

JOSEPH W. LUTER, III SCHOOL OF BUSINESS

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The Joseph W. Luter, III School of Business offers the Bachelor of Science in Business Administration (B.S.B.A.) with majors in accounting, finance, management and marketing. Admission to the Luter School of Business is competitive. Students apply for acceptance during the semester in which they will complete a minimum of 54 credit hours of coursework and all pre-business requirements. The B.S.B.A. is fully accredited by AACSB International, the Association to Advance Collegiate Schools of Business. AACSB is the premier accrediting body for business programs worldwide.

Vision and Mission Statement of the Luter School of Business

Our vision is to be a preeminent public liberal arts undergraduate business program and to serve a diverse population of high achieving students.

Our mission is to educate and prepare undergraduate students for successful careers in business and service to society. We seek to develop students intellectually, professionally, and personally through a liberal arts based rigorous program that will distinguish them as critical thinkers, articulate communicators, and ethical business leaders. The Luter School enrolls a highly selective student body primarily from Virginia and the surrounding region. Students develop multi-disciplinary competencies and specialized skills necessary to excel in prestigious graduate programs and the global economy. The faculty provides high-

quality, student centered instruction that both challenges and inspires students. Faculty members produce peer-reviewed, discipline-based, applied and pedagogical research and other intellectual contributions to their respective fields. The Luter School actively engages with private and public sectors to provide leadership, learning, and service opportunities. Quality is assured by maintenance of accreditation with AACSB International.

LUTER BUSINESS INSTITUTE

Student teams provide business consulting assistance to regional businesses. Top teams compete annually in national competitions. They have earned several awards over the years for their cases based on projects completed with businesses in the Hampton Roads area.

The primary mission of the Institute is to enhance the success of businesses by assisting them in finding workable, practical, solutions to real world problems. Common types of assistance offered are business plans, management and human resources plans, marketing plans, market research studies, compliance plans, corporate philanthropy plans, and promotional plans; accounting, financial, and business systems analysis; and web site development. Teams of senior-level students, under faculty supervision of the LBI Director, provide semester-long business consultation to selected small businesses. Selection of clients is based on application and interview with the Institute Director.

Formal Acceptance to the Luter School of Business for the Bachelor of Science in Business Administration (B.S.B.A.)

All students who wish to earn a B.S.B.A. Degree must make formal application to the Luter School. Application is made online at the Luter School of Business internal website in the term in which the pre-business requirements will be completed. Acceptance decisions are based on a student's cumulative GPA and completion of the pre-business requirements. The director's office will notify students of the application decisions within two weeks of applications closing. The application period is the first two weeks of the term in both fall and spring. A student may apply twice to the B.S.B.A. program.

Minimum application Requirements

1. A minimum of 54 hours of coursework including the term in which application is made.
2. All the pre-business courses (ACCT 201-202, BUSN 231, CPSC 215, ECON 201, 202, MATH 125, MATH 135 (recommended) or MATH 140 or 148, and PHIL 207) **with a minimum grade of C in each course.**
3. An overall GPA of 3.00 or higher.

A student with a cumulative GPA of at least 3.00 at the time of application may be conditionally accepted into the B.S.B.A. program. First semester transfer students who do not have a cumulative CNU GPA are ranked according to their final cumulative GPA from their prior institution. The final acceptance decision will be made at the conclusion of the term in which the application is made and will be based on successful completion of the pre-business courses and overall cumulative GPA at that time. The admission process is competitive, and meeting the minimum GPA does not guarantee acceptance into the business program.

Degree Qualification Requirements for Graduation with a B.S.B.A. Degree

1. Effective for degree-seeking students entering the University in the Fall Semester 2003 and after, general education/liberal learning curriculum, major, minor, and concentration requirements for graduation must be completed according to the University Catalog in effect at the time of admission to the University. **Note:** The B.S.B.A. curriculum may change and the Luter School of Business has the right to substitute courses in place of courses retired from the catalog.
2. Students may have earned no more than one grade below a C- in the business core and no more than one grade below C- in the specific major courses.
3. Senior students are required to participate in program assessment activities.
4. Two majors under the B.S.B.A. degree may be declared. **Note:** Only one degree is awarded and two B.S.B.A. majors may require more than 120 credit hours to graduate.
5. At least 50 percent of the business credit hours required for the B.S.B.A. must be earned at CNU.

B.S.B.A. Course Restrictions

Students not planning to major or minor in business may enroll in any lower division business course as long as they have met the course prerequisites and space is available. Non-business majors may take up to a maximum of nine semester hours of upper division B.S.B.A. courses. They must meet the course prerequisites and obtain approval from the office of the director.

The Minor in Business Administration (21 credits)

This interdisciplinary program in business administration is designed for students who are not seeking the B.S.B.A. and who desire to acquire skills in the basic concepts and practices inherent in and allied to the field of business administration. The minor program in business administration requires successful completion of the following:

1. ACCT 200 (preferred) or ACCT 201, BUSN 231¹ each with a minimum grade of C;
2. ECON 201 and 202;
3. BUSN 303;
4. FINC 300;
5. BUSN 448 or 495, or BUSN 442 for biotechnology students only.

¹ BUSN 231 requires additional prerequisites: MATH 125; MATH 135 (recommended), MATH 140 or 148; and CPSC 215.

The Minor in International Culture and Business

Students may also be interested in the International Culture and Business Minor as described in this publication (see index).

The Bachelor of Science in Business Administration Majors

Students can choose among four areas of study in the B.S.B.A. degree: accounting, finance, management, and marketing. The majors consist of six courses (18 credit hours) beyond the business core curriculum.

Accounting

While accounting has been referred to as the "language of business," it is really much more. Accounting information is a critical element in the decision making processes of virtually all economic entities. Governments, nonprofit organizations, and individuals must all rely on accounting information in making economic decisions.

Those with an understanding of accounting are in a unique position to provide valuable assistance to businesses and others making economic decisions. As a result, there are always employment opportunities available for individuals with the skills to create, analyze, and interpret accounting information.

Accountants are found at the highest levels of responsibility in a wide variety of organizations. These include federal, state, and local governments and nonprofit organizations, as well as business and industry of all types.

Accounting graduates also frequently use their training to enhance non-accounting careers in management, finance, law and governmental administration. A degree in accounting provides a solid foundation for a variety of successful career paths.

Finance

Finance is the lifeblood of business. Without knowledge of the financial implications of business decisions, managers can make serious mistakes. Proper financial analysis helps business leaders make the choices that add value for the firm's stakeholders, reflects the preferences of consumers, and facilitates economic growth and prosperity as innovative products and services receive the proper level of support from investors. From an academic standpoint, finance sits at the intersection of many business disciplines. Using economic analysis of accounting statements, financial researchers and managers discern and enact successful corporate strategies. This includes how to make better decisions about everything from marketing activities to hiring decisions to information technology implementation.

Management

Management offers the greatest flexibility and broadest application of all the business majors by challenging our students to understand both the social and technical aspects of an organization. A major in management helps students develop the skills and tools necessary to pull both people and projects together in an effective and efficient manner, competencies that contribute greatly to the success of an organization. In the Luter School of Business, management education does not just take place in the classroom; students learn by doing here. Students work in teams to manage virtual companies using online simulation in which they apply business principles to make decisions about a future course of action. Students learn to use critical thinking and analytical skills to make decisions and take action when facing a novel or complex problem. Students also learn to express ideas clearly, and to lead, plan and organize a diverse and changing workforce. An emphasis on ethical standards is an integral part of the management curriculum. The management major prepares students for the challenges of our ever-changing, global, and information-rich society.

Marketing

The field of marketing is hot, and the use of direct and interactive marketing in today's business world is booming! Direct and interactive marketing is now at the center of the communications revolution, and is being used with great fervor by businesses, organizations, associations and individuals across the world. Today's marketers must know how to leverage new information, communication, and distribution technologies to connect more effectively with customers in this digital age. Social and mobile media developments are dramatically changing how marketers create and communicate customer value. The CNU Luter School of Business is one of the few undergraduate institutions nationwide to offer a degree program specializing

in cutting-edge direct and interactive marketing. This program emphasizes the development of integrated marketing communication strategies which support an organization's mission and strategic business initiatives. Students will learn how to connect and engage with customers via database marketing targeting consumers with messages that are relevant, timely, and highly measurable. This major offers many experiential learning opportunities enabling students to go beyond theories and strategies to the actual creation and implementation of marketing plans and campaigns for real-world companies. Students are challenged to examine how digital marketing is evolving and how emerging technology can be used to engage consumers to create profitable customer relationships. CNU's marketing program is known and respected nationwide as its students have repeatedly won the highest and most coveted award in the direct and interactive marketing industry, the Collegiate Gold ECHO Award.

All majors within the B.S.B.A. require the successful completion of the liberal learning curriculum, the pre-business requirements, and the business core. Note that some of the pre-business courses also satisfy liberal learning curriculum requirements. In addition, students must complete the specific courses as listed for their chosen major.

The Business Core

The core courses are designed to give all business graduates the fundamentals necessary to succeed in the global business environment. All students must complete the following upper-division core:

1. BUSN 276L Software Applications for Business
2. BUSN 277L Access for Business Applications
3. BUSN 300 Organizational Behavior
(Minimum grade of C required for management majors)
4. BUSN 304 Operations Management
(Minimum grade of C required for management majors)
5. BUSN 305 Introduction to Data Analytics
(BSBA Finance, Management and Marketing majors)
or BUSN 370 Accounting Information Systems & Data Analytics *(BSBA Accounting majors only)*
6. BUSN 311 Marketing Management
(Minimum grade of C required for marketing majors)
7. BUSN 323 Corporate Finance
(Minimum grade of C required for finance majors)
8. BUSN 351 Business Law I
9. BUSN 418 Strategic Management

In addition, students must complete one of the following majors:

Accounting Major

1. Business Core;

2. ACCT 301, 302, 303, 401, 405, 406W;
3. Select one: ACCT 352, 402, 451, 452, 461, 495 or 499.

Note: ACCT 201 and ACCT 202 minimum grade of *B*-required.

Finance Major

1. Business Core;
2. FINC 324, 325, 422, 425, 428W;
3. Select one: FINC 424, 454, 495 or 499.

Note: BUSN 323 minimum grade of *C* required.

Management Major

1. Business Core;
2. MGMT 310, 355, 400, 410, 491W;
3. Select one: BUSN 440, MGMT 330, 454, 455, 495 or 499.

Note: BUSN 300 and 304 minimum grade of *C* required.

Marketing Major

1. Business Core;
2. MKTG 310, 330W, 455, 460, 470;
3. Select one: MKTG 420, 454, 495 or 499.

Note: BUSN 311 minimum grade of *C* required.

THE CURRICULUM IN BUSINESS

BUSN 205. Business Practicum (1-0-1)

Prerequisites: Pre-business students must have 30 earned credit hours, a 3.0 GPA, and permission of the School of Business.

As needed.

This course allows students to experience work in a professional environment early in the undergraduate academic career, identify or clarify career goals, and participate in internships that do not qualify for the academic internship (BUSN 480). Applications are available in the office of the director and should be submitted prior to registration for the semester in which the practicum is undertaken. This course is graded pass/fail.

BUSN 210 Introduction to Biotechnology and Management (3-3-0)

Spring.

This course is focused on how biological and related sciences apply to industry and business. It introduces students to the biotech industry, including the players and their challenges in basic science, medical devices, pharmaceuticals, distribution and sources of capital. Students will learn about the biotech value chain which begins with science and innovation and ends with a health care solution delivered to a patient. Students will understand the business facets of this chain in development, manufacturing, distribution and employment.

BUSN 231. Applied Business Statistics (3-3-0)

Prerequisites: A minimum grade of C in MATH 125.

Pre or Corequisite: CPSC 215; MATH 135 or 140 or 148.

Fall and Spring.

This course introduces students to the strategic value of data and statistical analysis within the context of real-world business problems. Students also learn the value of statistical information in making informed judgments and business process improvements. Specifically, the course concentrates on the application of statistics to understand and improve business decision making through the use of practical knowledge-based tools, regression models, and statistical inference. The student will also become familiar with different types of data collection and measurements. Students are strongly advised to take this course as soon as the prerequisites are completed.

BUSN 276L. Software Applications for Business (2-0-2)

Prerequisite: CPSC 215, BSBA majors or permission of the School of Business.

Fall and Spring.

This course helps students to master advanced Excel and Access functionality and to apply those skills to various scenarios across multiple business disciplines. The course assumes familiarity with basic Excel and Access capacities, such as table formatting, use of basic functions, and database principles. Topics will include graphs and charts, the use of advanced formulas, manipulating data, recording and running macros, troubleshooting formulas, database design, learning how to create advanced SQL queries and designing functional data entry forms and reports. Working knowledge of Microsoft Excel and databases such as Access are foundational skills required in a variety of industries and are broadly used by business professionals.

BUSN 277L. Access for Business Applications (1-0-1)

Prerequisite: CPSC 215, BSBA majors or permission of the School of Business.

Fall and Spring.

This course focuses on Microsoft Access which is a very flexible and powerful database tool, which allows students to learn how databases are organized, how data are stored and retrieved from the tables, and how user friendly data entry forms and reports are designed. The course assumes that students are familiar with basic Access capabilities. Topics covered will include database design principles, learning how to create advanced SQL queries, and designing functional data entry forms and reports. Working knowledge of databases is one of the foundational skills required from many business professionals.

BUSN 300. Organizational Behavior (3-3-0)

Prerequisite: ENGL 223, BSBA majors or permission of the School of Business.

Fall and Spring.

This course provides a comprehensive analysis of individual and group behavior in organizations by adopting a behavioral science approach. Students will develop an understanding of how organizations can be managed to operate more

effectively and efficiently while, at the same time, enhancing the quality of employee work life. A minimum grade of *C* is required for management majors.

BUSN 302. Business Law for the Arts (3-3-0)

Prerequisite: ENGL 223.

As needed.

The objective of this course is to introduce performing artists, visual artists and film artists to legal and business issues common to the entertainment industry. Through a combination of cases, text materials, and hypothetical problems, we will learn about contract law and the types of contracts that are common in the industry, copyright and other intellectual property issues and licensing and royalty requirements. We will also explore how the industry is changing as a result of new technology.

BUSN 303. Fundamentals of Business (3-3-0)

Prerequisite: ENGL 223 and ACCT 200 (preferred) or 201.

Fall and Spring.

This course helps students gain a solid understanding of the components of a business, its external environment, and the interactions between them. Students will engage in decision-making and problem solving in that setting. Ethics, leadership, employee empowerment, the impact of technology and the global market are topics of discussion. Students will be exposed to case-based learning in the course and will have the opportunity to develop critical thinking skills, team skills, written and oral communication skills throughout the course.

BUSN 304. Operations Management (3-3-0)

Prerequisite: BUSN231, BSBA majors or permission of the School of Business.

Fall and Spring.

Understanding the role of the operations function and its impact on the competitiveness of the firm is an important part of any manager's training. Operational issues include designing, acquiring, operating, and maintaining facilities and processes; purchasing raw materials; controlling and maintaining inventories, and providing the proper labor needed to produce a good or service so that customers' expectations are met. This course in operations management is intended to be a survey of operating practices and models in both manufacturing and service oriented firms. A minimum grade of *C* is required for management majors.

BUSN 305. Introduction to Data Analytics (3-3-0)

Prerequisite: BUSN 231, BSBA majors or permission of the School of Business.

Fall and Spring.

Businesses, governments, and individuals create massive collections of data as a by-product of their activities. Increasingly, decision-makers rely on intelligent technology to analyze data systematically in order to improve decision-making. In many cases automating the analytical and

decision-making process is necessary because of high volume of data and the speed at which new data are generated. This course will examine how data analytics can be used to improve decision-making. We will study fundamental principles and techniques of data mining, and data visualization. Real-world examples and cases will be analyzed to illustrate applications of data mining and develop data analytics thinking.

BUSN 311. Marketing Management (3-3-0)

Prerequisite: ENGL 223, BSBA majors or permission of the School of Business.

Fall and Spring.

An introduction to analysis and management of customer satisfaction in goods and services markets by profit and nonprofit organizations. Buyer behavior, market segmentation and product positioning, product policy, pricing, distribution, sales force and advertising management, and market research are examined in the contexts of strategy development, decision making, implementation, and control. A minimum grade of *C* is required for marketing majors.

BUSN 323. Corporate Finance (3-3-0)

Prerequisites: ACCT 201 and ECON 201 or 202 and MATH 125; BSBA majors or permission of the School of Business.

Fall and Spring.

This course examines the financial decisions inherent in the effective management of the business organization. Topics include the environment of managerial finance, financial analysis, planning and control, the relationship between risk and return, stock and bond valuation, the cost of capital, long-term financing, the effects of leverage, working capital management, and the conduct of business in a multinational environment. A minimum grade of *C* is required for finance majors.

BUSN 340. Non-Profit as Business Enterprise (3-3-0)

Prerequisite: junior standing.

Fall.

As required for the Civic Engagement and Social Entrepreneurship minor, this course is designed to achieve a distinctive outcome within our broadly stated program goal, to explore issues of social and political justice; business and economic opportunity; equal access to education, health care and the arts; and environmental conservation as well as cross-cultural understanding both within the United States and internationally. This course will teach students a unique methodology using analytic business tools; to engage students thoroughly in service learning with actual operating civic and charitable institutions; and, to address compelling legal, management, social, business and economic issues pertaining to one of our most significant social institutions, the public charity, also known as the NPO. Counts for 30 hours towards Service Distinction.

BUSN 351. Business Law I (3-3-0)

Prerequisite: ENGL 223, BSBA majors or permission of the

School of Business.

Fall and Spring.

Understanding our legal system and legal principles is essential for all business students. This course presents the students with opportunities to explore important topics in business law, including contracts, entity formation, corporations, agency, employment, and other pertinent substantive areas. Because decision-making at all levels must take legal consequences into account, the study of business law requires and develops critical thinking skills, logic, and reasoning.

BUSN 352. Business Law II (3-3-0) [Same as ACCT 352] [Formerly ACCT 350, equivalent]

Prerequisites: ENGL 223, BSBA majors or permission of the School of Business.

As needed.

This course covers advanced topics in business law that are particularly important to accounting and finance majors. The course covers legal and professional responsibilities of accountants and finance professionals, business organizations and securities laws, debtor creditor relations, and negotiable instruments law.

BUSN 370. Accounting Information Systems and Data Analytics (3-3-0)

Prerequisites: CPSC 215 and ACCT 202. Open to accounting majors only or permission of the School of Business.

Fall and Spring.

This course examines the nature and role of information systems technologies as an integrative and enabling function in contemporary organizations. Topics include data analytics, modeling, enterprise systems, transaction processing, e-business, database design and development, security issues, and accounting controls. Analysis of basic transaction processes such as the sales and order-fulfillment cycles illustrates the fundamental importance of information technology in the conduct of management, accounting, and operations functions.

BUSN 395. Topics in Business (credits vary 1-3)

Prerequisites: As announced. BSBA majors or permission of the School of Business.

As needed.

Topical seminars or courses in business areas of current interest.

BUSN 418. Strategic Management (3-3-0)

Prerequisites: BUSN 300, 304, 311, 323, BSBA majors and senior standing or permission of the School of Business.

Fall and Spring.

This course is the capstone for the B.S.B.A. degree and is taken in the senior year. Strategic management entails making long-range plans for organizations. This course utilizes business case studies to examine corporate strategies. Students are taught the strategic management process and apply that process using a sophisticated multi-period

simulation throughout the term. Decisions are made from the perspective of top management. The course is designed to integrate and apply skills acquired throughout the business core curriculum. Global strategic management and corporate ethics are also explored.

BUSN 440. Luter Business Institute (3-3-0)

[Formerly BUSN 440W, not equivalent]

Prerequisites: ENGL 223, and a minimum grade of C in BUSN 303 or BUSN 300 or permission of the LBI Director.

Fall and Spring.

A hands-on field-based business consulting and research course in which teams of senior students provide semester-long business consultation to selected businesses in the Hampton Roads area. Areas of assistance include business plans, management and human resource plans, marketing plans, market research studies, compliance plans, corporate philanthropy plans, and, promotional plans; accounting, financial, operational, and business systems analysis; and web site development. Students gain real-world exposure to the dynamic forces affecting firms. Students have an opportunity to refine critical thinking, written and oral communication skills in the development and presentation of professional-caliber consultation reports and casebooks to clients.

BUSN 442 Luter Business Institute -Biotechnology (3-3-0)

Prerequisite: ENGL 223, and a minimum grade of C in BUSN 210 and 303.

As needed.

This is a hands-on course in which teams of senior students in the biotechnology and management program, in concert with business majors, conduct a semester-long business internship and consulting project with an established or emerging biotechnology entity. Teams will consult with existing and proposed entities on biotechnology based opportunity identification and verification, market attractiveness, technology commercialization, product development, and deployment. Students will gain theoretical and practical knowledge as well as real-world exposure to the dynamic forces affecting biotechnological firms. Student will have an opportunity to develop and refine critical thinking and written and oral communication skills in their final consultation reports to the business client.

BUSN 448. Enterprise Management (3-0-3)

Prerequisite: ENGL 223, and a minimum grade of C in BUSN 303.

Prerequisite or Corequisite: FINC 300 with a minimum grade of C.

Fall and spring.

Enterprise management entails making long-range plans for organizations, executing those plans, and effectively managing the enterprise. Students will review functions of the business enterprise and learn the process of strategic planning. The course is designed to integrate and apply knowledge and skills acquired throughout the business minor curriculum.

BUSN 480. Internship in Business (3-0-3)

Prerequisite: BSBA major or Biotechnology Management Program with at least junior standing or permission of the School of Business.

As needed.

This is a hands-on course supervised by faculty. Local area organizations commit themselves to participate in a learning experience with the student. Presentations to faculty, outside organizations and students are given at the end of the term. Applications are available on the Luter School of Business website.

BUSN 491. Brout Seminar (3-3-0)

Prerequisite: junior standing or permission of the School of Business.

As needed.

This is a seminar course designed and taught by the Brout Professor. The topic changes each year.

BUSN 495. Advanced Topics in Business (credits vary 1-3)

Prerequisite: As announced. BSBA majors or permission of the School of Business.

As Needed.

Topical seminars or courses in business areas of current interest.

THE CURRICULUM IN ACCOUNTING

ACCT 200. Accounting Concepts (3-3-0)

Prerequisite: sophomore standing, closed to accepted BSBA students.

Fall and spring.

This course is designed for non-business majors. It examines accounting concepts from the perspective of financial statement users, rather than statement preparers. Topics include: introduction to accounting, balance sheets, statement of cash flows, income statement analysis, and the use of financial data to make decisions. This course does NOT replace ACCT 201 for BSBA majors.

ACCT 201. Principles of Accounting I: Financial (3-3-0)

Prerequisite: sophomore standing or permission of the School of Business. Recommended corequisite: CPSC 215.

Fall and spring.

This course provides an introduction to accounting principles and financial reporting and demonstrates how decision makers use accounting information for reporting and management purposes. Emphasis is placed on analysis and interpretation, as well as preparation of accounting information and its use in the operation of organizations.

ACCT 202. Principles of Accounting II: Managerial (3-3-0)

Prerequisites: ACCT 201 and sophomore standing or permission of the School of Business. Pre or corequisite: CPSC 215.

Fall and spring.

This course introduces cost and managerial accounting, focusing on product costing and the use of accounting information within the organization to provide direction and to judge performance.

ACCT 301. Intermediate Accounting I (3-3-0)

Prerequisites: ACCT 201, 202, CPSC 110 or 215, restricted to BSBA accounting majors or permission of the School of Business.

Fall and spring.

The study and application of generally accepted accounting principles for accumulating and reporting financial information about businesses. Emphasis is placed upon revenue recognition, accounting for cash, receivables, inventories, property, plant and equipment, and intangible assets.

ACCT 302. Intermediate Accounting II (3-3-0)

Prerequisite: ACCT 301 with a minimum grade of C, restricted to BSBA accounting majors or permission of the School of Business.

Fall and spring.

The study and application of generally accepted accounting principles for accumulating and reporting financial information about businesses. Emphasis is placed upon accounting for current liabilities and contingencies, long-term liabilities, stockholders' equity, investments, leases, and preparation of the statement of cash flows.

ACCT 303. Cost/Managerial Accounting (3-3-0)

Prerequisites: ACCT 201, 202, and BUSN 231, BSBA accounting majors or permission of the School of Business.

Fall and spring.

This course applies concepts of cost and managerial accounting in providing cost data for planning and controlling routine manufacturing, productive and supporting operations. The course emphasizes the relevance of cost concepts to modern decision tools.

ACCT 352. Business Law II (3-3-0) [Formerly ACCT 350, equivalent] [Same as BUSN 352]

Prerequisites: ENGL 223, BSBA majors or permission of the School of Business.

As needed.

This course covers advanced topics in business law that are particularly important to accounting and finance majors. The course covers legal and professional responsibilities of accountants and finance professionals, business organizations and securities laws, debtor creditor relations, and negotiable instruments law.

ACCT 395 Special Topics in Accounting: Professional and Legal Responsibilities of Accountants

Prerequisites: As announced. Accounting majors or permission of the School of Business.

Spring.

This course is designed to acquaint accounting majors with

the legal and ethical requirements of the profession. The course covers the principles, rules, and regulations governing the conduct of CPAs. This course will prepare the student to work within the legal framework established by statute, regulation and to a lesser extent, the common law.

ACCT 401. Taxation (3-3-0)

Prerequisites: ACCT 201, 202, BSBA majors or permission of the School of Business.

Fall and Spring.

Students are introduced to the concepts and principles of income taxation as they apply to individuals and businesses.

ACCT 402. Advanced Taxation (3-3-0)

Prerequisite: ACCT 401; BSBA majors or permission of the School of Business.

This course is a study of the principles of federal taxation as applied to corporations, partnerships, estates, trusts, and gifts.

ACCT 404. Volunteer Income Tax Assistance (1-0-1)

Corequisite: ACCT 401.

Spring.

Students participate in the Internal Revenue Service's VITA program, preparing federal income tax returns for low income taxpayers. Students gain experience using professional tax preparation software and applying the income tax law to real life situations. The course may be repeated twice for a total of three credits and is graded pass/fail.

ACCT 405. Auditing (3-3-0)

Prerequisites: ENGL 223 with a C- or higher; ACCT 302 with a minimum grade of C, BSBA accounting majors, senior standing or permission of the School of Business.

Fall and spring.

This course presents a conceptual approach to auditing principles and procedures in the preparation of auditing reports. Professional standards and ethics are emphasized.

ACCT 406. WI: Case Studies in Accounting (3-3-0)

Prerequisites: ENGL 223 with a C- or higher; ACCT 302 with a minimum grade of C, BSBA accounting majors, senior standing or permission of the School of Business.

Fall and spring.

This course requires that students apply the theoretical concepts learned in financial, tax, cost, accounting information systems and auditing courses to analyze case studies. Emphasis will be placed on improving analytical and writing skills, while recognizing the need for professional skepticism. This course partially satisfies the writing intensive requirement.

ACCT 451. Governmental & Nonprofit Accounting and Selected Topics (3-3-0)

Prerequisite: ACCT 302 with a minimum grade of C, BSBA accounting majors or permission of the School of Business.
Fall.

This course covers accounting and financial reporting for governmental entities and other nonprofit organizations. Selected topics associated with accumulating and reporting financial information about businesses are covered in this course.

ACCT 452. Advanced Financial Accounting (3-3-0)

Prerequisite: ACCT 302 with a minimum grade of C, BSBA accounting majors or permission of the School of Business.
Spring.

This course covers accounting for investment in equity securities, business combinations, consolidation of financial information, segment and interim reporting and an overview of SEC reporting.

ACCT 461. International Financial Reporting Standards (3-3-0)

Prerequisites: ACCT 302 with a minimum grade of C, BSBA accounting majors or permission of the School of Business.
Fall.

This course is an introductory course to IFRS. Core concepts and key elements of the International Financial Reporting Standards (IFRS) will be discussed. Students will recognize the significant differences and similarities between U.S. GAAP and IFRS, understand, implement and apply the key elements of the standards, and analyze financial statements prepared in accordance with IFRS.

ACCT 480. Internship in Accounting (3-0-3)

Prerequisite: BSBA accounting major with at least junior standing or permission of the School of Business.

As needed.

This is a hands-on course supervised by a faculty mentor. Local area organizations commit themselves to participate in a learning experience for the student that is related to the major in accounting. Projects are determined in a joint process between the faculty mentor, host agency and student. A semester-long deliverable is due at the end of the project requiring an extensive written report and presentation for both faculty mentor and the host agency. Applications are available on the Luter School of Business website.

ACCT 495. Advanced Topics in Accounting (3-3-0)

Prerequisites: As announced. BSBA majors or permission of the School of Business.

As needed.

Topical seminar in accounting.

ACCT 499. Independent Study in Accounting (3-3-0)

Prerequisites: ACCT 201, ACCT 202 with a minimum grade of B-, junior standing, BSBA majors or permission of the School of Business.

As needed.

Provides students with an opportunity for independent study or research with guidance of an accounting faculty member.

THE CURRICULUM IN FINANCE

FINC 210. Personal Finance (3-3-0)

Fall and spring.

This course is closed to accepted BSBA students.

This course is designed to teach students to exercise intelligent control over their income, expenditures, borrowing, saving, investments and financial planning.

FINC 300. Managerial Finance (3-3-0)

Prerequisites: ACCT 200 (preferred) or 201, and ECON 201 or 202 and MATH 125.

Fall and spring.

This course is closed to accepted BSBA students.

This course will prepare students with knowledge and understanding of the basics of financial management and the evolving role of financial managers. Topics typically covered in this course include: mathematics of finance, valuation of securities, financial analysis, working capital management, cost of capital, capital budgeting, long and short term financing, international financial management, and financial planning.

FINC 324. Principles of Investment (3-3-0)

Prerequisite: BUSN 323, BSBA majors or permission of the School of Business.

Fall and Spring.

This is a survey course dealing with the investment characteristics of securities, the fundamentals of portfolio planning, and the operation and regulation of securities markets. This course focuses on analysis and solution of financial problems related to investment in stocks, bonds, mutual funds and derivative securities and includes analysis of market trends, timing of investments and the effects of taxation on investment strategy and policy.

FINC 325. Management of Financial Institutions (3-3-0)

Prerequisite: BUSN 323 with a minimum grade of C, BSBA majors or permission of the School of Business.

Spring.

The course focuses on the operating environment of financial institutions in terms of performance criteria, loan and investment policy, regulation, and social and economic implications. The course deals with the current and proposed changes in the functioning and role of banks, capital markets, insurance companies and other institutions providing financial products and services.

FINC 422. Intermediate Corporate Finance (3-3-0)

Prerequisite: BUSN 323 with a minimum grade of C, and BSBA majors or permission of School of Business.

Fall.

This is a course to strengthen students' knowledge of corporate financial management and the analytics of financial decisions, to a higher conceptual and analytical level than BUSN 323. The course will explore advanced financial

theories and the theoretical framework for financial analysis and decision-making. The following topics will be explored: capital budgeting, capital structure decisions, cost of capital determination, mergers and acquisitions, leveraged buyouts, and financial distress and bankruptcy.

FINC 424. Portfolio Management (3-3-0)

Prerequisite: FINC 324, BSBA majors or permission of the School of Business.

Spring.

The course will focus on advanced investment topics, focusing on building and managing portfolios of stocks, bonds, currencies and other financial assets. Topics may also include the role of physical assets in portfolio optimization and the institutional management of investment portfolios for individual investors (mutual funds, bank trust departments, hedge funds, etc.). The course will cover the theory and practice of managing portfolios of securities to achieve desired objectives. It will focus on methods of portfolio construction, asset allocation strategies, international diversification and the role of institutional management.

FINC 425. Risk Management (3-3-0)

Prerequisite: FINC 324, BSBA majors or permission of the School of Business.

Fall.

Risk management is a fundamental corporate and personal issue. Risks are encountered in both product and capital markets. This course identifies risks in each of these markets and explores the methods and devices used to mitigate those risks. Risk management may incorporate computer models and other tools. Emphasis is given to the use of derivative securities such as options, futures, and swaps in risk management.

FINC 428. WI: Financial Policy and Strategy (3-3-0)

Prerequisites: ENGL 223 with a C- or higher, FINC 324, 422, BSBA majors or permission of the School of Business.

Spring.

The capstone course in finance deals with the strategies of corporate financial management. This is also a writing intensive course, involving team case studies and presentations of case solutions. This course partially satisfies the writing intensive requirement.

FINC 454. Study Abroad in Finance (3-3-0)

Prerequisite: Sophomore standing and consent of instructor. As needed.

This course, led by Luter faculty, is an in depth study of how business and the topic of finance is carried out in foreign institutions and organizations. The location and length of the study abroad portion of this course will vary based on the topic and instructor. The course will include a mix of some or all of the following; classroom orientation, lectures, discussion group activities and visits to institutions of significance related to the central theme of the course. The course is open to all students regardless of major. Criteria

for admission into the course may include an application process at the discretion of the instructor. In addition to tuition, there are fees collected in advance that are related to travel, accommodations and other curriculum-based activities.

FINC 480. Internship in Finance (3-0-3)

Prerequisites: BSBA major with at least junior standing or permission of the School of Business.

As needed.

This is a hands-on course supervised by faculty. Local area organizations commit themselves to participate in a learning experience for the student that is related to the major in finance. Projects are determined in a joint process between the faculty, host agency and student. A semester-long deliverable is due at the end of the project requiring an extensive written report and presentation for both faculty and the host agency. Applications are available on the Luter School of Business website.

FINC 495. Advanced Topics in Finance (credits vary 1-3)

Prerequisite: As announced. BSBA majors and permission of the School of Business.

As needed.

Topical seminars in finance.

FINC 499. Independent Study in Finance (credits vary 1-3)

Prerequisite: BUSN 323 with a minimum grade of C, BSBA majors and permission of the School of Business.

As needed.

Provides students with an opportunity for independent study or research with guidance of faculty advisor.

THE CURRICULUM IN MANAGEMENT

MGMT 310. Leadership in Business (3-3-0)

Pre or Corequisite: BUSN 300, BSBA majors or permission of the School of Business.

Spring.

Leaders establish direction for their organizations by developing a vision for the future. They develop strategies for attaining their vision, and share their vision with others in an effort to motivate and inspire. Leaders produce change. This course views leadership as a process, and explores the role of leader, follower, and context in that dynamic process. Topics include: the nature of managerial work, perspectives on effective leadership behavior, participative leadership, dyadic roles, behaviors for managing both work and relations, charismatic leadership, transformational leadership, power and influence, ethical leadership, leading in a global economy, leadership in teams and self-managed groups, strategic leadership by executives, and the development of leadership skills.

MGMT 330. Simulation Modeling for Business (3-3-0) [Formerly MGMT 430, equivalent]

Prerequisite: BUSN 304 with a minimum grade of C, BSBA

majors or permission of the School of Business.

As needed.

With modern, powerful computers, many decision makers are turning to simulation to make decisions about facility locations and layout; policies concerning inventory, production, space analysis, investment strategies, marketing strategies; and many other managerial decisions. Computer simulated models help managers study business systems and processes before they are implemented. Such studies allow for the evaluation of business systems performance and the identification of important factors that affect it. As a result, systems are designed to be efficient and productive, saving system implementation and fine-tuning cost. This course demonstrates how simulation can be applied to aid decision-making.

MGMT 355. Management Science (3-3-0)

[Formerly MGMT 420, equivalent]

Pre or Corequisite: BUSN 304, BSBA majors or permission of the School of Business.

Spring.

This course focuses on management science techniques used for problem solving and decision making in all areas of management. These techniques involve the application of mathematical modeling and an analytical approach to business problems. Students learn to determine which methods are appropriate for solving various types of problems. The primary goal of the course is to help students become more skilled builders and consumers of models. Another important goal is to encourage a more disciplined thinking process when approaching management situations. Management science and operations research tools such as linear programming, sensitivity analysis, and decision trees are covered.

MGMT 400. Human Resource Management (3-3-0)

Prerequisite: BUSN 300 with a minimum grade of C, BSBA majors or permission of the School of Business.

Fall.

This course examines the management of an organization's key resource, its people. Topics include job analysis, recruitment, selection, orientation and training, performance appraisal, diversity, compensation, benefits, legislation and labor law, and the role of unions and collective bargaining.

MGMT 410. Supply Chain Management (3-3-0)

Prerequisite: BUSN 304 with a minimum grade of C, BSBA majors or permission of the School of Business.

Fall.

Supply Chain Management deals with the management of the direct value adding activities across all the firms that contribute to the creation, manufacture and delivery of a product. Students will study and integrate the perspectives of different firms and different professional disciplines to develop a broader understanding of how to improve the performance of the entire supply chain. Specific issues include supply chain design, optimization of logistic

networks, inventory management, sourcing and supplier contracting, information technology, product design, and globalization.

MGMT 454. Study Abroad in Management (3-3-0)

Prerequisite: Sophomore standing and consent of instructor. As needed.

This course, led by Luter faculty, is an in depth study of how business and the topic of finance is carried out in foreign institutions and organizations. The location and length of the study abroad portion of this course will vary based on the topic and instructor. The course will include a mix of some or all of the following; classroom orientation, lectures, discussion group activities and visits to institutions of significance related to the central theme of the course. The course is open to all students regardless of major. Criteria for admission into the course may include an application process at the discretion of the instructor. In addition to tuition, there are fees collected in advance that are related to travel, accommodations and other curriculum-based activities.

MGMT 455. Leadership Assessment and Development (3-3-0)

Prerequisite: BUSN 300 with a minimum grade of C, BSBA majors or permission of the School of Business.

Pre or corequisite: MGMT 310.

As needed.

This course is designed to allow students to assess and develop their leadership capabilities in order to prepare them to be effective leaders in all phases of their lives. Data will be collected and generated through a variety of assessment methods. Students will learn how to interpret these data and use them to design personal development plans, design and execute projects, and evaluate the behavior of prominent business leaders.

MGMT 480. Internship in Management (3-0-3)

Prerequisite: BSBA major with at least junior standing or permission of the School of Business.

As needed.

This is a hands-on course supervised by faculty. Local area organizations commit themselves to participate in a learning experience for the student that is related to the major in Management. Projects are determined in a joint process between the faculty, host agency and student. A semester-long deliverable is due at the end of the course requiring an extensive written report and presentation for both faculty and the host agency. Applications are available on the Luter School of Business website.

MGMT 491. WI: Senior Seminar in Management (3-3-0)

Prerequisites: ENGL 223 with a C- or higher, BUSN 300 and 304; BSBA majors or permission of the School of Business. Fall and Spring.

A required seminar for all management majors, this course integrates concepts, theories, and practices explored in earlier

coursework and applies them to current issues in management. Specific content will be determined by the instructor. This course partially satisfies the writing intensive requirement.

MGMT 495. Advanced Topics in Management (3-3-0)

Prerequisite: As announced. BSBA majors or permission of the School of Business.

As needed.

Topical seminars in management.

MGMT 499. Independent Study in Management (credits vary 1-3)

Prerequisite: Permission of the School of Business.

As needed.

Provides students with an opportunity for independent study or research with guidance of a faculty advisor.

THE CURRICULUM IN MARKETING

MKTG 310. Interactive Marketing (3-3-0)

Pre or Corequisite: BUSN 311, BSBA majors or permission of the School of Business.

Spring.

An introduction to the theory and practice of personalized interactive marketing, including direct response advertising, measurability and accountability, lists and databases, and the cultivation of customer relationships. Emphasis will be placed on marketing strategies emerging from technological innovations in print, mobile, text, digital and social media and how new media and sophisticated customer databases continue to change the marketing landscape.

MKTG 330. WI: Digital Marketing (3-3-0)

Prerequisite: ENGL 223 with a C- or higher; BUSN 311 with a minimum grade of C, BSBA majors or permission of the School of Business.

Spring.

Digital media prompts opportunities and challenges for marketers to interact with consumers. Recent advances in communication technology have expanded e-business beyond the World Wide Web to an interactive, multi-platform, multi-device, digital environment. This course examines recent developments in digital marketing and considers the broad context of how consumers, technology, and marketing factor into the business exchange process. There is an emphasis in the course placed on constructing a framework for the strategic deployment of digital media in a consumer products marketing context. Topics include a survey of consumer digital devices, social networking, email marketing platforms, data surveillance and consumer privacy, effective graphic design, techniques in digital media production, website usability testing, and website performance metrics with Google Analytics. This course partially fulfills the writing intensive requirement.

MKTG 420. Consumer Research (3-3-0) [Formerly MKTG 320, equivalent]

Prerequisite: BUSN 311 with a minimum grade of C, BSBA majors or permission of the School of Business.

Spring.

This course will introduce students to theoretical frameworks regarding why and what we buy. Students will develop an understanding of the quantitative and qualitative research tools marketers use to develop consumer insights and make critical marketing decisions. Topics include the development of managerial strategies and the creation of marketing objectives, as well as the creation of consumer communications and the ongoing measurement of campaign success and brand health. Students will have the opportunity to practice various research techniques firsthand, and will work towards applying research findings to develop marketing recommendations.

MKTG 454. Study Abroad in Marketing (3-3-0)

Prerequisite: Sophomore standing and consent of instructor. *As needed.*

This course, led by Luter faculty, is an in depth study of how business and the topic of finance is carried out in foreign institutions and organizations. The location and length of the study abroad portion of this course will vary based on the topic and instructor. The course will include a mix of some or all of the following; classroom orientation, lectures, discussion group activities and visits to institutions of significance related to the central theme of the course. The course is open to all students regardless of major. Criteria for admission into the course may include an application process at the discretion of the instructor. In addition to tuition, there are fees collected in advance that are related to travel, accommodations and other curriculum-based activities.

MKTG 455. Marketing Analytics (3-3-0)

Prerequisite: BUSN 311 with a minimum grade of C, BUSN 305 and MKTG 310, BSBA majors or permission of the School of Business.

Corequisite: MKTG 460.

Fall.

Modern marketing is an increasingly analytical profession driven by the availability of big data and analytical techniques to improve decision making. This course exposes students to techniques and tools to convert massive customer data from varied sources into meaningful information. The course covers a spectrum of topics that include marketing metrics, web analytics, social media analytics, A/B testing, machine learning, and text analytics. The emphasis of this course is on interpreting and applying the results of data analysis to make real-life strategic marketing decisions.

MKTG 460. Integrated Marketing Communications (3-3-0)

Prerequisite: BUSN 311 with a minimum grade of C and MKTG 310, BSBA majors or permission of the School of Business. *Corequisite:* MKTG 455.

Fall.

This course covers all of the aspects involved in designing the most effective and efficient marketing communication program possible to build and maintain customer relationships. Topics include consumer behavior, positioning, offer creation, creative processes including message development, layout and design and creative testing, media planning and media selection, promotional budgeting and return on investment. The emphasis of this course is placed on direct response communication and the design and production of interactive marketing creative materials.

MKTG 470. Interactive Marketing Strategy (3-3-0)

Prerequisites: MKTG 455, 460, BSBA majors or permission of the School of Business.

Spring.

This course is a comprehensive examination of all aspects of the management of marketing. Mainstream marketing management concepts are taught on the premise that marketing is a universal management function with strong strategic elements that are operationalized in different ways in different parts of the world. Supported by a strong conceptual foundation, students' learning will be directed toward practical applications in interactive marketing. The course uses the case study method to apply concepts to business world settings. Cases will emphasize issues in interactive marketing.

MKTG 480. Internship in Marketing (3-0-3)

Prerequisites: BSBA major with at least junior standing or permission of the School of Business.

As needed.

Marketing students are strongly encouraged to undertake this academic internship during their final senior semester which will enable them to apply more comprehensive marketing knowledge and skills to their projects and duties. This is a hands-on course supervised by faculty. Local area organizations commit themselves to participate in a learning experience for the student that is related to the major in marketing. Projects are determined in a joint process between the faculty, host agency and student. A semester-long deliverable is due at the end of the course requiring an extensive written report and presentation for both faculty and the host agency. Applications are available on the Luter School of Business website.

MKTG 495. Advanced Topics in Marketing (3-3-0)

Prerequisites: As announced. BSBA majors or permission of the School of Business.

As needed.

Topical seminars in marketing.

MKTG 499. Independent Study in Marketing (credits vary 1-3)

Prerequisites: BSBA majors and permission of the School of Business.

As needed.

Provides students with an opportunity for independent study or research with guidance of a faculty advisor.