

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,
Taxation 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, evaluation of internal control and other engage-

ments. 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 and Entrepreneurship

BUSI1000

3 Credits

Foundations of Business

No matter what a student's major may be, it is important to understand the basics of business and the global economy. In this introductory course, students will learn about a wide variety of business management subjects, such as marketing, economics, finance, entrepreneurship, accounting, human resources and business technology. In particular, the class will focus on

Career Studies • Decision Sciences • Economics

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

how business is conducted in a dynamic, global marketplace, and how different cultures, legal systems and economics impact business (and vice versa). Students will develop their critical thinking, communications, research and problem-solving skills through class discussion, assignments and project work.

Career Studies

Department of Management and Entrepreneurship

CARR5000

2 Credits

Career Strategies

Career success is more than a matter of luck. Academic preparation, hard work and resilience all matter as does learning career strategies to enhance a student's performance. This course will help students be more successful in their first jobs after graduation and beyond by providing insights into building a strong relationship with their bosses, finding mentors and sponsors and networking effectively. It will help them better understand career paths, assess career risk and consider the importance and challenges of work-life balance. They will also practice making formal and informal presentations to develop the oral communication skills that are highly valued by employers. Prerequisite/Corequisite: MGMT2600 Organizational Behavior.

Decision Sciences

Department of Marketing, Information Systems and Decision Sciences

DSCI1234

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.

DSCI1239

3 Credits

Calculus with Business Applications

This course, an alternative to DSCI1234 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, dif-

ferential 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, DSCI1234 Mathematics for Business Decisions or DSCI1239 Calculus with Business Applications.

Fall, Spring

DSCI2130

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: DSCI2130 Business Statistics.

Fall, Spring

DSCI3502

3 Credits

Value Chain Management for 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/Corequisite: 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.

Fall, Spring

ECON2207

3 Credits

Introduction to Econometrics

Quantitative analytical methods, combining economic theory, mathematics and statistics. Prerequisites: DSCI2130 Business Statistics, ECON2001 Introduction to Microeconomics and ECON2102 Introduction to Macroeconomics.

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

Entrepreneurship

Silberman College of Business

Florham Campus, Metropolitan Campus and Vancouver Campus

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 Management 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.

ENTR3160

3 Credits

Launching New Ventures

This course focuses on the venture-planning process and uses lean-launch fundamentals to create a business model. Students will learn how to use lean-launch methodology to plan a new venture and make intelligent “go/no go” decisions based on customer feedback and validation of hypotheses during the design process. Students will learn about the design and purposes of a business plan, will create a business model as a group project and present their projects at the end of the semester. Prerequisites: ACCT2021 Introductory Financial Accounting,

FIN3250 Principles of Financial Analysis, MGMT2600 Organizational Behavior and MKTG2120 Principles of Marketing.

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.

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 rely heavily 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

ENTR3700

3 Credits

Doing Well Through Doing Good

Social entrepreneurship is an exciting field of business in which leaders from across society conceive, build and grow mission-driven ventures. Motivated by a desire to make a difference in a community, social entrepreneurs have developed creative solutions to intractable social problems. Students in this course will gain knowledge by studying how social entrepreneurs have used the tools of business and entrepreneurship to create innovative solutions. Through analyzing case studies, participating in lectures, student engagement with guest lecturers and experiential exercises, students will learn the fundamentals of social entrepreneurship. The course focus will be on emerging social business models, leadership of social ventures, measurement of impact and performance and sustainability.

ENTR4100

3 Credits

Managing Growing Ventures

This course examines the problems and issues confronting entrepreneurs beyond the nascent stage of a new venture. Entrepreneurship is about creating and building something of value from practically nothing. But beyond this nascent phase of a startup, the issues related to managing a growing organization while considering a multitude of new stakeholders, requires a completely different set of skills. Attracting and retaining a management team, satisfying the demanding requirements of investors and building credibility with customers and suppliers are just a few of the concerns that growth-oriented entrepreneurs must face. This course covers principles and practices of implementing and growing the new businesses, with a focus on the time and resource needs as well as understanding the key tasks/actions and skills required. Key growth topics include: funding, financial management, organizational development and human resource management. Prerequisite: ENTR3160 Launching New Ventures.

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: ENTR3160 Launching New Ventures and departmental approval.

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.

FIN3350**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 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.

*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.

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.

FIN4211**1-3 Credits****Special Topics in Finance**

Studies in the area of finance.

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. Prereq-

Financial Planning and Wealth Management

Silberman College of Business

Florham Campus, Metropolitan Campus and Vancouver Campus

quisites: 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: DSCI2150 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.

Financial Planning and Wealth Management

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.

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.

WMA4350

3 Credits

Investment Planning

This is an introductory course in the investment-planning process for the individual or family investor. Operations of securities markets as well as an introduction to the valuation and risk of the instruments traded will be studied from the perspective of forming portfolios that

would achieve the financial goals of the client. Assessment of the risk and performance of the investment plan as well as risk-modification procedures and assets rebalancing to track the financial goals of the client will be introduced.

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

Information Systems • Law

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

of the following: WMA4265 Personal Tax Planning, WMA4267 Retirement Planning, WMA4350 Investment Planning or WMA4375 Risk Management and Insurance.

WMA4390

3 Credits

Financial Planning Capstone

This is a required course for the concentration in financial planning and wealth management, and for those preparing to take the CFP® examination. The capstone course will enhance the students' skills in providing wealth-management and financial-planning services to clients. It integrates work in prior courses including investment planning, tax planning, risk management and insurance planning, estate and gift planning and retirement planning to provide an integrated and comprehensive financial plan for clients. The student is required to develop, present and support a financial plan based on the objectives and risk profile of a client and based on the CFP® Board's Financial Planning Practice Standards. Prerequisites: WMA3335 Personal Financial Management, WMA4265 Personal Tax Planning, WMA4267 Retirement Planning, WMA4350 Investment Planning, WMA4370 Personal Estate and Gift Planning and WMA4375 Risk Management and Insurance. Corequisite: WMA4380 Client Relations in Financial Management.

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.

Information Systems

*Department of Marketing,
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

Data, Communications and Networks

Course is designed to give the student an understanding of current technology in data communications networks and telecommunications with respect to hardware and software. The process of selecting a communication system with both hardware and software, its implementation, support and effect on a business organization will be discussed. Prerequisite: MIS1045 Information Technology for Business.
Fall (Metro), Spring (Flor)

MIS4303

3 Credits

Spreadsheet Applications in Business

Course is designed to give the student a proficiency in the use of spreadsheet software. It introduces advanced spreadsheet commands, formula generation, database operations, importing and exporting data, program modules and menu generation. The course includes case studies of spreadsheet solutions to management programs. Cases include scheduling, surveying, database management, graphic presentation, budgeting and capital management. Prerequisite: MIS1045 Information Technology for Business.
Fall (Flor), Spring (Metro)

MIS4304

3 Credits

Database Applications in Business

Course introduces database concepts, including creation, searching, sorting, reporting and maintenance. Database design techniques using structured programming to designate data types, create database structures and document applications. A small business application will be designed and implemented. Prerequisite: MIS1045 Information Technology for Business.
Fall (Metro), Spring (Flor)

MIS4305

3 Credits

Systems Analysis, Design and Implementation

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. Prerequisite: MIS1045 Information Technology for Business.
Fall (Flor), Spring (Metro)

MIS4307

3 Credits

Introduction to E-business

This course provides a comprehensive introduction to the dynamic field of e-business. Topics include relevant technologies, models, systems, applications of B2B and B2C and other forms of e-business. E-business applications and implementation and their impact on different industries and sectors are covered, along with key topics related to e-business design and development. Course includes case studies and hands-on experience with e-business technologies. 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,
Taxation and Law*

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

Silberman College of Business

Florham Campus, Metropolitan Campus and Vancouver Campus

Management

Department of Management and Entrepreneurship

MGMT2600
3 Credits

Organizational Behavior

Being able to motivate employees, lead teams, handle conflict and effectively communicate are essential skills for all careers, especially for survivors in the business world. This course emphasizes applying theories and developing interpersonal and managerial skills such as understanding individual differences, effectively working in teams, motivating and influencing others, leadership techniques and managing organizational change. Students will learn how highly effective supervisors and companies manage employees through in-class lectures, readings and group exercises as well as through assessing personal strengths and practicing employee-oriented management techniques. This course truly applies “real-world” scenarios and teaches students how best to apply the various organizational methods to create healthy and productive companies.

MGMT3100
3 Credits

Managerial Ethics

Making ethical decisions is an everyday occurrence in organizations. In this course students will explore their own values and moral leadership character. In addition, the class will explore best practices, policies and typical procedures for dealing with common ethical issues in organizations, and how to audit and evaluate an organization. Finally, students will learn how to critically evaluate moral dilemmas that are typically faced by managers.

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 world challenges as future civic and business leaders from the whole-systems 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 the 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 various functional disciplines contribute to effective sustainability behavior, 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

Have you ever managed other people? If so, you know it can be very challenging. If you progress in your career, it's highly likely you will soon be expected to be a good manager and leader, regardless of your functional specialty. So this course is for you. It focuses on developing the skill set and self-awareness that is essential to effective leadership. Self-assessments and guided exercises will provide students with greater insight into their leadership styles. In fact, this course will prepare students to exercise authentic, responsible leadership in all facets of their lives. Prerequisite: MGMT2600 Organizational Behavior.

MGMT3700
3 Credits

Human Resources Management

Are you interested in learning how companies hire, develop and pay their employees? Knowing how these processes work is essential for anyone who supervises others, and can help prepare students for a career in human resources (HR). It gives them a leg up in understanding what employers look for in job candidates and how they make their decisions. In this course, students will learn important aspects of analyzing jobs, as well as recruiting, selecting and training employees in order to find the right candidate for the right job. They also will learn the importance of providing feedback and how compensation, employee retention and organizational success are interrelated. This class uses lecture, discussion, hands-on learning and exposure to HR professionals so that students will learn the basics of various HR functions and understand how HR plays a vital role in business. Prerequisite: MGMT2600 Organizational Behavior.

MGMT3710
3 Credits

Strategic Staffing

Learn the strategies that top companies use to source, recruit, select and retain their best employees. Develop skills in job analysis, interviewing and negotiating that will help students prepare for a career in management or human resources. In addition to lecture and discussion, this course makes extensive use of hands-on learning to help students understand the fundamentals of strategic staffing and gain insights that will make them more effective when they apply and interview for a new job. Prerequisite/Corequisite: MGMT3700 Human Resources Management.

Marketing

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

MGMT3720

3 Credits

Training, Development and Performance Management

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

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. Prerequisite: ENTR3160 Launching New Ventures (for all majors other than accounting and finance) or FIN3310 Intermediate Financial Analysis (for finance and accounting majors only).

MGMT4490

3 Credits

Guided Internship in Sustainability Management

This individual hands-on guided internship provides an opportunity for students to integrate and apply approaches, tools and techniques for sustainable management from different business disciplines in the context of implementing sustainability projects.

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.

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

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.

MGMT4730

3 Credits

Strategic Human Resource Management

Human resource management (HRM) can be an essential driver of business success. In this class, which builds on prior management and HRM course work, students will study human resource strategy. The class will explore how employee-oriented management, HR policies and organizational development are central to implementing organizational strategy and to effectiveness in functional areas throughout business organizations. The class will also discuss the management of workforce changes (i.e., mergers, acquisitions and reductions), HR performance metrics, global HR and corporate social responsibility. 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.

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

Marketing

Department of Marketing, Information Systems and Decision Sciences

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

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.

*Distance-learning course

Organization Studies • Sustainability

Silberman College of Business

Florham Campus, Metropolitan Campus and Vancouver Campus

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.

MKTG3383

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.

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.

MKTG4344

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.

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 and MKTG3344 Marketing Research. Corequisite: 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 and Entrepreneurship

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.

*Distance-learning course