ACCT-201 Accounting for Decision Making I

Prerequisites:
MATH-128 or higher and WRI-102 or WRI-H103 or SBS-220

Credits:
3.00

Description:
Introduces students to the accounting cycle, the financial statements, and the theory underlying accounting as information. Provides users of accounting information with a basic understanding of how to appraise and manage a business. Addresses current accounting topics, including relevant ethical and international issues found in the financial press.

Term:
Offered Both Fall and Spring

Type:
Arts Admin Minor Elective
• ACCT-H201 Honors Accounting for Decision Making I

Prerequisites:
MATH-128 or higher and WRI-102, WRI-103 or SBS-220, and at least a 3.3 GPA

Credits:
3.00

Description:
Introduces students to the accounting cycle, the financial statements, and the theory underlying accounting as information. Provides users of accounting information with a basic understanding of how to appraise and manage a business. Addresses current accounting topics, including relevant ethical and international issues found in the financial press.

Term:
Offered Both Fall and Spring

Type:
Honors

• ACCT-202 Accounting for Decision Making II

Prerequisites:
ACCT-201

Credits:
3.00

Description:
Enables students to apply the concepts and skills from ACCT 201. They learn how to analyze the financial condition and performance of a firm, and how to use accounting information in business planning, decision-making, and control. Topics include cost-volume-profit analysis, costing systems, variance analysis, and the budget process. Discusses relevant current ethical and competitive issues found in the financial press.
- **ACCT-H202 Honors Accounting for Decision Making II**

  **Prerequisites:**
  ACCT 201; 3.3 GPA

  **Credits:**
  3.00

  **Description:**
  Enables students to apply the concepts and skills from ACCT 201. They learn how to analyze the financial condition and performance of a firm, and how to use accounting information in business planning, decision-making, and control. Topics include cost-volume-profit analysis, costing systems, variance analysis, and the budget process. Discusses relevant current ethical and competitive issues found in the financial press.

  **Term:**
  Offered Both Fall and Spring

  **Type:**
  Honors

- **ACCT-310 International Business Accounting**

  **Prerequisites:**
  FIN-200 (formerly FIN 310); ACCT-331

  **Credits:**
  3.00

  **Description:**
Explores economic, political and cultural variables that shape accounting and disclosure in various countries. Students gain an understanding of international financial reporting standards and the forces for convergence between IFRS and US GAAP. Presents financial analysis in a multi-financial context.

Term:
Offered Fall Term

- **ACCT-320 Federal Taxation I**
  
  Prerequisites:
  
  ACCT 202

  Credits:
  
  3.00

  Description:
  
  Focuses on the federal income taxation of individuals with some discussion of business taxation. Explores the basic structure of individual income taxation, including the individual tax formula, income, deductions, and credits, and provides an introduction to property transactions. Emphasizes how tax laws affect everyday personal and business decisions.

  Term:
  
  Offered Both Fall and Spring

- **ACCT-321 Intermediate Accounting I**
  
  Prerequisites:
  
  ACCT-201 and ACCT-202 and Junior standing

  Credits:
  
  3.00

  Description:
Reviews basic financial accounting concepts and examines selected balance sheet and income statement items. The focus of this communication intensive course is on the valuation and reporting of current and non-current assets and liabilities and the income determination aspects of these items.

Term:
Offered Both Fall and Spring

- **ACCT-H321 Intermediate Accounting I**
  
  **Prerequisites:**
  
  ACCT-201 and ACCT-202 and Junior standing and GPA at least 3.3
  
  **Credits:**
  
  3.00
  
  **Description:**
  
  Reviews basic financial accounting concepts and examines selected balance sheet and income statement items. The focus of this communication intensive course is on the valuation and reporting of current and non-current assets and liabilities and the income determination aspects of these items.
  
  Term:
  
  Offered Both Fall and Spring

- **ACCT-322 Intermediate Accounting II**
  
  **Prerequisites:**
  
  ACCT-321 with a minimum grade of C
  
  **Credits:**
  
  3.00
  
  **Description:**
Continues to examine selected balance sheet and income statement items. The focus of this communication intensive course is on the valuation and reporting of investments and stockholders' equity and the income determination aspects of these items. Also considers special topics such as pensions, leases, deferred taxes, and cash flows.

Term:
Offered Both Fall and Spring

- **ACCT-331 Cost Accounting**

  Prerequisites:
  
  ACCT 202

  Credits:
  
  3.00

  Description:

  Explores concepts and procedures underlying the development of a cost accounting system for managerial decisions, control, and performance reporting. Introduces the basic ideas of responsibility accounting.

  Term:

  Offered Both Fall and Spring

- **ACCT-415 Not-For-Profit Accounting and Control**

  Prerequisites:
  
  ACCT 331

  Credits:
  
  3.00

  Description:

  Studies accounting principles, unique financial reporting (such as fund accounting), and budgetary control in government agencies and charitable, healthcare, educational, and other not-for-profit organizations.
- **ACCT-422 Federal Taxation II**
  
  **Prerequisites:**
  
  ACCT 320
  
  **Credits:**
  
  3.00
  
  **Description:**
  
  Covers advanced individual tax topics such as cost recovery, itemized deductions, passive activity losses, AMT, complex basis rules, and the operation and formation of C corporations.

- **ACCT-430 Accounting Information Systems**
  
  **Prerequisites:**
  
  ACCT 322; ISOM 310 or ISOM 423
  
  **Credits:**
  
  3.00
  
  **Description:**
  
  Introduces the design, operation, and use of accounting information systems. Examines the functional relationships of the AIS within an organization. Provides a background in automated data processing, along with the important human and organizational considerations in system design and implementation.
• ACCT-431 Auditing and Assurance Services

Prerequisites:

ACCT 321 AND ACCT 331

Credits:

3.00

Description:

Provides an introduction to the field of auditing, with a concentration in auditing historical financial statements in accordance with generally accepted auditing standards, and some exposure to auditing the internal control over financial reporting of large public companies. Covers the environment, standards, regulation, and law of auditing in the US, with some exposure to the international environment. Covers audit planning, risk, and material assessments, audit evidence, evaluation of internal control, documentation, and audit reports.

Term:

Offered Both Fall and Spring

• ACCT-432 Advanced Accounting

Prerequisites:

ACCT-322 and junior standing

Credits:

3.00

Description:

Covers accounting procedures involved in business combinations and consolidated financial statements. Topics also include accounting for partnerships, various foreign currency issues, corporations in financial distress, and the role of regulatory authorities in financial reporting.

Term:

Offered Fall Term
- **ACCT-450 Accounting Theory and Practice**

  Prerequisites:
  
  ACCT 431 (may be taken Concurrently) and Senior Status

  Credits:
  
  3.00

  Description:
  
  Addresses the non-technical foundations of accounting for CFOs, Audit Partners, FASB and SEC members and other leadership roles in accounting and finance. Core elements include enhancing critical thinking skills, understanding the grey areas of accounting, and analytical thinking. Subject matter combines current financial issues with traditional and radical concepts. However, the primary objective is to provide practice in forming and expressing opinions and taking a stand, using communication for impact, anticipating and managing ethical conflicts, and clarifying one's own guiding principles.

  Term:
  
  Offered Both Fall and Spring

- **ACCT-510 Independent Study**

  Prerequisites:
  
  ACCT 322, ACCT 331 or approval from dept. chair

  Credits:
  
  3.00

  Description:
  
  Independent study allows students to expand their classroom experience by completing research in an area of interest not already covered by Suffolk courses. The student designs a unique project and finds a full-time faculty member with expertise in that topic who agrees to sponsor it and provide feedback as the proposal is refined. A well designed and executed research project broadens and/or deepens learning in a major or minor area of study and may also enhance a student's marketability to potential future employers. Students cannot register for an Independent Study until a full proposal is approved by the faculty sponsor, department chair, and academic dean. Many Independent study proposals require revisions before approval is granted; even with revisions independent study approval is NOT guaranteed. Students are strongly encouraged to submit a proposal in
enough time to register for a different course if the proposal is not accepted. For complete instructions, see the SBS Independent/Directed Study Agreement and Proposal form available online.

- **ACCT-560 Accounting Practicum**

  **Prerequisites:**

  Instructor's consent required

  **Credits:**

  0.00

  **Description:**

  Fulfills the requirement that accounting majors must complete 150 hours of pre-professional or professional accounting experience prior to graduating. Experience may be acquired through an internship, part- or full-time employment, or a cooperative education position. Students register for ACCT 560 Accounting Internship during the semester in which they complete the required 150 hours. This experiential component carries no academic credit, does not require any tuition, and will be graded pass/fail. Approval of this experience must be obtained from the Accounting Department.

  **Term:**

  Offered Both Fall and Spring

- **BLE-214 Principles of Business Law**

  **Credits:**

  3.00

  **Description:**

  Introduces the field of business law. Provides an overview of the organization and operation of the American legal system, court system and legal procedure. Examines selected business law topics such as contracts, torts, criminal law, agency, and business organizations. Attention is given to the ways in which business law manifests important social and ethical precepts.

  **Term:**

  Offered Both Fall and Spring
• BLE-H214 Honors Principles of Business Law

Prerequisites:

GPA of 3.3 or above required.

Credits:

3.00

Description:

Introduces the field of business law. Provides an overview of the organization and operation of the American legal system, court system and legal procedure. Examines selected business law topics such as contracts, torts, criminal law, agency, and business organizations. Attention is given to the ways in which business law manifests important social and ethical precepts.

Term:

Offered Spring Term

Type:

Honors

• BLE-215 Business Ethics and Law

Credits:

3.00

Description:

Business ethics is applied ethics. Explores the roles and responsibilities of business in a global society. Teaches models of ethical decision-making that incorporate multiple points of view, including diverse cultural worldviews and legal perspectives. Addresses factors that contribute to and constrain ethical behavior in and by organizations. Students apply concepts to current business problems, such as anti-trust, accounting fraud, deceptive advertising, and environmental dumping.

Term:
• BLE-H215 Honors Business Ethics and Law

Prerequisites:

GPA of 3.3 or above required.

Credits:

3.00

Description:

Business ethics is applied ethics. Explores the roles and responsibilities of business in a global society. Teaches models of ethical decision-making that incorporate multiple points of view, including diverse cultural worldviews and legal perspectives. Addresses factors that contribute to and constrain ethical behavior in and by organizations. Students apply concepts to current business problems, such as anti-trust, accounting fraud, deceptive advertising, and environmental dumping.

Term:

Offered Fall Term

Type:

Honors

• BLE-310 I Want to Buy a Home

Prerequisites:

Junior standing or above needed.

Credits:

1.00

Description:

Teaches students all they have to know about purchasing a residence, starting with finding a home to financing, inspections, documents, and final ownership conveyance.
• BLE-315 Legal Lessons for Business Startups Organizations

   Prerequisites:
   BLE-215

   Credits:
   3.00

   Description:
   Examines the formation, strategic use, and financial implications of alternative forms of business organization, namely partnerships, corporations, trusts, subchapter corporations, and the new limited liability hybrids.

• BLE-316 How to Insulate Your Business Against Lawsuits

   Prerequisites:
   BLE 214

   Credits:
   3.00

   Description:
   One of the greatest threats to business is the potential for litigation. Lawsuits can seriously hurt profits and even lead to bankruptcy. Even when businesses win in court, they still lose, what with the cost of the legal defense and the possibility of adverse publicity and decreased consumer confidence. Managers need to know how to avoid the potential for litigation and be aware of the areas of their business that provide the greatest risks to their enterprise. This course covers common ways in which businesses can protect themselves from common lawsuits ranging from product defects to environmental and worker safety to employee discrimination and harassment. Students will learn how to establish systems that will put their companies ahead legally.

Term:
Offered Fall Term
• BLE-317 Managing in the Global Legal Environment

  Prerequisites:
  BLE 214

  Credits:
  3.00

  Description:
  Surveys the global legal environment of business. Emphasizes case analysis of topics such as: sovereignty, extraterritoriality, treaties, international contracts, arbitration, and the European Union. Explores the managerial and economic significance of these topics.

  Term:
  Offered Both Fall and Spring

• BLE-318 Intro to Real Estate Principles

  Prerequisites:
  BLE 214

  Credits:
  3.00

  Description:
  Introduces students to the concepts and principles of real estate. Enables students to understand the key components of each major real estate asset class including: residential, retail, commercial, industrial, hospitality, and properties. Students learn the range of professional players in the industry and what roles they play. Teaches basic elements of a Development Pro-forma Budget; Operating Pro-forma Budget; Sources and Uses Statement; and financial schedules. Utilizes textbook, case work, web based data sources, selected readings and field trips. Emphasizes practical application of the concepts taught, the use of current examples from the industry, and today’s marketplace.

  Term:
  Offered Fall Term
• BLE-319 Real Estate Development and Public Policy

Prerequisites:
BLE 214

Credits:
3.00

Description:
This class builds on BLE-318 and explores the process of responding to the public procurement process, large shopping malls, the hospitality industry and office and retail mixed use projects. We also explore the phases of the real estate development process by investigating, Zoning and Variances, Project Review Committees, Community Benefit Packages, Historic Preservation issues and Environmental issues. Students will understand the complete development process and the role of all the stakeholders from this class. No changes to 318 summary.

Term:
Offered Spring Term

• BLE-321 Corporate Crime and Financial Fraud

Credits:
3.00

Description:
Presents an in-depth study of corporate crime and financial fraud. Examines accounting devices and schemes employed to defraud stakeholders, failure of industry watchdogs, and the regulatory and legislative environment. Topics include: corporate governance, corporate finance, corporate compliance programs, ethical misconduct by outside legal, accounting, investment and banking professionals, Sarbanes Oxley Act, Foreign Corrupt Practices Act, Organizational Sentencing guidelines, mail fraud, wire fraud, money laundering, conspiracy, securities violations, qui tam litigation (whistleblowers) and financial accounting crimes.

• BLE-322 Getting Government to Say 'yes!' to Business

Prerequisites:
Government can be a vital ally to business, as much as it can be a roadblock. Government sets the minimum standards for how society expects companies to deal with customers and each other. Businesses that do not recognize why government needs to be an integral part of their decision-making as opposed to an afterthought-- are doomed to fail. This course teaches students how to get government on their side.

**BLE-323 Protect Your Brand: Using Intellectual Property Law to Win**

**Prerequisites:**
BLE-214

**Credits:**
3.00

**Description:**
As a growing number of firms choose to produce goods abroad, piracy, counterfeiting, and other acts that dilute their brands are becoming increasingly common. This course focuses on the legal and practical tools that entrepreneurs, start-ups, and existing business can use to protect their intellectual property (IP). It offers best practices on the strategic use of copyright, patent, trademark, and trade secrets to enhance corporate value in different industries and regions. The course provides a legal foundation in IP and demonstrates how to apply that knowledge to business through case analysis.

**BLE-325 Global Business Ethics**

**Prerequisites:**
BLE-215, PHIL-119, PHIL-120, PHIL-123 or PHIL-127

**Credits:**
3.00

**Description:**
Surveys business ethics as they transcend the diverse perspectives of global business. Explores current global ethics standards and values, ethical challenges, controversies, convergence and trends. Students explore famous global business cases through films, websites and independent research. Emphasizes identification and resolution of global business ethical issues within the context of ethical decision-making and sustainability. Analyzes corporate social responsibility; hence, transforming global business ethics through business.

Type:
Diverse Perspectives

- **BLE-510 Independent Study in Business**

  Prerequisites:

  Approval of Dept Chair or Dean

  Credits:

  3.00

  Description:

  Involves a student initiated written proposal to a willing and appropriate full-time faculty member for a directed study project. Normally this is for three credits and completed during one semester. Prior to registration, the faculty member and student must concur on a written proposal, which includes a reading list and description of requirements for grading of the final project.

- **ENT-101 Business Foundations**

  Credits:

  3.00

  Description:

  This course introduces students to foundational concepts in business, including functional areas, the life cycle, competition, stakeholders and ethical considerations. Students develop critical thinking by learning and using a problem solving process through a business situation analysis model to analyze various situations that confront managers and founders of small, medium, and large organizations. Students will also develop tools for analysis, allowing them to critically view business in a new and thoughtful way. The class culminates with student teams presenting a detailed analysis and recommendations to a panel of executives and persuading them that the recommended strategy is not only feasible, but also practical for the stakeholders involved.
ENT-H101 Business Foundations

Prerequisites:
GPA of 3.3 or above required.

Credits:
3.00

Description:
This course introduces students to foundational concepts in business, including functional areas, the life cycle, competition, stakeholders and ethical considerations. Students develop critical thinking by learning and using a problem solving process through a business situation analysis model to analyze various situations that confront managers and founders of small, medium, and large organizations. Students will also develop tools for analysis, allowing them to critically view business in a new and thoughtful way. The class culminates with student-teams presenting a detailed analysis and recommendations to a panel of executives and persuading them that the recommended strategy is not only feasible, but also practical for the stakeholders involved.

Term:
Offered Both Fall and Spring

Type:
Arts Admin Minor Elective

ENT-110 Do You Want to Start a Business?

Credits:
3.00
Courses in the 550s are new offerings in Entrepreneurship. Special topics are announced when the courses are scheduled. Prerequisites vary from course to course. Do You Want to Start a Business? This introductory survey course is designed to help students learn about starting a business and assess their personal interest in pursuing such activity. Topics cover the range of business start-up activities from personal assessment to opportunity recognition, market assessment, feasibility determination, financial planning, legal, human resources, and business planning.

Term:
Offered Both Fall and Spring

- **ENT-210 Do You Want to Start a Business?**
  
  **Prerequisites:**
  Must have completed at least 15 credits
  
  **Credits:**
  3.00
  
  **Description:**
  Do you want to start a business? This survey course is designed to help students learn about starting a business and assess their personal interest in pursuing such activity. Topics cover the range of business start-up activities from personal evaluation to opportunity recognition, market assessment, feasibility determination, financial planning, legal, human resources, and business planning.

- **ENT-280 Opportunity Recognition and Discovery**
  
  **Prerequisites:**
  MGT 101 and Sophomore Standing. For sections designated for ENT majors and minors only, only ENT majors and minors may enroll in those sections. For sections designated for Non-ENT majors and minors, ENT majors and minors are not allowed.
  
  **Credits:**
  3.00
  
  **Description:**
Ever wonder how entrepreneurs get their ideas? In this course, you will learn a deliberate process of opportunity recognition and discovery. You will learn how to generate ideas taking into consideration rarity, value, and your entrepreneurial fit. Through this process, you will gain an understanding or your knowledge, skills and abilities intended to improve the likelihood of success. Once your opportunity is identified, you will determine the feasibility of its feasibility from concept to an industry and competitive analysis.

Term:
Offered Both Fall and Spring

- **ENT-300 Legal and Financial Risk With Startups**
  
  **Prerequisites:**
  
  ACCT 201 AND ENT 280.

  **Credits:**
  
  3.00

  **Description:**
  
  Expand upon your feasibility plan from ENT 280, or identify a new opportunity, and learn about the financial and legal considerations that need to be addressed to determine whether or not your opportunity is a go or no go with respect to moving your opportunity forward towards business plan development. Legal topics include: business organization, employment practices, taxation and independent contractors, intellectual property, contracts and governance. Financial topics include: verifying the business model and related cost structure, making credible assumptions, preparing forecast financial statements, all leading to a final presentation pitching the feasibility of your opportunity.

  **Term:**
  
  Offered Both Fall and Spring

- **ENT-309 Entrepreneurship I - Creating Value**
  
  **Prerequisites:**
  
  ENT-101

  **Credits:**
  
  3.00
How do you create value within a new venture or existing firm? Entrepreneurs will explore their innovative mindset, action orientation, and willingness to assume the responsibility necessary to bring new products, services and businesses to the market. Methods of detecting pain or gaps in the marketplace (idea generation), pursuing dreams, and utilizing design thinking, as well as business models around leveraging new opportunities will be explored. Students will gain the knowledge necessary for generating and vetting opportunities.

**ENT-315 Entrepreneurial Skills**

**Prerequisites:**

ENT 280 and Junior standing

**Credits:**

3.00

**Description:**

Knowledge of business alone, or having an idea, is not sufficient for the entrepreneur. You must also learn how to manage yourself and others as you prepare for your first day of business. This course is designed to provide you with the knowledge and skills to build and lead a startup or growing organization through lessons and experiential team projects. Skills covered in this course include: self management, negotiations, networking, sales, conflict/collaboration, and teams.

**Term:**

Offered Both Fall and Spring

**ENT-H315 Honors Entrepreneurial Skills**

**Prerequisites:**

Take ENT-280 or ENT-H280; GPA of 3.3 or higher

**Credits:**

3.00

**Description:**
Knowledge of business alone, or having an idea, is not sufficient for the entrepreneur. You must also learn how to manage yourself and others as you prepare for your first day of business. This course is designed to provide you with the knowledge and skills to build and lead a startup or growing organization through lessons and experiential team projects. Skills covered in this course include: self management, negotiations, networking, sales, conflict/collaboration, and teams.

Type:
Honors

- **ENT-319 Measuring Value (Entrepreneurship II) And Family Business**

  Prerequisites:
  ENT-280 or ENT-309 and Junior Standing

  Credits:
  3.00

  Description:
  How do you measure the value-added by a new business opportunity? In this course, you will start developing a financial toolkit and skill set to assess the value of a new product, service, or business. Financial implications of different business models and characteristics of various industries will be discussed. Major topics covered will include 1) forecasting (generating pro-forma financial statements), 2) financial analysis (liquidity, profitability, break-even, and feasibility analyses), 3) sources of funding (bootstrapping, family & friends, crowdfunding, angel investors, venture capital funds, and loans) and 4) basics of valuation.

- **ENT-320 Growing and Managing the Firm**

  Prerequisites:
  ENT-101 and Junior Standing

  Credits:
  3.00

  Description:
How do you manage the day-to-day challenges of starting a new venture or working on a small business? This course is designed around problem-solving techniques that help you research the facts of a given situation, identify the problem, develop alternative solutions and defending the best solution. This course utilizes case analysis, role-plays, simulations, and other experiential lessons to help provide you with the knowledge and skills necessary to build and lead a new or innovative organization.

Term:
Offered Both Fall and Spring

Type:
Arts Admin Minor Elective

- **ENT-H320 Honors- Small Business Management**

  Prerequisites:

  Junior Standing; 3.3 GPA

  Credits:

  3.00

  Description:

  How do you manage the day-to-day challenges or working in a small business or starting a new venture? This case-driven course covers the role and importance of small business in the U.S. economy, including the application of all management functions to the operation of a small business; human resources, operations, financial, risk and growth. This course is designed around problem-solving techniques that help you research the facts of a given situation, identify the problem, develop alternative solutions and defending the best solution.

  Term:

  Offered Both Fall and Spring

  Type:

  Honors

- **ENT-322 Entrepreneurship & the European Union**

  Prerequisites:
ENT-101 and Junior Standing

Credits:

3.00

Description:

95% of the world's consumers are outside of the United States, and yet, only one-quarter of small businesses are engaged in global commerce. Yet, small businesses represent more than 95% of all exporters from the U.S. Globalization is critical, but are there some regions in the world that are more attractive than others? The European Union (EU) has a population of more than 500 million people, yet, there is a lesser tolerance for risk, thus failure is viewed more negatively than the U.S. The United States takes greater risks, experiences a higher degree of failure, and yet, the number of new startups remain consistently around 600,000 every year for a country with a population of more than 300 million people. Is the EU a viable option for U.S. startup growth or opportunities? What are the issues of a union that consists of nearly 30 countries with economic constraints and political forces that appear more restrictive than the United States? How can United States startups leverage a stable economic structure in a region that is more than 7% and nearly twice the size of U.S. consumers? In this course, you will learn the opportunities and challenges between two economically strong regions of the world that encompasses nearly one billion potential consumers. Prerequisites: Junior Standing. This course counts as an ENT major elective.

• ENT-H322 Entrepreneurship & the European Union

Prerequisites:

Over 54 credits earned.

Credits:

3.00

Description:

95% of the world's consumers are outside of the United States, and yet, only one-quarter of small businesses are engaged in global commerce. Yet, small businesses represent more than 95% of all exporters from the U.S. Globalization is critical, but are there some regions in the world that are more attractive than others? The European Union (EU) has a population of more than 500 million people, yet, there is a lesser tolerance for risk, thus failure is viewed more negatively than the U.S. The United States takes greater risks, experiences a higher degree of failure, and yet, the number of new startups remain consistently around 600,000 every year for a country with a population of more than 300 million people. Is the EU a viable option for U.S. startup growth or opportunities? What are the issues of a union that consists of nearly 30 countries with economic constraints and political forces that appear more restrictive than the United States? How can United States startups leverage a stable economic structure in a region that is more than 7% and nearly twice the size of U.S. consumers? In this course, you will learn the opportunities and challenges between two economically strong regions of the world that encompasses nearly one billion potential consumers. Prerequisites: Junior Standing. This course counts as an ENT major elective.
• **ENT-324 Leading the Entrepreneurial Firm**

  **Prerequisites:**
  
  ENT-101 and Junior Standing

  **Credits:**
  
  3.00

  **Description:**
  
  Are you interested in leading, growing and troubleshooting the entrepreneurial small business? This course provides a detailed analysis of and hands-on experience with the competencies required to lead and grow startups and small businesses. Competencies include the utilization of teams, understanding of the team, organizational characteristics, and level of entrepreneurial thinking that will be accomplished through assessment and practical analysis. Students will complete the course with an understanding of 1) small business leadership skills, 2) team effectiveness skills, 3) decision-making in times of economic growth and stress.

  **Term:**
  
  Occasional

• **ENT-326 Writing the Business Plan**

  **Prerequisites:**
  
  ENT 300, ACCT 201, ACCT 202 and Junior Standing.

  **Credits:**
  
  3.00

  **Description:**
  
  Use your knowledge from your entrepreneurship courses and experience up to this point to create a viable business plan that will lend credibility to the viability of your potential audience, which may include investors, financial institutions, suppliers, family or friends. In this course, you will write a business plan that shapes your opportunity into a model that resembles a venture. You will then defend the plan addressing the venture's business...
model, management team, organization, customers, markets, competitors, operations and risk, all leading to financials that will determine the amount of capital you will need, as well as financing alternatives.

Term:

Offered Both Fall and Spring

- **ENT-329 Protecting Value (Entrepreneurship III) Value**

  Prerequisites:
  
  ENT-280 or ENT-309 and Junior standing
  
  Credits:
  
  3.00
  
  Description:
  
  How does protection of intellectual property, and human, physical, and financial capital add value to the new or existing organization? Entrepreneurs will learn appropriate legal protections related to people and property associated with the firm. Major topics covered will include 1) legal protection (patents, copyrights, trademarks, service marks, trade secrets, business organizations, confidentiality and non-disclosure agreements, employment agreements, stock/ownership restrictions), 2) human resources (creating and managing teams, hiring, firing, organizational structure, employment/independent contractor issues, and compensation strategies), and 3) growing business value (merger, acquisition, and other expansion techniques).

- **ENT-337 Family Business II**

  Prerequisites:
  
  ENT-101 and at least 54 credits
  
  Credits:
  
  3.00
  
  Description:
  
  The business of the family business is just as critical as the family dynamics. This course focuses on issues related to adapting corporate-type managerial skills to family-owned and operated enterprises that typically reject such practices. The goals of this course include the development of a
working knowledge of managing the family business, reinterpretation of corporate management concepts for the family business, and personal reflection on the roles and conditions of operating a family business.

- **ENT-340 Crowdfunding the Venture**

  Prerequisites:

  ENT-101 and Instructor Approval

  Credits:

  3.00

  Description:

  As nascent entrepreneurs how can you start or grow your business when you are undercapitalized while at the same time building brand awareness? One potential source of capital that allows for additional value creation (i.e., building a customer base and brand ambassadors) is crowdfunding. This course will examine factors that lead to crowdfunding success during the creation (e.g., the idea, the pitch, the prototype, etc.) and maintenance (e.g., social presence) of a crowdfunding campaign as well as the execution of any promised deliverable. Focusing on an experiential process this course will guide student teams through the creation and execution of their own live crowdfunding campaign.

- **ENT-350 Social Entrepreneurship**

  Prerequisites:

  ENT-101 and Junior Standing

  Credits:

  3.00

  Description:

  Social entrepreneurs are people who harness their energy, talent and commitment to make the world a more humane, safe and just place. This is accomplished by applying vision, passion, persistence and leadership to the creation of businesses that are focused on a mission of social responsibility. While the social mission is important, so is the fact that the business funding the mission must be sustainable via revenue generation, market need, and operational efficiency. Creating balance between business effectiveness and serving the needs of the community the business is dedicated to helping, provides a unique challenge to social entrepreneurship to stay entrepreneurial in terms of the business model, thus providing the necessary resources to the social mission.
ENT-352 Green and Sustainable Business

Prerequisites:
ENT-101 and Junior Standing

Credits:
3.00

Description:
Over the past decade, the world of business and the environment has exploded. Beginning as an engineering-driven movement among a handful of companies during the 1980's, many firms have learned that improved environment performance can save money and create a competitive advantage. In this course, we will cover how businesses of all sizes are more attentive to environmental issues and the realization that a green business: improves employee morale and health in the workplace, holds a marketing edge over the competition, strengthens the bottom line through operating efficiencies, is recognized as an environmental leader, can have a strong impact in the community and beyond, and can improve public relations.

ENT-353 Corporate Entrepreneurship

Prerequisites:
ENT-101 and Junior Standing

Credits:
3.00

Description:
Corporate entrepreneurship refers to alternative approaches that existing firms use to innovatively generate new products, new services, new businesses and new business models. This course emphasizes the cultivation of each student's ability to evaluate innovations and business models for development in a corporate setting. It emphasizes various kinds of internal corporate ventures and multiple external collaborative approaches that
include corporate venture capital investments, licensing and different types of alliances and formal joint ventures. Special emphasis will be placed on skills needed to promote and manage corporate entrepreneurship. Students will also learn to identify the elements of an organization’s culture, structure and reward and control systems that either inhibit or support the corporate entrepreneurship, and analyze how corporate entrepreneurial activities relate to a company's ability to drive innovation throughout the organization.

**ENT-354 Global Entrepreneurship**

**Prerequisites:**

ENT-101 and Junior Standing

**Credits:**

3.00

**Description:**

Do you want to know how to take advantage of our global economy? This course will leverage the knowledge acquired from other entrepreneurship and global courses coupled with an overview of the global economy every entrepreneur must compete in and how to transition your business models into real world opportunities. This course will discuss the entrepreneurial process from concept to product feasibility to venture launch answering the following question: How and when should an entrepreneur plan on competing in a global market?

**Term:**

Offered Both Fall and Spring

**ENT-355 Design Thinking & Biomimicry**

**Prerequisites:**

ENT-101 and Junior Standing

**Credits:**

3.00

**Description:**

Ever wonder what great breakthroughs are on the horizon to improve business thinking, processes, products, and services? If you have, this course is for you. We will learn about how businesses are using principles of design thinking and biomimicry to create entirely new ways of meeting the
challenges of modern business: those are, needs to reduce costs, increase revenues, minimize waste & energy use, maximize novel approaches, & meet consumer and business needs. You may recognize the term design thinking if you are a follower of Apple, Inc. which has used this process in the development of all of their products and services over the past 15 years. Biomimicry principles are those that seek their inspiration from nature; after all, nature has been problem-solving for 3.8 billion years -- surely there is something to learn from this to be adapted to solving modern challenges. The course will be both conceptual and practical with various experiential learning opportunities.

- **ENT-356 Bootstrapping the Firm With Social Media**
  
  **Prerequisites:**
  
  ACCT 201 and Junior Standing.

  **Credits:**
  
  3.00

  **Description:**
  
  Did you ever wonder how you are going to start a business or run an existing small business without enough capital? This is a very common phenomenon where startups and small businesses are typically undercapitalized and need to maximize internally-generated cash flow to not only start of run the business, but to also grow. Centered around an experiential process, this course will identify how to internally generate cash flow with the realization that more than 90% of all ventures operate in a bootstrapping environment. This course will identify a strong understanding of cash inflows, outflows, and maximizing both components to generate additional capital necessary for the business's requirements.

  **Term:**
  
  Occasional

- **ENT-358 Designing New Products**
  
  **Prerequisites:**
  
  ENT-101 and Junior Standing

  **Credits:**
  
  3.00

  **Description:**
This course will focus on the steps that innovators/entrepreneurs need to follow that will take ideas and launch them into new products. This is accomplished by taking the concept directly to the prospective customers. This course will cover: creating specifications, product sell sheets, prototype development, drafting an executive summary, intellectual property protection, manufacturing and quality control considerations, identifying vendors, customers, and funding sources, and developing a marketing and sales plan for launching the product. During the semester, students will be required to interact with their potential customers, vendors and other key players for the launch.

Term:
Offered Both Fall and Spring

- **ENT-360 Launching the E-Business**

  Prerequisites:
  ENT-101 and Junior Standing

  Credits:
  3.00

  Description:
  This experiential course is an entrepreneurial approach towards developing a real e-commerce business. Students will build off their marketing skills and entrepreneurial ambitions by a) advancing e-commerce ideas to opportunities, b) understanding the product, logistical, marketing, and managerial challenges associated with e-commerce startups, and c) developing financial models to predict and measure performance. This will be accomplished by students developing a launch plan for the opportunity, as well as executing portions of the launch plan.

  Term:
  Occasional

- **ENT-361 Sell It!**

  Prerequisites:
  ENT-101 and Junior standing

  Credits:
  3.00
How do you sell new products and services? Revenue is key to business survival, and this isn't by accident and a strong marketing strategy is not enough. Sales is a process, as well as an attitude. Strong organizations drive revenue through sound sales processes that are effectively designed, implemented, and scaled. In this course, you will learn how to sell new products and services through selling techniques, as well as create a value statement, identify a target market, create an effective approach, develop a sales activity and pipeline tracking system, design and effective sales management and coaching program.

**ENT-363 New Product Manufacturing**

**Prerequisites:**

ENT-101 and at least 54 credits

**Credits:**

3.00

**Description:**

This course will show how to convert your new product idea into a real physical product and the manufacturing steps it takes to get there. It will take you through product design drawings, making 3D prototypes models, feasibility of manufacturing, creating a bill of materials, identifying raw materials and their suppliers, importance of incoming raw material and finished product quality tests, inventory control (inventory on the shelf is actually your cash on the shelf), identification of appropriate equipment, product specifications and packaging and making the product at the least cost while meeting product performance criteria. This helps getting the product in the hands of the customers at the most economical price while making good margins for the business. Understanding of these steps is essential for a business whether the manufacturing is done in-house or is outsourced (domestically/offshore).

**ENT-366 Managing the Restaurant**

**Prerequisites:**

ENT-101 and Junior Standing

**Credits:**

3.00

**Description:**
Do you want to start or manage a restaurant? The restaurant industry is highly competitive with high turnover. The challenges are tough enough when you understand the business, however, too many entrepreneurs who start or many restaurants lack the necessary experience. This course will help you understand the crucial elements of launching or managing a restaurant, including: business organization, funding, location, market analysis, lease v. buy, facility layout, professional resources, licensing, human resources, technology, purchasing, advertising, insurance, record-keeping, and expansion.

- **ENT-419 Entrepreneurship IV - Delivering Value (E-Clinic)**

  Prerequisites:
  
  ENT-280 - OR - ENT-309, AND ENT-300 - OR - ENT-319, AND ENT-326 - OR - ENT-329 and Senior Standing

  Credits:
  
  3.00

  Description:

  Before you launch your venture, our capstone course gives you an opportunity to assess and consult with other startups through the eyes of their founders. This course is held in an experiential setting to help entrepreneurial majors develop and practice their business skills working with real startups and small business under pro bono consulting arrangements. This course is a transition from student to professional under the supervision of a faculty member who serves as a coach and advisor. Students will learn to interview client organizations, assess the current business, negotiate a statement of work, and develop a project management plan that leads to the consultant-client negotiated deliverable(s). Depending on the client organization, this course will most likely include visiting the client location.

  Term:

  Offered Both Fall and Spring

- **ENT-H419 Delivering Value (Entrepreneurship V)**

  Prerequisites:
  
  ENT-309, ENT-319, ENT-326, ENT-329 and Senior Standing, and at least a 3.3 GPA

  Credits:
  
  3.00

  Description:
This capstone course is held in an experiential setting to help entrepreneurial majors develop and practice their business skills working with real startups or small business under pro bono consulting arrangements. This course is a transition from student to professional under the supervision of a faculty member, coach and advisor. Students will learn to assess client situations, develop alternatives and identify and defend solutions, at times within the client organization. Prerequisites: SOM 101 or MGT 101, MKT 210 or MKT 310, FIN 310, MGT 317, ISOM 319, ENT 315, ENT 326 and Senior standing. 1 term - 3 credits.

Type:
Honors

• ENT-420 Launching a New Venture
  Prerequisites:
  ENT-309, ENT-319, ENT-326, and ENT-329, and Senior standing
  Credits: 3.00
  Description:
  Are you looking for the nuts and bolts of launching a new venture? If so, this course will allow you to earn credits working with our Center for Entrepreneurship. Students will draft a launch plan, with specific executables, necessary to launch a new venture. Students will use knowledge from major core courses to determine business organization, capitalization, hiring employees, building the team, establishing benefits, selecting facilities, etc.

• ENT-436 Managing the Family Business
  Prerequisites:
  MGT-217(MGT 317), Junior standing,
  Credits: 3.00
  Description:
Are you interested in managing the family business and the challenges of succession between generations? If so, this course focuses on the challenges of adapting corporate-type managerial skills to family-owned and operated enterprises that typically reject such practices. The goals of this course include development of a working knowledge of managing the family business, reinterpretation of corporate management concepts for the family business, and personal reflection on the roles and conditions of operating a family business.

Term:
Offered Spring Term

- **ENT-510 Entrepreneurship Independent Study**
  
  **Prerequisites:**
  
  Senior Standing
  
  **Credits:**
  
  3.00
  
  **Description:**
  
  Are you looking for an ENT major elective to help you continue with research associated with your opportunity of venture? This independent study is available to students who are looking to expand on their classroom experience by doing additional research related to their prospective opportunity or venture. Students must draft the statement of work related to the independent study, with a primary focus on solving a problem or problems through extensive research, as well as have an ENT faculty member supervise the student during the study. The statement of work must provide evidence sufficient to support the number of credits being requested. Once the statement of work is completed, the student must attach the statement of work to the Independent Study request form and obtain the required approvals before the course will be opened. Maximum of 3 credits allowed.

Term:
Occasional

- **ENT-520 Launching the New Venture**
  
  **Prerequisites:**
  
  ENT 326 and Senior Standing This course may be used as an ENT major elective or taken instead of ENT 419.
  
  **Credits:**
Description:

Are you looking for guidance to launch your venture? If so, this course will allow you to earn credits through an independent study working with faculty and alumni through our Center for Entrepreneurial Studies. Students must draft a launch plan based on their business plan prepared in ENT 326, modified based on feedback received from faculty and judges during the ENT 326 presentations. Students must demonstrate enough evidence to support that the venture will be launched, as well as completing all tasks identified in the launch plan by the end of the semester to receive credit for the course. An ENT faculty member must supervise the student during the launch. The launch plan must provide evidence sufficient to support the number of credits being requested. Once the launch plan is completed, the student must attach the plan to the Independent Study request form and obtain the required approvals before the course will be opened. Maximum of 3 credits allowed.

Term:

Occasional

- ENT-521 Entrepreneurship Internship

  Prerequisites:

  Junior standing and instructor approval

  Credits:

  3.00

  Description:

  This experiential class is recommended for students who plan to innovate in an existing firm or to join their family business. Recommended for first or second semester senior year.

- FIN-200 Business Finance

  Prerequisites:

  MATH 128 or higher; ACCT 201; STATS 240 or STATS 250 (can take concurrently with FIN 200); Sophomore standing

  Credits:

  3.00
Description:

This course is a study of the functions of business finance and focuses on basic financial principles such as time value of money, risk and return tradeoffs, and asset valuation. Formally FIN 310.

Term:

Offered Both Fall and Spring

- **FIN-H200 Honors Business Finance**

  Prerequisites:
  
  MATH 128 or higher; ACCT 201; STATS 240 or STATS 250(can take concurrently with FIN H200); Sophomore standing; 3.3 GPA

  Credits:

  3.00

  Description:

  This course is a study of the functions of business finance and focuses on basic financial principles such as time value of money, risk and return tradeoffs, and asset valuation. Formally FIN 310.

  Term:

  Offered Both Fall and Spring

  Type:

  Honors

- **FIN-210 Personal Finance**

  Credits:

  3.00

  Description:
The course can be viewed as a survival guide or a road map to the universe of financial instruments available as well as the basic tools needed to make informed decisions. The course is intended to address the concerns of individuals in determining their financial needs and managing their financial resources. Finance 210 is a free elective only and may not be counted towards the finance major or minor.

Term:
Offered Both Fall and Spring

• **FIN-310 Business Finance**

  Prerequisites:

  EC-101 and ACCT-201 and MATH-130 or higher and at least 24 credits

  Credits:

  3.00

  Description:

  This course is a study of the functions of business finance and focuses on basic financial principles such as time value of money, risk and return tradeoffs, and asset valuation.

  Term:

  Offered Both Fall and Spring

• **FIN-H310 Honors Business Finance**

  Prerequisites:

  EC-101 and ACCT-201 and MATH-130 or higher and at least 54 credits, and at least a 3.3 GPA

  Credits:

  3.00

  Description:

  This course is a study of the functions of business finance and focus on basic financial principles such as time value of money, risk and return tradeoffs, and asset valuation.
• FIN-311 Intermediate Finance
  Prerequisites:
  FIN 200 (formerly FIN 310)
  Credits:
  3.00
  Description:
  Intermediate Finance expands on basic financial concepts and introduces more advanced topics. Material emphasizes solutions to problems of capital structure, investment and financing. Other major topics include distribution policy, working capital management, derivative corporate securities, and corporate restructuring.

  Term:
  Offered Both Fall and Spring

• FIN-313 General Insurance
  Prerequisites:
  FIN 200 (formerly FIN 310); Junior standing
  Credits:
  3.00
  Description:
This course includes the theory, practice and problems of risk bearing in business and personal pursuits including life, property and casualty insurance and dealing with contract analysis and investments as well as corporate risk management.

Term:
Offered Fall Term

- **FIN-315 Principles of Investments**

  Prerequisites:

  FIN 200 (formerly FIN 310); Junior standing

  Credits:

  3.00

  Description:

  This course covers the investment of funds by individuals and institutions. Focuses on analysis of investments and security markets, and the mechanics of trading and investing. A variety of investment vehicles are discussed, including stocks, bonds, futures, and options.

  Term:

  Offered Both Fall and Spring

- **FIN-317 Real Estate**

  Prerequisites:

  FIN 200 (formerly FIN 310)

  Credits:

  3.00

  Description:

  This course focuses primarily on real estate investment and many different approaches are discussed. The course examines related areas of law, finance, insurance, taxation, appraisal and brokerage.
- **FIN-319 Money and Capital Markets**

  Prerequisites:
  
  EC 101; EC 102; Junior standing
  
  Credits:
  
  3.00
  
  Description:
  
  This course covers characteristics, structure and function of money and capital markets with a focus on the recent events relating to financial markets and their impact on the corporate financing behavior and the interrelationship among the various financial markets. Also, each type of financial institution and its internationalization are discussed.

- **FIN-401 Practical Financial Planning**

  Prerequisites:
  
  FIN 200 (formerly FIN 310), Junior standing
  
  Credits:
  
  3.00
  
  Description:
  
  This course is designed to expose the student to the wide range of financial planning tools and techniques available today to the professional financial planner as well as to the individual. By the end of the course the student should be able to construct a sensible and workable financial plan for a client.
- **FIN-409 Securities Analysis**

  Prerequisites:
  
  FIN 315

  Credits:
  
  3.00

  Description:
  
  This course is focused on the security analysis of stocks with the goal of managing the Suffolk University student-run portfolio. The material is pertinent to the security analyst - particularly the equity analyst who must issue a buy, hold or sell recommendations on stocks. By the end of the course, the student should feel competent in writing a thorough, credible equity research report or investment analysis that meets the highest standards of professionalism.

- **FIN-410 Analysis of Financial Statements**

  Prerequisites:
  
  FIN 200 (formerly FIN 310), Junior standing

  Credits:
  
  3.00

  Description:
  
  This course covers the analysis and interpretation of financial statements. It is designed to help investors and managers in their assessment of a business entity. It also covers comparative financial statements and trend and ratio analysis.

  Term:
  
  Offered Fall Term

- **FIN-411 Futures and Options**
Prerequisites:

FIN 315; Junior standing;

Credits:

3.00

Description:

This course is an in-depth analysis of derivatives: futures, options, and swaps. The course explains why these securities exist, where and how they are traded, how to employ them in managing risk, and how to accurately price them. It also covers the use of these derivatives in the context hedging or speculation.

Term:

Offered Spring Term

- **FIN-413 Investment Analysis and Portfolio Management**

  Prerequisites:

  FIN 315, Junior standing

  Credits:

  3.00

  Description:

  This course is an advanced course in investment analysis stressing efficient frontier and diversification. Also studies portfolio construction and management, and the tradeoff of risk versus return.

  Term:

  Offered Fall Term

- **FIN-415 Capital Budgeting**

  Prerequisites:
FIN 311 or permission of instructor, Junior standing

Credits:

3.00

Description:

This course develops the practical techniques and decision rules in the evaluation and selection of long-term investment projects. Teaching is oriented towards discussion of readings and case studies. Readings should provide students with understanding of capital budgeting techniques, and case studies should allow them to apply the techniques to real-world problems with the help of the computer.

Term:

Offered Fall Term

• FIN-417 Multinational Financial Management

Prerequisites:

FIN 200 (formerly FIN 310); Junior standing

Credits:

3.00

Description:

This course covers the financing, investment and working capital management process of multinational corporations, considering such variables as exchange risk, political risk, accounting regulations and tax laws.

Term:

Offered Both Fall and Spring

• FIN-419 Problems of Managerial Finance

Prerequisites:

FIN 311; Two FIN major required or elective courses; Senior standing
This course is an in-depth study of current finance theory and methodology applicable to the firm through case analyses, computer work and recent publications. It is a capstone course where students learn how to integrate financial theories and principles to reach optimal financial decisions in practice.

Term:
Offered Both Fall and Spring

**FIN-422 Estate Planning**

Credits:
3.00

Description:

This course provides an introduction to estate planning, including a discussion of wills, intestacy, and tax consequences of estate planning techniques. The course will prepare students to discuss the necessity, objectives and techniques of estate planning with clients. It will introduce students to the consequences of intestacy and the uses of wills. Additionally, students will learn the basic concepts of the federal estate, gift and income tax rules that apply to certain estate plans and how to use them for the benefit of clients.

Term:
Offered Fall Term

**FIN-423 Retirement Planning**

Prerequisites:

FIN 200 (formerly FIN 310)

Credits:
3.00
This course examines financial planning for retirement and presents a comprehensive process for doing such a planning. Among the main topics covered are setting financial objectives for retirement, planning for adequate retirement income, social security and other governmental benefits, understanding qualified and non-qualified plans, pre- and post-retirement investment planning, planning for long-term care, and planning for incapacity.

Term:
Offered Spring Term

**FIN-432 Financial Institutions**

Prerequisites:
FIN 200(formerly FIN 310); FIN 319

Credits:
3.00

Description:
This course analyzes the role of financial institutions, such as commercial banks, savings and loans, and mutual savings banks in the economy. Topics covered also include dynamic changes in functions of financial institutions and increasing influence of alternative institutions like hedge fund, private equity fund, and venture capitalist.

Term:
Offered Spring Term

**FIN-H435 Honors The Global Financial Crisis: Causes, Economics, and Solutions**

Prerequisites:
FIN 200(formerly FIN 310); Junior standing; 3.3 GPA

Credits:
3.00
This course analyzes the origins and consequences of the current financial situation from a variety of different economic and political perspectives. It offers students the opportunity to explore the chain of events that preceded the global financial crisis, monitor markets on a real-time basis (using Bloomberg) and provides a forum to discuss solutions and independently generate ideas. Among the main topics covered are asset pricing, derivative securities, financial engineering, risk management and the role of financial institutions, central banks and government agencies in global markets.

Term:
Offered Spring Term

Type:
Honors

- **FIN-H445 Honors Quantitative Analysis and Trading of Financial Instruments**

  **Prerequisites:**
  
  FIN-315 and Junior standing and at least a 3.3 GPA

  **Credits:**
  
  3.00

  **Description:**

  The course will augment and extend students' finance skills, tools and concepts learned in core finance and investment courses and blend the theory with real world application. The course utilizes the Chartered Financial Analyst Institute Investment Series textbook to facilitate the mastery of quantitative methods, data analytics and their application in today's investment process for stocks, bonds, futures and options. In addition to review of time value of money, discounted cash flow and statistical/probability analysis, the course will cover advanced concepts such as correlation and regression and their real world application in finance and investments. An important part of the course will be the ability to distinguish useful information from the overwhelming quantity of available data. Additional topics will include valuation methods/models, quantitative investment strategies, technical analysis, trading strategies & execution of transactions, quantitative/algorithmic & high frequency trading. Material will be reinforced with hands-on application of utilizing real time trading and market data platforms. Microsoft Excel, applications utilized in the financial industry, statistical/mathematical and programming platforms will be used extensively throughout the course. Guest speakers will be scheduled to speak about certain topics and their experiences.

  **Term:**

  Offered Fall Term
**FIN-450 Mutual Funds**

Prerequisites:
FIN 200(formerly FIN 310);

Credits:
3.00

Description:
This course introduces students to the mutual fund industry and its evolution into the brokerage business. The course focuses on developing this foundation knowledge through classroom discussions and case analysis with guest experts in the various aspects of mutual funds.

**FIN-475 Case Studies in Financial Planning**

Prerequisites:
senior standing required as well as instructor's approval

Credits:
3.00

Description:
This course examines professional issues in financial planning, including ethical considerations, regulation and certification requirements, written communication skills, and professional responsibility. Students are expected to utilize skills obtained in other courses and work experiences in the completion of a comprehensive personal finance case, other mini-case studies, and calculation templates.

**FIN-510 Independent Study in Finance**

Prerequisites:
Credits:
1.00-6.00

Description:

Independent study allows students to expand their classroom experience by completing research in an area of interest not already covered by Suffolk courses. The student designs a unique project and finds a full-time faculty member with expertise in that topic who agrees to sponsor it and provide feedback as the proposal is refined. A well-designed and executed research project broadens and/or deepens learning in a major or minor area of study and may also enhance a student's marketability to potential future employers. Students cannot register for an Independent Study until a full proposal is approved by the faculty sponsor, department chair, and academic dean. Many Independent study proposals require revisions before approval is granted; even with revisions independent study approval is NOT guaranteed. Students are strongly encouraged to submit a proposal in enough time to register for a different course if the proposal is not accepted. For complete instructions, see the SBS Independent/Directed Study Agreement and Proposal form available online.

Term:

Offered Both Fall and Spring

• FIN-550 Special Topics Finance

  Prerequisites:

  FIN-315; see department for course topic

  Credits:

  3.00

  Description:

  This course is an in-depth analysis of timely special issues in finance. Specific topics are announced when the course is scheduled. Additional prerequisites are based upon the individual topic.

• FIN-560 Finance Practicum

  Prerequisites:
Must obtain approval from FIN dept

Credits:

0.00

Description:

Required of all Finance majors. Majors will have an approved 150 hours of finance experience. Experience may be acquired through internship, part- or full-time employment or cooperative education. Zero Credit

Term:

Offered Both Fall and Spring

- **FPP-200 Business Finance**

  Prerequisites:

  MATH 128 or higher; ACCT 201; STATS 240 or 250 (can take concurrently with FPP 200)

  Description:

  This course is a study of the functions of business finance and focuses on basis financial principles such as time value of money, risk and return tradeoffs, and asset valuation.

  Term:

  Offered Both Fall and Spring

- **FPP-310 Business Finance**

  Prerequisites:

  MATH 130 or above; EC 101; ACCT 201; STATS 240 or 250 (can take concurrently with FIN 310)

  Description:

  This course is a study of the functions of business finance and focuses on basis financial principles such as time value of money, risk and return tradeoffs, and asset valuation.
Term: Offered Both Fall and Spring

- **FPP-313 General Insurance**
  
  Prerequisites:
  
  FIN 200(formerly FIN 310) or FPP 200(formerly FPP 310);
  
  Description:
  
  This course includes the theory, practice and problems of risk-bearing in business and personal pursuit including life, property and casualty insurance and dealing with contract analysis and investments as well as corporate risk management.

Term: Offered Fall Term

- **FPP-315 Principles of Investment**
  
  Prerequisites:
  
  FIN 200(formerly FIN 310) or FPP 200(formerly FPP 310);
  
  Description:
  
  This course covers the investment of funds by individuals and institutions. Focuses on analysis of investments and security markets, and the mechanics of trading and investing. A variety of investment vehicles are discussed including stocks, bonds, futures and options.

Term: Offered Both Fall and Spring

- **FPP-320 Taxation**
  
  Prerequisites:
  
  ACCT 202; take either FIN 200(formerly FIN 310) or FPP 200(formerly FPP 310);
Description:

A study of basic federal taxation as it applies to individuals, partnerships and corporations. Expertise in the preparation of tax returns is developed. Prerequisite: ACCT 202 MATH 134 OR MATH 161 OR MATH 165.

Term:

Offered Both Fall and Spring

• FPP-401 Practical Financial Planning

Prerequisites:

FIN 200(formerly FIN 310) or FPP 200(formerly FPP 310);

Description:

This course is designed to expose the student to the wide range of financial planning tools and techniques available today to the professional financial planner as well as to the individual. By the end of the course the student should be able to construct a sensible and workable financial plan for a client.

• FPP-422 Estate Planning

Prerequisites:

FIN 200(formerly FIN 310) or FPP 200(formerly FPP 310);

Description:

This course provides an introduction to estate planning, including a discussion of wills, intestacy, and tax consequences of estate planning techniques. The course will prepare students to discuss the necessity, objectives, and techniques of estate planning with clients. It will introduce students to the consequences of intestacy and the uses of wills. Additionally, students will learn the basic concepts of the federal estate, gift, and income tax rules that apply to certain estate plans and how to use them for the benefit of clients.

Term:

Offered Fall Term

• FPP-423 Retirement Planning
Prerequisites:
FIN 200(formerly FIN 310) or FPP 200(formerly FPP 310);

Description:
This course examines financial planning for retirement and presents a comprehensive process for doing such a planning. Among the main topics covered are setting financial objectives for retirement, planning for adequate retirement income, social security and other governmental benefits, understanding qualified and non-qualified plans, pre- and post-retirement investment planning, planning for long-term care, and planning for incapacity.

• FPP-475 Case Studies in Financial Planning

Prerequisites:
FPP 200(formerly FPP 310);

Credits:
3.00

Description:
This course examines professional issues in financial planning, including ethical considerations, regulation and certification requirements, written communication skills, and professional responsibility. Students are expected to utilize skills obtained in other courses and work experiences in the completion of a comprehensive personal finance case, other mini-case studies, and calculation templates.

• SBS-HC320 Utilizing Real Time Data, News, Analytics and Research

Prerequisites:
FIN 200 (formerly FIN 310); 3.3 GPA

Credits:
2.00

Description:
Students will gain hands-on and real-world experience using information and technology utilized by leading decision makers in business. Expose students to real-time platforms for financial and global business news, data, analytical tools and research. Students can deepen both their research
and classwork, while learning how to analyze markets, assess economic scenarios and interpret the key news developments that impact the global economy. Bring the pace and excitement of real-time business and macro/micro econometrics into the classroom. Real-time trading applications will be introduced and utilized extensively throughout the course. Students will have multiple opportunities to participate in local and national virtual trading and analysis competitions. Integrate theoretical curriculum from prior courses and teach practical applications that can also be helpful in later courses. Examples drawn from ongoing economic and financial issues will be used to illustrate topics and concepts throughout the course. Guest speakers will be scheduled to speak about certain topics and their experiences.

Type:

Honors

- **HLTH-301 Introduction to the U.S. Healthcare Systems**

  Prerequisites:
  
  Junior standing

  Credits:

  3.00

  Description:

  This course presents an overview of the origins, components, organization, and operation of the health system in the United States. It is an introduction to the major health issues and institutions, including the settings in which health services are delivered, providers of these services, and the public and private payers for services.

- **HLTH-302 Health Economics**

  Credits:

  3.00

  Description:

  This course provides a framework for understanding the economics of the U.S. healthcare industry. The industry is experiencing great pressure to reduce costs, even as it strives to do better at both improving the health of the population and engaging patients in their care. This course enables students to apply the perspectives and tools of health economics to the tasks of understanding and improving the business of healthcare. Students analyze and evaluate current and evolving healthcare markets, public policies, payment methods, mechanisms for bearing and sharing financial risk,
and the economic impact of changes in technology and the health professions. Students participate in envisioning the future and designing better ways for healthcare leaders, managers and policy makers to meet the challenges facing the industry.

- **HLTH-312 Applied Research Methods for Healthcare Management**

  **Credits:**

  3.00

  **Description:**

  This course covers both qualitative and quantitative research methods, with a strong focus on applied healthcare management research. Course topics include scientific reasoning, research design, action research methods, qualitative research methods, fundamental statistical techniques, and display and presentation of quantitative and qualitative analyses. This course prepares students as both producers and consumers of healthcare related research. Students will: Learn fundamentals of scientific reasoning, research design, and action research methods. Gain basic skills in both qualitative and quantitative data collection, analysis and presentation. Understand the meaning and appropriate application of basic statistical techniques relevant to healthcare management. Become prepared to analyze and draw conclusions from surveys, program evaluations, and operations data. Be able to troubleshoot the work of consultants and be critical consumers of research performed by others.

- **HLTH-315 Ambulatory and Primary Care**

  **Credits:**

  3.00

  **Description:**

  This course prepares students to plan, lead, manage and improve primary care and other ambulatory patient care services (APC) toward achieving the Triple Aim of better population health, better patient care and lower cost. The course covers a range of APC services including physician practices, community health centers, ambulatory surgery, retail clinics, behavioral health and dental care. Students who complete the course will be able to understand and analyze: key structures and processes of APC services and their effects on the Triple Aim; key APC contexts including regulatory, reimbursement, technological and professional; and important industry trends related to APC. Specific topics include organizational structure and governance; workforce and staffing; facilities and licensure; emerging business models; performance measurement; relationship between primary care and public health; and emerging practice models including the patient-centered medical home.

- **HLTH-316 Healthcare Human Resources Management**

  **Credits:**
Description:

The growing healthcare field is the most labor intensive employer in the United States. The purpose of this course is to introduce students to the theories, requirements and practices associated with managing human resources in healthcare organizations. The course covers both strategic and operational aspects of human resources planning and management, and it devotes particular attention to the issues that make human resources management in healthcare so challenging. Perhaps most important, the course guides students in developing practical knowledge and skills to prepare them- as healthcare leaders and managers- to successfully address human resource issues. The course will draw from a range of theoretical material and practical situations, using a variety of learning approaches and featuring guest speakers from healthcare organizations who share their experiences and perspectives from the field of human resources. The course focuses on the following topics: The changing healthcare environment and its implications for human resources management, the use of strategic human resource management to gain a competitive edge in the healthcare industry, workforce design, legal and regulatory requirements, recruitment and retention, organizational development, performance management, compensation and benefits, managing with organized labor and creating customer-satisfying healthcare organizations.

- **HLTH-325 Legal Environment of Healthcare**

  Credits:

  3.00

  Description:

  Students investigate the structural and functional aspects of the legal, institutional, and political factors that condition the character of the US healthcare industry, the role of the healthcare manager, the legislative process, administrative policy-making, and national trends related to political parties and interest groups. Topics in healthcare law include medical malpractice, informed consent, confidentiality of patient information, healthcare liability, and administrative law.

- **HLTH-360 Leadership and Ethics in Healthcare Organizations**

  Credits:

  3.00

  Description:

  This course introduces concepts and managerial views of business ethics, corporate social responsibility, and leadership practice as applied to organizational settings in healthcare.
• HLTH-440 Global Health Needs and Organization

Prerequisites:

HLTH 301

Credits:

1.50

Description:

Reviews global health needs, including those related to infectious and chronic diseases, injuries, behavioral health, women, children, and families, and complex emergencies such as natural disasters and war. Case studies stimulate discussion of ways to address these needs. Student papers identify needs and evaluate healthcare organization and financing in selected countries.

• HLTH-441 Global Health Policy

Prerequisites:

HLTH 301 and HLTH 440;

Credits:

1.50

Description:

This course builds on HLTH 440 with a review of global health systems and organizations. In class and student issue papers, the course covers critical health-related policy issues such as world trade, poverty, population growth, the nutritional crisis, the water wars, and environmental issues/global climate change. The course closes by examining the challenges of how to prioritize scarce resources and mobilize together to save civilization.

• ISOM-120 Information Technology and Productivity

Credits:

3.00

Description:
This course provides a comprehensive introduction to information technology and information systems concepts. Students learn the importance of modern information technologies in the workplace. The course covers technology resources of the digital age, such as computer software, hardware, communication, database and telecommunication systems. Students also learn to increase productivity through the integration and use of productivity software applications, such as spreadsheets, presentation software and databases. In addition, students learn the fundamental concepts of database design and relational database management systems (DBMS) such as Microsoft access.

Term:
Offered Both Fall and Spring

- ISOM-H120 Honors Information Technology and Productivity

  Prerequisites:

  Griffin Fellows Honors Students Only; GPA of 3.2

  Credits:

  3.00

  Description:

  OPEN TO GRIFFIN FELLOWS AND HONOR STUDENTS ONLY GPA of 3.2 or above required.

  Term:

  Offered Fall Term

  Type:

  Honors

- ISOM-130 Data Science and Analytics

  Prerequisites:

  ENT-101(formerly SBS-101)

  Credits:

  3.00
Provides students with a comprehensive introduction to the core concepts, applications and tools of data acquisition, preparation, querying, analytics, and data management. Students gain hands-on experience using real data to perform these functions. Topics include: data life cycle, big data, analytics, data collection, preparation, organization and storage, aggregation and summary, and presentation/visualization. Students use tools such as MS Excel, MS Access, SQL, and SAS Visual Analytics.

Term:
Offered Both Fall and Spring

- **ISOM-H130 Honors Data Science and Analytics**

  Prerequisites:
  ENT-101(formerly SBS-101) and at least 3.3 GPA

  Credits:
  3.00

  Description:
  Provides students with a comprehensive introduction to the core concepts, applications and tools of data acquisition, preparation, querying, analytics, and data management. Students gain hands-on experience using real data to perform these functions. Topics include: data life cycle, big data, analytics, data collection, preparation, organization and storage, aggregation and summary, and presentation/visualization. Students use tools such as MS Excel, MS Access, SQL, and SAS Visual Analytics.

  Term:
  Offered Both Fall and Spring

  Type:
  Honors

- **ISOM-201 Data and Decisions Analysis**

  Prerequisites:
  MATH-128 or higher and STATS-240 or STATS 250.
Credit: 3.00

Description:

Introduces fundamental quantitative methods of using data to make informed management decisions. Topics include: decision modeling, decision analysis, regression, forecasting, optimization, and simulation, as it applies to the study and analysis of business problems for decision support in finance, marketing, service, and manufacturing operations. Practical business cases and examples drawn from finance, marketing, operations management, and other management areas are used to provide students with a perspective on how management science is used in practice. Excel spreadsheets are used extensively to implement decision models.

Term:

Offered Both Fall and Spring

- **ISOM-H201 Honors Data & Decisions Analysis**

  Prerequisites:

  MATH-128 or higher and STATS-240 or STATS-250 and at least a 3.3 GPA

  Credit: 3.00

  Description:

  Introduces fundamental quantitative methods of using data to make informed management decisions. Topics include: decision modeling, decision analysis, regression, forecasting, optimization, and simulation, as it applies to the study and analysis of business problems for decision support in finance, marketing, service, and manufacturing operations. Practical business cases and examples drawn from finance, marketing, operations management, and other management areas are used to provide students with a perspective on how management science is used in practice. Excel spreadsheets are used extensively to implement decision models.

  Term:

  Offered Fall Term

  Type:

  Honors
• ISOM-210 Management Information Systems

Prerequisites:

WRI-101 and ENT-101 and at least 24 completed credits

Credits:

3.00

Description:

Examines the rise of information-enabled enterprises and the role of information technologies/information systems (IT/IS) and e-commerce as key enablers of businesses and social changes globally. Topics include: the effective application of IT/IS to support strategic planning, managerial control, operations and business process integration in the digital economy, IT/IS related issues of ethics, and piracy and security in the information society.

Term:

Offered Both Fall and Spring

• ISOM-H210 Honors Management Info System

Prerequisites:

WRI-101 or WRI-103 and ENT-101 and at least a 3.3 GPA

Credits:

3.00

Description:

Examines the rise of information-enabled enterprises and the role of information technologies/information systems (IT/IS) and e-commerce as key enablers of businesses and social changes globally. Topics include: the effective application of IT/IS to support strategic planning, managerial control, operations and business process integration in the digital economy, IT/IS related issues of ethics, and piracy and security in the information society.

Term:

Offered Fall Term

Type:
• ISOM-212 Web Design

Credits:
3.00

Description:
Introduces the concepts, vocabulary, and procedures associated with website and mobile application design. Includes modules on website evaluation, information architecture, customer and task analysis, usability testing, typography, color composition, screen layout, and navigation design, and digital content editing. Also covers important web design themes such as accessibility, globalization, personalization and trust. Students gain hands-on design experience using an assortment of readily available development tools such as Wix, Yapp, and Microsoft's Expression Web software.

Term:
Offered Fall Term

• ISOM-215 Mobile App Development

Credits:
3.00

Description:
Provides a comprehensive introduction to mobile app technology and design concepts. This is an introductory course and assumes no prior programming experience. Students learn how to design, build, and optimize cross-platform mobile app using HTML5 standards. Students will also learn how to convert HTML5 apps into native apps for various mobile platforms. Students use CSS3, JavaScript and several JavaScript frameworks and techniques such as jQuery, jQuery Mobile, and AJAX. In addition, students will use Web services, such as Google Maps, and Web Application Programming Interfaces (Web APIs) to integrate content into their apps.

Term:
Offered Fall Term

• ISOM-230 Big Data, Business Intelligence and Analytics
Prerequisites:
STATS-240 or STATS-250 or Instructor Permission

Credits:
3.00

Description:
Provides an understanding of the business potential of big data; how to build and maintain data warehouses, and how to analyze and use this data as a source for business intelligence and competitive advantage. Students study data mining concepts and the use of analytics tools and methods for producing business knowledge. Topics include: extraction, transformation and loading; decision support systems; analytics, text, web and data mining models as well as data presentation/visualization including dashboards, cockpits and scorecards. Students build a data warehouse and practice the extraction and filtering process used to produce high quality data warehouses. Students will use tools such as MS Excel, MicroStrategy (Salesforce), SQL and SAP Business Warehouse.

Term:
Offered Both Fall and Spring

- ISOM-231 Automatic for the People: Turn Data Into Insight/W R~python

Prerequisites:
STATS-240 or STATS-250

Credits:
3.00

Description:
Introduces a detailed overview of statistical learning for data mining, inference, and prediction in order to tackle modern-day data analysis problems. This course is appropriate for students who wish to learn and apply statistical learning tools to analyze data and gain valuable hands-on experience with R. Statistical learning refers to a vast set of tools for modeling and understanding complex datasets. Exciting topics include: Regression, Logistic Regression, Linear Discriminant Analysis, Cross-Validation, Bootstrap, Linear/Non-Linear Model Selection and Regularization, Support Vector Methodology, and Unsupervised Learning via Principal Components Analysis and Clustering Methods. Students learn how to implement each of the statistical learning methods using the popular statistical software package R via hands-on lab sessions.

Term:
Offered Fall Term

**ISOM-244 Web Application Development**

Credits:
3.00

Description:

Equips students with the principles, methodology and skills required to define, develop and deploy a fully functional dynamic web application. Students learn to customize the content, appearance, and delivery of their website using industry-standard web development tools. Class discussion will focus on web development issues for organizations as well as the role played by development tools such as HTML5, CSS3, and PHP scripting. Each class will include hands-on lab work. A term project is used to wrap the course content together.

Term:

Offered Spring Term

**ISOM-301 Business Analysis for Management**

Prerequisites:

Take MGT-317 and junior status

Credits:
3.00

Description:

This course provides students with exposure to the business analysis models and techniques generally applicable to common business problems. Using the case study method, the course will emphasize analytical models including forecasting, optimization and simulation within the context of team-based work. Students will understand the process of Business Analysis (BA), the role of assumptions and elicitation, the critical value of hard analytical skills as the foundation of BA as well as the importance of interpretation, communication and implementation to the effective use of BA.

**ISOM-310 Management Information Systems**

Prerequisites:
This course examines the rise of information-enabled enterprises and the role of information technologies/information systems (IT/IS) and e-commerce as key enablers of businesses and social changes globally. The effective application of IT/IS to support strategic planning, managerial control, operations and business process integration in the digital economy is covered. The course also examines the IT/IS related issues of ethics, privacy, piracy and security in the information society.

Term:
Offered Both Fall and Spring

- **ISOM-H310 Honors Management Info System**

  Prerequisites:

  WRI 102; Junior standing; 3.3 GPA

  Credits:

  3.00

  Description:

  OPEN TO GRIFFIN FELLOWS AND HONOR STUDENTS ONLY GPA of 3.2 or above required.

  Term:

  Offered Fall Term

  Type:

  Honors

- **ISOM-313 Systems Analysis & Design**
Prerequisites:

ISOM-210(formerly ISOM-310)

Credits:

3.00

Description:

Covers the concepts, techniques and tools used in the analysis and design of business information systems. Topics include: the system development cycle, modeling, prototyping and project management. Additionally, the course focuses upon using Object Oriented analysis and design techniques including the UML. Emphasizes the analysis of business operations as well as the interaction between information systems professionals and end-users. A term project applying these concepts and techniques is required.

Term:

Offered Both Fall and Spring

- **ISOM-314 Object Oriented Programming**

  Credits:
  
  3.00

  Description:

  Develops problem solving and basic programming skills through a variety of business application assignments. Introduces fundamental control and data structures using the Java programming language. Students learn about the concepts of object-oriented / event-driven programming principles. The course builds skills in the areas of programming logic, Class and Object concepts, and system development. Testing and debugging techniques and the writing of well-structured code are emphasized.

  Term:

  Offered Both Fall and Spring

- **ISOM-315 Mobile App Development**

  Credits:
  
  3.00
This course provides a comprehensive introduction to mobile app technology and design concepts. Students learn how to design, build, and optimize cross-platform mobile app using HTML5 standards. Students use CSS3, JavaScript and several JavaScript frameworks and techniques such as jQuery, jQuery Mobile, and AJAX. In addition, students will use Web services, such as Google Maps, and Web Application Programming Interfaces (Web APIs) to integrate content into their apps. Students will learn how to convert HTML5 apps into native apps for various mobile platforms. This is an introductory course and assumes no prior programming experience.

Term:

Offered Spring Term

- **ISOM-319 Operations Management**

  Prerequisites:

  ENT-101(formerly SBS 101) and ISOM-201 and at least 54 credits

  Credits:

  3.00

  Description:

  Introduces concepts and tools for managing operations in service/manufacturing organizations where inputs such as raw material, labor, or other resources into finished services and/or goods. Strategic and tactical issues of operations management (OM), including: operations strategy, product and process design, capacity planning, quality management, inventory management, queueing theory and work force management are addressed. Quantitative models, analytical tools and case studies are used to analyze operational problems that business managers face in both local and global settings.

  Term:

  Offered Both Fall and Spring

- **ISOM-H319 Honors Operations Management**

  Prerequisites:

  ENT-101(formerly SBS-101), ISOM-201, at least a 3.3 GPA, and at least 54 credits
Description:

Introduces concepts and tools for managing operations in service/ manufacturing organizations where inputs such as raw material, labor, or other resources into finished services and/or goods. Strategic and tactical issues of operations management (OM), including: operations strategy, product and process design, capacity planning, quality management, inventory management, queueing theory and work force management are addressed. Quantitative models, analytical tools and case studies are used to analyze operational problems that business managers face in both local and global settings.

Term:

Offered Spring Term

Type:

Honors

- **ISOM-330 Applied Predictive Analytics**

  **Prerequisites:**

  ISOM-130, ISOM-230, and STATS-240 or STATS-250 or Instructor Permission

  **Credits:**

  3.00

  **Description:**

  When companies make decisions, they do so with the future in mind and essentially are predicting that their decisions will achieve desired results. Predictive analytics allow people to ask and answer questions that can predict demand and/or outcomes and obtain results that lead to reasoned action. This course develops students' capability in applying the core concepts and techniques of predictive analytics for opportunity identification and risk assessment within the context of organizational decision-making. Students will use data-driven approaches to develop predictive analytical models. Students will create and use data models and techniques, apply trendlines to fit models to data, perform what-if analysis, construct data tables, evaluate scenarios, apply forecasting techniques, simulation and risk analysis. Students will learn to use various presentation and visualization tools to communicate results. Topics include: predictive analytics life cycle, opportunity/issue identification, data preparation, modeling, analysis, forecasting, simulation, risk assessment, and operationalization of predictive analytics. Students will use tools such as MS Excel, SPSS and SAS Visual Analytics.
Term:
Offered Both Fall and Spring

- **ISOM-331 Global Electronic Commerce**
  
  Prerequisites:
  ISOM-210(formerly ISOM-310)
  
  Credits:
  3.00
  
  Description:
  Examines the role of e-commerce and e-business in the global business environment. Considers user, technological, strategic, economic, social, and cultural factors in the development and deployment of effective websites and mobile applications. Students discuss readings and cases to examine current e-commerce situations, opportunities, and challenges. Students develop websites to simulate collaboration and competition among online businesses.

  Term:
  Offered Fall Term

- **ISOM-340 Security & Privacy**
  
  Prerequisites:
  ISOM-210(formerly ISOM-310) and at least 54 credits
  
  Credits:
  3.00
  
  Description:
  Introduces the basics of information security & privacy including the legal and ethical issues. Common types of computer attacks and counter-attacks are addressed. Security technologies such as biometrics, firewalls, intrusion detection systems and cryptography systems will be analyzed and several lab exercises on the same are used to connect theory to practice. Best practices for planning and auditing security and privacy will also be covered.
Term: Offered Fall Term

- **ISOM-341 Project Management**

  Credits: 3.00

  Description:
  Provides a comprehensive introduction to project management. Projects provide businesses a time-delimited tool for improving, expanding, and innovating - the primary means for converting strategy into action. Project management success differentiates top performing firms. The course will focus on discussion and analysis of business situations that convey core project management skills. In particular, this course focuses on the challenge of managing projects in today's complex, high-pressure work environments. This course can be credited toward PMI Project Management Professional (PMP) certification.

Term: Offered Spring Term

- **ISOM-414 Object-Oriented Programming Development with Java**

  Prerequisites:
  ISOM-314 and at least 54 credits or Instructor Permission

  Credits: 3.00

  Description:
  This course introduces object-oriented programming (OOP) and development using the Java programming language. It covers the basics of OOP including class hierarchies, inheritance, objects, streams, constructors, and GUI components. The course also covers the design, development, and deployment of applets, web applications, and applications that are not deployed via the Internet. Several programming projects, which strengthen the understanding of object based and event driven programming, are required. By the end of the course, students will possess a strong working competency in object oriented programming using Java.
• ISOM-423 Database Management

Prerequisites:

ISOM-210(formerly ISOM-310)

Credits:

3.00

Description:

Provides an understanding of the role of information and databases in information systems and their role as an organizational resource. Students learn to design databases using normalization and entity-relationship diagrams, develop data models and to build applications with database management systems such as MS Access and SQL. Techniques are examined and applied to realistic business problems through hands-on exercises and projects.

Term:

Offered Both Fall and Spring

• ISOM-424 IS Strategy, Management and Acquisition

Prerequisites:

ISOM-313, ISOM-314, and ISOM-423 and at least 84 credits

Credits:

3.00

Description:

Explores the issues and approaches in managing the information systems function in organizations and how the IS function integrates/supports/enables various types of organizational capabilities. It takes a management perspective in exploring the acquisition, development, and implementation of plans and policies to achieve efficient and effective information systems. The course addresses issues relating to defining the high level IS infrastructure and the systems that support the operational, administrative, and strategic needs of the organization. The remainder of the
course is focused on developing an intellectual framework that will allow leaders of organizations to critically assess existing IS infrastructures and emerging technologies as well as how these enabling technologies might affect organizational strategy. The ideas developed and cultivated in this course are intended to provide an enduring perspective that can help leaders make sense of an increasingly globalized and technology intensive business environment.

Term:

Offered Both Fall and Spring

- **ISOM-440 ERP System & Process Reengineering**

  Prerequisites:

  ISOM-210 (formerly ISOM-310) and at least 54 credits

  Credits:

  3.00

  Description:

  Provides a conceptual, as well as, a mechanical understanding of enterprise integration and enterprise software, business process reengineering and strategies for maximizing benefits from enterprise systems. Students lean to examine complex issues in organizational changes including implementation challenge; risks, costs, and benefits; learning and knowledge management. Hands-on lab projects on the ERP System (provided by SAP) are utilized to reinforce understanding of important enterprise systems and business process concepts. This course is part of the SAP Student Recognition Certificate Program.

  Term:

  Offered Spring Term

- **ISOM-445 Big Data and Analytics**

  Prerequisites:

  ISOM 201; ISOM 310; ISOM 423 is recommended; Junior standing

  Credits:

  3.00
Description:

This course provides an understanding of the business potential of big data and analytics, data warehousing, how to build and maintain data warehouses, and how to use data warehouses for business advantage and as a source for business intelligence. Business intelligence refers to the use of analytical software tools to analyze big data or complex information about an organization and its competitors for use in business planning and decision-making. In building data warehouses, students will learn the inter-relationships between operation, decision support systems, strategy and the extraction and filtering process used to produce a high quality data warehouse. Data mining concepts and the use of data mining tools and methods for decision-making and for producing business intelligence is presented. Additionally, the concept of building dashboards and other visualization techniques to present data will be covered.

Term:

Offered Fall Term

- **ISOM-510 Independent Study in IS & OM**

  **Prerequisites:**

  ISOM-210(formerly ISOM-310) or ISOM-201 and Instructor Permission

  **Credits:**

  1.00- 3.00

  **Description:**

  Independent study allows students to expand their classroom experience by completing research in an area of interest not already covered by Suffolk courses. The student designs a unique project and finds a full-time faculty member with expertise in that topic who agrees to sponsor it and provide feedback as the proposal is refined. A well designed and executed research project broadens and/or deepens learning in a major or minor area of study and may also enhance a student's marketability to potential future employers. Students cannot register for an Independent Study until a full proposal is approved by the faculty sponsor, department chair, and academic dean. Many Independent study proposals require revisions before approval is granted; even with revisions independent study approval is NOT guaranteed. Students are strongly encouraged to submit a proposal in enough time to register for a different course if the proposal is not accepted. For complete instructions, see the SBS Independent/Directed Study Agreement and Proposal form available online.

- **ISOM-520 Information Systems Internship**

  **Prerequisites:**

  ISOM-210(formerly ISOM-310), 1 required ISOM major course, at least a 3.0 GPA, and Instructor Permission
An internship may be used to satisfy the IS major practical experience requirement of a minimum of 150 hours of information systems/information technology experience. Most internships will exceed 150 hours and may be paid or unpaid. Prior approval of your position by the IS Practical Experience Coordinator is required. This is accomplished by completing the IS Practicum Approval Form with an internship description. The internship description includes the job description, the number of hours of work, the number of credits, grading criteria and any other requirements. Students should enroll in ISOM 520 prior to starting their internship. This is a graded course and cannot be used as a major elective. Students may decide to register for this free elective course as pass fail (see http://www.suffolk.edu/business/departments/11704.php). Prerequisites: Practical Experience Coordinator's Approval Required and Junior Standing, minimum ISOM GPA of 3.0, and minimum overall GPA of 2.5.

- **ISOM-560 Information Systems Practicum**

  Prerequisites:
  
  ISOM-210(formerly ISOM-310), 1 required ISOM major course, at least a 3.0 GPA, at least 54 credits, and Instructor Permission

  Credits:

  0.00

  Description:

  All Information Systems majors are required to complete 150 hours of information systems/information technology experience. The 150 hours of work experience may be obtained in one or more positions as an intern, part- or full-time employee or volunteer. Prior approval of your position by the IS Practical Experience Coordinator is required. This is accomplished by completing the IS Practicum Approval Form. Students should enroll in ISOM 560 no earlier than the semester when they expect to complete the 150 hours. Student should log their work tasks and accomplishments.

  Prerequisites: Practical Experience Coordinator's Approval Required

  Term:

  Offered Both Fall and Spring

- **MGT-200 Leadership and Social Responsibility**

  Prerequisites:
Sophomore Status

Credits:

1.00

Description:

This course focuses on management challenges faced by leaders of not-for-profit organizations. Through a hands-on team project students will create innovative solutions to a specific organizational opportunity/issue and present these to a panel of external judges. Students will also create sustainability plans so their ideas have life after the course ends. Due to the experiential nature of this course, it will be taught in an intensive format.

Term:

Offered Both Fall and Spring

- **MGT-217 Organizational Behavior**

  Prerequisites:

  At least 30 credit hours and WRI-102 or WRI-H103

  Credits:

  3.00

  Description:

  This course explores the application of sociological, psychological and anthropological concepts in domestic and international business settings. Attention is given to the study of human behavior in organizational settings, the organization itself, human interaction, and small group process.

  Term:

  Offered Both Fall and Spring

- **MGT-H217 Honors in Organizational Behavior**

  Prerequisites:

  ENT 101 (formerly SBS 101); WRI 102 (formerly ENG 102) or WRI-H103 with a grade of B or better and 45 or more credits and at least a 3.3 GPA
This course explores the application of sociological, psychological and anthropological concepts in domestic and international business settings. Attention is given to the study of human behavior in organizational settings, the organization itself, human interaction, and small group process.

Term:
Occasional

Type:
Honors

- **MGT-301 Leading Change**

  Prerequisites:
  
  MGT 217 (formerly MGT 317)

  Credits:
  
  3.00

  Description:

  Change is constant in all industries and work settings. Accordingly there is constant demand for people who can understand the need for change, make complex, strategic and realistic change plans, and lead others through a successful implementation of a planned change. This lively case-based course will focus on managerial and leadership skill-building in the areas of change management through the careful and thorough analysis of change-focused case studies. Students will be expected to conduct both individual and group-based analyses of complex business cases; including the preparation of written case analyses, active participation in case discussions, and delivery of case analyses through oral presentation.

  Term:

  Offered Both Fall and Spring

- **MGT-302 Developing Innovation Skills**
Credits:
3.00

Description:

This highly interactive and experiential course will help you to develop your creative skills for business and life success. Corporate leaders consider creativity [1] to be an essential skill. However, according to a recent Conference Board study [2], college graduates lack the creativity and innovation skills needed to succeed in the workplace. The Council on Competitiveness warns that companies that do not embrace innovation (and creativity) as a core business value will fall to global competition.[3] We will discuss meaning of life issues that will serve to clarify your thinking and help you align your values and belief-systems with what you do on a daily basis at work and throughout your life. A substantial body of evidence indicates that people tend to be more creative when working on projects that interest them, and most creative when passionately immersed in their endeavors. We will focus on enhancing creativity in the workplace to achieve defined organizational needs, to add economic value to the organization, and to create social value as well. We will also focus on helping you to understand and apply a wide array of creative processes and tools to develop your creative competencies and skills. We will use breakout groups, role plays, experiential exercises, and discussions to facilitate your learning. This course is an invitation to you to explore and define what you want to create in your life. [1] The Conference Board defines creativity/innovation as the ability to demonstrate originality, inventiveness in work, communicate new ideas to others, and integrate knowledge across disciplines. [2] Are They Ready To Work: Employers' Perspectives on the Basic Knowledge and Applied Skills of New Entrants to the 21st Century Workforce. 2006. [3] Innovate America: Thriving in a World of Challenge and Change. July, 2004. National Innovation Initiative, Council on Competitiveness.

Term:
Summer

Type:
Creativity and Innovation

• MGT-313 Global Human Resource Management

Prerequisites:

ENT 101 (formerly SBS 101); Junior standing

Credits:
3.00

Description:

This course includes a study of the modern human resources department in industry with special emphasis on the techniques and methods of management, utilization of people, and contemporary human resource issues and problems.
- **MGT-317 Organizational Behavior**
  Prerequisites:
  WRI-102 or WRI-103 or SBS-220 and ENT-101 and at least 45 credits
  Credits:
  3.00
  Description:
  This course explores the application of sociological, psychological and anthropological concepts in domestic and international business settings. Attention is given to the study of human behavior in organizational settings, the organization itself, human interaction, and small group process.

- **MGT-H317 Honors in Organizational Behavior**
  Prerequisites:
  ENG 102, SOM 101 or MGT 101, must have completed 45 credits Honors section, GPA of 3.2 or higher
  Credits:
  3.00
  Description:
  This course explores the application of sociological, psychological and anthropological concepts in domestic and international business settings. Attention is given to the study of human behavior in organizational settings, the organization itself, human interaction, and small group process.

Term:
Offered Both Fall and Spring
• MGT-320 Small Business Management

Prerequisites:

ENT 101 (formerly SBS 101); Junior standing

Credits:

3.00

Description:

How do you manage the day-to-day challenges or working in a small business or starting a new venture? This case-driven course covers the role and importance of small business in the U.S. economy, including the application of all management functions to the operation of a small business; human resources, operations, financial, risk and growth. This course is designed around problem-solving techniques that help you research the facts of a given situation, identify the problem, develop alternative solutions and defending the best solution.

Term:

Offered Both Fall and Spring

• MGT-322 Managing Diversity in the Workplace

Prerequisites:

MGT 217 (formerly MGT 317) or Instructor's consent required; Junior standing

Credits:

3.00

Description:

This course explores multicultural diversity in business organizations. In order to learn to effectively manage diversity in the workplace, it is first necessary to become familiar with the concepts and dynamics that underlie many of the organizational issues associated with increased diversity in the workplace. Thus, this course is structured to first study topics such as identity, perception, socialization, stereotyping, and prejudice. With these concepts as a foundation, we will explore the opportunities and challenges created by diversity in the workplace. We will consider issues and
dynamics that arise in the workplace as a result of diversity in terms of gender, race, national origin, sexual orientation, and religion. After developing a rich understanding of workplace diversity dynamics, we will consider actions that individuals and organizations can take to address the opportunities and challenges inherent in a diverse workforce to gain competitive advantage.

Term:
Offered Both Fall and Spring

- **MGT-330 Interpersonal Effectiveness**

  Prerequisites:
  ENT 101 (SBS 101) and Junior standing

  Credits:
  3.00

  Description:
  This course provides students with knowledge of and skills in interpersonal effectiveness. The course is designed to convey the importance of interpersonal skills in today's business climate. Students learn and develop interpersonal skills commonly required of supervisors/managers.

  Term:
  Offered Both Fall and Spring

- **MGT-331 Leadership**

  Prerequisites:
  MGT 217 (formerly MGT 317); Junior standing

  Credits:
  3.00

  Description:
  This course is designed to provide a fundamental understanding of the principles of leadership and the core competencies, traits and behaviors that enable effective leadership. It is an interactive, event-driven program to develop, refine and refresh leadership qualities through activities, individual
assessments, coaching, research and dynamic group discussion to practice and develop individual skills. Students will examine various leadership theories, identify styles and preferences, practice conflict management and team building, feedback and expectation setting by applying class room/real world situations to their own learning.

Term:
Offered Both Fall and Spring

• MGT-333 Bldg. a Positive Organization

  Prerequisites:
  MGT 217 (formerly MGT 317)

  Credits:
  3.00

  Description:
  From store or restaurant managers to regional directors to executives of large corporations, you as a leader must learn how to create a positive work environment for your employees so that they can flourish, become resilient in the face of adversity, and achieve extraordinary performance. In this course, you will learn concepts fundamental to building a positive culture, such as social learning, reciprocity, supportive communication, and forgiveness, gratitude and compassion. These concepts will then be applied to a variety of management issues, such as building core values and mission statements, designing a standardized hiring process, creating a sustainable training and staff development program, developing onboarding experiences, enhancing organizational communication, conducting performance evaluations and critical conversations, and managing organizational change.

• MGT-H333 Building a Positive Organization

  Prerequisites:
  MGT 217 (formerly MGT 317); 3.3 GPA

  Credits:
  3.00

  Description:
From store or restaurant managers to regional directors to executives of large corporations, you as a leader must learn how to create a positive work environment for your employees so that they can flourish, become resilient in the face of adversity, and achieve extraordinary performance. In this course, you will learn concepts fundamental to building a positive culture, such as social learning, reciprocity, supportive communication, and forgiveness, gratitude and compassion. These concepts will then be applied to a variety of management issues, such as building core values and mission statements, designing a standardized hiring process, creating a sustainable training and staff development program, developing onboarding experiences, enhancing organizational communication, conducting performance evaluations and critical conversations, and managing organizational change.

Type:
Honors

• MGT-334 Introduction to Business Analysis

Prerequisites:
MGT 217 (formerly MGT 317)

Credits:
3.00

Description:
This course introduces students to the core functions and skills required to be a Business Analyst, an agent of change using a systematic approach to add value within an organization. Students will learn how to understand business needs and perspectives in order to develop effective and focused solutions to problems across the Business Solutions Life Cycle, from strategy through to operational results. Using case studies and exercises, this course provides an overview of business analysis, introduces key skills such as project definition, the role of assumptions, critical analytical skills, interpretation of information, communication and implementation.

• MGT-335 Managing Across Cultures

Prerequisites:
MGT 217 (formerly MGT 317)

Credits:
3.00
To what extent are our identities, ways of thinking, and behaving the products of our cultural environments? How do conceptions of motivation, leadership, decision making, negotiation, and ethics differ across cultures? How do expatriates settle abroad, and how do they re-enter the American life they are once so familiar? The purpose of this course is to examine the international context of management, specifically, the cross-cultural environment and how it shapes managers' and work organization members' experiences, roles and responsibilities.

Term:

Offered Both Fall and Spring

- **MGT-360 Leadership 360 Practicum**

  **Prerequisites:**

  MGT 217 (formerly MGT 317); does not count toward the Management Major, nor the minor for BSBA students

  **Credits:**

  3.00

  **Description:**

  Leadership 360 Practicum provides a fundamental understanding of the principles of leadership and the core competencies, traits and behaviors that enable effective leadership. Students will conduct an in-depth self-examination of skills, abilities, personality, attitudes, values, and behaviors to increase self-awareness of their leadership competencies. Students will learn relevant leadership theories and introductory project management principles and techniques. They will apply leadership and project management skills in a mini-team project with a not-for-profit organization that seeks solutions to a specific challenge, leading to a project implementation plan. Students will present formally to the client; feedback to the presenters will reinforce their oral communication skills. This course is a requirement for all BSBA majors.

- **MGT-401 Negotiations**

  **Prerequisites:**

  MGT 217 (formerly MGT 317); Junior standing

  **Credits:**

  3.00
This course is premised on the fact that whereas a manager needs analytical skills to discover optimal solutions to business problems, a broad array of negotiation skills is needed to implement these solutions. This experiential course is designed to improve your skills in all phases of negotiation: understanding prescriptive and descriptive negotiation theory as it applies to dyadic and multiparty negotiations, to buyer-seller transactions and the resolution of disputes, to the development of negotiation strategy, and to the management of integrative and distributive aspects of the negotiation process. The course is based on a series of simulated negotiations in a variety of contexts including one-on-one, multi-party, cross-cultural, third-party and team negotiations. Please note that given the experiential nature of the course, attendance is mandatory and will be strictly enforced beginning from the first class session.

Term:
Offered Both Fall and Spring

Type:
Arts Admin Minor Elective

- MGT-419 Senior Capstone Project Course

Prerequisites:
ENT 101 (formerly SBS 101); MKT 210; MGT 217 (formerly MGT 317); ISOM 319; Management Majors and Minors only with 90 or more credits

Credits:
3.00

Description:
This capstone course allows students to integrate and apply their acquired knowledge in pro bono consulting projects under the supervision of a faculty mentor, coach and advisor. Course skills to be developed include project management, business communication, and action-oriented analysis. Students analyze real-world problems using primary and secondary research methods, identify feasible options for action, and make professional written and oral presentations to their client organization. An occasional Friday class may be required.

Term:
Offered Both Fall and Spring

- MGT-520 Management Internship
Prerequisites:

MGT 217 (formerly MGT 317); Management Major; Junior or Senior standing; 3.0 GPA; Instructor consent required; Cannot take this course concurrent with any other internship course

Credits:

3.00

Description:

MGT 520 is an internship course which offers students the opportunity to apply knowledge and skills acquired in management courses to a valuable work experience outside the University. Interns practice using management principles in a carefully selected real world work situation under the direction of a faculty member, while completing academic requirements intended to integrate theory and practice. Students can also use the internship to explore career interests. Sometimes building a relationship with an employer during an internship can lead to a job offer during school or after graduation.

Term:

Offered Both Fall and Spring

- MGT-H520 Honors Management Internship

Credits:

3.00

Description:

This course provides students an opportunity to apply management concepts and skills to problem solving in an organizational workplace setting. Students identify and organize their internship position and particular project (depending on area of interest) with assistance from faculty, as needed. Projects will vary in scope and content. Students are expected to be on the job for approximately 8 hours per week during the course of the semester.

Type:

Honors

- MGT-560 Leadership Journey Experience

Prerequisites:
Suffolk University Student Leadership and Involvement Office oversees The Leadership Journey Program. The program is designed to develop student's leadership skills throughout their collegiate career at Suffolk University. Students are expected to experience all aspects of the cornerstones as they begin the Journey. After this exposure, students are encouraged to focus on the leadership activities in which they are more passionate. The Leadership Journey focuses on providing students with experiences in leadership, campus involvement and service. Students completing the Leadership Journey will have complemented their leadership course material with experiences in actual leadership situations.

- **MKT-210 Principles of Marketing**

Prerequisites:

WRI-101, WRI-102 or WRI-H103

Credits:

3.00

Description:

As part of the core curriculum for the BSBA, this course provides a comprehensive, innovative, managerial, and practical introduction to marketing. Students will learn and apply basic concepts and practices of modern marketing as used in a wide variety of settings. Technological advances, rapid globalization, economic shifts and cultural and environmental developments are causing profound changes in the marketplace. As the marketplace changes, so must the marketers who serve it. These new developments signify a brand new world of opportunities for forward thinking marketers. In response to these new developments, the focus of this course is on four major themes that go to the heart of modern marketing theory and practice: 1. Building and managing profitable customer relationships; 2. Building and managing strong brands; 3. Harnessing new marketing technologies in this digital age; and 4. Marketing in a socially responsible way around the globe.

- **MKT-H210 Honors- Principles of Marketing**
Prerequisites:
WRI-101 or WRI-103 and at least a 3.2 GPA, or SBS Honors

Credits:
3.00

Description:
This course addresses the topics that remain relevant and important, while simultaneously emphasizing new thinking and approaches to marketing practices. Students need to be prepared to operate in the complex and dynamic marketing world of the future, they need to develop the capacity to think and act like marketers in a difficult and uncertain environment. This requires the ability to assess complex and changing marketing situations, to determine the best marketing strategies for these situations, and to execute the strategies effectively. This course serves two purposes: as a foundation for those intending to major/minor in marketing, and potentially as the sole background in marketing for other majors/minors.

Type:
Honors

• MKT-220 Business Research Methods

Prerequisites:
STATS 240 or STATS 250

Credits:
3.00

Description:
Business Research Methods is a general introduction to both quantitative and qualitative business research methods. Topics covered include the purpose of research, defining research and research problems, defining an hypothesis, problem solving and knowledge discovery, methods of quantitative and qualitative research, conducting literature reviews, designing appropriate methodologies, evaluating outcomes, analysis and communicating the results. Students will use Excel and SPSS to support research analysis, implementing what was learned in statistics and going beyond as they learn new data analysis techniques. Students will discuss and present research ideas and processes orally both informally and formally.

• MKT-H220 Honors Business Research Methods
Prerequisites:

STATS 240 or STATS 250

Credits:

3.00

Description:

Business Research Methods is a general introduction to both quantitative and qualitative business research methods. Topics covered include the purpose of research, defining research and research problems, defining an hypothesis, problem solving and knowledge discovery, methods of quantitative and qualitative research, conducting literature reviews, designing appropriate methodologies, evaluating outcomes, analysis and communicating the results. Students will use Excel and SPSS to support research analysis, implementing what was learned in statistics and going beyond as they learn new data analysis techniques. Students will discuss and present research ideas and processes orally both informally and formally.

Type:

Honors

- MKT-313 Professional Selling
  
  Prerequisites:

  MKT 210 or MKT-H210

  Credits:

  3.00

  Description:

  Students in professional selling learn many of the skills needed to prosper in a sales position. Particularly, the stages of the professional selling process are examined, as well as the role of sales in today's marketing environment. Emphasis is placed on adaptive selling techniques and developing effective interpersonal communication skills. A detailed examination of sales careers is provided.

- MKT-315 Integrated Marketing Communication
  
  Prerequisites:
MKT 210 or MKT-H210

Credits:

3.00

Description:

Integrated Marketing Communications (IMC) is a cross-functional process for managing customer relationships that drive brand value. This course examines the strategic foundations of IMC, the factors and processes necessary for creating, sending, and receiving successful brand messages. Furthermore, the social, ethical and legal issues as well as measurement and evaluation of marketing communication will be examined.

Type:

Arts Admin Minor Elective

• MKT-H315 Honors Integrated Marketing Communication

Prerequisites:

MKT-H210 or MKT-210 and at least a 3.2 GPA

Credits:

3.00

Description:

Integrated Marketing Communications (IMC) is a cross-functional process for managing customer relationships that drive brand value. This course examines the strategic foundations of IMC, the factors and processes necessary for creating, sending, and receiving successful brand messages. Furthermore, the social, ethical and legal issues as well as measurement and evaluation of marketing communication will be examined.

Type:

Honors

• MKT-317 Consumer Behavior

Prerequisites:

MKT 210 or MKT-H210
In this course we focus on people as consumers of products, services, and experiences. We do so by drawing upon theories of consumption in fields as diverse as psychology, sociology, economics, and anthropology. Students engage in projects that link theory to insights on consumer buying, using, and disposing behavior and the application of these insights in marketing programs. In the process they become more critical consumers. The classes are discussion based and active participation from students is expected.

- **MKT-H317 Honors Consumer Behavior**
  
  **Prerequisites:**
  
  MKT 210 or MKT-H210 and at least a 3.2 GPA
  
  **Credits:**
  
  3.00
  
  **Description:**
  
  This course is open to students with a GPA of 3.2 or higher. This honors course is a focused and challenging learning experience. As a result, you will be introduced to advanced concepts, ideas, and project experiences that will place you in a highly desirable position for internships, future career opportunities, and graduate school. In this course we focus on people as consumers of products, services, and experiences. We do so by drawing upon theories of consumption in fields as diverse as psychology, sociology, economics, and anthropology. Students engage in projects that link theory to insights on consumer buying, using and disposing behavior and the application of these insights in marketing programs. In the process they become more critical consumers. The classes are discussion based and active participation from students is expected.

  **Type:**
  
  Honors

- **MKT-318 Marketing Tools and Analysis**
  
  **Prerequisites:**
  
  MKT 210; STATS 250
The objective of this course is to provide students with a solid and user-friendly foundation for making better marketing and business decisions. Hands-on training with tools such as Excel and SPSS provides a meaningful learning experience and reinforces concepts learned in other courses in the Business School. Topics include marketing math and statistical analysis for marketing research. After taking Marketing Tools, students are well prepared to integrate analytical skills in business consulting projects used in upper level courses (MKT 319 and MKT 419). Prerequisites: MKT 210 (formerly MKT 310) and STATS 250 or STATS 240.

**MKT-H318 Honors Marketing Tools and Analysis**

Prerequisites:
MKT 210; STATS 250; 3.2 GPA

Credits:
3.00

Description:
This course is open to students with a GPA of 3.2 or higher. This honors course is a focused and challenging learning experience. As a result, you will be introduced to advanced concepts, ideas, and project experiences that will place you in a highly desirable position for internships, future career opportunities, and graduate school. The objective of this course is to provide students with a solid and user-friendly foundation for making better marketing and business decisions. Hands-on training with tools such as Excel and SPSS provides a meaningful learning experience and reinforces concepts learned in other courses in the Business School. Topics include marketing math and statistical analysis for marketing research. After taking Marketing Tools, students are well prepared to integrate analytical skills in business consulting projects used in upper level courses (MKT 319 and MKT 419).

Type:
Honors

**MKT-319 Marketing Research**

Prerequisites:
In this course, students explore the process and practice of research in a marketing context. The impact of research as it affects and shapes managerial decision making for organizations is a central focus. Specifically, we examine the process of designing and conducting qualitative and quantitative marketing research studies. We cover specific method-related practices that facilitate unbiased data collection, data analysis (via SPSS), interpretation of marketing research results, and presentation of such results for use by marketing managers.

**MKT-H319 Honors Marketing Research**

**Prerequisites:**

MKT 210; STATS 250; MKT 318; 3.2 GPA

**Credits:**

3.00

**Description:**

This honors course extends the learning in other MKT courses, in particular MKT 318. You will learn advanced concepts and ideas pertaining to scientific research methodology in the context of marketing applications. Topics include planning and designing research studies, qualitative inquiry, survey design, principles of measurement, sample design, and statistical data analysis. The course is heavily project based with extensive use of SPSS for statistical data analysis. The objective of this course is to provide students with a solid and user-friendly foundation for making better marketing and business decisions. After taking Marketing Research, students are well prepared to design and carry out research to address business questions regarding problems and opportunities in upper level courses (MKT 419 and MGT 429).

**Type:**

Honors

**MKT-320 Survey Design and Analysis**

**Prerequisites:**
Surveys are ubiquitous in today's society. Almost weekly, we are asked to complete a survey, and the popular press continually reports results from surveys. To what extent are these surveys and the reporting of survey results flawed because of errors in survey methods? If you want to become a player in the survey game, how can you design and implement a survey that has the least amount of error? This course seeks to answer these questions. The field of survey methodology draws on theories and practices developed in several academic disciplines, including mathematics, statistics, psychology, sociology, computer science, and economics. To become an accomplished survey research professional, one must acquire a mastery of research literatures as well as experience in designing, conducting, and analyzing surveys. This course introduces students to a set of principles of survey design that are the basis of standard practices in the field. The course exposes the student to research literatures that use both observational and experimental methods to test key hypotheses about the nature of human behavior that affect the quality of survey data. In general, the major objectives of this course are to introduce students to the skills and resources needed to design and conduct a survey. The skills include identifying and developing specific survey objectives; designing survey studies, sampling respondents, developing reliable and valid self-administered questionnaires, and administering surveys. Specifically, students will learn via class readings, presentations, and group projects.

**MKT-322 Marketing Analytics**

Prerequisites:

MKT 210 and MKT 220 (or MKT 318 or MKT 319)

Credits:

3.00

Description:

In this course, students will learn a digitally driven approach to marketing analytics, an exciting field undergoing explosive growth and high demand. An emphasis will be placed on the practical methods used to measure, manage and analyze consumer information. Topics covered will include making sense of the digital media landscape, demand forecasting and predictive analytics, performance evaluation, and Google Analytics. Upon graduation of this course, students will have gained a set of skills and certification that directly translates to modern marketing practices.

**MKT-H322 Honors Marketing Analytics**

Prerequisites:
MKT-210 or MKT-H210 and MKT-220 or MKT-H220 and at least a 3.2 GPA

Credits:
3.00

Description:
In this course, students will learn a digitally driven approach to marketing analytics, an exciting field undergoing explosive growth and high demand. An emphasis will be placed on the practical methods used to measure, manage and analyze consumer information. Topics covered will include making sense of the digital media landscape, demand forecasting and predictive analytics, performance evaluation, and Google Analytics. Upon graduation of this course, students will have gained a set of skills and certification that directly translates to modern marketing practices.

Type:
Honors

- **MKT-324 Sports Marketing Research**

  Prerequisites:
  
  MKT-220 or MKT-H220

  Credits:
  3.00

  Description:
  This course uses the context of Sports Marketing to provide students with an opportunity to learn and demonstrate the fundamental market research skills necessary to implement the steps included in the market research process. Students will be given the opportunity to enhance both written and oral marketing communication skills as well develop an understanding of statistical analysis software (SPSS).

- **MKT-333 Global Social Innovation**

  Prerequisites:
  
  MKT-210 or MKT-H210

  Credits:
Recent work has begun to provide broad insight into the role and nature of innovation targeted at the 4 billion living in poverty in the global marketplace, also referred to as the bottom of the pyramid. These subsistence marketplaces have been described in terms of their size and accessibility, with brand conscious, connected customers willing to accept new technology. What is new here is a course that focuses on developing new ideas to improve the welfare of society, find new solutions of addressing old issues or set existing technology and knowledge into a new framework to deal with social objectives. Cases and a course project will be selected that cover different contexts across the globe covering advanced and developing economies, and covering markets that span the range of income levels. The course will address a number of issues, a few of which are listed as exemplars. provide students with an understanding of the relationship between societal welfare, marketing strategies and innovation. an understanding of marketing and business practices that are sustainable and work in harmony with, rather than in competition with societal development. an understanding of the leadership role marketing must play in creating sustainable innovation for of the future. An understanding of global issues of social innovation relating to products, processes, services, ideas, strategies. An opportunity to demonstrate how each element of the marketing mix can be adapted to implement global social innovation in the broader context of a firm’s corporate strategy.

- **MKT-419 Marketing Policies & Strategies**
  
  **Prerequisites:**

  Prerequisites - MKT 317, MKT 220 (or MKT 318 or MKT 319), and 54 credits

  **Credits:**

  3.00

  **Description:**

  In this capstone course, marketing majors apply lessons learned across the curricula of the Marketing Department and Sawyer School. Students test their level of marketing knowledge by working to solve challenging integrated cases for developing marketing strategy and programs. In particular, students analyze both qualitative and quantitative information, evaluate alternative courses of action, and then make strategic recommendations for resolving the issues in each case. Prerequisites: MKT 210 or MKT H210, MKT 317, MKT 318, MKT 319, and Senior Standing.

- **MKT-H419 Honors Marketing Policies & Strategies**
  
  **Prerequisites:**

  MKT-317 (or MKT H317) and MKT-220 (or MKT H220, may be taken concurrently) at least 54 credits, and 3.2 GPA

  **Credits:**
This course is open to students with a GPA of 3.2 or higher. This honors course is a focused and challenging learning experience. As a result, you will be introduced to advanced concepts, ideas, and project experiences that will place you in a highly desirable position for internships, future career opportunities, and graduate school. In this capstone course, marketing majors apply lessons learned across the curricula of the Marketing Department and Sawyer School. Students test their level of marketing knowledge by working to solve challenging integrated cases for developing marketing strategy and programs. In particular, students analyze both qualitative and quantitative information, evaluate alternative courses of action, and then make strategic recommendations for resolving the issues in each case.

Type:
Honors

**MKT-420 Marketing for Entrepreneurs**

Prerequisites:
MKT 210 or MKT-H210

Credits:
3.00

Description:
This course covers the critical role of marketing for entrepreneurs and start-up companies as they attempt to define and carve out a market for a new company, product or service. We will examine through both class discussion and case study how marketing must infiltrate the entire organization beginning with the concept, the business plan and through the early stage development phase. Moreover, we will discuss the creation of the new venture marketing plan, the budgeting and human resource allocation process and its integration into the business plan. We will also look at tactics from guerrilla marketing through mass media executions, the potential ROI for both and their influence on the ultimate success of the enterprise.

**MKT-421 Global Marketing**

Prerequisites:
MKT 210 or MKT-H210

Credits:
Description:

Topics examined in this course include the variations in economic, social-cultural, legal-political, and business environments among different nations and how these variations affect the marketing practices across national boundaries. The goal is to provide students with the necessary skills to compete successfully in national and international markets. Particular attention is given to the formulation of marketing plans and programs and policies to integrate and coordinate such activities on a global basis.

Type:

Global Engagement Experience

- **MKT-H421 Honors Global Marketing**

  Prerequisites:

  MKT 210 or MKT-H210

  Credits:

  3.00

  Description:

  Topics examined in this course include the variations in economic, social-cultural, legal-political, and business environments among different nations and how these variations affect the marketing practices across national boundaries. The goal is to provide students with the necessary skills to compete successfully in national and international markets. Particular attention is given to the formulation of marketing plans and programs and policies to integrate and coordinate such activities on a global basis.

  Type:

  Honors

- **MKT-422 Sales Management**

  Prerequisites:

  MKT-210

  Credits:
This course addresses the role of the sales manager in today’s challenging business environment. As such, the course includes an understanding of direct sales, as well as all facets of sales management such as recruitment, compensation, and management of a sales force. The core of activity is lecture and case study.

**MKT-H422 Sales Management**

**Prerequisites:**

MKT-210 and at least 3.2 GPA

**Credits:**

3.00

**Description:**

This course addresses the role of the sales manager in today’s challenging business environment. As such, the course includes an understanding of direct sales, as well as all facets of sales management such as recruitment, compensation, and management of a sales force. The core of activity is lecture and case study.

**MKT-423 Retail Strategy**

**Prerequisites:**

MKT-210 or MKT-H210

**Credits:**

3.00

**Description:**

Retail Strategy provides students with an introduction to the field of retailing. The course focuses on the retail environment, structure and strategy, the development and implementation of the retailing mix, and financial and managerial considerations. Topics include information systems for retailing, the internationalization of retailing and the growth of non-store retailing activities.
**MKT-426 Sports Marketing**

Prerequisites:

MKT 210 or MKT-H210

Credits:

3.00

Description:

The purpose of the course is to develop an understanding of strategic marketing concepts and activities as they apply to the sports context. Marketing concepts and activities are examined as they relate to the marketing of sports and marketing through sports. An emphasis is placed on the international arena and issues relevant to the sports industry.

**MKT-427 Supply Chain Management**

Prerequisites:

MKT 210 or MKT-H210

Credits:

3.00

Description:

The purpose of this course is to explain the function and value of marketing channels and define the major channel types. This course will also explain the elementary legal aspects of channel promotion, pricing, delivery and integration systems as well as identify channel strategies. Prerequisite: MKT 210 or MKT H210 (Formerly MKT 310) and Junior Standing. 1 term - 3 credits.

**MKT-428 The Business of Sports and the Media**

Prerequisites:

MKT 210 or MKT-H210

Credits:
Description:

The Business of Sport focuses on the multibillion-dollar global sport industry and the challenges facing today's sport business leaders. Because the business of sport is interdisciplinary in nature, insights from a variety of stakeholders in the sport industry, along with perspectives from the major business disciplines including marketing, management, finance, information technology, and ethics are integrated throughout the course. This course provides an in-depth analysis of issues specific to the business of sport. The course is designed for future sport business leaders as well as those interested in the inner-workings of the industry. Students will apply knowledge and skills learned in core business courses to the unique issues found in the sport industry.

· MKT-430 Sports Marketing Consulting

Prerequisites:

MKT 210 or H210, MKT 220 or H220, and junior standing

Credits:

3.00

Description:

This course presents an in-depth and innovative framework for implementing relationship marketing within the sport industry. This framework includes network-and market-oriented methods and tools that enable sport organizations to design and develop products that provide targeted stakeholders with greater functional and experiential value. Sport organizations provide a wide variety of services from leadership, governance, management, development, entertainment and control to educational materials and other retail products, all of which benefit from relationship marketing principles. Because many sport organizations have adopted a relationship-marketing approach, they are necessarily network-based, operating in a system formed by numerous stakeholders. Their goals may be economic, social or environmental with the foundation of the system being the sport itself, with various bodies involved in the development of the sport. Through a consulting project with a sport organization, students will develop an understanding of the dynamics of the relationships between the different stakeholders who make up the network of the sport industry. Specifically, students will learn how sport organizations carry out their strategic actions within a network of stakeholders.

· MKT-H432 Honors Marketing in Emerging Markets

Prerequisites:

MKT 317 or MKT-H317 and at least 3.2 GPA

Credits:
This course focuses on cultural consumption trends both at home and abroad. In particular it compares and contrasts the emerging markets of India and China with more established Western markets. The course is organized in two self-contained modules around a theme. The first module focuses at the market level and examines what happens to the culture when East meets West. The second module analyzes the challenges companies face in staying competitive in rapidly evolving economies. Each class in a module advances your understanding of the theme through an engaging and challenging mix of readings, assignments, and case studies. This is an intensive Honors level course and requires students to be self directed and motivated. Every class is important- there is no mid-term or final.

Type:
Honors

**MKT-434 Services Marketing**

Prerequisites:

MKT-210 or MKT-H210 and 54 credits and at least a 3.0 GPA

Credits:
3.00

Description:

The course focuses on the unique challenges of managing services and delivering quality service to customers. The attrition, retention, and building of strong customer relationships through quality service (and services) are at the heart of the course content. The course is equally applicable to an organizations whose core product is service (e.g., banks, transportation companies, hotels, hospitals, educational institutions, professional services, telecommunications, sporting industry, etc.) and to organizations that depend on service excellence for competitive advantage (e.g., high technology manufacturers, automotive, industrial products, etc.).

**MKT-436 Marketing for Nonprofit Organizations: Insights and Innovation**

Prerequisites:

MKT 210 or MKT-H210

Credits:
This course presents the principles of marketing, marketing strategy, and the marketing mix as applicable in a nonprofit settings. This course is directed toward specific Customer Service Marketing applications that have focused relevance to non-profit organizations. Special attention is given to marketing of services, customer service, development of marketing strategies, and sales to targeted markets. This course is designed to provide students with insight into the nuances associated with marketing activities design to support the efforts of Nonprofit Organizations' attempts to influence clients, constituents, volunteers, Board members and donors.

**MKT-442 Brand Marketing**

**Prerequisites:**
MKT 210 or MKT-H210

**Credits:**
3.00

**Description:**
Brand marketing has become an increasingly important function in organizations. The purpose of this course is to provide a thorough understanding of brand marketing principles and practices. The role of brands and branding will be examined both from a managerial and a consumer perspective. More specifically the course will present current frameworks that guide marketing managers in how to build strong brands in the marketplace. In order to build brands successfully, it is of key importance to have a profound understanding of the roles brands play in consumer culture. The course will examine how consumers make use of brands and develop brand meaning through everyday consumption practices.

**MKT-444 Social Media Marketing**

**Prerequisites:**
MKT 210 or MKT-H210

**Credits:**
3.00

**Description:**
Social media has altered the landscape of business, communications, marketing, and society as a whole. While some social media like Wikipedia and Facebook have become part of the fabric of many consumers' lives, new media like Snapchat and Tumblr are emerging. This constantly evolving landscape offers businesses innovative ways for generating awareness, demand and revenue. In this course students will take away a social media vocabulary, a set of social media skills and tools, and analytical frameworks for analyzing effective social media business practices. Naturally, student projects, assignments, and other activities will use social media tools.

Type:
Arts Admin Minor Elective

- **MKT-H444 Honors the Business of Digital Media**

  Prerequisites:

  MKT 210 or MKT-H210

  Credits:

  3.00

  Description:

  Social media is transforming the way consumers work, play, and live and no one knows this better than you - the Millennial generation. But, what does this mean for business? The focus of this course is to understand the transformation of marketing practices as new social media challenge traditional media. How do businesses use the new media to create deeper and more profitable relationships with consumers? What are the new measures and metrics for assessing marketing programs in this new environment? From this course students will take away a social media vocabulary, a set of social media skills and tools, and analytical frameworks for analyzing effective social media business practices. The course is constructed on the principle of the student as an active learner where the student takes the responsibility for their own learning and works collaboratively with peers assisting in their learning. Naturally, student projects, assignments, and other activities will use social media tools including wikis and blogs.

  Type:

  Honors

- **MKT-446 High Tech Marketing**

  Prerequisites:

  MKT 210 or MKT-H210
Marketing of high-tech technology products and innovations occur in turbulent environments, and requires rapid decision making with incomplete information and risky prospect. The fast pace of change defines the momentum of evolution in the high-technology markets. Marketing in such an environment commands knowledge about the idiosyncratic features of high-tech products, innovations, and the industries. Marketing success in high-tech industries also calls for capabilities and skills of analyzing decision problems and designing solutions. To achieve these objectives, this course is built on extensive analysis of Harvard Business School cases, class discussions of intriguing phenomena in high-tech industries, and learning-by-doing student projects that focus on real-life companies and technologies. The topics covered in this course include the following:

- Characteristics of high-technology industries
- Different types and characteristics of high-tech products and innovations, and their marketing implications
- Organizational culture and management strategies for high-tech products and innovations
- Strategic alliances in developing and marketing high-tech products and innovations
- Acquisition and understanding of market information for high-tech products and innovations
- Customer adoption and diffusion of high-tech products and innovations
- Market introduction strategies for high-tech products and innovations

**MKT-H455 Honors Digital Marketing Challenges**

**Prerequisites:**

MKT 210 or MKT-H210 and at least 3.2 GPA

**Credits:**

3.00

**Description:**

The foundational course in the digital marketing track this course focuses on the consumer of digital media and five big picture marketing strategy challenges confronting marketers in the new digital (mobile +social) marketing era. Challenge 1: Marketing to a smarter, more engaged, empowered consumer; Challenge 2: Marketing to a networked, collaborative, and more social consumer; Challenge 3: Marketing to a more distracted and fickle consumer; Challenge 4: Marketing to a unique, individual consumer; and Challenge 5: Marketing to prosumers or producer-consumers. The course takes on these big picture challenges thorough a deep engagement with and critical analysis of readings and cases. Given this focus the course demands thorough preparation for class and active engagement in the class discussion. The evaluation is assignment and project based.

**Type:**

Honors
• MKT-466 Mobile Marketing: Reaching the Multi-Screen Consumer

Prerequisites:

MKT 210 or MKT-H210

Credits:

3.00

Description:

This new course in the digital marketing track focuses on how mobile device usage has completely changed the paradigm for companies in every industry. It will focus on the following four major areas: 1. consumer usage of mobile devices; 2. mobile-only companies and applications, 3. mobile hybrids - companies making a huge shift to mobile; and 4. mobile marketing and advertising. The course will rely heavily on discussion of real mobile business cases with lectures from leaders from inside the mobile industry. Evaluation will be based on assignments, class participation, and a group project.

• MKT-477 eMarketing

Prerequisites:

MKT 210 or MKT-H210

Credits:

3.00

Description:

This course explores how we can use the principles of web marketing as effective marketing tools. The course will have the following learning components: lectures, guest lectures, web site analyses, and student project presentations.

Type:

Arts Admin Minor Elective

• MKT-499 Integrated Marketing Research and Planning

Prerequisites:
MKT 210 and MKT 318 or MKT 319 or MKT 220 and at least 84 credits completed.

Credits:
3.00

Description:
This course is designed to provide students with an opportunity to learn the role of research in marketing strategies. Working with client organization, the students will demonstrate the fundamental marketing research skills as they implement the steps included in the marketing research process to create a marketing plan that will provide recommended strategies for the organization. Real-life case studies on the role of marketing research in organizational decision making will also be discussed throughout the course.

- **MKT-H499 Honors Integrated Marketing Research and Planning**

  Prerequisites:
  MKT-210 and MKT-318(or MKT-H318) or MKT 319(or MKT-H319) or MKT-220(or MKT-H220) and 3.2 GPA and at least 84 credits completed.

  Credits:
  3.00

  Description:
  This course is designed to provide students with an opportunity to learn the role of research in marketing strategies. Working with client organization, the students will demonstrate the fundamental marketing research skills as they implement the steps included in the marketing research process to create a marketing plan that will provide recommended strategies for the organization. Real-life case studies on the role of marketing research in organizational decision making will also be discussed throughout the course.

  Type:
  Honors

- **MKT-510 Directed Study**

  Prerequisites:
  MKT 210 or MKT-H210 and Instructor's consent required

  Credits:
Description:

Independent study allows students to expand their classroom experience by completing research in an area of interest not already covered by Suffolk courses. The student designs a unique project and finds a full-time faculty member with expertise in that topic who agrees to sponsor it and provide feedback as the proposal is refined. A well designed and executed research project broadens and/or deepens learning in a major or minor area of study and may also enhance a student's marketability to potential future employers. Students cannot register for an Independent Study until a full proposal is approved by the faculty sponsor, department chair, and academic dean. Many Independent study proposals require revisions before approval is granted; even with revisions independent study approval is NOT guaranteed. Students are strongly encouraged to submit a proposal in enough time to register for a different course if the proposal is not accepted. For complete instructions, see the SBS Independent/Directed Study Agreement and Proposal form available online.

- **MKT-H510 Honors Directed Study**

  **Prerequisites:**

  MKT 210 or MKT-H210 and at least a 3.2 GPA and Instructor's Consent

  **Credits:**

  1.00-3.00

  **Description:**

  This elective course option involves a student initiated written proposal to a willing and appropriate full-time faculty member for a directed study project. Normally this is for three credits and completed during one semester. The faculty member and student must concur on a written proposal and final project. Approval by the Department Chair and the Dean is necessary prior to registration.

  **Type:**

  Honors

- **MKT-H518 Global Product Innovation (GPI): From Concept to Commercialization**

  **Prerequisites:**

  Honor standing with a GPA of 3.2 or higher is required. Students are required to take MKT210 (Principles of Marketing) and MKT220 (Business Research Methods). Taking MKT317 (Consumer Behaviors) is highly recommended, but not required. Knowledge and skills obtained in these courses will be critical for the success in the innovation course.
SBS Honor Global Product Innovation (GMC) offers exciting, valuable, and practical global product innovation experience with international educational and/or corporate partners. This project-based course is organized by the Suffolk Marketing Department and an overseas partner school (e.g., Shanghai University of International Business and Economics for Fall 2016). Teams, consisting of Suffolk Business students and students from the partner school, work on new product or service development and marketing projects targeting one or multiple international markets. The focus will be on the marketing function's input to the innovation process during the pre-launch and launch stages, covering a wide range of issues (such as global market selection, concept generation and evaluation, design and positioning, test marketing, and product launch and tracking). Students will collaborate via virtual teaming technology throughout the semester and report product or service design and marketing plan to the business clients or entering the SBS New Product Competition in the end of the semester. Through a hands-on product innovation project in the global context, students will develop an understanding of the global market dynamism, the diversity of global consumer needs and business practices, and the challenges and advantages of cross-cultural team collaboration.

Type:
Honors

- **MKT-519 Red Sox Marketing Practicum**

  **Prerequisites:**

  MKT210 (H210) and ONE of the following: MKT 318/318 or MKT 319/H319 or MKT 220/H220) and at least a 2.8 GPA

  **Credits:**

  3.00

  **Description:**

  The Red Sox marketing practicum takes a dynamic educational approach that requires student immersion in the sports marketing experience. This practicum is designed to complement marketing coursework by providing students with the opportunity to apply marketing skills and concepts learned in business and marketing courses. It is intended to contribute meaningfully to student's overall educational and professional preparation.

- **MKT-520 Marketing Internship**

  **Prerequisites:**
MKT-210 or MKT-H210 and 54 credits and at least a 3.0 GPA

Credits:
3.00

Description:
This course provides marketing majors or minors (junior status or higher) to apply marketing and business knowledge for problem solving in an organizational workplace setting. Students identify and organize their own internship position and particular project (depending on area of interest) with assistance from department staff, as needed. Projects will vary in scope and content and may include topics such as buyer behavior, customer satisfaction, service quality, e-marketing, and others. Students are expected to be on the job for approximately 8 hours per week during the course of the semester. Prerequisites: Minimum of 3.0 GPA; MKT 210 or MKT H210 (formerly MKT 310) AND JUNIOR STANDING and permission from instructor. 1 term - 3 credits.

- **MKT-524 Global Marketing Consulting**

  Prerequisites:
  MKT 210 or MKT-H210

  Credits:
  3.00

  Description:
  This course offers global consulting experience with international corporate partners. Teams of Suffolk Business students work on strategic consulting projects that feature global marketing challenges (e.g., market entry decisions, consumer research, distribution channel analysis and other marketing strategy issues). At the end of the semester, students will finalize the projects and report to the business clients.

  Type:
  Global Engagement Experience

- **MKT-H524 Global Marketing Consulting**

  Prerequisites:
  MKT 210 or MKT-H210 and at least a 3.2 GPA
This course offers global consulting experience with international corporate partners. Teams of Suffolk Business students work on strategic consulting projects that feature global marketing challenges (e.g., market entry decisions, consumer research, distribution channel analysis and other marketing strategy issues). At the end of the semester, students will finalize the projects and report to the business clients.

Type:
Global Engagement Experience,Honors

- **MKT-H525 Honors Professional Marketing Consulting**

  Prerequisites:
  MKT 319; 3.2 GPA

  Credits:
  3.00

  Description:
  This course provides qualified students with a unique opportunity to work either individually or with other qualified students, on a marketing consulting project for a professional client. Projects could include, but are not limited to the development of strategic marketing plans and marketing research projects. Students will create and deliver a professional report and presentation to the client upon completion of the semester project.

  Type:
  Honors

- **P.AD-201 Social Change**

  Credits:
  3.00

  Description:
This course will examine social change in the U.S. and abroad. The course will also examine the role of business, nonprofits, and the public sector in addressing social problems. Topics studied may include the Industrial Revolution, the civil rights movement, the women's movement, environmentalism, and the gay and lesbian movement.

Type:
Diverse Perspectives, BSBA SOCIAL CHANGE

- **P.AD-H201 Honors Social Change**

  Credits:
  3.00

  Description:
  This course will examine social change in the U.S. and abroad. The course will also examine the role of business, nonprofits, and the public sector in addressing social problems. Topics studied may include the Industrial Revolution, the civil rights movement, the women's movement, environmentalism, and the gay and lesbian movement.

  Type:
  Diverse Perspectives, BSBA SOCIAL CHANGE, Honors

- **P.AD-310 Introduction to Public Service**

  Prerequisites:
  Junior Standing

  Credits:
  3.00

  Description:
  This course introduces students to the field of public management; including government, non-profit, and health. Topics for discussion include the role of managers in publicly controlled bureaucracies, techniques for analyzing and participating in public policy making including decision making, policy formulation, strategic planning, and implementation.
• P.AD-312 Managing Public Service Financial Resources

   Prerequisites:

   ACCT 201; ACCT 202; Junior standing

   Credits:

   3.00

   Description:

   This course introduces the fundamentals of budgeting, financial management, and revenue systems in the public sector. Course goals include: A heightened awareness of the democratic ideals and value that must inform budgeting and financial management decisions, including a commitment to ethics, transparency and accountability; an understanding of the budget process and the distinctive features of budgetary decision making in the public sector; an understanding of the critical linkage between budgeting and financial management systems and the capacity of an organization to achieve its strategic goals; the ability to use the budget and financial reports as planning and management tools; knowledge of the basic principles of taxation as well as the structure and functions of federal, state, and local revenue systems. The course emphasizes knowledge and skills essential to the full range of public service careers.

• P.AD-322 Organizational Change

   Prerequisites:

   Junior standing

   Credits:

   3.00

   Description:

   Students explore small groups and organizational operations, practices, behaviors, and structure. They develop techniques for maximizing efficiency and/or effectiveness; evaluations analysis; concepts and applications of the Classicists; leadership; organizational development; and results-oriented management; as well as elements of reorganization, innovation, and change.

• P.AD-323 Quantitative Analysis

   Prerequisites:
MATH 128 or higher; STATS 240 or STATS 250; Junior standing

Credits:
3.00

Description:
Quantitative analysis introduces basic statistical techniques used to analyze and draw conclusions from citizen and client surveys; program and policy evaluations; and performance and operations data. These techniques include chi square, lambda, gamma, correlations, analysis of variance, t test correlation, and multivariate regression. Knowledge of these statistical techniques empowers managers by giving them the ability to evaluate the work of consultants, access the policy and management of literature, and analyze data using the analytical tools available in commonly used statistical software, such as Microsoft Excel and the Statistical Package for the Social Sciences (SPSS).

- P.AD-324 Public Sector Administrative Law
  Prerequisites:
  BLE 214 or GVT 110; Junior Standing
  Credits:
  3.00
  Description:
  Students review the basis for administrative practice. They learn legal interpretation of statutes, regulations, and proposed legislation that impact public administration and public policy.

- P.AD-325 Nonprofit Management
  Prerequisites:
  Junior Standing
  Credits:
  3.00
  Description:
The primary focus will be on understanding the operational and strategic leadership aspects of managing mission driven, public service organizations. Specific emphasis will be placed on nonprofit corporations, including coursework that explores the legal, structural, and operational issues that are particular to such organizations.

Type:
Arts Admin Minor Elective

- P.AD-326 Public Service Information Based Management
  
  Prerequisites:
  Junior Standing
  
  Credits: 3.00
  
  Description:
  This course demonstrates how issues, problems and questions surrounding public policies, program operations, and administrative systems can be structured as hypotheses and made amendable to resolution through the application of social science research techniques. The elements of research design such as surveys, true experiments, quasi-experiments, case studies and non-experimental studies are described, as well as sampling techniques and descriptive statistics. Ethical issues related to employment of these methods in the policy making process are also explored. The course content is presented as a way to reduce managerial uncertainty regarding alternative courses of action.

- P.AD-361 Public Service Human Resource Management
  
  Prerequisites:
  Junior Standing
  
  Credits: 3.00
  
  Description:
  This course will explore complex issues in public and non-profit human resource management (HRM) by examining policies and practices that support and enhance the value and contribution of individuals in these organizations.
• P.AD-362 Global Health, Poverty & Warming

   Prerequisites:
   SIB 101 or HST 149 or HST 150 or Instructor permission

   Credits:
   3.00

   Description:
   Global health, global poverty, and global warming are three interrelated issues that are creating a perfect storm of crises worldwide with major impacts on the United States. This course is an overview of the problems - the needs, systems, programs, and financing. We will look critically at policies in these areas and discuss what needs to be done to address them. Students will write a major paper on an issue of their choice.

• P.AD-410 Public Service Internship

   Prerequisites:
   Junior standing

   Credits:
   3.00

   Description:
   The Public Service Internship provides work experience for minors; allowing them to bridge the gap between education and practice. It includes approximately 150 hours of work in a government, non-profit, or health care organization on a specific project of importance to the host organization.

• P.AD-553 Climbing the Corporate Ladder: Serving On Nonprofit Boards

   Credits:
   1.00

   Description:
Business leaders who wish to climb to the top of their companies need to have developed a philanthropic resume along the way. Serving on nonprofit Boards of Directors is one way to develop that resume. Learn about what nonprofit organizations do, what role the Board of Directors plays in their operation, and what your responsibilities would be as a member of their Board.

- **SBS-001 Online Course Prep Workshop**
  
  **Credits:**
  
  0.00
  
  **Description:**
  
  The Online Course Prep Workshop (required) familiarizes undergraduate students with the specific tools used in Suffolk online courses. Most importantly, it verifies that students have adequate connection and working audio equipment to participate in an online course and that they understand the synchronous classroom setup. This is 0-credit and 0 fee course. It will be held the week prior to the start of the semester online. Students take this prior to their first online course at Suffolk; it will not need to be repeated before subsequent online courses unless Suffolk changes its online platform.

- **SBS-100 careerSTART**
  
  **Prerequisites:**
  
  Students must have completed less than 30 credits.
  
  **Credits:**
  
  1.00
  
  **Description:**
  
  SBS 100 engages students in a series of activities, discussions, and programs on campus to explore their interests and strengths and learn how courses and co-curricular experiences together help them achieve their goals. Students also develop innovation, team, and presentation skills, get involved on campus, and learn about campus resources and services that aid in a successful college experience. This is the first in a four-year sequence of career courses.

- **SBS-101 Business Foundations**
  
  **Credits:**
3.00

Description:

This course introduces students to foundational concepts in business, including functional areas, the life cycle, competition, stakeholders and ethical considerations. Students develop critical thinking by learning and using a problem solving process through a business situation analysis model to analyze various situations that confront managers and founders of small, medium, and large organizations. Students will also develop tools for analysis, allowing them to critically view business in a new and thoughtful way. The class culminates with student-teams presenting a detailed analysis and recommendations to a panel of executives and persuading them that the recommended strategy is not only feasible, but also practical for the stakeholders involved.

Term:

Offered Both Fall and Spring

- SBS-H101 Honors-Business Foundations

Prerequisites:

Limited to students with less than 53 credits. GPA 3.3 or higher

Credits:

3.00

Description:

This honors course introduces the concepts and practices of managing profit seeking firms, as well as the challenges of managing not-for-profit and public sector organizations. Students develop an initial understanding of organizational stakeholders, the global, economic, legal, and regulatory environments, ethical challenges faced by management, and the strategic coordination of various internal functions of organizations. Students develop an integrative approach to analyzing organizations and are coached on effective presentation skill, culminating in a group presentation of a business analysis to a panel of outside managers.

Term:

Offered Fall Term

Type:

Honors
- **SBS-120 Local Engagement: Center for Community Engagement**

  **Credits:**
  
  0.00

  **Description:**

  This zero credit course is for students concurrently volunteering in programs coordinated by the Center for Community Engagement (CCE). It requires several reflective writing assignments related to the volunteer experiences. Minimum expectations for the volunteer work are 20 hours in one semester. Volunteer hours will be documented by Center for Community Engagement. Students must maintain professional and/or appropriate behavior in all interactions with the community organization in order for this experience to count toward the Local Engagement Requirement.

  **Type:**
  
  Local Engagement Experience

- **SBS-121 Local Engagement: Alternative Spring Break**

  **Credits:**
  
  0.00

  **Description:**

  This zero credit course is restricted to students concurrently participating in an Alternative Spring Break trip. Successful completion of the ASB trip will count toward the BSBA Local Engagement requirement. Students must abide by all ASB policies, behavioral expectations, and guidelines in order for this experience to count toward the Local Engagement Requirement.

  **Type:**
  
  Local Engagement Experience

- **SBS-122 Local Engagement: Jumpstart**

  **Credits:**
  
  0.00

  **Description:**
This zero credit course is restricted to Jumpstart Corps volunteers. Jumpstart is a two semester commitment that involves about 300 hours of volunteer time, which includes ongoing training and working directly with children. Successful completion of Jumpstart volunteer year will count toward the BSBA Local Engagement requirement. Students must volunteer for both semesters and maintain appropriate behavior in all interactions in the grade school in order for this experience to count toward the Local Engagement Requirement.

Type:
Local Engagement Experience

- **SBS-123 Local Engagement: Greek Organizations**

  Credits:

  0.00

  Description:

  This noncredit course is restricted to students concurrently participating in a sorority or fraternity on campus and volunteering 20 or more hours in one semester. It requires several reflective writing assignments related to the volunteer experiences. Volunteer hours will be documented by the chapter advisor. Students must maintain professional and/or appropriate behavior in all interactions with the community organization in order for this experience to count toward the Local Engagement Requirement.

  Type:

  Local Engagement Experience

- **SBS-124 Local Engagement: Athletes Serving Boston**

  Credits:

  0.00

  Description:

  This noncredit course is restricted to student athletes who participate in weekly service through programs sponsored by the Suffolk Athletics Department. It requires several reflective writing assignments related to the volunteer experiences. The advisor will monitor volunteer hours. Students must maintain professional and/or appropriate behavior in all interactions with the community organization in order for this experience to count toward the Local Engagement Requirement.

  Type:
• SBS-125 Local Engagement: Entrepreneurship

Credits:

0.00

Description:

This zero credit course is restricted to students concurrently volunteering 20 or more hours in one semester in programs coordinated by or approved by the Center for Entrepreneurship. Most opportunities require several reflective writing assignments related to the volunteer experiences. Volunteer hours will be documented by the Center for Entrepreneurship. Students must maintain professional and/or appropriate behavior in all interactions with the community organization in order for this experience to count toward the Local Engagement Requirement.

Type:

Local Engagement Experience

• SBS-126 Local Engagement: Honors

Credits:

0.00

Description:

This zero credit course is restricted to students in the BSBA Honors Program concurrently volunteering 20 or more hours in one semester in programs coordinated by or approved by the Honors Program. It requires several reflective writing assignments related to the volunteer experiences. Volunteer hours will be verified by the Honors Program. Students must maintain professional and/or appropriate behavior in all interactions with the community organization in order for this experience to count toward the Local Engagement Requirement.

Type:

Local Engagement Experience

• SBS-127 Local Engagement: Beta Alpha Psi

Prerequisites:
This zero credit course is restricted to members of Beta Alpha Psi concurrently volunteering 20 or more hours in one semester in programs coordinated by or approved by Beta Alpha Psi faculty advisors. It requires several reflective writing assignments related to the volunteer experiences. Volunteer hours will be documented by the Faculty Advisor. Students must maintain professional and/or appropriate behavior in all interactions with the community organization in order for this experience to count toward the Local Engagement Requirement.

Type:
Local Engagement Experience

- **SBS-128 Local Engagement- Boston Tax Help**

  Prerequisites:

  Instructor consent required.

  Credits:

  0.00

  Description:

  This zero credit course is restricted to students volunteering with Boston Tax Help, a tax preparation program that assists community members to complete their tax forms. Students must complete the required training on campus before engaging in 20 or more hours of service during spring semester. To count this experience to count toward the Local Engagement Requirement, several reflective writing assignments are required and students must maintain professional and/or appropriate behavior in all interactions with the community members served.

  Type:

  Local Engagement Experience

- **SBS-129 Local Engagement: Journey Leadership Exchange**

  Prerequisites:
Instructor consent required

Credits:

0.00

Description:

This zero credit course is restricted to students who are enrolled in Level 4 of the Journey Leadership Program and complete the Leadership Exchange experience or a similarly intensive community service project. Reflective writing may be assigned, in addition to the volunteer experiences. The Student Leadership and Involvement Office will document volunteer hours. Students must maintain professional and/or appropriate behavior in all interactions with the community organization in order for this experience to count toward the Local Engagement Requirement.

Type:

Local Engagement Experience

- **SBS-130 Local Engagement: General**

Credits:

0.00

Description:

This zero credit course is for students who are petitioning to count an experience, project, internship or other experience toward the Local Engagement requirement, one which is not covered by the other advertised options for this requirement. For most situations, this course will need to be completed at the same time as the experience. This course requires several reflective writing assignments related to the experience as well as signed documentation from the site supervisor and proof of involvement. Additional documentation may be required to provide details on the experience. To inquire about whether a certain experience might count or to submit a petition, visit the Sawyer Business School Undergraduate Programs Office (Stahl Building, 12th floor).

Type:

Local Engagement Experience

- **SBS-140 Global Engagement- Center for Community Engagement**

Credits:
This zero credit course is for students concurrently volunteering through the Center for Community Engagement (CCE) in programs working with ethnically or culturally diverse populations in the Boston area. It requires several reflective writing assignments related to the volunteer experiences. Minimum expectations for the volunteer work are 20 hours in one semester. Volunteer hours will be documented by Center for Community Engagement. Students must maintain professional and/or appropriate behavior in all interactions with the community organization in order for this experience to count toward the Global Engagement Requirement.

Type:

Global Engagement Experience

- **SBS-150 Global Engagement: Our Diverse Boston**

  Credits:

  0.00

  Description:

  Domestic students who are not planning to travel internationally may meet their Global Engagement Experience by participating in a community service program in one of Boston's ethnic or cultural communities. This will be organized by the Center for Community Engagement and opportunities may vary each semester. As part of this experience, students complete several reflective writing assignments.

  Type:

  Global Engagement Experience

- **SBS-160 Global Engagement: Studying Abroad**

  Prerequisites:

  Instructor's consent required

  Credits:

  0.00

  Description:
This zero credit course is for students concurrently studying abroad. It requires several reflective writing assignments related to the travel and study experience. Satisfactory completion of this co-requisite allows the study abroad experience to count toward the Global Engagement Requirement.

Type:
Global Engagement Experience

• **SBS-162 Global Engagement: Home Away From Home**

  Credits:
  0.00

  Description:
  International students studying here at our Boston campus are paired with another Suffolk student who helps them make the transition to studying in Boston. This is coordinated by the International Student Services Office. Students complete several writing assignments reflecting on their learning and experiences. Limited enrollment.

  Type:
  Global Engagement Experience

• **SBS-163 Global Engagement: American Family Visit**

  Credits:
  0.00

  Description:
  International students studying here at our Boston campus are matched to local families who host them for a weekend visit, including meals and recreational activities. This is coordinated by the International Student Services Office. Students complete several writing assignments reflecting on their learning and experiences. Limited enrollment.

  Type:
  Global Engagement Experience
• SBS-164 Global Engagement: Window on America

Credits:
0.00

Description:

International students studying here at our Boston campus may participate in this Boston-based experiential program where they attend local interactive cultural or historical programs and complete several reflective writing assignments. The opportunities vary each year. Limited enrollment.

Type:

Global Engagement Experience

• SBS-170 Global Engagement: Work Abroad

Prerequisites:

Instructor consent required

Credits:

0.00

Description:

This zero credit course is restricted to students who will complete an internship, volunteer job, teaching or other short-term position working abroad in a country other than their own. It requires several reflective writing assignments related to the global work experience.

Type:

Global Engagement Experience

• SBS-175 Global Engagement: ASB Abroad

Credits:

0.00

Description:
Students completing an Alternative Spring Break program abroad (including Puerto Rico) may register for this course in order to count it toward the Global Engagement Requirement. The Center for Community Engagement will coordinate registration after the trip is concluded (no further assignments are required). Instructor permission required.

Type:

Global Engagement Experience

• **SBS-180 Global Engagement: General**

  Prerequisites:

  Instructor consent required.

  Credits:

  0.00

  Description:

  This zero credit course is restricted to students whose proposal for an alternate global engagement experience has been approved by the SBS Undergraduate Programs Office. These might range from primary research or other academic projects to volunteer or service projects that have students interacting with people whose are from a country different from their home country. Not all experiences will count, so students should review the BSBA webpage for the learning goals related to this requirement and discuss it with an advisor or the SBS Undergraduate Programs Office. Most opportunities will require several reflective writing assignments related to the global experiences.

  Type:

  Global Engagement Experience

• **SBS-200 careerEXPLORE**

  Prerequisites:

  SBS 100. Prerequisite will be waived with 30 or more transfer credits from another institution.

  Credits:

  1.00

  Description:
SBS 200 fosters active exploration of career interests, jobs and fields. Students build introductory career management, information seeking, and self-presentation skills. Students refine oral and written communication through class presentations, networking, research, and writing a resume and cover letter. This is the second in a four-year sequence of career courses.

- **SBS-220 Business Writing**
  
  **Prerequisites:**
  
  ENT 101 (formerly SBS 101); WRI 102 or WRI 103;
  
  **Credits:**
  
  3.00
  
  **Description:**
  
  The world is constantly changing and businesses as well as individual employees must adapt. In order to effectively leverage future communication technologies and media, you must be a critical reader and have strong foundational writing and editing skills. In this course, current business news will be read for its content and to understand the interplay of language and purpose. You will learn to write effectively for business by focusing on your audience, purpose, tone, and the design of various business documents and by revising and refining your writing.

- **SBS-H220 Honors Business Writing**
  
  **Prerequisites:**
  
  ENT 101 (formerly SBS 101); WRI 102 or WRI 103
  
  **Credits:**
  
  3.00
  
  **Description:**
  
  The world is constantly changing, and businesses as well as individual employees must adapt. In order to effectively leverage future communication technologies and media, you must be a critical reader and have strong foundational writing and editing skills. In this course, current business news will be read for its content and to understand the interplay of language and purpose. You will learn to write effectively for business by focusing on your audience, purpose, tone, and the design of various business documents and by revising and refining your writing.
• **SBS-300 careerBUILD**

  **Prerequisites:**
  
  SBS 200. Prerequisite will be waived with 45 or more transfer credits from another institution.

  **Credits:**
  
  1.00

  **Description:**
  
  SBS 300 deepens students' career information and skills with a focus on professionalism. Students refine career documents based on personal branding with a focus on articulating the experiences, learning, and skills gained in previous internships, volunteer and work experiences, courses, and club or performance roles. Students use technology, personal networks and professional organizations to develop job search skills. This is the third in a four-year sequence of career courses.

• **SBS-400 careerLAUNCH**

  **Prerequisites:**
  
  90 credit hours required.

  **Credits:**
  
  1.00

  **Description:**
  
  SBS 400 is the culminating career and professional experience for seniors. It focuses on career entry and transition, networking for career and job success, impression management, and related life-long learning skills. Students articulate and reflect on academic, work, and co-curricular experiences from the perspective of professionals entering or advancing their careers. This is the final course in a four-year sequence of career courses.

• **SBS-520 Interdisciplinary Internship**

  **Prerequisites:**
Description:

This course provides students an opportunity to apply interdisciplinary business concepts and skills to problem solving in an organizational workplace setting. Students identify their internship position and submit required paperwork. Deliverables for internship credit vary in scope and content, as negotiated with the faculty member, and include the supervisor's evaluation. Students are expected to be on the job approximately 30 hours during the semester.

- **SBS-H520 Honors Interdisciplinary Internship**

  Prerequisites:

  Instructor's consent required

  Credits:

  1.00-3.00

  Description:

  This course provides students an opportunity to apply interdisciplinary business concepts and skills to problem solving in an organizational workplace setting. Students identify their internship position and submit required paperwork. Deliverables for internship credit vary in scope and content, as negotiated with the faculty member, and include the supervisor's evaluation. Students are expected to be on the job approximately 30 hours during the semester.

  Type:

  Honors

- **SBS-521 Business Internship**

  Prerequisites:

  2.5 GPA, 30 credits completed and instructor consent required.

  Credits:
This 1 credit course is for students who are concurrently working in an approved internship or co-op position. Career focused assignments include on-the-job networking, information seeking skills, understanding the organizational environment, and developing career goals. Students complete a minimum of 70 hours of internship work and must have completed supervisor employment paperwork and performance evaluation(s). This course does not count toward a major or minor. International students must register for CPT approval with the International Student Services Office PRIOR to beginning an internship.

- **SBS-HC115 Business Writing**

  **Credits:**
  
  2.00

  **Description:**
  
  In this business writing course students will be introduced to the basics of effective writing. This includes using business letters, memos, brief informal reports and e-mail exchanges to persuade and concisely convey opinions and proposals. The course will focus on both the writer's voice and use of appropriate tone and etiquette. Students will practice their writing through a semester long project encompassing various writing platforms and ongoing communication with the professor. This course was designed to be very interactive and engage students through creative exercises and practice.

  **Type:**
  
  Honors

- **SBS-HC125 Becoming Business Literate**

  **Credits:**
  
  1.00

  **Description:**
  
  This course explores and analyzes current multimedia sources of global business news from different countries and regions: newspapers, magazines, film clips, etc. It acquaints the student with high quality and authoritative global news sources. Students are introduced to 1) identifying quality global news sources; 2) locating these sources; 3) approaching and understanding these sources; and 4) incorporating daily global business news into their
daily lives as well as their academic and career interests. In this way, students become engaged in global business and can discuss the latest developments, identify key leaders, track business and economic trends, etc. and form a more complete global perspective.

Type:
Honors

- **SBS-HC155 Foot in the Door**

  Prerequisites:
  3.3 GPA; sophomore status required

  Credits:
  1.00

  Description:

  Learn to effectively network and present yourself in person to potential clients and mentors; create a positive online presence and use social media effectively for your professional development; interact appropriately and use proper etiquette in social and business situations with individuals from anywhere in the world; read and navigate the subtleties of organizational culture so that you can advance your career.

  Type:
  Honors

- **SBS-HC160 Happiness: How to Get It, Retain It, and Benefit From It**

  Prerequisites:
  3.3 GPA

  Credits:
  2.00

  Description:

  In an informal survey it has been found that most of the people want to be happy(ier) than what they are. The business world is also realizing that happier people make better choices. Coca-Cola's new slogan is Open Happiness while Walgreen say Meet at the intersection of Happy and HEalthy.
Happier people are more successful, make more money, get more promotions, are inspiring and are sought after by others (i.e. are more popular). This course will cover the following: 1. Techniques (including MOM*) to find happiness and retain it. 2. How to be happy under all circumstances. 3. How to use happiness to improve focus, be more productive, increase output and succeed in all spheres of life. Reap happiness benefits by being healthy - physically, mentally, emotionally and intellectually. MOM - Managing of Mind

Type:
Honors

• SBS-HC180 Business Etiquette: Why Manners Matter

Prerequisites:

3.3 GPA

Credits:

1.00

Description:

Available to Honors Students truly interested in gaining an unfair advantage on how to succeed in business. Do manners really matter? Learn the truths about what works and what does not go over in the workplace - people generally just won't tell you. This course is custom designed to provide students opportunities to experience reality in a safe and fun learning environment. We will simulate behaviors and communications often regarded as stereotypical or politically incorrect to determine the truths and results of using stronger business etiquette skills. Simply come to this classroom willing and able to engage in an interactive and resourceful dynamic think tank. You will be required to conduct real world research and present self-reflection and examination. Students will be required to analyze situations from multiple points of view and position themselves in diverse roles. This will be a course on life lessons that empower you to be a more effective contributor - in any situation.

Type:
Honors

• SBS-HC205 Community Engagement: a Personal and Professional Journey

Credits:

1.00

Description:
This course examines the role of civic and community engagement in enhancing your personal and professional development. Students assess their personal values around a chosen area of social justice. In addition, students also examine areas in which they can contribute to improving the quality of life through their chosen profession by focusing on how various non-profit organizations enhance the communities in which they exist. Students also explore the responsibility that, as individuals and professionals, educated citizens have to contribute to the community in a personal and professional manner. This course will satisfy the Local Engagement requirement.

Type:
Local Engagement Experience, Honors

- **SBS-HC210 Energy Management**

  **Prerequisites:**
  3.3 GPA

  **Credits:**
  1.00

  **Description:**
  Traditionally, human energy is considered a finite resource that, if ill-managed, will result in serious depletion. In this 4 week challenge course, you will learn how to think of human energy as an infinite resource that can be generated and sustained over time. Specifically, you'll become familiar with the current academic literature on the topic of energy, track your energy level and create additional energy for yourself to improve work performance and engage in a systematic intervention to improve your energy level over time.

  **Type:**
  Honors

- **SBS-HC215 Preparing for Your Internship With Advanced Excel**

  **Prerequisites:**
  3.3 GPA and ISOM-130 or ISOM-H130

  **Credits:**
  1.00
Businesses use Excel as a tool for a variety of purposes such as list management, data analysis, budgeting, inventory management, data aggregation and cost analysis. In this course, students will learn advanced skills in Microsoft Excel in preparation for business internships. Students will sort, filter and analyze data, design custom charts, graphs, PivotTables and PivotCharts, create three-dimensional workbooks, write macros, build links between files and endow worksheets with decision-making capabilities.

Type:
Honors

- **SBS-HC220 Leverage Your Internship**

  **Prerequisites:**

  3.3 GPA required

  **Credits:**

  1.00

  **Description:**

  Learn to effectively search out relevant internships, apply effectively, and excel on the job. Students will learn important impression management techniques even before the first day, learn to recognize workplace norms and behavioral standards, and build a personal plan of exceeding expectations on the job. Students will understand how to effectively conclude an internship and leave a positive impression. A strong focus on networking before, during and after the internship will be paired with assignments to guide students in developing personal plans of action.

  Type:

  Honors

- **SBS-HC225 Nuts and Bolts of Starting a Business**

  **Credits:**

  1.00

  **Description:**
What are the steps necessary for starting a new business? What happens after you have an idea that you think solves a problem in the marketplace? Is starting a new business easy, difficult, or both? In this course, you will learn the step-by-step process of starting a new business ranging from ownership, business organization choices and process, filing for a tax identification number, setting up payroll and withholding, unemployment, and other related taxes, understanding tax filing requirements and collection of sales taxes, choosing an accounting system and setting up a chart of accounts, researching a bank and keeping track of business transactions, integrating automated best practices such as linking bank accounts and credit/debit card accounts to your accounting system, selecting customer resource management and sales systems, and more.

Type:
Honors

SBS-HC230 Cultural Environment

Prerequisites:
WRI 101; 3.3 GPA

Credits:
1.00

Description:
Utilizing the text Women and World Religions by Lucinda Peach, this one credit course will explore the role of women in Judaism, Christianity and Islam from both an historical and a contemporary perspective. Grading is based on participation, oral presentations, and a Final Paper.

Type:
Honors

SBS-HC235 Business Development

Prerequisites:
ENT-101 or ENT-H101 and GPA of at least 3.3 or Honors student

Credits:
1.00

Description:
Do you want to identify and implement real business development initiatives for the Center for Entrepreneurship? Do you have interest in entrepreneurship, marketing or strategy? If so, this course challenges your ideas with strategies that are executed, measured, and modified to achieve the Center's goal of generating cash flow necessary to fund program initiatives. You will gain an understanding of project management, social media and related analytics, event planning and execution, and measuring the success of your strategies. This course is for students who are highly motivated and can work both individually and in a team environment. You will work directly with your instructor and the Center's support staff.

- **SBS-HC240 The Power & Practice of Story**
  
  **Prerequisites:**
  
  GPA 3.3 or higher
  
  **Credits:**
  
  1.00
  
  **Description:**
  
  Stories are the heart of language and can move us to love and hate. In this challenge course, Dr. Dumas will guide you in exploring the vital necessity of recreating common ground for each other's stories. Each session will focus on fascinating narratives in written form, film and images about people, family and community. The sessions will include practical instruction about the nature of story, how it works, and how we can practice it in our lives. Participants will have the opportunity to explore personal stories captured in journals, stories of family legacy, the underlying stories that drive our organizations, and the stories that define our personal identity.
  
  **Type:**
  
  Honors
  
- **SBS-HC250 Your Intelligent Career: Examining and Joining the Global Knowledge Economy**
  
  **Prerequisites:**
  
  3.3 GPA required
  
  **Credits:**
  
  2.00
  
  **Description:**
Applying your intelligence to your own career— and not just to the jobs you will be asked to fill— is fundamental to the health of the global, knowledge-based economy. It is also fundamental to your personal career success within that economy. Yet, it is hard to gather good advice. Organizations pursue talent management programs based on their own rather than their employee’s interests. Management consultants echo the interests of the organizations that they serve. Scholars give selective advice that reflects the particular academic discipline in which they have been trained. What is needed is a broad survey of the principal tasks and challenges that present and future brainworkers will face. This course will provide such a survey, as well as a series of exercises and conversations to help students gain direct exposure to the issues they will face.

Type:
Honors

- **SBS-HC252 Global Business Ethics**

  **Prerequisites:**

  Take BLE-215; 3.3 GPA required

  **Credits:**

  2.00

  **Description:**

  This course surveys global business ethics as it transcends global business. Current ethical challenges to doing global business, trends and convergence are explored. Emphasis is placed upon global ethical decision-making and sustainability. Sources of global business ethics are explored including international law.

  **Type:**

  Honors

- **SBS-HC255 Gandhi's Leadership**

  **Prerequisites:**

  3.3 GPA required

  **Credits:**

  1.00
Leadership has a special place in the Sawyer Business School. Our mission declares: We create a learning environment that enables our students to emerge as successful leaders in the practice of global business and public service. As you look around, you will see various forms and styles of leadership in the professors you meet, the student clubs you attend, your community, and the political party that you are inclined to support. As business students, these provide you with opportunities to observe, learn, and reflect on its applicability in the business world. Even as the daily newspapers fill us with information of violence in another part of the world, we will take time in this course to reflect on the leadership of a man who used non-violence and truth force as part of his leadership style. The course will use segments of the Richard Attenborough film Gandhi to understand Gandhi’s actions in South Africa and India, and derive principles of leadership. This will be compared to other leaders who were present at times of major transformations and had a role in them, such as Kemal Ataturk, Yasser Arafat, Martin Luther King, Aung San Suu Kyi, Abraham Lincoln, Nelson Mandela, Jack Welch, Lee Kwan Yew, and Mao Zedong; you will choose one (from within or outside this list) with whom you will compare Gandhi. While discussing leadership styles, we will bear in mind their applicability in an organizational context.

Type:
Honors

• SBS-HC260 Opportunities and Career in Finance

Prerequisites:
3.2 GPA; 54 credits; Finance or Accounting or Economics major or minor or permission of the instructor

Credits:
1.00

Description:
This course outlines the different career options that students will have once they obtain a finance or related degree. It explores the many different facets of the finance and investment industry and gives students a look at responsibilities, culture, and necessary requirements for each area.

Type:
Honors

• SBS-HC275 Client Rules of Engagement

Prerequisites:
Think about how many questions you ask each day to do your job. Whether you're in sales, consulting or talent management, you ask A LOT of questions. What if you could learn how to ask questions like the very best reports and enhance your business career? What if the training program was based on a new method of interviewing - one that emphasizes professional listening and humility-pioneered by an award winning investigative journalist who is now the head of talent development at ESPN, the world's most successful sports network? This one-credit challenge course will deconstruct and reconstruct the way you think about asking questions. You will learn principles and strategies by analyzing video clips of interviews conducted by today's top TV journalists in the United States and United Kingdom. In-class group, team and pairs exercises as well as case studies will help reinforce what you learn and give you an opportunity to practice your new skills. Get ready to take a deep dive into the art and science of asking questions.

Type:
Honors

**SBS-HC277 Professional Presentations**

Prerequisites:
WRI 101; 3.3 GPA

Credits:
1.00

Description:
You are the message! SBS-HC277 invites you to stand up and speak well in business and through life! This is not your ordinary college course; This is about you. We will create a safe workshop environment to explore your own communication style and skills. Put down the toys and gadgets, be engaged, learn how to improve your delivery and be a person- people want to listen to! If you are open to positive feedback, you will experience what works and what can improve your presentations. This is an honors class especially designed to benefit all participants and, at the same time, have fun!

Type:
Honors
SBS-HC310 Understanding the Amazing Boston Economy A Roadmap

Credits:
2.00

Description:
Most students are unaware of the vast range of opportunities right under their noses as citizens of the Boston area. This course explores the fundamental drivers of the greater Boston economy and is designed to give students a full appreciation of the dynamism and emerging economic potential in the Boston job market -- and will guide students in crafting their own strategies for pursuing local job opportunities. The course is designed to be a roadmap for students looking to get a start in the Boston economy. After providing an in-depth exploration of the pillars of the Boston economy, the course will track how greater Boston evolved after World War II to become a leader in technology and financial services. The course will then drill down sector by sector, exploring a range of local companies, both large and small, that are helping shape the economic future of the region. Drawing from an assortment of sources, including Boston Business Journal research, students will learn about the region's fastest-growing sectors and the fastest-growing companies, and hear first-hand from an assortment of business leaders about their businesses and Boston's relative strengths and weaknesses.

Type:
Honors

SBS-HC320 Utilizing Real Time Data, News, Analytics and Research

Prerequisites:
FIN 200 (formerly FIN 310); 3.3 GPA

Credits:
2.00

Description:
Students will gain hands-on and real-world experience using information and technology utilized by leading decision makers in business. Expose students to real-time platforms for financial and global business news, data, analytical tools and research. Students can deepen both their research and classwork, while learning how to analyze markets, assess economic scenarios and interpret the key news developments that impact the global economy. Bring the pace and excitement of real-time business and macro/micro econometrics into the classroom. Real-time trading applications will be introduced and utilized extensively throughout the course. Students will have multiple opportunities to participate in local and national virtual trading...
and analysis competitions. Integrate theoretical curriculum from prior courses and teach practical applications that can also be helpful in later courses. Examples drawn from ongoing economic and financial issues will be used to illustrate topics and concepts throughout the course. Guest speakers will be scheduled to speak about certain topics and their experiences.

Type:
Honors

- SBS-HC330 Leadership Decision Making

  Prerequisites:
  3.3 GPA; Sophomore status required

  Credits:
  2.00

  Description:

  This course will introduce students, as future business and government leaders, to crisis leadership decision-making in the context of resolving conflicts. Students will examine different techniques to resolve disputes by exploring major concepts of alternative dispute resolution (ADR) including position and interest bargaining and negotiation, mediation, and arbitration. Through actual case examples in business, government and labor, students will observe the roles played by the different sides of the disputes as well as the third party intervener. Students will practice resolving these conflicts by working together as teams to apply the techniques of alternative dispute resolution. Students will begin to appreciate and acquire the essential rudimentary skills for effective leadership in conflict resolution.

  Type:
  Honors

- SBS-HC340 Political Campaigns and Tax Promises: Decoding the Message

  Credits:
  1.00

  Description:
Political campaigns use tax promises as a key way to convince voters to support them. However, the average American is not well-informed about what these tax promises mean and how those promises would affect their bank accounts now and in the future. In this discussion-focused course, students will learn how to interpret current major tax proposals. Students will learn the basic application of the rules and then the practical implication of each policy proposal. By the end of the course, students will be able to explain each policy proposal in plain language. The course will heavily integrate multimedia-using pictures, videos and graphs - to illustrate both the rules and give historical context for tax treatments. Policy topics will include business income and deductions, investment income and deductions, education, healthcare family and home ownership.

Type:
Honors

- **SBS-HC350 Going Green: the New Road to Corporate Sustainability**

  Credits:
  2.00

  Description:

  Global warming, growing populations, and the expansion of the world's middle class through globalization have produced a planet that is hot, flat and crowded. While excessive human consumption and the increase in the use of fossil fuels contribute to these various problems, the real culprit is the failure of government, business, and individuals to recognize a real sense of urgency about the current and future draconian consequences to our world. This course is not only about environmentalism. It is about corporate sustainability which embraces the environment, biodiversity, supply chain management, corrupt business behaviors that retard internal economic development, investment behaviors, sweat shops, energy consumption, and much, much more. There is a need for the global business community to formulate and implement a global ethic that will lead to new innovation in business behaviors in an effort to turn the trend toward sustainable business practices.

  Type:
  Honors

- **SBS-HC360 Scholars Circle**

  Prerequisites:
  3.3 GPA or Honors student

  Credits:
  1.00
Are you curious about the Volkswagen fallout, the future of Draft Kings or even how the presidential race may impact the business community? Stay on top of business and regulatory trends through this 1 credit seminar. Periodical review will shape a roundtable format in which we will address the news of the week with an emphasis on legal and regulatory concerns. Join the Scholars Circle and allow the news to truly shape your classroom experience.

- **SBS-HC361 Bldg. a Client Base: Strategies and Tools**
  
  **Credits:**
  
  1.00
  
  **Description:**
  
  You might be an expert in your business and have the best offering around but if you don't know how to build a client base, consistently over time, your business could fail. This course will give students a clear plan for attracting clients and customers, keeping those customers engaged and continuing to add new ones starting out and as the business matures.
  
  **Type:**
  
  Honors
  
- **SIB-101 Globalization**
  
  **Credits:**
  
  3.00
  
  **Description:**
  
  This course introduces the nature and processes of globalization which define today's international business environment. The course employs a multidisciplinary perspective to explore the growing interdependence of nations in their trade, investment, technology flows, and business operations. Topic include business, geographic, economic, social, cultural, political, and other issues related to globalization. The course is experiential in its approach. Students will undertake a team research project exploring globalization issues with reference to a particular country, region or industry.
  
  **Term:**
  
  Offered Both Fall and Spring
- **SIB-H101 Honors Globalization**

  Prerequisites:
  
  GPA 3.2 or higher.

  Credits:
  
  3.00

  Description:
  
  This course introduces the nature and processes of globalization which define today's international business environment. The course employs a multidisciplinary perspective to explore the growing interdependence of nations in their trade, investment, technology flows, and business operations. Topic include business, geographic, economic, social, cultural, political, and other issues related to globalization. The course is experiential in its approach. Students will undertake a team research project exploring globalization issues with reference to a particular country, region or industry.

  Term:
  
  Offered Both Fall and Spring

  Type:
  
  Honors

- **SIB-321 Introduction to International Business**

  Prerequisites:
  
  SIB 101 or HST 149 or HST 150 and sophomore standing or higher

  Credits:
  
  3.00

  Description:
  
  To provide students with an understanding of problems and opportunities associated with doing business across country and cultural boundaries and to encourage global business thinking and strategy formulation. Topics include the forms of international business involvement, economic, social, cultural and political conditions; national and multinational regulations of international transactions and investments; and global strategies for business operations.
Term:
Offered Both Fall and Spring

- **SIB-419 Global Business Theory & Practice**

  Prerequisites:
  
  MKT 210; ISOM 319; MGT 217 (formerly MGT 317); FIN 200 (formerly FIN 310); SIB 321

  Credits:
  
  3.00

  Description:

  This course will integrate global business theories and concepts with practice. Topics include: Transnational strategy, foreign direct investment, regional development clusters, role and operation of the WTO, outsourcing and supply chain management, and international ethics. Students integrate discipline-specific knowledge, practice investigation and decision-making around global business issues, improve business communication skills, and practice teamwork for global business decision-making.

  Term:

  Offered Both Fall and Spring

- **SIB-429 Strategic Management**

  Prerequisites:

  MKT 210; ISOM 319; MGT 217 (formerly MGT 317); FIN 200 (formerly FIN 310); Senior standing

  Credits:

  3.00

  Description:

  This course covers and integrates administrative processes and decision making under uncertainty in business areas of marketing, accounting, management, finance, personnel, and production. It also focuses on strategic and policy issues from the viewpoint of senior management in both domestic and international corporations. Case discussions help develop the conceptual framework for analysis and implementation of strategy and policy decisions.
- **SIB-H429 Honors Strategic Management**

  **Prerequisites:**
  
  MKT 210; ISOM 319; MGT 217 (formerly MGT 317); FIN 200 (formerly FIN 310); Senior standing; 3.3 GPA

  **Credits:**
  
  3.00

  **Description:**
  
  Covers and integrates administrative processes and decision-making under uncertainty in business areas of marketing, accounting, management, finance, personnel, and production. It also focuses on strategic and policy issues from the viewpoint of senior management in both domestic and international corporations. Case discussions help develop the conceptual framework for analysis and implementation of strategy and policy decisions.

- **SIB-437 Strategic Context of International Business**

  **Prerequisites:**
  
  Senior standing and instructor's consent required

  **Credits:**
  
  3.00

  **Description:**
  
  3.00
Business firms around the world regularly engage in strategic interactions with stakeholders and particularly with governments. These interactions allow firms not only to manage risks from adverse policies and stakeholder positions, but also to shape governmental behavior and relations with other stakeholders to enhance the creation and capture of value. At the same time, the complexity of the nonmarket environment and controversies regarding the ethics of firm behavior in this space has limited attention to this crucial element of strategy. This course will provide a framework for the analysis of the nonmarket environment across countries and the development of integrated strategies combining market and nonmarket action, from the perspective of multinational firms.

- **SIB-510 Direct Study in Strategy and International Business**

  **Prerequisites:**

  instructor's consent

  **Credits:**

  1.00 - 6.00

  **Description:**

  Independent study allows students to expand their classroom experience by completing research in an area of interest not already covered by Suffolk courses. The student designs a unique project and finds a full-time faculty member with expertise in that topic who agrees to sponsor it and provide feedback as the proposal is refined. A well designed and executed research project broadens and/or deepens learning in a major or minor area of study and may also enhance a student's marketability to potential future employers. Students cannot register for an Independent Study until a full proposal is approved by the faculty sponsor, department chair, and academic dean. Many Independent study proposals require revisions before approval is granted; even with revisions independent study approval is NOT guaranteed. Students are strongly encouraged to submit a proposal in enough time to register for a different course if the proposal is not accepted. For complete instructions, see the SBS Independent/Directed Study Agreement and Proposal form available online.

  **Term:**

  Offered Both Fall and Spring

- **SIB-520 Strategy and International Business Internship**

  **Prerequisites:**

  SIB-321, Global Business Director approval required before registration

  **Credits:**
A project-based course that entails a work experience component for juniors and seniors, and allows the student to apply international business theory in a practical context, thereby bridging the gap between education and practice. The internship must involve at least 100 hours of work. Students are responsible for identifying and securing acceptance to an internship. Prior to registering for SIB 520, a student must submit to the Global Business Director a Sponsor Agreement form signed by a representative of the internship organization prior to starting the internship. A maximum of one SIB 520 internship course may also be used as a Global Business major elective. The work time required for a Global Business internship cannot also be used to fulfill the requirement for an internship course in another department. The company offering the internship must agree to evaluate the student's performance by completing an Internship Evaluation Form. Students must successfully complete both the internship and all of the academic requirements of SIB 520 in order to earn a passing grade. If SIB 520 is taken to also fulfill the global travel requirement, the internship must take place outside the student's country of residence. Therefore international students who are not permanent residents of the US can pursue their internships in the US. If a student intends to fulfill the global travel requirement with SIB 520, the student should simultaneously register for SIB 560. SIB 520 can be taken for credit without fulfilling the global travel requirement if the internship's tasks involve business activities targeted to countries outside the student's country of residence. Note that it is not sufficient for the company providing the internship to be an international company, but the student's job position must entail the international business activities specified by the student's manager in a letter to the Global Business Director.

Term:
Offered Both Fall and Spring

- **SIB-550 Global Travel Seminar**

  **Credits:**

  3.00

  **Description:**

  An in-depth analysis of timely special issues in international business. Specific topics are announced when the course is scheduled.

  **Type:**

  Diverse Perspectives, Global Engagement Experience

- **SIB-560 Strategy and International Business Travel Requirement**

  **Credits:**
Description:

All majors are required to participate in overseas travel as part of their major. This requirement may be satisfied by completing a minimum of one travel seminar, a semester abroad, or an internship outside a student's country of residence. Travel seminars used to fulfill this requirement may also be used to fulfill major electives or language as appropriate. Students may participate in more than one travel seminar and/or study abroad opportunity. All study abroad must be preapproved by the Undergraduate Academic Advising Center. If a student plans to substitute a course taken at another university for a Suffolk requirement, this course must be approved by the Program Director or Department Chair for the department that offers the Suffolk required course prior to the study abroad. If a student wishes to fulfill SIB 560 by an internship, a student must submit to the Global Business Director a Sponsor Agreement form signed by a representative of the internship organization prior to starting the internship. The company offering the internship must agree to evaluate the student's performance by completing an Internship Evaluation Form. Students must successfully complete the internship and the Global Business Director must receive the Internship Evaluation Form from the sponsoring organization in order for the student to earn a passing grade.

Term:

Offered Both Fall and Spring