## Silberman College of Business

Florham Campus, Madison, New Jersey; Metropolitan Campus, Teaneck, New Jersey; and Vancouver Campus, British Columbia, Canada

Courses offered fall, spring and/or summer are so noted. To determine availability of courses not so designated, please check with appropriate department chair.

### Accounting

*Department of Accounting, Tax and Law*

**ACCT2021**

**3 Credits**

#### **Introductory Financial Accounting**

An introduction to the concepts underlying an accounting information system. Transactions are analyzed, recorded and summarized into a balance sheet, income statement and cash-flow statement. Additional topics include fixed-asset acquisitions and disposals, patents, franchises, goodwill, bond amortization, bond premiums and discounts, common and preferred-stock issuance, dividends and treasury-stock issuance and retirement.

*Fall, Spring*

**ACCT2022**

**3 Credits**

#### **Introductory Managerial Accounting**

An introduction to the concepts of managerial accounting, including fixed/variable-product cost analysis, cost-volume-profit analysis, make vs. buy and other variable-cost analysis, transfer pricing, budgeting and variance analysis. Prerequisite: ACCT2021 Introductory Financial Accounting.

*Fall, Spring*

**ACCT3241**

**3 Credits**

#### **Intermediate Financial Accounting I**

This course reviews the accounting cycle and has a detailed study of the financial accounting conceptual framework; underlying accounting principles including revenue recognition, income statement and balance-sheet presentation and accounting for assets, including cash, receivables, inventories and fixed assets. Basic differences in relevant U.S. and international accounting standards are identified. Prerequisite: ACCT2022 Introductory Managerial Accounting.

*Fall*

**ACCT3242**

**3 Credits**

#### **Intermediate Financial Accounting II**

This course continues the detailed study of financial accounting began in ACCT3241 Intermediate Financial Accounting I. Recent pronouncements of the Financial Accounting Standards Board and their applications, such as in the areas of accounting for liabilities, stockholders' equity, dilutive securities, earnings per share and statement of cash flows. Basic differences in relevant U.S. and international accounting standards are identified. Prerequisite: ACCT3241 Intermediate Financial Accounting I.

*Spring*

**ACCT3243**

**3 Credits**

#### **Cost Accounting: Measurement and Control**

This course covers advanced managerial accounting topics such as job order and process costing, cost-volume-profit analysis and variance analysis. Prerequisite: ACCT2022 Introductory Managerial Accounting.

*Fall*

**ACCT3390**

**3 Credits**

#### **Accounting Information Systems**

The problems and procedures concerning the design and installation of accounting systems. Development of account classifications and internal controls with emphasis on the accountant's use of the computer as an aid to management. Prerequisite: ACCT3241 Intermediate Financial Accounting I.

**ACCT4261**

**3 Credits**

#### **Advanced Accounting**

This course studies accounting for mergers and acquisitions, consolidations, partnerships, government and bankruptcy. Other timely topics may be covered. Prerequisite: ACCT3242 Intermediate Financial Accounting II.

*Fall*

**ACCT4265**

**3 Credits**

#### **Auditing Concepts**

A first course in auditing. This course explores the concepts of evidence and their application to balance sheet and income statement accounts. Additional topics include auditor's reports, eval-

uation of internal control and other engagements. Prerequisite: ACCT3242 Intermediate Financial Accounting II.

*Fall*

**ACCT4267**

**3 Credits**

#### **Fundamentals of Federal Taxation**

An introduction to federal taxation. This course studies tax principles as they affect the individual. Topics include identification of the taxpayer; income and deductions; deferral and non-recognition transactions; and converting taxable income into tax liability. Expert computer systems will be used in the course. Prerequisite: ACCT2022 Introductory Managerial Accounting.

**ACCT4498, ACCT4499**

**3 Credits Each Semester**

#### **Internship in Accounting Studies**

This course will provide the student with an internship in a growing company and the opportunity to gain firsthand experience in working in an accounting environment. The student is consulted, and his or her academic background, work experience and career goals are carefully reviewed prior to assignment. Personal and career development will be reviewed at frequent intervals during the program. Prerequisite: requires departmental approval.

**ACCT4800**

**1-3 Credits**

#### **Independent Study in Accounting**

Independent study under the direction of a specific faculty member after consultation with the department chairperson.

## Business (General)

*Department of Management*

**BUSI1000**

**3 Credits**

#### **Foundations of Business**

Survey of the functions and operations of business organizations in a global marketplace. Organizational structure, operations and financing of business firms are studied in light of the legal, social, regulatory and environmental issues affecting business on a global basis. Critical thinking, communication, research and problem-solving skills are emphasized in individual and group settings.

# Career Studies • Decision Sciences • Economics

Silberman College of Business  
Florham Campus, Metropolitan Campus and Vancouver Campus

## BUSI3160

3 Credits

### Business Planning Forum

This course focuses on the venture-planning process, creating a business plan and on the stages of organizational development. Students will learn how to plan a new business venture and make intelligent “go/no go” decisions. Students will learn about the design and purposes of a business plan and will create a basic business plan as a group project. Students will also learn about what happens as a new venture is created and begins to grow. This process is called the life cycle and it highlights changes in organizational structure, strategy, leadership styles and reward programs that are often required to maximize the health and performance of the developing organization. Prerequisites: ACCT2021 Introductory Financial Accounting, FIN3250 Principles of Financial Analysis, MGMT2600 Organizational Behavior and MKTG2120 Principles of Marketing.

## Career Studies

Department of Management

## CARR5000

2 Credits

### Career Strategies

This course will help equip students to successfully begin their professional careers. Students will examine the changing nature of work and its implications for their professional life. They will explore how to identify and adapt to organizational culture, how to build social capital and how to cultivate work habits to maximize performance. Students will also have the opportunity to develop and enhance their oral communication skills. Prerequisite/corequisite: MGMT2600 Organizational Behavior.

## Decision Sciences

Department of Information Systems and Decision Sciences

## DSCI1254

3 Credits

### Mathematics for Business Decisions

This course provides mathematical concepts and skills for business decisions, including linear and nonlinear functions, rational functions, exponential and logarithmic functions. Elements of calculus such as limits and derivatives are introduced. Business applications include supply, demand and equilibrium, breakeven analysis and financial mathematics. Prerequisite: placement test.

## DSCI1259

3 Credits

### Calculus with Business Applications

This course, an alternative to DSCI1254 Mathematics for Business Decisions, emphasizes mathematical applications to business problems. Topics covered include functions and models, limits and continuity, average and instantaneous rates of change in business and economics, differential techniques, maxima and minima values and their applications to business and economics; inventory costs, marginal analysis and introduction to integration. Prerequisite: placement test or precalculus.

Fall

## DSCI2029

3 Credits

### Introduction to Statistics

An introduction to basic statistical methods to collect, summarize and analyze numerical data. Topics include descriptive statistics, basics of probability, binomial and normal distributions and sampling and sampling distributions. Excel spreadsheets are frequently employed to both graphically illustrate a topic and provide computational capabilities. Prerequisites: DSCI1128 Introduction to Mathematical Methods, DSCI1254 Mathematics for Business Decisions or DSCI1259 Calculus with Business Applications.

Fall, Spring

## DSCI2150

3 Credits

### Business Statistics

Second semester of a two-semester sequence in business statistics. Topics include confidence interval, hypothesis testing, simple and multiple regression and analysis of variance. Business data is analyzed using Excel spreadsheets. Emphasis is on understanding, interpreting statistical information and explaining statistical ideas to non-specialists. Prerequisite: DSCI2029 Introduction to Statistics.

Fall, Spring

## DSCI3152

3 Credits

### Operations Management

This course provides necessary concepts and skills on how firms design, produce and deliver goods and services to their customers in a cost-effective way. Management science techniques are utilized in all aspects of operations management including forecasting, capacity, inventory, supply chain, quality and project management. Case studies and computer software are utilized. Prerequisite: DSCI2150 Business Statistics.

Fall, Spring

## DSCI3502

3 Credits

### Achieving Supply Chain Sustainability

This course aims to provide the students with a holistic understanding of opportunities and challenges in achieving sustainability in today's supply chains. The course will survey chain operations and strategies in the face of tightening environmental legislation and increasing expectations of society in terms of environmental performance, health and other social impact. The course adopts a line-cycle view of products across and outside supply-chain business performance. The class format will include lectures and case discussions. Prerequisite: MGMT3400 Managing Sustainability in the Global Context.

## DSCI4800

1–3 Credits Each Semester

### Independent Study in Decision Sciences

Independent study under the direction of a specific faculty member after consultation with the department chair.

## Economics

Department of Economics, Finance and International Business

ECON2001 Introduction to Microeconomics and ECON2102 Introduction to Macroeconomics are prerequisites to all other economic courses.

## ECON2001

3 Credits

### Introduction to Microeconomics

Problems of consumer behavior and demand, the allocation of resources of production, factor pricing and market conduct under pure competition, imperfect competition, oligopoly and monopoly.

Fall, Spring

## ECON2102

3 Credits

### Introduction to Macroeconomics

A comprehensive introduction to macroeconomics. The concept of national income analysis, the theory of determination of income and employment, problems of fiscal and monetary policy and aspects of international economic activity. Prerequisite: ECON2001 Introduction to Microeconomics.

Fall, Spring

## ECON2205

3 Credits

### History of Economic Thought

Survey of the history of economic thinking from mercantilism to J.M. Keynes and beyond. Prerequisite: ECON2102 Introduction to Macroeconomics.

Fall, Spring

# Entrepreneurship

Silberman College of Business

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## ECON2207

3 Credits

### Introduction to Econometrics

Quantitative analytical methods, combining economic theory, mathematics and statistics. Prerequisites: DSCI2130 Business Statistics, ECON2001 Introduction to Microeconomics and ECON210 Introduction to Macroeconomics.

Fall, Spring

## ECON4208

3 Credits

### International Trade

Theoretical and practical aspects of world trade; studies of comparative cost advantages, tariff policies, balance of payments, foreign exchange market, foreign investments, foreign trade promotion and trade agreements. Prerequisite: ECON2102 Introduction to Macroeconomics.

Fall, Spring

## ECON4209

3 Credits

### Managerial Economics

The application of economic analysis to business decisions involving risk, uncertainty and forecasting. Prerequisites: DSCI2130 Business Statistics, DSCI3450 Management Science, ECON2001 Introduction to Microeconomics and ECON2102 Introduction to Macroeconomics.

Fall, Spring

## ECON4421

1-3 Credits Each Semester

### Selected Studies in Economics

Studies in an area of economics. Prerequisites: ECON2001 Introduction to Microeconomics and ECON2102 Introduction to Macroeconomics.

## ECON4499

3 Credits Each Semester

### Internship in Economics Studies

This course will provide the student with an internship in a growing company and the opportunity to gain firsthand experience in working in an economics environment. The student is consulted, and his or her academic background, work experience and career goals are carefully reviewed prior to assignment. Personal and career development will be reviewed at frequent intervals during the program. Prerequisite: requires departmental approval.

## ECON4800

1-3 Credits Each Semester

### Independent Study in Economics

Independent study under the direction of a faculty member after consultation with the department chairperson.

# Entrepreneurship

## Department of Marketing and Entrepreneurship

## ENTR2700

3 Credits

### Introduction to Entrepreneurship and Innovation

This course introduces the key concepts in entrepreneurship and innovation, and students will explore entrepreneurial mindsets and thinking. A key facet is on entrepreneurship as a process that can be learned. Students will be introduced to frameworks that help to systematize the design of companies and business models. The economics of entrepreneurship will be covered through considering economic models that are effective, as well as legal issues and concepts of risk management in startup companies.

## ENTR3100

3 Credits

### Entrepreneurship in the Corporate Environment

This course will examine three types of corporate entrepreneurship described by Karl Vesper: 1) new strategic direction, 2) initiative from below and 3) autonomous business creation. Companies that foster entrepreneurial environments and encourage entrepreneurial behavior will be examined. Students will develop a business proposal for their past, current or future employer that will recommend the acquisition or start of a new profitable venture or program to substantially decrease costs and/or increase profits. Prerequisites: ACCT2021 Introductory Financial Accounting, FIN3250 Principles of Financial Analysis and MKTG2120 Principles of Marketing.

## ENTR3101

3 Credits

### Small Business Management: An Entrepreneurial Perspective

This course focuses on the special problems and the nature inherent in the management of a small entrepreneurial firm. This broad principles course will lay the foundation for the entrepreneurial approach and perspective of managing a business. This course is taught in a lecture format with a substantial amount of time devoted to class discussions, guest lecturers and speakers, and case studies.

## ENTR3202

3 Credits

### Family Business Management\*

This course examines family businesses, which may be seen as two different organizations with very different social dynamics and synergies combined into one. This creates strengths and weaknesses, opportunities and difficulties and

rewards and conflicts that are unique to family businesses. It is important that students understand family businesses because they may one day work for one, as a family member or non-family employee.

## ENTR3300

3 Credits

### E-business for Entrepreneurs\*

This course examines the development of the internet and the World Wide Web and how digital technology is affecting the world of the entrepreneur of a small business. In particular, the course is concerned with exploring what opportunities and challenges the internet offers to start-ups as well as to existing small- and medium-size companies. The primary aim of the course is to understand how e-commerce affects the strategic options available to entrepreneurs and how to evaluate whether an idea for an e-business can be transformed into a viable opportunity. Discussions and assignments will focus on the competitive challenges and opportunities raised by the internet in the areas of channel structures, pricing, distribution and product marketing. Unfolding and future trends relating to the use of digital technologies will be considered. This course is organized in terms of four axes: technology, management, consumer and social and legal implications.

## ENTR3600

3 Credits

### Guided Study in Entrepreneurship

Students are encouraged to find special projects that will enhance their career goals. An independent study project can be designed with the guidance, direction and supervision of the marketing and entrepreneurship department faculty. Prerequisite: requires departmental approval.

## ENTR3601

3 Credits

### Women as Entrepreneurs\*\*

This course focuses on the emergence of women leaders globally and on women in work environments generally. The primary objective is to consider what this means for all young adults as they build careers today in workplaces that are increasingly gendered and diverse, and often include navigating "labyrinths" to reach the higher levels. Students will investigate the organizational issues that are emerging during this age of what has been called "Second-generation Bias" and what this means for all work environments. Discussions and assignments will involve current issues and challenges that women leaders face, interviews and case studies of women business owners and will heavily rely on various online tools that are available today. Fully online class. Need NetID (formerly Webmail) account.

\*Blended course, distance learning and classroom

\*\*Distance-learning course



**ENTR4000****3 Credits****Advanced Business Planning**

This course focuses on the development and implementation of a business plan for an independent start-up, an acquisition or a corporate venture. Individual sessions with the instructor will guide and focus the student toward the completion of a winning business plan. This course builds directly on the knowledge and skills learned in the Junior Business Forum. Prerequisite: BUSI3160 Business Planning Forum.

**ENTR4100****3 Credits****Finance in an Entrepreneurial Environment**

Bootstrap financing, loans, internal financing, leveraged buyouts, venture capital, private placements, public offerings — all are vehicles for financing independent or corporate ventures. Successful financing of a venture requires a clear knowledge and understanding of financial requirements and strategy, potential sources of capital, investor requirements and expectations, gaining access to funds, presentation, due diligence, negotiation and fund distribution. Also important to understand are the hidden costs associated with each funding source. The course will introduce the student to the elements and approach to successful venture financing. Prerequisites: ACCT2021 Introductory Financial Accounting, FIN3250 Principles of Financial Analysis and MKTG2120 Principles of Marketing.

**ENTR4400****3 Credits****Creating Sales and Managing Growth**

After the business plan is completed, the next stage is to execute it. There is much more to executing the plan than is commonly acknowledged. This course highlights the essential skills, systems and information required to successfully plan and grow a new business. Among the topics this course deals with are: sales calls, invoicing and collections, trade shows, tracking customer feedback, types of insurance, state and federal tax-reporting obligations, dealing with banks and getting a merchant's account. Prerequisites: BUSI3160 Business Planning Forum and ENTR3101 Small Business Management: An Entrepreneurial Perspective.

**ENTR4498, ENTR4499****3 Credits****Internship in Entrepreneurial Studies**

This course will provide the student with an internship in a growing company and the opportunity to gain firsthand experience in working in an entrepreneurial environment. The student is consulted and his or her academic background, work experience and career goals are carefully reviewed prior to assignment. Personal and

career development will be reviewed at frequent intervals during the program. Prerequisites: BUSI3160 Business Planning Forum and departmental approval.

**ENTR4500****3 Credits****Sustainability Management****Capstone: Social Venturing**

This integrative, project-based, action-learning course provides an opportunity for students to learn approaches, tools and techniques for sustainable management that integrate foundational concepts from different business disciplines, in the context of social venturing. The course will follow one of different pedagogues: student teams developing an idea and a business model for social enterprise — one that provides systemic solutions to achieve a sustainable social objective — and carrying out a feasibility study on the business model; or teams analyzing the strategies and actions of an existing social enterprise; or teams consulting with a local social enterprise. Prerequisites: DSCI3502 Achieving Supply Chain Sustainability, MGMT3400 Managing Sustainability in the Global Context and MKTG3501 Marketing for a Sustainable World.

**ENTR4501****3 Credits****Guided Internship in Social Venturing**

This individual, hands-on guided internship in social enterprise provides an opportunity for students to integrate and apply approaches, tools and techniques for sustainable management from different business disciplines in the context of social venturing. Each student will have to analyze the strategies and actions of the social enterprise in which they are interning and make recommendations for improvement, under the guidance of the course instructor. Students may be required to familiarize themselves with some materials from and attend some sessions of ENTR4500 Sustainability Management Capstone: Social Venturing course to present their internship work and analysis. Prerequisites: DSCI3502 Achieving Supply Chain Sustainability, MGMT3400 Managing Sustainability in the Global Context and MKTG3501 Marketing for a Sustainable World.

**ENTR4700****3 Credits****Entrepreneurship Minor Capstone**

This will be a hands-on course for non-Silberman College of Business students from across campus interested in learning how to create a high-quality business model for a business opportunity and conduct a feasibility study on the model. Students will identify a commercial opportunity, find data and construct a business model for the opportunity using a software program and conduct an evaluation of feasibility. Students will learn about funding options and practice presentation skills by pitching their

opportunity to mentors and coaches. Prerequisites: BUSI1000 Foundations of Business and ENTR2700 Introduction to Entrepreneurship and Innovation.

**ENTR4800****3 Credits****Independent Study in Entrepreneurship**

Students may elect to do an independent study under the direction of a faculty member after consultation with the department chairperson.

**Finance****Department of Economics, Finance and International Business****FIN3250****3 Credits****Principles of Financial Analysis\***

This is an introductory business core course in the fundamental principles and techniques of finance. Topics include financial management and shareholder-wealth creation, understanding and analysis of financial statements, time value of money, fixed-income and common-equity valuation, capital budgeting, working capital management and multinational finance management. Prerequisites: ACCT2021 Introductory Financial Accounting and ECON2001 Introduction to Microeconomics.

**FIN3310****3 Credits****Intermediate Financial Analysis\*\***

This is an intermediate financial analysis course in risk-and-return relationships, valuation models, cost of capital, capital structure, capital budgeting, corporate value and value-based financial management and financial planning and forecasting financial statements. Prerequisites: ACCT2022 Introductory Managerial Accounting, DSCI2029 Introduction to Statistics, ECON2102 Introduction to Macroeconomics and FIN3250 Principles of Financial Analysis.

**FIN3330****3 Credits****Personal Financial Management**

The course is designed to identify and examine financial decisions faced by individual consumers and their families at various points throughout their lifetimes. In addition to providing financial-planning techniques useful to students in their own lives, the course provides

*\*Required of all business students and all non-business students taking a business minor. Finance and accounting majors should take this in the second semester of their sophomore year.*

*\*\*Required of all finance and accounting majors and open to any student meeting the required prerequisites. Finance and accounting majors should take this in the first semester of their junior year.*

# Finance

Silberman College of Business

Florham Campus, Metropolitan Campus and Vancouver Campus

a foundation upon which interested students can build to prepare for a range of career opportunities in the financial services industry. While there are no formal course prerequisites, students should be familiar with Excel spreadsheets.

## FIN3371

3 Credits

### International Business Finance

The balance of payments, foreign exchange, direct investments, international capital markets, managing working capital, taxation, financing international trade, exchange, exposure and international financial controls. Prerequisite: FIN3310 Intermediate Financial Analysis. *Fall, Spring*

## FIN3421

3 Credits

### Sports Finance

Financial analysis of sports teams, leagues and institutions. Topics include sources of revenue, antitrust issues, economic impact of local professional teams, public funding of sport venues, labor relations, compensation, innovative revenue sources, etc. Prerequisite: FIN3250 Principles of Financial Analysis or FIN3310 Intermediate Financial Analysis.

## FIN3503

3 Credits

### Finance, Value and Sustainability

This course explores financial methods of valuation in the broader context of the role of the firm in society. Exploration of ideas of shareholder-value maximization as opposed to stakeholder-value maximization given societal and environmental issues will form the core of the course. To have a solid basis for understanding these issues, students will be introduced to the idea of interest rates and discounting, to classic models of discounted cash flow (DCF) valuation as well as to real-options valuation (ROV). Issues surrounding the valuation of distant future and appropriate methods to deal with this valuation will be discussed in the context of Corporate Social Responsibility (CSR) reporting to account for externalities, market imperfections and property rights. The financial performance of Socially Responsible Investing (SRI) will be discussed. Prerequisite: MGMT3400 Managing Sustainability in the Global Context.

## FIN4150

3 Credits

### Working Capital Management

This course studies the short-term financial planning and management of a firm via its operating and cash cycles. Cash budget, short-term financing, credit and inventory management, cash and liquidity management and short-term risk management form the major topics. Ethical

and international issues will be woven into various topics as they appear instead of being dealt with separately.

## FIN4221

3 Credits

### Capital Budgeting

The course examines the commitment of resources for future economic activity. A number of topics will be explored: the economic environment, risk and the cost of capital, capital structure, cash flows, decision-making criteria for determining the rational deployment of capital, quantifying uncertainty with real options and other appropriate and timely topics. The course would use cases, spreadsheet applications and projects to provide a good understanding of relevant topics. Prerequisite: FIN3310 Intermediate Financial Analysis.

## FIN4341

3 Credits

### Financial Markets and Institutions

Study of the structure, operations and regulations of financial intermediaries; flow of funds analysis; theories of interest rate determination; instruments and operations of short- and long-term capital markets. Prerequisite: FIN3250 Principles of Financial Analysis. Corequisite: FIN3310 Intermediate Financial Analysis.

## FIN4343

3 Credits

### Securities and Investments

Basic principles underlying investment decisions. The structure and operations of the stock exchanges and the over-the-counter markets, as well as the functions of securities dealers and brokers. Examination of the various types of stocks and bonds, government obligations, investment companies, financial statement analysis, forecasting techniques and portfolio management problems. Prerequisite: FIN3310 Intermediate Financial Analysis.

## FIN4350

3 Credits

### Derivatives

This course first surveys the derivatives markets, and then proceeds to conduct pricing exercises for the four major instruments in options, forwards, futures and swaps. The use of derivatives in hedging will be the central theme. Special issues that may be investigated include credit default swaps; weather, energy and insurance derivatives; and lessons learned from derivatives debacles in recent history. Prerequisite: FIN4343 Securities and Investments.

## FIN4351

3 Credits

### Portfolio Management

The course studies the process of constructing, managing and revising portfolios of financial assets for wealth maximization. The use of equities, fixed-income assets, treasury securities, options and other derivative securities in portfolio management are discussed along with the theories appropriate for security pricing. Prerequisites: FIN3310 Intermediate Financial Analysis and FIN4343 Securities and Investments.

## FIN4405

3 Credits

### Analytical Methods in Finance

Review and extension of the principles and techniques of corporate finance; advanced topics in financial management, including case studies and spreadsheet modeling. Prerequisites: DSCI2130 Business Statistics, FIN3310 Intermediate Financial Analysis and FIN4343 Securities and Investments.

## FIN4451, FIN4452

1–3 Credits Each Semester

### Internship in Finance

Students work on a part-time basis in a position approved by the department. Prerequisites: 3.00 grade point ratio (GPR); junior or senior standing. *Fall, Spring*

## FIN4498, FIN4499

3 Credits Each Semester

### Internship in Finance Studies

This course will provide the student with an internship in a growing company and the opportunity to gain firsthand experience in working in a finance environment. The student is consulted, and his or her academic background, work experience and career goals are carefully reviewed prior to assignment. Personal and career development will be reviewed at frequent intervals during the program. Prerequisite: requires departmental approval.

## FIN4800

1–3 Credits Each Semester

### Independent Study in Finance

Independent study under the direction of a specific faculty member and in consultation with the department chairperson.

## IBUS3201

3 Credits

### Fundamentals of International Business

Provides an awareness of the environmental and managerial aspects of international business. Explores the complexities and implications of exposure to international competition and technology.

# Information Systems • Law

Silberman College of Business  
Florham Campus, Metropolitan Campus and Vancouver Campus

## Information Systems

*Department of Information Systems and Decision Sciences*

### MIS1045

3 Credits

#### **Information Technology for Business**

This course provides students with the knowledge and skills to solve analytical business problems using computer-based spreadsheet and other software tools. The goals of this course include developing software and analytical competency, exploring applications in various areas of business and providing students with an overview of information technology/information systems concepts and terminology.

*Fall, Spring*

### MIS2001

3 Credits

#### **Management Information Systems**

This course provides an overview of information systems with a focus on the current information technologies and the role of information systems in achieving the operational and strategic goals of business organizations. The students also learn to utilize information-technology tools to support business operations and enhance business decision making. Prerequisite: MIS1045 Information Technology for Business.

*Fall, Spring*

### MIS4301

3 Credits

#### **Internet Technologies**

This course introduces internet technologies, tools and services available to all e-businesses and helps students gain advanced skills in developing web applications. Students will also learn about topics such as client-server architecture and protocols, cloud computing, search engines, social media, as well as how they transform businesses. Prerequisite: MIS2001 Management Information Systems.

*Fall (Metro)*

### MIS4303

3 Credits

#### **Business Intelligence and Analytics**

This course introduces the concepts related to business intelligence (BI) and allows students to learn utilizing information technology to extract and visualize information for business decision-making. Students gain a proficiency in using BI tools such as spreadsheet software, database software and web-based tools for a variety of business needs and contexts. Prerequisite: MIS2001 Management Information Systems.

*Spring (Metro)*

### MIS4304

3 Credits

#### **Database for Business**

This course helps students understand the concepts and principles related to managing relational databases for businesses. By taking the course, students will acquire the knowledge and skills on database modeling, design, creation, querying, reporting and maintenance. The role of databases in supporting business operation and decision making as well as the challenges involved in database management are also discussed. Prerequisite: MIS2001 Management Information Systems.

*Fall (Metro)*

### MIS4305

3 Credits

#### **Business Systems Analysis and Design**

This course introduces concepts and methods in the development of business systems. It starts with methods for determining the objectives and feasibility of the target system. Topics include alternative system development and methodologies, cost-benefit analysis, information-requirements analysis, structured methodologies, data models and interface design. New trends in systems analysis and design, such as agile development, object-oriented development and model-driven development are also introduced. Prerequisite: MIS2001 Management Information Systems.

*Spring (Metro)*

### MIS4307

3 Credits

#### **Introduction to E-business**

This course provides a comprehensive introduction to e-business including relevant technologies, models, systems and applications of business systems and electronic commerce. Key issues related to e-business design, development and management are also discussed. Prerequisite: MIS2001 Management Information Systems.

### MIS4309

3 Credits

#### **Emerging Technology for Business**

This course focuses on helping students understand the opportunities and threats created by emerging information technology in business settings. The topics include principles of technological innovation, tools for assessing and forecasting technological changes, feasibility analysis and planning. Students will gain hands-on experience with emerging technologies, such as cloud computing, mobile apps, data mining; explore various opportunities; and develop insights into how emerging technologies could lead to major transformations in the ways business is done. Prerequisite: MIS2001 Management Information Systems.

### MIS4311

3 Credits

#### **Information Security in Business**

This course introduces basic concepts and techniques in information security management to secure business data. The topics include threats to information confidentiality, integrity and availability; vulnerabilities in information systems; and mainstream measures for security management. Security policy, authentication, authorizations, disaster recovery and network security in the context of e-business and e-commerce are studied. This course provides the foundation for understanding the key issues associated with protecting information assets in organizations. Prerequisite: MIS2001 Management Information Systems.

### MIS4499

3 Credits Each Semester

#### **Internship in Information Systems**

This course will provide the student with an opportunity to gain practical on-the-job experience by applying the academic theory learned in the classroom to a work environment. The student is consulted, and his or her academic background, work experience and career goals are carefully reviewed prior to assignment. Progress in personal and career development is reviewed at frequent intervals during the program. Prerequisite: approval from department chair.

### MIS4800

1–3 Credits Each Semester

#### **Independent Study in Information Systems**

Independent study under the direction of a specific faculty member after consultation with the department chair. Prerequisite: approval from department chair.

## Law

*Department of Accounting, Tax and Law*

### LAW2201

3 Credits

#### **Law for Future Business Owners**

The course will examine law as applied to the new start-up small business. Students will develop their own business idea from creation through operation. The course will consider types of business organizations, capital funding, tax law, tort law, contract law, employment law and insurance law. Related accounting concepts and marketing aspects will also be examined.

# Management

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## LAW2276

3 Credits

### **Business and the Law**

The background and evolution of the American legal system. Special problems of the law and litigation that apply to business. Ethical constraints on business. Basic contract and tort law.

Fall, Spring

# Management

## **Department of Management**

## MGMT2600

3 Credits

### **Organizational Behavior**

Students will learn how highly effective supervisors and companies manage their employees by exploring a broad range of individual, group and organizational-level theories, assessing personal strengths and practicing employee-oriented management techniques. This course emphasizes the application of theories and the development of interpersonal and managerial skills, such as understanding individual differences, effectively working in teams, motivating and influencing others, leadership techniques and managing organizational change. Note: A total of 32 credits/sophomore standing is required for this course.

## MGMT3100

3 Credits

### **Managerial Ethics**

This course explores the ethical issues that confront managers, human resources professionals and business organizations. The focus will be upon raising the student's awareness of the ethical implications of business activities and teaching the moral reasoning skills required for the effective practice of management in a highly interdependent and interconnected world. The role of ethics in achieving corporate mission and strategy will be highlighted.

## MGMT3371

3 Credits

### **International Management**

In order to successfully lead projects involving individuals and institutions from different countries, managers must understand the economic, legal, political, technological, cultural and sustainability issues affecting the process of globalization. This course focuses on the role of an international manager, including planning, organizing, leading and coordinating the multinational firm. Emphasis is placed on cross-cultural communication, as well as the impact of international business on society and the environment. Students will gain insight into international management and will apply this knowledge in at least one specific foreign country.

## MGMT3400

3 Credits

### **Managing Sustainability in the Global Context**

This course is an introduction to the broad, interdisciplinary field of sustainability management. It focuses on understanding and solving complex societal challenges from a whole-system perspective — recognizing the interaction between environmental, social and economic factors and the interdependence of business and society. It examines the importance of responsible behavior and potential advantages that sustainability practices can provide to various stakeholders and the types of organizations that serve them. It creates a foundation for understanding how the varied functional disciplines that follow in the program contribute effective sustainability leadership and management and discusses potential sustainability career paths.

## MGMT3504

3 Credits

### **Becoming an Effective Sustainability Change Agent**

This course focuses on developing the mindset, skills and techniques to help an organization transition to embedding sustainability into its vision/mission, strategy, culture and day-to-day functioning. The course will emphasize building a commitment to the vision of a sustainable future and to sustainability practices at the individual, team, department and organization levels as well as the tools and techniques for effective change management. Further, the course will stress the importance of organizational learning focusing on continuous improvement and innovation in the context of sustainability. Prerequisite: MGMT3400 Managing Sustainability in the Global Context.

## MGMT3610

3 Credits

### **Leading Teams**

Leading in a team-based environment requires a combination of skills. In this course, students will increase their self-awareness and personal effectiveness and learn self-leadership. Strengthening their interpersonal skills, they will come to understand their impact on groups, practice shared leadership and learn how to distribute leadership within their teams. Students will provide real-time consulting or service to a non-profit organization to learn the process of developing and leading an effective team. Teams will work both face-to-face and virtually to learn how to function effectively in a technological, global environment. Prerequisite: MGMT2600 Organizational Behavior.

## MGMT3620

3 Credits

### **Leadership and Personal Development**

More flexible and responsive organizations are taking the place of traditional organizational

structures. In these new organizations, leadership is pervasive at all levels instead of being concentrated at the top. To that end, this course will prepare students to effectively and ethically exercise leadership. Students will be exposed to a variety of leadership perspectives and models. Self-assessments and guided exercises will provide students with insight into their leadership styles. Feedback from these assessments will be used to formulate personal leadership development plans. Prerequisite: MGMT2600 Organizational Behavior.

## MGMT3700

3 Credits

### **Human Resources Management**

This survey course is designed to equip students with a wide knowledge of various human resource management functions including job analysis, recruitment, selection, training, performance evaluation, compensation, employee relations and legal concerns. Through lectures, discussions, hands-on learning and exposure to human resources professionals, students will learn the basics of various human resources functions and develop an understanding of how human resources plays a vital role in the sustainable strategic management of companies. Prerequisite: MGMT2600 Organizational Behavior.

## MGMT3710

3 Credits

### **Strategic Staffing**

This course will equip students with the knowledge and skills needed for careers in human resource management and focus on staffing as a critical human resources strategy. It covers workforce planning, job analysis, recruitment, reference checking, selection and career transitions. The class will provide an opportunity to develop skills relevant to staffing including interviewing, as well as employer and employee branding. Prerequisite/Corequisite: MGMT3700 Human Resources Management.

## MGMT3720

3 Credits

### **Training, Development and Performance Management**

This course will equip students with the knowledge and skills needed for careers in human resource management, specifically in the areas of training and development and performance management. Students will design and implement effective training and development opportunities, gain experience with performance-evaluation techniques (e.g., goal-setting, feedback) and learn how compensation is used to strategically reinforce performance management. Prerequisite/Corequisite: MGMT3700 Human Resources Management.



# Marketing

Silberman College of Business  
Florham Campus, Metropolitan Campus and Vancouver Campus

## MGMT4160

3 Credits

### Strategic Management

This is a capstone course for all Silberman College of Business students. The course integrates functional knowledge and approaches to business problem solving from the entire business curriculum. Students will apply their knowledge in case studies and other class exercises that reflect the integration of managerial principles into coherent organizational strategies, in a variety of business environments, looking across departments for solutions. Note: Prior to taking this course, a student must have completed 82 credits and is currently registered in a minimum of 15 credits.

## MGMT4498

3 Credits

### Internship in Management\*

The student will work as an intern in an organizational setting. This internship provides students with the opportunity to apply and integrate theory as well as a faculty mentor to lead the academic component of the internship experience.

## MGMT4499

3 Credits

### Internship in Human Resources Management\*\*

The student will work as an intern in human resources. The internship opportunity includes the mentorship of a faculty member to lead the academic component of the internship experience.

## MGMT4640

3 Credits

### Managing Projects and Organizations

This course integrates what students have learned about personal effectiveness, team-management skills and strategic analysis to learn more advanced leadership theories and apply to a challenging project. Organizing the whole class into a single "enterprise," students will take on a more ambitious service project than previously to serve a nonprofit organization or charity. They will encounter the challenge of deciding how to design a complex organization and work out the needed coordination and communication across subgroup lines and up and down a hierarchy. By the end of the course, students will have completed a hands-on experience of leadership and change management, with all the inevitable challenge of discerning a way forward with an unstructured problem and overcoming obstacles to achieve an ambitious goal to benefit a worthy cause. Prerequisite: MGMT3610 Leading Teams.

\*This course may be used to replace MGMT3620 Leadership and Personal Development or MGMT3400 Managing Sustainability in the Global Context.

\*\*This course may be used as a substitute for MGMT3710 Strategic Staffing or MGMT3720 Training, Development and Performance Management.

## MGMT4750

3 Credits

### Strategic HRM

Building on past management and human resources course work, students in this class will study human resource strategy and explore how employee-oriented management, human resource policies and organizational development are central to implementing organizational strategy and to effectiveness in functional areas throughout business organizations. The management of workforce changes (mergers, acquisitions and reductions in force), human resource performance metrics, global human resource corporate social responsibility are also discussed. Prerequisite: MGMT3700 Human Resources Management.

## MGMT4800

1–3 Credits Each Semester

### Independent Study in Management

Independent study under the direction of a faculty member after consultation with the department chairperson.

# Marketing

## Department of Marketing and Entrepreneurship

MKTG2120 Principles of Marketing is a prerequisite to all other marketing courses.

## MKTG2120

3 Credits

### Principles of Marketing

This introductory course is designed to enable students to understand the basic concepts and tools of modern marketing practice and appreciate the importance of marketing decisions dealing with product, price, distribution and promotion. The course will emphasize the interplay among these marketing decisions and environmental forces (competitive, economic, technological, sociocultural and legal-regulatory). The course will also provide the students with an understanding of consumer behavior, market research, market segmentation and positioning. Prerequisite: must have completed 31 credits.

Fall, Spring

## MKTG3341

3 Credits

### Management of the Sales Force

The course covers the field of sales management from the viewpoint of the marketing manager. Topics include: management, training, evaluation, compensation, motivation and control of the sales force. Prerequisite: MKTG2120 Principles of Marketing.

## MKTG3344

3 Credits

### Marketing Research\*

Course is designed to expose students to the theory and practice of marketing research. Beginning with an overview of the marketing research process, this course provides students with the skills to identify and solve marketing problems. The concepts will be reinforced by requiring students to define a marketing problem, identify the data requirements, gather and analyze data and make marketing recommendations based on the findings. Prerequisites: DSCI2029 Introduction to Statistics and MKTG2120 Principles of Marketing. Corequisite: DSCI2130 Business Statistics.

## MKTG3360

3 Credits

### Digital Marketing

The course deals with the internet as a marketing medium and explores how marketers may use it to engage and interact with their customers. Students will develop websites, understand Search Engine Marketing and Search Engine Optimization and use several databases to analyze trends and identify opportunities. The course will also address fundamentals of email marketing, web analytics and will apply marketing principles to the use of new technology. Prerequisite: MKTG2120 Principles of Marketing.

## MKTG3371

3 Credits

### Principles of International Marketing

Students are introduced to marketing considerations in international markets. Some of the topics include cultural differences, social patterns, economic and legal environment and channels of distribution. Product attributes, pricing policies and promotional strategies are examined with respect to international considerations. Prerequisite: MKTG2120 Principles of Marketing.

## MKTG3385

3 Credits

### Social Media Marketing\*

This course will examine the strategic uses of social-media tools along with examples of successful social-media marketing campaigns on dominant platforms. Students will learn through the active use of select tools and platforms, culminating in the construction of a framework for creating, monitoring and measuring the effectiveness of social-media campaigns. Prerequisite: MKTG2120 Principles of Marketing.

\*Distance-learning course



# Org. Studies • Sustainability • Wealth Mgt. Advisory

Silberman College of Business

Florham Campus, Metropolitan Campus and Vancouver Campus

## MKTG3501

3 Credits

### Marketing for a Sustainable World

This course provides students with fundamental concepts and principles of sustainability marketing from a global perspective. It will examine ways that marketing processes can be transformed to bring value to people, society and businesses. The course will also address consumer behavior that relates to socially and environmentally responsible actions. Topics include segmentation, positioning, marketing mix and measurement in holistic, sustainable marketing programs. Prerequisite: MGMT3400 Managing Sustainability in the Global Context.

## MKTG4272

3 Credits

### Consumer Behavior

Course will provide students with a conceptual understanding of the fundamentals of buyer behavior and its role in the development of marketing strategy. This course will examine the psychological, sociological and economic foundations of the field of consumer behavior and the relationship of these theories to managerial decisions. The course will be taught from the perspective of the marketing manager who needs knowledge of buyer behavior to develop, evaluate and implement effective marketing strategies. Prerequisite: MKTG2120 Principles of Marketing.

## MKTG4544

3 Credits

### Public Relations

This course serves as an introduction to the management and practice of public relations. It provides an overview of the field, teaches skills basic to public relations and applies the theories and skills to various publics. Prerequisite: MKTG2120 Principles of Marketing.

## MKTG4545

3 Credits

### Sports and Events Marketing

This course examines the marketing implications involved in promoting sports activities. The unique aspects of each type of sporting activity are considered. Prerequisite: MKTG2120 Principles of Marketing.

## MKTG4365

3 Credits

### Marketing Communications

This course is designed to provide an overview of marketing communications, including the management, strategy and creative development of advertising, publicity, sales promotion and other forms of marketing communication. Topics include research, segmentation, branding, positioning creativity and media selection.

## MKTG4405

3 Credits

### Advanced Marketing Management

Course draws on the cumulative marketing knowledge and analytical techniques acquired in previous courses and applies them systematically to a variety of "real-world" marketing situations. Students will be required to develop a comprehensive marketing plan, including situation analysis, marketing objectives, product positioning, strategies and tactics for the marketing mix and budget. Prerequisites: MKTG2120 Principles of Marketing, MKTG3344 Marketing Research and MKTG4272 Consumer Behavior.

## MKTG4498, MKTG4499

3 Credits Each Semester

### Internship in Marketing Studies

This course will provide the student with an internship in a growing company and the opportunity to gain firsthand experience in working in a marketing environment. The student is consulted, and his or her academic background, work experience and career goals are carefully reviewed prior to assignment. Personal and career development will be reviewed at frequent intervals during the program. Prerequisite: requires departmental approval.

## MKTG4800

3 Credits

### Independent Study in Marketing

Students may elect to do an independent study under the direction of a faculty member after consultation with the department chairperson.

# Organization Studies

Department of Management

## ORGS1100

3 Credits

### Ethical Issues in Social Institutions

This course is an introductory applied ethics course to achieve three objectives for students. The first objective is to raise the students' awareness of the ethical implications of managerial activities in all types of organizations, including business, government and not for profit. The second objective is to teach moral reasoning skills for their application to the analysis of organizational activities. And, third is to acquaint the student with organizational ethics programs and organizational stewardship and responsibility. Students will study how individual psychological differences affect ethical judgments and actions, and will utilize and develop skills in stakeholder analysis and the assessment of organizational culture.

# Sustainability

Department of Economics, Finance and International Business

## SUST3500

3 Credits

### Environmental Economics

This course will introduce students to major ideas and concepts in the field of environmental economics — the supply and demand of environmental quality. The focus of the course is on important applications of microeconomic theory to the environment with an emphasis on the analysis of environmental and government policies. It stresses the importance of science and values in making efficient choices. Topics would include overuse of public goods and common resources, market failure, property rights and efficient resources use, managing renewable resources and consuming nonrenewable resources, the Coase theorem, nonmarket valuation techniques and problems relevant to contemporary environmental policy. Prerequisite: MGMT3400 Managing Sustainability in the Global Context.

# Wealth Management Advisory

Department of Economics, Finance and International Business

## WMA3335

3 Credits

### Personal Financial Management

The course is designed to identify and examine financial decisions faced by individual consumers and their families at various points in their lives. In addition to providing useful financial planning techniques, the course provides a foundation upon which interested students can prepare for a range of career opportunities in the financial services industry. While there are no formal course prerequisites, students should be familiar with Excel spreadsheets.

## WMA4265

3 Credits

### Personal Tax Planning

The course introduces the basics of personal federal income taxes and strategies for minimizing taxes. The course studies tax principles as they affect the individual's wealth management. Topics include issues relating to a taxpayer's filing status, dependents, income, deductions, tax credits and deferrals. The topics are discussed from the perspective of tax planning. Prerequisite: FIN3330 Personal Financial Management or WMA3335 Personal Financial Management.

# Wealth Management Advisory

Silberman College of Business  
 Florham Campus, Metropolitan Campus and Vancouver Campus

## WMA4267

3 Credits

### Retirement Planning

This course is an introduction to basic principles relating to retirement planning as they pertain to financial planners. The course explores personal and employee-sponsored retirement plans, planning strategies to meet client goals and retirement-income management. Topics include Social Security and Medicare benefits, IRAs, Roth IRAs, tax-sheltered annuities, qualified and non-qualified retirement plans for employees, distribution options, tax deduction and taxation of benefits upon distribution. Prerequisite: FIN3330 Personal Financial Management or WMA3335 Personal Financial Management.

## WMA4353

3 Credits

### Portfolio Analysis and Planning

The course studies the use of financial instruments such as stocks, bonds, mutual funds, treasury securities and options. The process of creating, managing and revising portfolios of financial assets for wealth-management advising is discussed. Prerequisite: FIN3330 Personal Financial Management or WMA3335 Personal Financial Management.

## WMA4370

3 Credits

### Personal Estate and Gift Planning

This course is an introduction to basic principles relating to estate and gift planning as they pertain to financial planners. Students will become familiar with how the federal estate and gift tax system work. Topics covered include property transfer, tax consequences, methods of property transfer at death, estate-planning documents, probate avoidance, powers of appointment, joint ownership of property, life insurance, charitable dispositions, inter vivos gifts, use of living and testamentary trusts, the marital deduction and various tools and techniques to consider when implementing an effective estate plan consistent with the client's goals. Documents such as wills, trusts, powers of attorney and powers of appointment are addressed. Prerequisite: FIN3330 Personal Financial Management or WMA3335 Personal Financial Management.

## WMA4375

3 Credits

### Risk Management and Insurance

In this course the student develops an understanding of risk and how to use insurance to manage the consequences of risk. The student will learn about health insurance and health care cost management, disability income insurance, long-term care insurance, annuities, life insurance, business uses of insurance, insurance-needs analysis, property and casualty insurance, as well as how to select an insurance policy and

insurance company. Prerequisite: FIN3330 Personal Financial Management or WMA3335 Personal Financial Management.

## WMA4380

3 Credits

### Client Relations in Financial Management

In this course students will gain a greater understanding of themselves and how to enhance their effectiveness in client relationships by focusing on the development of emotional-intelligence skills. Aspects include enhanced self-awareness, ability to regulate oneself and empathy in relationships. Integrity and authenticity in relationships, as well as ethical behavior and fiduciary trust, will be emphasized. The course will also focus on the development and maintenance of the client relationship. This includes the steps in developing the counseling relationship, supportive communication, effective interviewing, action planning, decision-making skills and techniques as they apply to financial counseling. Prerequisites: FIN3330 Personal Financial Management or WMA3335 Personal Financial Management and at least one of the following: WMA4265 Personal Tax Planning, WMA4267 Retirement Planning, WMA4353 Portfolio Analysis and Planning or WMA4375 Risk Management and Insurance.

## WMA4498, WMA4499

3 Credits

### Wealth Management Internship

Integration of classroom study with specific planned periods of supervised learning and relevant employment experiences. Education combines learning on the job, University course work and career-development skills. Prerequisite: FIN3330 Personal Financial Management or WMA3335 Personal Financial Management.