

College of Business



COLLEGE OF BUSINESS

Stephen M. Brown, Ed.D., *Dean and Professor of Adult Education and Management*

Mission Statement

The Sacred Heart University College of Business is a learning community rooted in the Catholic intellectual tradition with a commitment to giving personal attention to students and to developing undergraduate and graduate students capable and motivated to make significant contributions to the global society and to take their places as business leaders of the future.

The College of Business provides undergraduate and graduate quality education that prepares its students to assume increasingly responsible positions and leadership roles in today's complex and

diverse business environments. An emphasis on theoretical knowledge reinforced with practical application is stressed throughout the curriculum, with an emphasis on international business, communication skills, and ethical decision-making. The College fosters active learning by its students both during their formal course of studies and outside of the classroom.

Students are taught by an accomplished faculty that are experienced business professionals, active scholars, and dedicated teachers.

Recognizing the opportunities presented by its proximity to numerous Fortune 500 corporations, smaller businesses and entrepreneurial ventures, the College is committed to building partnerships with them. The College is dedicated to building a learning community and is committed to continuous improvement.

Discipline	Concentrations	Associate's Degree	Bachelor's Degree	
			Major	Minor
Business Degrees				
Accounting		AA	Yes	Yes
Business Administration		AA	Yes	Yes
<i>International Business</i>	Yes			
<i>Management</i>	Yes			Yes
<i>Sport Management</i>	Yes			Yes
<i>Marketing</i>	Yes			
<i>Management Information Systems</i>	Yes			
Business Economics			Yes	Yes
Finance			Yes	
Sport Management			Yes	

The college currently holds candidacy status from the AACSB, the international association for management education.

College of Business Core Curriculum

All candidates for a baccalaureate degree in the College of Business must complete the Business core curriculum consisting of twenty-four (24) credits. The Business core consists of the following courses:

- AC 101 Financial Accounting and Reporting
- AC 105 Managerial Accounting and Control
- BU 201 Organizational Management
- BU 231 Business Law I
- BU 257 Business Ethics
- BU 272 Dynamics of Information Technology
- BU 301 Business Policy
- FN 215 Financial Management

In addition, all College of Business majors are required to complete EC 201, Principles of Macroeconomics, and EC 202, Principles of Microeconomics, as required supporting courses. A minimum grade of C is required for the core curriculum courses and for all courses required for each major within the College of Business. Core courses may also be part of each major's course requirements.

Accounting

The effective use of financial information is vital for decision makers in business, industry, banking, government, education, law and many related fields. Individuals with a strong background in accounting and finance are in great demand for positions such as financial analysts, estate planners, investment counselors, market researchers, auditors, comptrollers and accounting managers.

The Accounting program is designed to meet both the short- and long-term needs of students who enter the accounting profession. The program

meets the needs of students who plan to start a career after graduation or who plan to continue their education on the graduate level.

Faculty

- James V. Aselta, MBA, C.P.A., *Clinical Assistant Professor*
- Benoît N. Boyer, Ph.D., *Professor*
- Karen T. Cascini, Ph.D., C.P.A., *Professor*
- Danny A. Pannese, MST, C.P.A., C.V.A., *Associate Professor*
- Stephen Scarpati, MBA, C.P.A., *Clinical Assistant Professor*
- Daniel Shim, Ph.D., C.P.A., C.M.A., *Associate Professor*

Major in Accounting

All Accounting students must complete the following courses to earn their degree.

Sacred Heart University Core Curriculum (54–56 credits)

College of Business Core Curriculum (24 credits + 12 required supporting credits)

- AC 101 Financial Accounting and Reporting
- AC 105 Managerial Accounting and Control
- BU 201 Organization Management
- BU 231 Business Law I
- BU 257 Business Ethics
- BU 272 Dynamics of Information Technology
- BU 301 Business Policy
- FN 215 Financial Management

Other Courses in Major (27 credits)

- AC 201 Intermediate Accounting I
- AC 202 Intermediate Accounting II
- AC 301 Advanced Accounting I
- AC 313 Cost Management
- AC 321 Auditing I
- AC 383 Federal Taxes I
- BU 232 Business Law II

And two of the following:

- AC 302 Advanced Accounting II

- AC 314 Advanced Management Accounting
- AC 322 Auditing II
- AC 384 Federal Taxes II
- FN 314 Financial Analysis

Required Supporting Courses (Taken as part of University core)

- CS 100 Introduction to Information Technology
- EC 201 Principles of Macroeconomics
- EC 202 Principles of Microeconomics
- MA 133 Elementary Statistics with Business Applications

Electives necessary to complete degree requirements, at least two of which must be non-Business courses.

Minor in Accounting

The minor in Accounting requires the completion of 18 credits plus the required supporting courses EC 201 and EC 202.

Required Courses

- AC 101 Financial Accounting and Reporting
 - AC 105 Managerial Accounting and Control
 - AC 201 Intermediate Accounting I
 - AC 202 Intermediate Accounting II
- Two of the following courses:
- AC 301 Advanced Accounting I
 - AC 313 Cost Management
 - AC 321 Auditing I
 - AC 383 Federal Taxes I
 - FN 314 Financial Analysis

Required Supporting Courses

- EC 201 Principles of Macroeconomics
- EC 202 Principles of Microeconomics

Associate in Arts General Studies

Emphasis Requirements (15 credits)

- AC 101 Financial Accounting and Reporting
- AC 105 Managerial Accounting and Control
- AC 201 Intermediate Accounting I

- AC 202 Intermediate Accounting II
- One Accounting elective at the 300 level

Academic Requirements for AICPA Examination

Applicants who take the examination for the first time after January 1, 2000, shall have completed a total of 150 semester hours of college education, including a Baccalaureate degree at a college or university accredited by a regional accrediting commission subscribing to established national policies and procedures or of equivalent accreditation as determined by the board. Such applicants shall have received credit for at least 36 semester hours in accounting education, which may include the basic or introductory accounting course; at least 30 semester hours in economics and business administration education other than accounting; and at least 60 hours in general education.

Course Descriptions

AC 101 Financial Accounting and Reporting

3 CR

Emphasis on the information that the language of business provides for decision makers. This is accomplished by using a transactions-analysis approach. Individual and team-based problems and cases are used to stress accounting fundamentals as well as the global and ethical issues of accounting decisions.

AC 105 Managerial Accounting and Control

3 CR

Covers the role of managerial accounting in corporate management. Emphasis is on the introduction of product and service costing, profit planning, cost analysis and the cost allocation process. Current financial accounting and control matters are reviewed and evaluated. Individual and team-based problems and cases are used to explore global ethical issues.

AC 201 Intermediate Accounting I

3 CR

Further discusses accounting concepts, principles

and practices, placing more emphasis on the theoretical aspects involved. While intended for the Accounting major, this is also a most useful course for other majors in the College of Business.

Prerequisite: AC 101

AC 202 Intermediate Accounting II 3 CR

Covers specialized topics in accounting, including leases, pensions and accounting for income taxes. Emphasis is on the most recent pronouncements of the Financial Accounting Standards Board.

Prerequisite: AC 201

AC 299 Special Topics in Accounting 3 CR

Designates new or occasional courses that may or may not become part of the department's permanent offerings. Courses capitalize on a timely topic, a faculty member's particular interest, an experimental alternative to existing courses, etc. Prerequisites established by the department as appropriate for the specific course. Course title is shown on the student's transcript. Consult the current course schedule for available topics and current prerequisites.

AC 301 Advanced Accounting I 3 CR

Examines financial accounting and reporting topics such as business combinations and consolidated financial statements. These topics are analyzed from the perspective of ongoing developments in business mergers and acquisitions and their ethical implications. *Prerequisites:* AC 202 and Senior standing

AC 302 Advanced Accounting II 3 CR

Covers topics such as accounting for partnership, bankruptcies, not-for-profit enterprises and foreign currency transactions. This course includes elements acknowledging its status as a capstone course within the accounting program. These include an extensive overview of accounting ethics, analyses of recent ethical problems in accounting and business and a focus on global issues. *Prerequisites:* AC 301 and Senior standing

AC 313 Cost Management 3 CR

Explores critical issues facing accounting and financial managers in the current business environment. Topics include: introduction to state-of-the-art managerial accounting practices, in-depth understanding of cost management, product and service costing methods, performance evaluation and managerial compensation systems. Global and ethical issues are examined. Written assignments, case studies and team discussions comprise much of classroom interaction. *Prerequisite:* AC 105.

AC 314 Advanced Management Accounting 3 CR

Introduces modern theory of management accounting and control and strategic cost management. Financial and managerial controls issues faced by multinational corporations are examined. Topics include: cost analysis, activity-based accounting and management, strategic cost control, agency theory, decentralization issues and incentive and compensation systems. Case studies and development, team discussions and empirical study comprise much of classroom interaction.

Prerequisite: AC 105

AC 321 Auditing I 3 CR

Studies audit practices used by independent public accountants in examining accounting records and statements. Emphasis is on "generally accepted auditing standards" of evaluation of internal control as well as ethical issues.

Prerequisite: AC 202

AC 322 Auditing II 3 CR

Continues AC 321 emphasizing completion of the audit engagement. Includes preparation of various reports, other services offered by CPAs, legal liability, ethical and professional responsibilities.

Prerequisite: AC 321

AC 383 Federal Taxes I 3 CR

Introduces individual income taxation. Topics include: formulation of tax statutes, research

methodology, tax planning, analysis of taxable income as well as ethical considerations. *Prerequisite:* AC 202

AC 384 Federal Taxes II **3 CR**
Examines federal corporate, partnership, estate and trust taxation. IRS practices and procedures are examined, as well as international and ethical considerations. *Prerequisite:* AC 383

AC 390 Internship **3–9 CR**
Students are directly involved in various dimensions of accounting. Emphasis is on the practical application of accounting principles and skills to a specific industry or organization. An on-site accounting professional supervises students. *Prerequisites:* Senior status and permission of the department chairperson

AC 397 Special Topics: Volunteer Income Tax Assistance Program (VITA) Tax Clinic **3 CR**

The VITA Program provides low- to moderate-income taxpayers assistance in the preparation of their tax returns. Students receive Internal Revenue Service (IRS) training to help prepare basic tax returns in the local community. Once training is completed, students must pass the IRS's written examination to become VITA certified and complete the required staffing hours during tax filing season. Emphasis is on the application of current tax law, communication skills, and community service.

AC 399 Independent Study **1–3 CR**
Students work on a special topic under the direction of an instructor. Permission of the instructor and department chairperson is granted to qualified Accounting majors on the basis of a written proposal from the student.

Business Administration

The curriculum in Business Administration provides a solid foundation in both quantitative techniques and management theory. Taking the

behavioral science/human relations point of view, the program recognizes that sound practice requires sound theory. The case method is often used to illustrate theory in practice. Ethics and a global business orientation are emphasized throughout the curriculum.

Faculty

Kofi Afriyie, Ph.D., *Associate Professor*
Balbir Bhasin, Ph.D., *Associate Professor*
Shawn Blau, Ph.D., *Assistant Professor*
Stephen M. Brown, Ed.D., *Professor*
Valerie L. Christian, MBA, *Assistant Professor*
Louise Courtemanche, M.S., *Assistant Professor*
Rawlin A. Fairbaugh, Ed.D., *Associate Professor*
Andra Gumbus, Ed.D., *Assistant Professor*
Paul Iannone, J.D., CPA, MSC, *Assistant Professor*
"John" Jin Im, Ph.D., *Professor*
Kittipong Laosethakul, M.S., *Assistant Professor*
Michael D. Larobina, J.D., LL.M., *Associate Professor*
Peter A. Maresco, Ph.D., *Clinical Assistant Professor*
Robert Marsh, Ph.D., *Assistant Professor*
Anca Micu, Ph.D., *Assistant Professor*
James P. Santomier, Ph.D., *Professor*
Joshua A. Shuart, Ph.D., *Assistant Professor*
Mary G. Trefry, Ph.D. *Assistant Professor*
Laurence M. Weinstein, Ed.D., *Professor*
Jillian L. M. Woodilla, Ph.D., *Assistant Professor*
Christopher York, J.D., *Clinical Assistant Professor*
Michael Zhang, Ph.D., *Assistant Professor*

Major in Business Administration

All Business Administration students must complete the following courses to earn their degree. Students must select one area of specialization from the options in International Business,

Management, Management of Information Systems, Marketing, or Sport Management, as shown in the Concentrations area.

Sacred Heart University Core Curriculum (54–56 credits)

College of Business Core Curriculum (24 credits + 12 required supporting credits)

AC 101 Financial Accounting and Reporting
 AC 105 Managerial Accounting and Control
 BU 201 Organization Management
 BU 231 Business Law I
 BU 257 Business Ethics
 BU 272 Dynamics of Information Technology
 BU 301 Business Policy
 FN 215 Financial Management

Other Courses in Major (18 credits)

BU 202 Organizational Behavior
 BU 221 Business Communication
 BU 278 International Business
 MK 261 Principles of Marketing
 PD 275 Principles of Production/Inventory Control
 One Business elective

Required Supporting Courses

CS 100 Introduction to Information Technology
 EC 201 Principles of Macroeconomics
 EC 202 Principles of Microeconomics
 MA 133 Elementary Statistics with Business Applications

Concentration (9 credits)

International Business: Three International Business electives

Management: EC302 Money and Financial Institutions; Business and Finance electives

Management of Information Systems: Three MIS or selected CS electives

Marketing: Three Marketing electives

Sport Management: Three Sport Management electives

Electives necessary to complete degree requirements, at least two of which must be non-Business courses.

Minor in Business Administration

The minor in Business Administration requires the completion of 24 credits, plus the required supporting course EC 201.

Required Courses

AC 101 Financial Accounting and Reporting
 AC 105 Managerial Accounting and Control
 BU 201 Organization Management
 BU 202 Organizational Behavior
 BU 231 Business Law I
 MK 261 Principles of Marketing
 One Business elective

Required Supporting Course

EC 201 Principles of Microeconomics
 EC 202 Principles of Macroeconomics

Minor in Sport Management

The minor in Sport Management requires the completion of 18 credits.

Required Courses

SM 206 Sport Enterprise Management
 SM 122 Sport Communications
 SM 235 Sport Law
 Three electives from the following courses:
 SM 210 Sport Enterprise: Human Resource Management
 SM 265 Sport Marketing
 PS 122 Sports Psychology
 SO 122 Sociology of Sports

Associate in Arts General Studies

Emphasis Requirements

Business (18 credits)

AC 101 Financial Accounting and Reporting
 BU 103 Business: Its Nature and Environment
 BU 201 Organization Management
 BU 202 Organizational Behavior

EC 101 Introduction to Economics
or
EC 201 Principles of Macroeconomics
or
EC 202 Principles of Microeconomics
One Business elective

Business Course Descriptions

BU 103 Business: Its Nature and Environment

(Non-Business majors only) 3 CR
Provides an overview of all the activities of business today. The management point of view is emphasized, but the rights of the individual as employee, citizen and consumer also are discussed.

BU/HI 128 History of American Business Enterprise

(Non-Business majors only) 3 CR
Examines the growth and development of business in America from early Colonial times to present. Topics include: role of the entrepreneur, business specialization, rise of the corporate form and of "big" business, innovations in management marketing, interplay of business enterprise and other aspects of American society. Qualifies for Area B-1 history credit.

BU 201 Organization Management 3 CR

An interdisciplinary study of the management of organizations and decision making utilizing behavioral and quantitative approaches. Topics include: decision making, motivation and behavior, leadership, group behavior, organizational change, planning, control and allocation resources. Lecture and case study format.

BU 202 Organizational Behavior 3 CR

Organizational behavior is about people and how they act and interact, mostly as members of groups. Current theories of organizational behavior are examined through the use of self-administered tests, experiential exercises, discussion and case analysis. *Prerequisite:* BU 201

BU/IB 203 Intercultural Management 3 CR
Organizations, both profit and not-for-profit, deal with people of different cultures. Therefore, cultural sensitivity and awareness of different perceptions, values and traditions are important management skills. Within the same nation, there are people with different cultural backgrounds, and culture changes not only from country to country, but even from region to region. Students come to understand these differences and to learn not to rely on self-referential criteria.

BU/CA 221 Business Communications 3 CR

Presents instruction in written, oral, interpersonal and group communication skills as they apply to business situations. Elements of the course include oral presentations, written assignments, a research paper and career components such as resume preparation, goal setting and the interview process. *Prerequisites:* C or better in EN 011, EN 012 and CA 021

BU 231-232 Business Law I, II 3 CR each

A general survey of law, including the legal system, courts and court procedures, the law of contracts, torts, agency, principle law, partnership, corporations, commercial law and property law.

BU/IB 233 International Business Law 3 CR

A general survey of international law including treaties and international organizations. Topics include: the European community, WTO, U.S. trade policy, international contracts and international payment mechanisms. *Prerequisite:* BU 231

BU 257 Business Ethics 3 CR

Investigates the philosophical questions that arise in normal business situations. The case-study method is used to examine such questions as nepotism, competition, marketing, career advancement and product research. Consideration is given to the question of whether a special ethic should apply to business situations.

BU 272 Dynamics of Information

Technology 3 CR
Presents information systems concepts from a

managerial perspective to understand how information systems work and how they are used for business purposes. This course is designed to help students understand and use fundamental information systems principles so that they will efficiently and effectively function as future business employees and managers. Topics include: hardware and software of computers, telecommunication and networks (including the Internet), database management, e-commerce, systems development and systems security. *Prerequisite:* CS 100

BU 273 Systems Analysis and Design

Developing information systems is a challenge in view of the rapidly changing business environment. Systems analysis is a logical stage to evaluate feasibility of a new system, to analyze requirements, and to specify details of a new information system; and systems design is a physical stage to develop an information system based on the analysis. Topics include requirement analysis, process modeling with data flow diagrams, rapid application development (RAD), designing inputs, outputs, database, and interface. *Prerequisite:* BU 272

BU/IB 278 Principles of International

Business **3 CR**

Surveys the scope of international business with special emphasis on the business environment. Discusses concepts and constraints associated with developing intercultural managerial effectiveness, recent patterns of world trade, trade theory, government influence, foreign exchange rates, international payments, financial markets and the global enterprises.

BU 299 Special Topics in Business **3 CR**

Designates new or occasional courses that may or may not become part of the department's permanent offerings. Courses capitalize on a timely topic, a faculty member's particular interest, an experimental alternative to existing courses, etc. Prerequisites established by the department as appropriate for the specific course. Consult the current course schedule for available topics and current prerequisites.

BU 301 Business Policy **3 CR**

Explores the formulation and administration of policy, integration of the various specialties of business and development of an overall management viewpoint. *Prerequisite:* Senior standing

BU/IB 302 Ethics and International

Business Policy **3 CR**

Focuses on the formulation and administration of international business policy and integration of the various business functions in an international context. Explores ethical issues in international business and worldwide corporate strategies. Topics include: bribery, cultural practices, ruling families and cross-cultural organizations. *Prerequisite:* Senior standing

BU 373 Entrepreneurship: Starting Your

Own Business **3 CR**

Most individuals sometimes feel the urge to quit their job and start a business of their own. However, being a well-qualified tradesperson, a skilled artisan or an expert professional does not necessarily equip one to be "his or her own boss." This course gives the information needed for managing an enterprise skillfully and profitably.

BU 374 Database Management **3 CR**

Focuses on database concepts and technology for database design, development and applications. A Database Management System (DBMS) will be used to emphasize features of a database system. Topics include: data modeling, relational and object-oriented databases, structured query language (SQL), data warehousing and mining technology. *Prerequisite:* BU 272

BU 375 E-Commerce **3 CR**

Students learn both theory and practice of doing business over the Internet and the World Wide Web. Topics include: infrastructure for electronic commerce (EC), tools for EC, EC planning and implementation, and various issues regarding security, privacy ethics and taxes. *Prerequisite:* BU 272

BU 377 Telecommunications and Networks**3 CR**

Focuses on concepts, technology and applications of telecommunications and computer networks, including the Internet. Students will learn fundamentals and applications of data communication networks in use in the business world. Topics include: data communications media and equipment, data transmission, local area networks, wide area networks and the Internet. *Prerequisite:* BU 272

BU 390 Internship**3–9 CR**

Students are directly involved in various dimensions of business. Emphasis is on the practical application of business principles and skills to a specific industry or organization. An on-site business professional supervises students. *Prerequisites:* Senior status and permission of the de-partment chairperson

BU 399 Independent Study**1–3 CR**

Students work on a special topic under the direction of an instructor. Permission of the instructor and department chairperson is granted to qualified Business majors on the basis of a written proposal from the student.

Marketing Course Descriptions**MK 261 Principles of Marketing****3 CR**

Investigates the components of the marketing mix. A managerial approach is employed and case studies supplement each area of exploration. Topics include: customer behavior, product policy, channels of distribution, advertising and promotion, price policy, marketing programs and the legal aspects of marketing.

MK 262 Principles of Advertising**3 CR**

Analyzes advertising from the managerial viewpoint of its relationship within the marketing mix. Examines social and economic aspects of advertising, practices and issues, analysis of media, the communications function, creative aspects includ-

ing art and copy and measures of effectiveness. *Prerequisite:* MK 261

MK 263 Principles of Retailing and Merchandising**3 CR**

Studies history and development of the retail function and its relationship to the wholesaler and manufacturer. Topics include: store management, the buying function, elements of style and fashion, pricing policies, customer relations, store location and sources of supply. Examines retail mathematics including markup, markdown and turnover. *Prerequisite:* MK 261

MK/IB 264 International Marketing**3 CR**

Provides a broad-based understanding of the challenges, opportunities and problems associated with international marketing. Emphasis is on understanding other cultures and current events and how they affect international marketing. Classroom work is supplemented with case studies, current readings, videos and speakers who are active in the field. *Prerequisite:* MK 261

MK 286 Consumer Motivation**3 CR**

Explores various fields of knowledge necessary to understand marketing behavior. Materials from psychology, sociology, cultural anthropology and history are used in conjunction with marketing problems. Examines consumers in terms of both individual and group buying behavior patterns; his or her process of arriving at buying decisions is appraised at both the retail and nonretail levels. *Prerequisite:* MK 261

MK/LW 296 Marketing/Consumer Law**3 CR**

Reviews marketing and consumer law. Discussion of contract law and the law of sales (Article 2 of the Uniform Commercial Code). Topics include: sales practices, product liability, pricing, consumer credit, patents, copyrights and trademarks.

MK 299 Special Topics in Marketing**3 CR**

Designates new or occasional courses that may or may not become part of the department's perma-

ment offerings. Courses capitalize on a timely topic, a faculty member's particular interest, an experimental alternative to existing courses, etc. Prerequisites established by the department as appropriate for the specific course. Course title is shown on the student's transcript. *Prerequisite:* MK 261 or permission of instructor.

MK 361 Marketing Management 3 CR

Studies the effective management of the marketing mix. The case approach assists in viewing the marketing manager's efforts as coordinated with the contributions of the firm's segments. Provides understanding of marketing decision making as being wholly related to the firm's goal, with a view to the larger context of society itself. *Prerequisite:* MK 261

MK 362 Marketing Research 3 CR

Explores principal areas and methods of marketing research including mail, diary, panel, phone and the personal interview. Various types of research are analyzed with emphasis on the information gathering function of research as a means to more effective business decision making. *Prerequisite:* MK 261

MK 399 Independent Study 1–3 CR

Directed study of a specific, well-defined topic. Permission of the instructor and departmental chairperson is granted to qualified Business majors on the basis of a written proposal from the student. *Prerequisite:* MK 261

Production Course Description

PD 275 Principles of Production and Inventory Control 3 CR

Familiarizes the student with the problems encountered by operating managements of business enterprises and methods used to analyze and solve these problems. Topics include: quality management, inventory management, productivity, production planning and project management.

Business Economics

The Business Economics major gives students a solid understanding of today's global business environment and market structure. It combines in-depth study of economic theory with business applications within an ethical framework. The program enables students to understand market forces and their interplay with government policies and business decisions. It emphasizes the application of economic concepts and the use of critical thinking to resolving economic and managerial problems. Students acquire the analytical and problem-solving skills needed to investigate and critically evaluate economic trends and business conditions. They learn to interpret current issues confronting society (e.g., deficits, inflation, unemployment, poverty) as well as individuals (e.g., wages, cost of living, taxes). The major in Business Economics requires completion of 48 major credits. The curriculum is designed to enable students to succeed in business and government careers, graduate schools, and law schools as well as to become better-informed and productive citizens.

Faculty

Thomas D. Corrigan, Ph.D., *Associate Professor*
 Khawaja A. Mamun, M.A., *Associate Professor*
 Lucjan T. Orłowski, Ph.D., *Professor*
 Stephen Rubb, Ph.D., *Assistant Professor*

Business Economics Major

All Business Economics students must complete the following courses to earn their degree.

Sacred Heart University Core Curriculum (54–56 credits)

College of Business Core Curriculum (30 credits + 6 required supporting credits)

EC 201 Principles of Macroeconomics
 EC 202 Principles of Microeconomics
 AC 101 Financial Accounting and Reporting

- AC 105 Managerial Accounting and Control
 BU 201 Organization Management
 BU 231 Business Law I
 BU 257 Business Ethics
 BU 272 Dynamics of Information Technology
 BU 301 Business Policy
 FN 215 Financial Management

Other Courses in Major (18 credits)

- FN 316 International Finance
 EC 301 Intermediate Microeconomic Analysis
 or
 EC 302 Money and Financial Institutions
 EC 313 Managerial Economics
 EC 391 Quantitative Methods in Economics
 Two Economics electives

Required Supporting Courses

- CS 100 Introduction to Information Technology
 MA 110 Calculus
 MA 133 Elementary Statistics with Business
 Applications

Electives necessary to complete degree requirements, at least two of which must be non-Business courses.

Minor in Business Economics

The minor in Business Economics requires the completion of 18 credits.

Required Courses

- EC 201 Principles of Macroeconomics
 EC 202 Principles of Microeconomics
 Four Economics electives at the 200 level or higher

Associate in Arts General Studies

- Emphasis Requirement (15 credits)
 EC 201 Principles of Macroeconomics
 EC 202 Principles of Microeconomics
 Three Economics electives

Course Descriptions

- EC 101 Introduction to Economics (Non-Business majors only)** 3 CR
 Introductory course for the non-Business major.

Provides a foundation in the workings of the economy. Describes and analyzes major concepts and issues of macroeconomics and microeconomics. Examines key institutions including the Federal Reserve System, corporations and labor unions.

EC 201 Principles of Macroeconomics 3 CR

An introduction to basic macroeconomics principles. Topics include: consumption, saving, investment, income and employment, business fluctuations, money and banking, fiscal and monetary policies. *Prerequisite:* MA 109

EC 202 Principles of Microeconomics 3 CR

An introduction to basic microeconomics principles. Topics include: supply and demand, cost, profit, wages, market imperfections and antitrust. Other topics include poverty and discrimination, environment and energy. *Prerequisite:* MA 109

EC 299 Special Topics in Economics 3 CR

Designates new or occasional courses that may or may not become part of the department's permanent offerings. Courses capitalize on a timely topic, a faculty member's particular interest, an experimental alternative to existing courses, etc. Prerequisites established by the department as appropriate for the specific course. Course title is shown on the student's transcript. Consult the current course schedule for available topics and current prerequisites.

EC 301 Intermediate Macroeconomic Analysis 3 CR

A course in aggregate economic analysis. Examines theories of the determination of national income and employment. Policies associated with these theories are critically examined. *Prerequisite:* EC 201

EC/FN 302 Money and Financial Institutions 3 CR

Studies of the operations of commercial banks and other financial institutions. Examines the signifi-

cance of money, credit and interest rates. Overviews monetary theories and policies. *Prerequisites:* EC 201 and EC 202

EC 313 Managerial Economics 3 CR

Analyzes the structure of industry, business firms and the application of analytical tools of economics to decision making. Topics include: the determination of relevant costs for decisions within the business firm, pricing and capital budgeting problems, forecasting business conditions, risk and uncertainty, union policies and cases involving actual managerial situations that require the use of economic analysis. *Prerequisites:* MA 133 and EC 202

EC 322 International Economics 3 CR

Examines international trade theory and policy, balance of payment mechanisms and international monetary systems. Emphasis is on current problems of trade restrictions and tariffs, gold and international flow of funds and the role of international reserves. *Prerequisites:* EC 201 and EC 202

EC 324 Economic Stabilization and Reform in Central Europe 3 CR

Examines the forces behind the breakup of the Soviet bloc, the often rocky path toward free markets in Central and Eastern Europe, and the future prospects for this rapidly changing part of the world.

EC 342 European Economic Integration 3 CR

Examines the process underlying economic and political integration of the European Union from the Treaty of Rome to present. Special emphasis is on the European Monetary Union and the EU enlargement.

EC 390 Current Issues in Economics 3 CR

Examines major contemporary economic issues. Demonstrates how economists deal with the difficult problems of the day. Open to both prospective majors and non-majors. *Prerequisites:* EC 201 and EC 202

EC/FN 391 Quantitative Methods in Economics and Finance 3 CR

Aimed at developing advanced quantitative skills needed for modern economic and financial analyses. Time-series multivariate regression is examined as well as cointegration tests, ARMA procedures, causality tests and recursive stability tests. Computer applications of econometric programs are required. *Prerequisite:* MA 133 or equivalent

Finance

The Finance curriculum is designed to develop the student's finance knowledge and skills for professional positions in financial institutions, corporations, governmental and nonprofit institutions. These facilities include commercial and savings banks, brokerage firms, investment banking institutions, insurance companies and the finance departments of corporations and governments.

Faculty

Thomas D. Corrigan, Ph.D., *Associate Professor*
Ako Doffou, Ph.D., *Associate Professor*
John T. Gerlach, M.B.A., *Senior Business Executive in Residence, Associate Professor*
Ralph Lim, M.B.A., *Associate Professor*
Bridget Lyons, D.P.S., *Associate Professor*
Lucjan Orłowski, Ph.D., *Professor*
Rupendra Paliwal, M.B.A., *Assistant Professor*

Finance Major

All Finance students must complete the following courses to earn their degree.

Sacred Heart University Core Curriculum (54–56 credits)

College of Business Core Curriculum (24 credits + 12 required supporting credits)

AC 101 Financial Accounting and Reporting
AC 105 Managerial Accounting and Control
BU 201 Organization Management
BU 231 Business Law I
BU 257 Business Ethics
BU 272 Dynamics of Information Technology

BU 301 Business Policy

FN 215 Financial Management

Other Courses in Major (21 credits)

FN 251 Corporate Finance

FN 302 Money and Financial Institutions

FN 315 Investments

FN 316 International Finance

MK 261 Principles of Marketing

Two Finance electives

Required Supporting Courses

CS 100 Introduction to Information Technology

EC 201 Principles of Macroeconomics

EC 202 Principles of Microeconomics

MA 133 Elementary Statistics with Business Applications

Electives necessary to complete degree requirements, at least two of which must be non-Business courses.

Course Descriptions

FN 215 Financial Management 3 CR

An introduction to the field of finance. Emphasis on financial statements and ratio analysis, working capital management, capital budgeting, firm's cost of capital and basic portfolio theory. *Prerequisite:* AC 101

FN 242 Mutual Funds: Operation and Structure 3 CR

Provides a thorough analysis of the mutual fund industry by examining the structure and operation of mutual funds. Topics include: history of mutual funds, types of mutual funds, regulation of mutual funds, portfolio management and equity trading, mutual fund marketing and servicing shareholders. The principle teaching technique is lecture accompanied by class discussions, exercises and case studies.

FN/SM 243 Sport Finance 3 CR

Examines the application of financial methods and

procedures for the sport enterprise. Focus is on understanding the development and management of enterprise budgets and financial strategies, including debt service, ticket and concession sales, corporate sponsorship, and licensed sport merchandise. Examines financial challenges related to current and future sources of revenue for the sport enterprise. *Prerequisite:* FN 215

FN 251 Corporate Finance 3 CR

Emphasizes corporate financial management. Covers valuation of corporate securities, capital structure, financial analysis, dividend policy, analysis of overall cost of capital of the firm, mergers and acquisitions. *Prerequisite:* FN 215

FN/EC 302 Money and Financial Institutions 3 CR

Studies of the operations of commercial banks and other financial institutions. Examines the significance of money, credit and interest rates. Overviews monetary theories and policies. *Prerequisites:* EC 201 and EC 202

FN 314 Financial Analysis 3 CR

Develops students' ability to analyze financial statements to determine both asset value and earning capacity of the public corporation's securities. Requires an understanding of the positive and negative effects of operating and financial leverage, as well as ratio analysis as it concerns the capitalization, stock and bond markets. Proof of students' ability lies in the preparation of an analysis of annual report of a major, publicly held corporation. *Prerequisite:* FN 215

FN 315 Investments 3 CR

Introduces different types of securities investments available to institutional and private investors. Students learn to evaluate individual securities by applying risk analysis, as well as fundamental and technical research. Topics include: common and preferred stock investments, bond investments, commodities and financial futures, mutual funds, real estate and pension funds. *Prerequisite:* FN 215

FN/IB 316 International Financial Management**3 CR**

Studies the applications of principles of financial management to the decisions of corporations with international operations. Topics include: sources and uses of funds in multinational operations, impact of different exchange rates, taxation systems and inflation rates on financial decisions, project evaluation and interaction among various national financial markets. *Prerequisites:* FN 215 and EC 202

FN 318 Current Problems in Finance**3 CR**

Seminar on special current topics in finance. Open to seniors majoring in Finance and to Seniors majoring in Economics, Business and Accounting with permission of the Finance department. *Prerequisite:* FN 215 or departmental permission

FN 320 Personal Finance**3 CR**

Examines the financial planning, management and investment needs of individuals and households as they pursue their financial goals. Topics include: personal budgeting, credit buying, banking and borrowing, home ownership, insurance and investing. Upon successful completion of the course, students should have gained a basic understanding as to how to (1) prepare their personal financial plan or program; (2) budget and control their income and expenses; (3) economically and wisely purchase major expense items such as a house or an automobile; (4) purchase needed insurance thoughtfully and purposefully; and (5) begin a program for retirement and investments so that their personal financial objectives can be reached.

FN 390 Internship**3-9 CR**

Students are directly involved in various dimensions of finance. Emphasis is on the practical application of finance principles and skills to a specific industry or organization. An on-site finance professional supervises students.

Prerequisites: Senior status and permission of the department chairperson

FN/EC 391 Quantitative Methods in Economics and Finance**3 CR**

Aimed at developing advanced quantitative skills needed for modern economic and financial analyses. Time-series multivariate regression is examined as well as cointegration tests, ARMA procedures, causality tests and recursive stability tests. Computer applications of econometric programs are required. *Prerequisite:* MA 133 or equivalent

International Business Course Descriptions**IB/BU 203 Intercultural Management****3 CR**

Organizations, both profit and not-for-profit, deal with people of different cultures. Therefore, cultural sensitivity and awareness of different perceptions, values and traditions is an important management skill. Within the same nation, there are people with different cultural backgrounds, and culture changes not only from country to country, but from region to region. Students come to understand these differences and learn not to rely on self-referential criteria.

IB/BU 233 International Business Law**3 CR**

Surveys international law, including treaties and international organizations. Topics include: the European community, WTO, U.S. trade policy, international contracts and international payment mechanisms. *Prerequisite:* BU 231

IB/MK 264 International Marketing**3 CR**

Provides a broad-based understanding of the challenges, opportunities and problems associated with international marketing. Emphasis is on understanding other cultures and current events and how they affect international marketing.

Classroom work is supplemented with case studies, current readings, videos and speakers who are active in the field. *Prerequisite:* MK 261

IB/BU 278 Principles of International

Business **3 CR**

Surveys the scope of international business with special emphasis on the business environment. Discusses concepts and constraints associated with developing intercultural managerial effectiveness, recent patterns of world trade, trade theory, government influence, foreign exchange rates, international payments, financial markets and global enterprises.

IB 299 Special Topics in International

Business **3 CR**

Designates new or occasional courses that may or may not become part of the department's permanent offerings. Courses capitalize on a timely topic, a faculty member's particular interest, an experimental alternative to existing courses, etc. Prerequisites established by the department as appropriate for the specific course. Course title is shown on the student's transcript. Consult the current course schedule for available topics and current prerequisites.

IB 391 International Business

Seminar **3 CR**

Special topics related to the current events of the period. Research required on the selected topic. Students give oral and written presentations. Guest speakers from the business community augment the course. *Prerequisite:* Senior standing

Sport Management

The increasing complexity, globalization, and influence of media and technology on sport business underscore the importance of specific and dynamic preparation for sport management professionals. The Sport Management curriculum emphasizes the unique management, business and legal principles and practices necessary to succeed in contempo-

rary sport business. It ultimately prepares professionals who are self-directed in their learning, critical thinkers and problem-solvers, interdisciplinary in their approach, and capable of effectively managing sport enterprises and marketing sport-related services and products to diverse markets.

Faculty

Shawn Blau, Ph.D., *Assistant Professor*

John T. Gerlach, MBA., *Associate Professor*

James P. Santomier, Jr., Ph.D., *Professor*

Joshua A. Shuart, Ph.D., *Assistant Professor*

Major in Sport Management

The Sport Management curriculum provides a theoretical and skill-based framework in core business disciplines, functional business skills and in specific sport management areas. Focus is on the financial, marketing, media, legal and ethical dimensions of sport management. The program provides students with dynamic internship opportunities.

All Sport Management students must complete the following courses to earn their degree.

Sacred Heart University Core Curriculum (54–56 credits)

College of Business Core Curriculum (24 credits + 12 required supporting credits)

AC 101 Financial Accounting and Reporting

AC 105 Managerial Accounting and Control

BU 201 Organization Management

BU 231 Business Law I

BU 257 Business Ethics

BU 272 Dynamics of Information Technology

BU 301 Business Policy

FN 215 Financial Management

Other Courses in Major (31 credits)

BU 202 Organizational Behavior

MK 261 Principles of Marketing

SM 206 Sport Enterprise Management

SM 235 Sport Law

SM 243 Sport Finance
 SM 245 Sport Media
 SM265 Sport Marketing
 SM 290 Sport Management Practicum
 SM 391 Sport Management Internship
 Two Sport Management electives

Required Supporting Courses

CS 100 Introduction to Information Technology
 EC 201 Principles of Macroeconomics
 EC 202 Principles of Microeconomics
 MA 133 Elementary Statistics with Business Applications

Electives necessary to complete degree requirements, at least two of which must be non-Business courses.

Course Descriptions

SM/BU 206 Sport Enterprise Management

3 CR

Examines principles and foundations of sport management and how the concepts of planning, organizing, leading and directing apply to the sport enterprise. Focus is on the application of core management principles, including ethics. The course provides a basis for understanding the development and governance of sport industries and for addressing contemporary problems and issues. Students develop a model of management designed to achieve the goals of the sport organization. *Prerequisite:* BU 201

SM 210 Sport Enterprise:

Human Resource Management

3 CR

Examines principles and processes of managing human resources in the sport enterprise. Emphasis is on procurement, development and maintenance of human resources. The focus is on quality assurance, job design, leadership, individual differences and motivation, governance, labor relations and performance appraisal. Students develop a model of human resource management for the sport enterprise and examine related cur-

rent issues and contemporary problems.
Prerequisite: SM/BU 206

SM/BU 245 Sport Media

3 CR

Examines principles and fundamentals related to developing and implementing media relations programs for sport enterprises. Focus is on the development of computer and electronic communications including press releases, local features, media guides and brochures, statistical breakdowns and web pages. Issues addressed include working with local, regional and national press; crisis management; ethical concerns; and promotion of specific events, teams and individuals. *Prerequisites:* SM/BU 206, SM/BU 265

SM/BU 235 Sport Law

3 CR

Explores application of legal issues to the sport enterprise. Provides basic knowledge of a wide range of legal principles that relate to various dimensions of sport management. Major focus is on a review of judicial opinions in the areas of tort liability (risk management), agency and contract law, labor and employment law and antitrust issues that frequently have been addressed in cases involving sport organizations. *Prerequisite:* SM/BU 206

SM/FN 243 Sport Finance

3 CR

Examines the application of financial methods and procedures for the sport enterprise. Focus is on understanding the development and management of enterprise budgets and financial strategies, including debt service, ticket and concession sales, corporate sponsorship and licensed sport merchandise. Examines financial challenges related to current and future sources of revenue for the sport enterprise. *Prerequisites:* AC 101, FN 215, SM/BU 206

SM/MK 265 Sport Marketing

3 CR

Analyzes how marketing, promotion and public relations principles apply to sport industries. Explores issues in marketing of the sport enterprise, sport-related programs and facilities, products and services. Focus is on the marketing

of sport as a product and on the marketing of nonsport products and services using sport as a promotional tool. Addresses unique challenges and limitations as well as new trends in sport marketing. *Prerequisites:* SM/BU 206, MK 261

SM/BU 281 Sport Venue and Event Management 3 CR

Examines principles and fundamentals of managing and financing sport and entertainment venues. Focuses on developing knowledge and skills necessary to develop, design and manage sports, recreation and health/fitness facilities. Emphasizes design analysis, operations and event management. Includes site visits. *Prerequisite:* SM/BU 206

SM/BU 282 Sport Applications 3 CR

Examines software applications for sport management, marketing, public relations, facility and event management and research. Identifies relevant Internet-based resources for sport management professionals including merchandise exports, sport travel and tourism, sport marketing and public relations, facility design, retail sales and sports information. Emphasis is on developing critical Internet-related skills, including web page design, for the sport enterprise. *Prerequisites:* SM/BU 206, CS 100, BU 272

SM/BU 283 Sporting Goods Industry 3 CR

Examines the history, foundations, organization, management and future of the sporting goods industry. Designed specifically for individuals interested in a career in the sporting good industry and focuses on understanding the development of core dimensions of the industry, including market structure, sporting goods manufacturers, marketing strategies and channel distribution and sporting goods e-commerce. The course emphasizes problem solving and developing critical thinking skills within the context of the sporting goods industry. *Prerequisites:* SM/BU 206, SM/BU 265

SM/BU 290 Sport Management Practicum 1 CR

Students observe and provide assistance in managing the sport enterprise. Emphasis is on understanding the unique application of management and marketing principles to sport industries. *Prerequisites:* SM/BU 206 and permission of Sport Management internship coordinator

SM 299 Special Topics in Sport Management 3 CR

Designates new or occasional courses that may or may not become part of the department's permanent offerings. Courses capitalize on a timely topic, a faculty member's particular interest, an experimental alternative to existing courses, etc. Prerequisites established by the department as appropriate for the specific course. Course title is shown on the student's transcript. Consult the current course schedule for available topics and current prerequisites.

SM/BU 391 Sport Management Internship 3–9 CR

Students are directly involved in various dimensions of managing the sport enterprise. Emphasis is on the practical application of management and marketing principles and skills to a specific sport industry or organization. An on-site sport management professional supervises students. *Prerequisites:* Permission of the Sport Management internship coordinator; SM/BU 206