

FALL COURSE OFFERING

Principles of Financial Accounting

This course focuses on financial accounting, which provides financial information primarily for decision-makers outside the business entity. This financial information is provided to external decision-makers primarily by means of general-purpose financial statements. This course is designed both as an introduction to financial accounting which may be followed by more in-depth study in subsequent courses and as the first semester of a two-semester survey course in basic accounting for those who do not intend to continue their accounting education. Students acquire a basic knowledge of the language of business.

Managerial Accounting

Managerial accounting focuses budgeting and internal reporting to aid in managerial business decisions. Included in this objective is an analysis of business forms and decision-making from a managerial perspective. Students will learn cost concepts and be able to complete break-even analysis and examine the nature of fixed and variable costs to ensure that budgets and internal reports are informative, reliable and useful to the decision makers (i.e., managers) of the company.

International Strategic Management

International strategic management addresses the questions of how and why some companies are able to develop and maintain competitive advantage in a global environment. Why do some companies in a given industry do better than others? We will examine how the international environment influences the choices that senior-level executives make regarding which products and services to offer, how and where to get them built and delivered, and how to organize and finance their company. We will learn that effective competitive intelligence at the level of the company, industry, and broader environment drives decisions that lead to competitive advantage.

Economic and Political Institutions of the European Union

From the Middle Ages on, many thinkers proposed the union of Europe. But only after the Second World War the material conditions existed for making it possible. This course shows why and how this attempt has been so successful.

Marketing Principles

A complete introductory course on Marketing. Emphasis will be put on how interdisciplinary Marketing really is—borrowing from Cultural Anthropology, Psychology, Sociology, and more!—all in the name of “strategies” (blending the Marketing Mix 4-P’s) to create and communicate value. The possibility for firms to identify their source of Competitive Advantage will be discussed as well as which value proposition to offer and techniques for competitive analysis.

Global Economics

This class provides a nice introduction to some of the debates—economic, but eventually political—about Globalization. The global monetary system and the debate swirling around international trade theory—NTT and STT—will be covered, but alas, not resolved. How companies can use this knowledge to enter global markets is discussed in the interim. Regional Economic Areas will be covered, including, the EU, NAFTA, UNISUR, APEC, etc. Finally, the theories and debates about international trade are reviewed again, but this time from the foreign direct investment (FDI) perspective—indeed, isn’t money just another product to be traded?

SPRING COURSE OFFERING

Consumer Behavior

This course discusses the nature and determinants of consumer attributes, consumption, and purchasing. Students will focus on the influence of socio-psychological factors such as personality, small groups, demographic variables, social class and culture.

Corporate Finance

Besides corporate decision making from the CFO's perspective regarding their firm's financing arrangements—the debt/equity mix, e.g., bonds, loans or stock—as well, we will evaluate what the retail landscape has to offer the individual investor thinking of their own retirement and personal portfolio decisions/weights. Business/Financial management topics include the importance of cash flow—especially DCF, the Time Value of Money, Net Present Value and the volatility of returns given past—and recent—market history. Currency (Exchange Rate Risk)—the FX market—will also be considered. Aspects of Business Ethics will be timely and frequent.

Economic Development and Non-Governmental Organizations

Non-Governmental Organizations (NGOs) are playing an increasingly important role in global politics, economic development and social change. This course critically discusses the basic dimensions for the understanding of the growing relevance of NGOs in human and sustainable development and global governance. NGOs are formed to provide services or advocate for issues that are perceived as overlooked or ineffectively addressed by national and local governments, the private sector, or multilateral institutions. They represent a civil society response to the identification of diverse problems, a venue for the development of innovative policy making, and a means of identifying deficient policies, ineffective programs or gaps in service delivery. NGOs play a crucial role in facilitating and supplementing the public and private sector. The course will address the legal, economic, managerial, and policy planning process aspects of non-profit NGOs. The course explores the full range of NGO strategies, including mobilizing and organizing communities, developing and operating development programs and services, engaging in institutional policy making and creating advocacy networks both at local and global scale.

International Marketing

For the advanced, international business student, this class allows ambitious types to employ all their previously acquired business acumen while maintaining a distinction between analysis—looking back—and strategy—looking forwards. A heavy emphasis is placed on the uncontrollable elements in the international business environment thereby providing students the necessary tools to produce a market study for an internationalization project. Students will work in teams to produce an international business plan, requiring the introduction of a new product or service into a foreign market.

Management and Leadership

This course explains the roles & responsibilities of a manager as well as different ways to lead and motivate people. Research and discussion of ethics in leadership will also be explored. This is a seminar-based course examining management and leadership theory and research, emphasizing the development of personal and interpersonal skills doing team working with videos, books and presentations.

Operations Management

The goal of this course is to provide the student with an overview of the concepts and techniques of operations management across all activities of an organization and for all types of processes. Basic methods of analysis to support decision-making will be presented.