

College of Business



COLLEGE OF BUSINESS

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

The College of Business contributes to the University's mission and strategic plan by providing 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 in four areas: international business, technological innovations, communication skills, and ethical decision making. The college fosters active learning by its students both during their formal course of studies and through life.

An innovative faculty that excels in teaching and engages in intellectual contribution, emphasizing pedagogical development and applied research, supports the college in fulfilling its mission. In addition, the faculty contributes to the Catholic intellectual tradition of the University as it pertains to the preparation of leaders and managers in business.

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 and to including them in its planning and decision making.

The college is dedicated to nourishing a culture and a learning environment that strives for continuous improvement.

Discipline	Concentrations	Associate's Degree	Bachelor's Degree	
			Major	Minor
Business Degrees				
Accounting		AA	Yes	
Banking		AS		
Business		AA	Yes	Yes
<i>International Business</i>	Yes			
<i>Management</i>	Yes			Yes
<i>Sports Management</i>	Yes			Yes
<i>Marketing</i>	Yes			
<i>Management of Information Systems</i>	Yes			
Finance			Yes	Yes
International Business			Yes	
Sport Management			Yes	Yes
Non-Business Degrees				
Economics			Yes	Yes
Legal Administration			Yes	
Paralegal		AS		

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

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 business 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

Benoît N. Boyer, Ph.D., Professor
 Karen T. Cascini, Ph.D., C.P.A., Professor
 Nancy Johnson, C.P.A., *Instructor*
 Danny A. Pannese, M.S., C.P.A., *Associate Professor*
 Daniel Shim, Ph.D., *Associate Professor*

Major in Accounting

The major in Accounting requires the completion of 48 major credits plus 9 credits in required supporting courses. Accounting students are advised to take MA 109 and MA 110 as part of their required Baccalaureate core, since they are prerequisites for certain accounting courses.

Required Courses

AC 101 Financial Accounting and Reporting
 AC 105 Managerial Accounting and Control
 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 231 Business Law I
 BU 232 Business Law II
 EC 202 Principles of Microeconomics
 FN 314 Financial Analysis
 MK 261 Principles of Marketing
 Another Business or Accounting Elective
 Two of the following four courses:
 AC 302 Advanced Accounting II
 AC 314 Advanced Management Accounting
 AC 322 Auditing II
 AC 384 Federal Taxes II

Required Supporting Courses

CS 100 Introduction to Information Technology
 EC 201 Principles of Macro-economics
 MA 133 Business Statistics

Recommended Electives

Additional Business courses

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 busi-

ness 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 101

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 201 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 201 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 101

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 101

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.
Prerequisites: AC 101 and Senior standing or permission of the instructor

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. *Prerequisites:* AC 101 and Senior standing or permission of the instructor.

Associate of Science: Banking

In conjunction with the American Institute of Banking (AIB), Sacred Heart University offers a two-year Associate of Science degree in Banking for banking personnel, which combines banking courses with the study of the liberal arts. Up to 10 courses may be taken from AIB equivalent courses.

The Associate of Science in Banking requires the completion of 60 credits, with at least 30 credits taken at Sacred Heart University.

Courses listed below in parentheses are equivalent courses offered by the AIB.

Required Courses

AC 101 Financial Accounting and Reporting (AIB 1000 Accounting I)
 BU 201 Organization Management (AIB 4140 Management)
 EC 201 Principles of Macroeconomics (AIB 2310 Economics)
 EC 202 Principles of Microeconomics
 Six liberal arts electives

Additional Required Courses Taken at the University or Through AIB

BU 231 Business Law I (AIB 3660 Law and Banking)
 CA 021 Effective Communication (AIB: Effective Speaking)
 EN 011 Introduction to Rhetoric (AIB: Effective English)
 EN 012 Rhetoric: The Research Paper (AIB: Bank Letters and Reports)
 Five three-credit, bank-oriented courses must be taken through the AIB.

Sacred Heart University accepts credits from the AIB program toward the Associate’s degree programs in Accounting, Banking and Business Administration and toward the Baccalaureate degree programs in Accounting, Business Administration and Finance. The maximum number of credits that can be applied toward the Baccalaureate degree in the College of Business is 30.

Courses listed below in parentheses are equivalent courses offered by the University.

AIB 1000 Financial Accounting and Reporting
 AIB 1350 Money and Banking (EC 302 Money and Finance Institutions)
 AIB 1370 Principles of Banking (EC 302 Money and Financial Institutions)
 AIB 2090 Data Processing (Elective)

AIB 2310 Economics (EC 201 Principles of Macroeconomics)
 AIB 3660 Law and Banking (BU 231 Business Law I)
 AIB 3670 Law and Banking: Applications (BU 231 Business Law I)
 AIB 4140 Management (BU 201 Organization Management)
 AIB 4310 Supervision (HR 207 Management of Human Resources)
 AIB 6204 Deposit Operations (Elective)
 AIB 6350 Commercial Lending (EC 302 Money and Financial Institutions)
 AIB 6535 Financial Planning (FN 299 Special Topics in Finance)
 AIB 6610 Bank Cards (Elective)
 AIB 6920 Analyzing Financial Statements (FN 314 Financial Analysis)
 AIB 7110 International Banking (FN 316 International Financial Management)
 AIB 7740 Marketing (MK 261 Principles of Marketing)
 AIB 8325 Trust Operations (Elective)

For an evaluation of credits and additional information about the Banking program, contact University College, 203-371-7830.

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 Afrivie, Ph. D., *Assistant Professor*
 Lisa Bartone, J.D., *Assistant Professor*
 Shawn Blau, Ph. D., *Assistant Professor*
 Raghunath Shashi V. Date, Ph.D., *Professor*

Rawlin A. Fairbaugh, Ed.D., *Associate Professor*
 Nancy S. Frydman, Ed.D., *Associate Professor*
 Edward W. Gore, D.P.S., *Assistant Professor*
 Andra Gumbus, Ed. D., *Assistant Professor*
 “John” Jin Im, Ph. D., *Professor*
 Peter A. Maresco, Ph. D., *Assistant Professor*
 Robert Marsh, Ph. D., *Assistant Professor*
 Thomas D. Queisser, Ph.D., *Associate Professor*
 James P. Santomier, Ph.D., *Professor*
 Robert Saylor, M.B.A., *Executive in Residence Luxembourg*
 Mary G. Trefry, Ph.D. *Assistant Professor*
 Laurence M. Weinstein, Ed.D., *Professor*
 Jillian L. M. Woodilla, Ph. D., *Assistant Professor*
 Michael Zhang, Ph. D., *Assistant Professor*

Major in Business Administration

The major in Business Administration requires the completion of 48 major credits plus 9 credits in required supporting courses. MA 109 and MA 110 should be taken as part of the required Baccalaureate core, since these courses are prerequisites for certain major courses. Five concentrations are offered in the Business Administration major: International Business, Management, Management of Information Systems, Marketing and Sports Management.

Required Courses for Concentrations in International Business, Management, Management of Information Systems, Marketing and Sports Management

AC 101 Financial Accounting and Reporting
 AC 105 Managerial Accounting and Control
 BU 103 Business: Its Nature and Environment
 BU 201 Organization Management
 BU 202 Organizational Behavior
 BU/CA 221 Business Communications
 BU 231 Business Law I
 BU/IB 278 Principles of International Business
 BU 301 Business Policy

EC 202 Principles of Microeconomics
FN 215 Financial Management
MK 261 Principles of Marketing
PD 275 Principles of Production and Inventory Control

Additional Required Courses for International Business Concentration

Three international business (IB) electives

Additional Required Courses for Management Concentration

BU 257 Business Ethics
EC 302 Money and Financial Institutions
One Finance elective

Additional Required Courses for Management Information Systems Concentration

BU 272 Dynamics of Information Technology

Two Management Information Systems electives from the following courses (one of the two may be a CS elective listed below):

BU 273 Systems Analysis and Design
BU 374 Database Management
BU 375 E-Commerce
BU 377 Telecommunications and Networks
One elective in CS/IT:

CS 101 Web Design and Visual Tools
CS 102 Multimedia for Non-Majors
CS 311 Database Design
CS 338 Systems Analysis and Design
CS 339 Networking and Data Communication

Additional Required Courses for Sports Management Concentration

Three Sports Management electives from the following courses:

SM 206 Sport Enterprise Management
SM 210 Sport Enterprise: Human Resource Management
SM 222 Sport Communications

SM 235 Sport Law
SM 265 Sport Marketing
HI 129 History of Sports in America

Additional Required Courses for Marketing Concentration

Three marketing electives

Required Supporting Courses for All Business Administration Concentrations

CS 100 Introduction to Information Technology
EC 201 Principles of Macroeconomics
MA 133 Business Statistics
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 103 Business: Its Nature and Environment
BU 201 Organization Management
BU 202 Organizational Behavior
BU 231 Business Law I
EC 202 Principles of Microeconomics
MK 261 Principles of Marketing

Required Supporting Course

EC 201 Principles of Microeconomics

Minor in Sports Management

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

Required Courses

SM 206 Sport Enterprise Management
SM 122 Sport Communications
SM 235 Sports Law
Two 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 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. May be waived for students who provide substantiation of acceptable practical business experience.

BU/HI 128 History of American Business Enterprise 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 behav-

ior, 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.

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, North

American Free Trade Agreement, 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 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.

Human Resources Course Descriptions

HR 207 Management of Human Resources 3 CR
 Explores the basic personnel processes involved in the procurement, development and maintenance of the organizational human resources,

selection, training, motivation, remuneration and relations with unions.

SM/HR 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 current issues and contemporary problems.

HR/LW 236 Employer/Employee Law 3 CR
 Provides understanding of legal aspects that pertain to employment of personnel/human resources. Includes an introduction to legislation and the regulatory process, equal employment opportunity, Working Persons' Compensation, job health and safety. Emphasis is on compensation and benefit plans. Instruction is through case study and analysis of employment documents.

HR 299 Special Topics in Human Resources 3 CR
 Designates new or occasional courses that may or may not become part of the department's permanent offerings. Course capitalizes 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.

HR 310 Seminar in Human Resources Management 3 CR
 Permits advanced students to deal individually or in small groups with guided, self-study projects suited to their personal needs and interests.

Research into recent developments, innovations and issues in personnel administration. Prerequisite: HR 207 or permission of instructor

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 including 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 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. 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.

Economics

(Not a Business Degree)

The study of economics gives students a solid understanding of today's business environment and market structure including a global perspective. It provides a historical, social and political perspective on business operations. Economics students develop important analytical, quantitative and critical thinking skills indispensable for succeeding in today's job market environment. Economics offers students an excellent preparation for either entering the business world upon graduation or for pursuing many different graduate and professional studies in such fields as business, public policy and law. The Economics degree requires completion of 33 credits which makes it relatively time efficient. The Sacred Heart Economics degree is broadly prescribed and flexible and can be oriented toward a business as well as non-business career.

Faculty

Thomas D. Corrigan, Ph.D., Associate Professor
Ramzi N. Frangul, Ph.D., Associate Professor
Bridget Lyons, D.P.S., Assistant Professor
Lucjan T. Orłowski, Ph.D., Professor

Major in Economics

The major in Economics requires the completion of 33 major credits plus 12 credits in sociology, psychology, political science and philosophy (ethics). No more than 6 credits may be taken in any one of the related fields.

The Economics student is advised to take MA 109 and MA 110 as part of the required Baccalaureate core, since these are prerequisites for certain economics courses.

Required Courses

EC 201 Principles of Macroeconomics
EC 202 Principles of Microeconomics
EC 221 Intermediate Microeconomic Analysis
or
EC 313 Managerial Economics
EC 301 Intermediate Macroeconomic Analysis
or
EC 302 Money and Financial Institutions
EC 341 History of Economic Thought
EC 391 Quantitative Methods in Economics
MA 133 Business Statistics
Four Economics electives

Minor in Economics

The minor in 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 Economic electives

Course Descriptions

EC 101 Introduction to Economics 3 CR
Introductory course for the non-Business major. Provides a foundation in the workings of the econ-

omy. 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 221 Intermediate Microeconomic Analysis **3 CR**

Analyzes consumers' and firms' decisions and their roles in the determination of prices and output of goods, the allocation of resources and the distribution of income. Topics include: theory of demand, pricing models, production theory, cost analysis, market structure, factor markets and externalities. Prerequisite: EC 202

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 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. Analyzes the impact of monetary and fiscal policies on the economy. 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**

The collapse of communism in Central and Eastern Europe has created immense challenges for these former Soviet bloc nations. It has also required Western nations to develop new ideas and strategies for dealing with their former enemies. This course 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 341 History of Economic Thought**3 CR**

Traces the development of economic theory and the major contributions of the various schools of economic thought from Adam Smith through contemporary theory. Prerequisite: EC 201

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 formation of the Euro. Preparations for eastern enlargement of the EU are thoroughly examined.

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 extensively examined as well as cointegration tests, ARMA and ARIMA procedures, causality tests and recursive stability tests. Computer applications are examined in depth. 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*

John T. Gerlach, M.B.A., *Senior Business Executive in Residence, Associate Professor*
 Michael Kruten, M.P.P.M., *Instructor*
 Ralph Lim, M.B.A., *Associate Professor*
 Bridget Lyons, D.P.S. Degree, *Assistant Professor*
 Lucjan Orłowski, Ph.D., *Professor*

Major in Finance

The major in Finance requires the completion of 48 major credits plus 9 credits in required supporting courses. Students are advised to take MA 109 and MA 110 as part of the required Baccalaureate core, since these are prerequisites for certain Finance courses.

Required Courses

AC 101 Financial Accounting and Reporting
 AC 105 Managerial Accounting and Control
 BU 201 Organization Management
 BU 202 Organizational Behavior
 BU/CA 221 Business Communications
 BU 231 Business Law I
 BU 257 Business Ethics
 BU 301 Business Policy
 EC 202 Principles of Microeconomics
 EC 302 Money and Financial Institutions
 FN 215 Financial Management
 FN 251 Corporate Finance
 FN 315 Investments
 FN 316 International Financial Management
 MK 261 Principles of Marketing
 And one of the following:

FN 242 Mutual Funds: Operation and Structure
 FN 243 Sport Finance
 FN 314 Financial Analysis
 FN 318 Current Problems in Finance
 FN 390 Finance Internship
 FN 391 Quantitative Methods in Economics and Finance

Additional Required Supporting Courses

CS 100 Introduction to Information Technology

EC 201 Principles of Macroeconomics
 MA 133 Business Statistics

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 long-term financial policies. Covers valuation of corporate securities, capital structure, dividend policy, analysis of overall cost of capital of the firm, mergers and acquisitions. Prerequisite: FN 215

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/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 exten-

sively examined as well as cointegration tests, ARMA and ARIMA procedures, causality tests and recursive stability tests. Computer applications are examined in depth. Prerequisite: MA 133 or equivalent

International Business

International business is the compilation of all business transactions that are carried out across national borders, ranging from export–import trade to licensing, joint ventures, foreign direct investment and others. The international manager is subject to new macroenvironmental factors, constraints and conflicts resulting from different laws, cultures and societies. The basic principles of business still apply, but new and different skills are required to be an effective manager.

The increasing number and growing complexity of modern organizations has resulted in a greater need for college graduates with formal training in management. Problem solving today takes place in a complex technical, social and political environment. Emphasis is placed on the global nature of today's business environment, multicultural management and ethical values.

Faculty

Kofi Afriyie, Ph.D., *Assistant Professor*
 Benoît Boyer, Ph.D., *Professor*
 Karen T. Cascini, Ph.D., *Professor*
 Thomas D. Corrigan, Ph.D., *Associate Professor*
 Edward W. Gore, D.P.S., *Assistant Professor*
 Michael D. Larobina, J.D., LL.M., *Assistant Professor*
 Lucjan T. Orlowski, Ph.D., *Professor*
 Mary G. Trefry, Ph.D., *Assistant Professor*
 Michael Zhang, Ph.D., *Assistant Professor*

Major in International Business

The International Business major requires 48 credits plus 12 credits in required supporting courses and all other BA requirements including a foreign language.

Required Courses

AC 101 Financial Accounting and Reporting
 AC 105 Managerial Accounting and Control
 BU 201 Organization Management
 BU 202 Organizational Behavior
 BU/CA 221 Business Communications
 BU 231 Business Law I
 EC 202 Principles of Microeconomics
 FN 215 Financial Management
 FN 316 International Financial Management
 IB/BU 203 Intercultural Management
 IB/BU 233 International Business Law
 IB/MK 264 International Marketing
 IB/BU 278 Principles of International Business
 IB/BU 302 Ethics and International Business Policy
 MK 261 Principles of Marketing
 PD 275 Principles of Production and Inventory Control

Required Supporting Courses

CS 100 Introduction to Information Technology
 EC 201 Principles of Macroeconomics
 MA 110 Calculus for Decision Making
 MA 133 Business Statistics

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, North American Free Trade Agreement, 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/BU 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

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

Paralegal and Legal Administration

(Not a Business degree)

Faculty

Michael Larobina, J.D., *Acting Director*

Associate in Science Legal Assistant Program

The two-year Paralegal program leading to an Associate of Science degree requires the completion of 60 credits and has been granted approval by the American Bar Association. It is structured to provide legal training and general academic background necessary to function effectively as a paralegal. Graduates of the program work under the direction of a licensed attorney and are qualified to furnish supportive services in law offices as well as in legal departments of corporations, banks and in government at the municipal, state and federal levels.

Entrance to the program is highly selective. The director in collaboration with the Admissions Office seeks students who show evidence of high academic achievement.

This course of study also may be incorporated into a Baccalaureate degree program leading to a Bachelor of Science or a Bachelor of Arts degree in Legal Administration.

Required Courses

AC 101 Financial Accounting and Reporting

AC 105 Managerial Accounting and Control
 CA 021 Effective Communication
 CS 100 Introduction to Information Technology
 EN 011 Introduction to Rhetoric
 EN 012 Rhetoric: The Research Paper
 LW 101 Criminal Law and Torts
 LW 103 Contracts and Business Organization Law
 LW 121 Legal Research I
 LW 122 Legal Research II/Writing
 LW 161 Legal Office Procedures
 LW 201 Family Law
 LW 202 Property and Conveyancing
 LW 203 Estates, Probate and Taxation
 LW 238 Litigation and Civil Procedures
 PS 101 General Psychology
 Four liberal arts electives

Major in Legal Administration

The Baccalaureate degree in Legal Administration provides students with a course of study combining business and law. This synthesis of studies prepares students to bring a managerial perspective to today's competitive legal environment. Students learn to handle a wide range of specialized responsibilities in the legal field. Upon completion of this course of study, students are prepared for a career in a law firm, corporate legal department, insurance company, governmental agency or for the pursuit of a graduate degree. The Legal Administration major requires completion of 48 major credits plus 9 credits in required supporting courses.

Required Courses

AC 101 Financial Accounting and Reporting
 AC 105 Managerial Accounting and Control
 BU 201 Organization Management
 BU 202 Organizational Behavior
 EC 202 Principles of Microeconomics
 LW 101 Criminal Law and Torts
 LW 103 Contracts and Business Organization Law
 LW 121 Legal Research I
 LW 122 Legal Research II/Writing

LW 161 Legal Office Procedures
 LW 201 Family Law
 LW 202 Property and Conveyancing
 LW 203 Estates, Probate and Taxation
 LW 238 Litigation and the Civil Procedures
 Six additional credits of elective law courses

Required Supporting Courses

CS 100 Introduction to Information Technology
 EC 201 Principles of Macroeconomics
 MA 133 Business Statistics

Course Descriptions

LW 100 Introduction to the

Legal System

3 CR

Provides students with an understanding of the American legal system, with an emphasis on the American judicial system and the U.S. Constitution. The course is designed for students who may be contemplating a career in law and do not have prior experience or education in this field. Issues relating to civil procedures, jurisdiction, sources of law, the purpose and application of law, federal and state court systems in the United States and careers in the law will be discussed. Corequisite: LW 121

LW 101 Criminal Law and Torts

3 CR

Surveys general principles of criminal law, defenses, court procedures and jurisdiction, torts, nature of a tort, who may be liable, extent of liability and defenses. Emphasis on the practical application of this knowledge for the paralegal. Corequisite: LW 121

LW 103 Contracts and Business

Organization Law

3 CR

Covers the general principles of contract law including the elements necessary to make a valid contract such as offer, acceptance and consideration. Article 2 of the Uniform Commercial Code, how business entities are organized and the laws that govern their formation, operation and dissolution are surveyed. Principles of agency law are

also discussed.

LW/NU 120 Introduction to Legal Nurse

Consulting **3 CR**
 Includes an overview of the scope and purpose of legal nurse consulting. Legal theory and ethical considerations are discussed, as well as negotiation skills and business planning. This course provides students with an understanding of the ethical considerations and standards of practice as they apply to legal nurse consultants. Issues relating to professionalism and the evolving role of the legal nurse consultant in the delivery of legal services are also examined.

LW 121 Legal Research I **3 CR**

Introduction to the study of law that acquaints students with analysis and synthesis of cases and other legal materials. Methods of legal research are taught, including indexes, digests, Shepard's Citations, encyclopedias, the West key number system and computerized legal research. Students are required to submit a written abstract and legal memoranda on problems involving questions of substantive law procedure and legal ethics. Corequisite: LW 100 or LW 101

LW 122 Legal Research II/Writing **3 CR**

Gives the paralegal a working knowledge of the Connecticut Rules of Practice and Procedure. Emphasis is on learning to draft pleadings, motions, memoranda of law and appellate briefs. The Code of Professional Responsibility is examined through class discussion and hypothetical examples. Prerequisites: LW 100 (or LW 101) and LW 121

LW 161 Legal Office Procedures **3 CR**

Studies the work flow in a law office and the paralegal's responsibilities in handling written communications and maintaining files, preparation of court documents, law office accounting, billing and forms. The Model Code of Professional Responsibility and legal ethics are discussed. An internship is normally taken in conjunction with

the class. Prerequisites: LW 201 and LW 202 or permission of director

LW 201 Family Law **3 CR**

Explores the dissolution of marriage, annulment, child custody disputes, support obligations, domestic violence and adoption. Students acquire hands-on experience in computing child support according to the Connecticut Child Support Guidelines and drafting a separation agreement and other family law pleadings. Prerequisites: LW 103 and LW 122

LW 202 Property and Conveyancing **3 CR**

Introduces the law of real and personal property, possession and its consequences, acquisition of property and transfer. Studies practical problems involving conveyances from the drafting of purchase and sale agreements to the passing of papers, mechanics of the title examination, mortgages and foreclosures. Prerequisites: LW 103 and LW 122

LW 203 Estates, Probate and Taxation **3 CR**

Studies basic concepts of estates and trust law, with emphasis on creation and administration. Definitions, consideration of problems relative to the disposition of property and the impact of federal income, inheritance, estate and gift tax are discussed. Prerequisites: LW 103 and LW 122

PO/LW 216 Congress and the Legislative Process **3 CR**

Examines Congress, its constitutional powers, historical development, internal processes, and culture as well as external influences— executive branch, interest groups, public opinion and elections.

LW/NU 221 Health Law and Torts **3 CR**

Provides students with an understanding of statutory laws, administrative regulations and pertinent case law affecting and defining the health care system. The interrelationship of law and nursing

forms the foundation of the course. Emphasis is on the areas that most directly affect paralegals and legal nurse consultants such as intentional torts, negligence, product liability, medical malpractice and drug liability. Students are given a framework for identifying and analyzing current health care issues. Students are also taught how to select effective strategies and solve ethical dilemmas that arise in the legal workplace. Prerequisites: LW 121 and LW 122

LW/NU 222 Medical and Legal Ethics 3 CR
Examines the work flow in a law office or a legal department and the legal nurse consultants'/paralegals' responsibilities in handling written communications, maintaining files, preparing court documents, office law billing, communicating with clients, opposing counsel and the public in general, and managing computerized records. Additionally, the role of ethics in health care in the legal environment, along with an understanding of the rules of professional conduct and their application to the legal nurse consultant/paralegal are examined. Issues relating to confidentiality and privilege, conflict of interest, competence, client funds, fees and advertising are also addressed. Students are provided with a framework for medical ethical decision making and examine the evolving role of the legal nurse consultant/paralegal in the delivery of legal services. Prerequisites: LW 121 and LW 122

LW 234/PO 351 Constitutional Law 3 CR
Explores American constitutional law through the study of outstanding cases. Emphasis is on the development of constitutional doctrines and processes of legal reasoning.

LW/CJ 235 Law of Evidence 3 CR
An explanation and analysis of the rules of evidence. Examines court decisions concerning rights of citizens and rules for giving testimony and the protecting and safeguarding of evidence.

LW/HR 236 Employer/Employee Law 3 CR
Examines legal aspects pertaining to employment of personnel/human resources, including an introduction to legislation and the regulatory process, equal employment opportunity, workers' compensation, job health and safety. Emphasis is on compensation and benefit plans. Instruction is through case study and analysis of preprepared employment documents.

LW 238 Litigation and Civil Procedures 3 CR
Discusses differences between civil and criminal litigation, courts and their jurisdiction, substantive law, investigation of facts, commencement of law suit and preparation of pleadings and motions. Also discovery, preservation of facts and preparation for trial, decisions and settlement, posttrial motions and appeals, techniques of legal research, file maintenance and docket control. Prerequisite: Sophomore standing

LW 240 Intellectual Property Law 3 CR
Introduces laws governing patents, copyrights and trademarks. Discusses the difference between each form of protection of these special "property" laws for the creative works of inventors, authors, musicians, and artists and for the marks used by businesses to identify their goods and services. Prerequisite: Sophomore standing

LW 242 Environmental Law 3 CR
Examines sources of environmental law as it relates to the creation, treatment storage, transport and disposal of hazardous wastes under federal and state laws. Discusses effects of environmental compliance, risk management and hazardous waste clean-up issues on the business community.

LW 244 Administrative Law 3 CR
Provides students with an understanding of administrative procedures as well as agency powers, duties and the scope and availability of judicial review. Students analyze statutes, administra-

tive regulations, formal and informal administrative procedures, administrative investigation, rule making and adjudication. The course examines the Federal Administrative Procedure Act and State Administrative Law with an emphasis on the areas of workers' compensation, Social Security disability, Medicare, and Title XIX. Prerequisites: LW 121 and LW 122

LW 245 Bankruptcy Law 3 CR

Provides students with a basic, but complete analysis of bankruptcy practice and procedure so as to prepare the paralegal to effectively execute duties in this field. Examines substantive rights and remedies of consumers under Connecticut's Unfair Practice Acts as applied to credit, home improvement, insurance rights, banking, trade and employment.

LW 247 Juvenile Law 3 CR

Introduces the juvenile justice system, including families with service needs, status offenders, abuse, neglect and abandonment, foster placement, TPR and adoption. The course covers the influence of administrative agencies on families and the courts. Students acquire hands-on experience on TPRs and adoptions in the state court and probate court systems.

LW/PH 253 Philosophy of Law 3 CR

Studies the philosophical foundations of the law in terms of social, political, economic, theological and ethical considerations. Examines the nature, sources, purposes and methods of the law. Prerequisite: PH 101

LW 299 Special Topics in Law 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.

LW/PO 321 Public Administration 3 CR

Surveys organizational theories and professional skills useful to those contemplating public sector service. Addresses public service context, planning, budgeting, communication, leadership and other skills.

LW/PO 325 Politics, Law and Judicial Behavior 3 CR

Examines the judiciary's role in the American political process. Topics include: nature of law, political influence in judicial decision making, court organization, judicial recruitment and the judiciary's powers and limitations.

LW/PO 352 The First Amendment 3 CR

Examines U.S. Supreme Court cases involving the freedom of religion, speech, press, assembly and petition. Special attention given to the balance between personal liberty and societal order.

Sport Management

The increasing complexity of sport industries, globalization of sport, and increasing influence of media and technology underscore the importance of specific and dynamic preparation for sport management professionals in the new economy. The Sport Management curriculum emphasizes the unique management, business and legal principles and practices necessary to succeed in contemporary sport industries. 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 Stuart, 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. The Sport Management major requires completion of 52 major credits plus 6 credits in required supporting courses.

The Sport Management student is advised to take MA 109 and MA 110 as part of the required Baccalaureate core, since these are prerequisites for certain Sport Management courses.

Required Courses

AC 101 Financial Accounting and Reporting
 AC 105 Managerial Accounting and Control
 BU 201 Organization Management
 BU 202 Organizational Behavior
 BU 257 Business Ethics
 BU 301 Business Policy
 EC 202 Principles of Microeconomics
 FN 215 Financial Management
 MK 261 Principles of Marketing
 SM 206 Sport Enterprise Management
 SM/MS 222 Sport Communications
 SM/BU 235 Sport Law
 SM/FN 243 Sport Finance
 SM/MK 265 Sport Marketing
 SM/BU 290 Sport Management Practicum
 SM/BU 390 Internship in Sport Management
 Two of the following courses:
 SM/HR 210 Human Resource Management
 SM/BU 281 Sport Venue and Event Management
 SM/BU 282 Computer Applications in Sport Management
 SM/BU 283 Sporting Goods Industry
 SM/BU 299 Special Topics in Sport Management

Required Supporting Courses

EC 201 Principles of Macroeconomics
 MA 133 Business Statistics

Course Descriptions

SM 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.

SM/HR 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 current issues and contemporary problems.

SM/MS 222 Sport Communications

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: C or better in EN 011, EN 012, CA 021

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.

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. Prerequisite: FN 215

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 non-sport products and services using sport as a promotional tool. Addresses unique challenges and limitations as well as new trends in sport marketing.

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.

SM/BU 282 Computer Applications in Sport Management 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.

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.

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.

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 390 Internship in Sport

Management 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: Senior status and permission of the Sport Management internship coordinator