



SUFFOLK  
UNIVERSITY  
BOSTON

Academic Catalogs

[Academic Catalogs](#) > [Undergraduate Catalog](#) > Sawyer Business School

## 2016-2017 Archived Catalog Information

### Sawyer Business School

#### Undergraduate Programs

The BSBA curriculum is designed around four key learning goals, which help students:

- embrace diversity and span boundaries, including knowledge of diverse culture, multiple perspectives, and recognizing and working effectively across boundaries;
- harness and implement an innovative mindset, including understanding creative vision, opportunity assessment and implementation;
- identify, assess, and solve critical situations, including information literacy, analytical reasoning and decision making, and systems thinking and process thinking; and
- establish and leverage professional DNA, including communicating effectively across diverse contexts, leadership, collaboration, and personal branding.

Students learn contemporary management practices through a continually refined and updated curriculum, with hands-on experiences that help them apply concepts and skills in real-world settings. The Sawyer Business School maintains a culture of achievement for all students during their academic program and as successful graduates. In addition, the faculty strives to ensure that our graduates are socially responsible lifelong learners who understand how to add value in any organization or situation.

BSBA students are exposed to diverse viewpoints and to the environmental changes impacting business today. They become well-rounded through the foundational knowledge learned in general education courses such as writing, economics, creativity/innovation, mathematics and social/cultural/global perspectives, as well as introductory business courses in business research, accounting, operations, marketing, finance, management, and globalization.. An integrated curriculum ensures that students build foundation communication, quantitative reasoning, interpersonal, ethical, and career skills before advancing in the program of study. The BSBA program embeds many opportunities for students to interact with alumni, executives, and other business leaders. Students with special areas of interest are further encouraged to include corresponding liberal arts and business electives in their programs of study.

Undergraduate students may also choose to study abroad or to take courses at Suffolk's campus in Madrid, Spain.



SUFFOLK  
UNIVERSITY  
BOSTON

Academic Catalogs

---

[Academic Catalogs](#) > Undergraduate Catalog

---

## 2016-2017 Archived Catalog Information

### Undergraduate Catalog

This catalog is not an agreement or contract between the student and Suffolk University or any other party or parties and should not be regarded as such. The offerings and requirements contained herein are those in effect at the time of publication. The University reserves the right to change, discontinue, or add academic requirements, courses or programs of study at any time. Such changes may be made without notice, although every effort will be made to provide timely notice to students.

All students are expected to abide by all policies included in the Suffolk University Academic Catalog.

### See Also

These links will take you outside the Academic Catalog:

[Admission](#)

[Undergraduate Advising](#)

[Bursar](#) - Tuition and Fees

[Financial Aid](#)

[Student Handbook](#)



## 2016-2017 Archived Catalog Information

### Policies

- [Academic Honors](#)
- [Academic Standing](#)
- [Credits](#)
- [Grading](#)
- [Graduation](#)
- [Registration & Attendance](#)
- [Student Record](#)
- [Visiting or Non-Degree Students \(CAPS\)](#)

Students are awarded honors for outstanding academic achievement.

#### • Dean's List

A student shall be eligible for the Dean's List in any semester in which his or her grade point average is 3.50 or above, and provided he or she receives no grade of "D," "F," or "I," and has earned a minimum of 12 semester-hour credits.

#### • Graduation Honors

##### Latin Honors

To be eligible to graduate with Latin Honors, an undergraduate student must have completed at least 60 semester hours of work at Suffolk University. (Courses for which a student receives credit through CLEP examinations may not be counted toward this minimum of 60 semester hours.)

- Summa Cum Laude: You must have a cumulative GPA of 3.85, and have no grades of F or I.
- Magna Cum Laude: You must have a cumulative GPA of 3.7, and have no grades of F or I.
- Cum Laude: You must have a cumulative GPA of at least 3.3, and have no more than one grade of F or I.

#### • Recognition Day Awards

##### Highest Class Honors

In the spring of each year, both the College of Arts & Sciences and the Sawyer Business School present Outstanding Student Awards to the individuals (in their respective schools) with the highest cumulative grade

point average in the sophomore, junior and senior classes. To be eligible for consideration, a student must have accrued the following minimum credit hours while in attendance at Suffolk University. A grade of "D," "F," or "I" disqualifies a student, regardless of GPA.

Class Minimum Earned Credit Hours at Suffolk University:

- Sophomore 42
- Junior 70
- Senior 106

## Major Honors and Awards

In the spring of each year, both the College of Arts & Sciences and the Sawyer Business School present students awards of achievement in their major. Each award is defined and determined by the individual academic departments upon review of their junior and senior majors each spring semester.

## See Also

These links will take you outside the Academic Catalog:

[Admission](#)

[Undergraduate Advising](#)

[Bursar](#) - Tuition and Fees

[Financial Aid](#)

[Student Handbook](#)



# 2016-2017 Archived Catalog Information

## Policies

- [Academic Honors](#)
- [Academic Standing](#)
- [Credits](#)
- [Grading](#)
- [Graduation](#)
- [Registration & Attendance](#)
- [Student Record](#)
- [Visiting or Non-Degree Students \(CAPS\)](#)

At the conclusion of each semester, students failing to make satisfactory progress are reviewed by the Academic Standing Committee of their respective school.

Suffolk University expects students to maintain an overall grade point average of 2.0 and a grade point average of 2.0 in the major field of study, as well as a 2.0 grade point average in the minor. Failure to maintain these degree requirements may result in academic probation or dismissal.

Students are notified in writing of any actions taken by the Academic Standing Committees.

Actions may include the following:

### • Warning

Students will receive a warning when their overall GPA is above 2.0, but fail to achieve a semester GPA of 2.0.

Students who earn a GPA below 2.0 in their major, even if only one course has been completed, are alerted to minimum GPA requirements and referred to their major for advising.

Students who earn excess grades of "I" and/or "W" are sent a warning and may have their records frozen for advising.

Students are sent a warning if any single grade of "F" is earned.

### • Academic Probation

Students who fail to achieve a cumulative GPA of 2.0 are placed on probation and informed of conditions (to be met in the next semester enrolled) for continued matriculation.

In the semester following the first probationary period:

- If conditions are met and the cumulative GPA is at least 2.0, then the student is removed from probationary status.
- If conditions are met and the cumulative GPA is less than 2.0, then the student is placed on a probation extension.
- If conditions are not met, the student may be dismissed from the University.

Typically, students placed on probation are put on a reduced course load and are instructed to improve their grade point average by the next committee review. Students who are demonstrating academic improvement may have their probation extended until they return to good academic standing. Those failing to demonstrate improvement are in imminent danger of dismissal.

Extracurricular: No student on academic probation shall be eligible to participate in athletics, hold elected or appointed office, or represent the University in extracurricular or intercollegiate activities. However, a student on academic probation may continue membership in extracurricular activities such as clubs or fraternities, and may write for, but not be a member of, the staff of campus publications. In the event a student's average does not improve, the Academic Standing Committee may require further curtailment of extracurricular activities as a condition of continued academic probation at Suffolk University.

Financial Aid: Academic standing review is an academic process independent of federal guidelines managing access to student aid. It is possible to be allowed to continue at the University academically but be denied financial aid eligibility. ALL students who have financial aid and find themselves in academic difficulty should meet with their financial aid advisor to understand their personal situation.

## • Academic Dismissal

Continued failure to make satisfactory progress toward a degree will inevitably result in dismissal from the University. Low grade point average, unexplained semester absences, refusal to complete prescribed remedial coursework, unwillingness to honor the recommendations of the Academic Standing Committee and/or other specific conditions are but a few of the situations that can undermine satisfactory progress and constitute legitimate grounds for dismissal.

Once dismissed for scholastic failure, a student is ineligible to enroll in further courses at the University until s/he is readmitted by the Academic Standing Committee. Dismissal does not suspend a student's responsibility to meet prior course commitments. Consequently, all Incomplete "I" grades will convert to "F" grades unless attended to within one academic year.

## • Applying to Return to the University

### Returning from Academic Dismissal

Students who have been academically dismissed may apply for readmission after one semester by providing the appropriate committee with a written letter of petition. The filing deadline for petitioning is August 1 for fall re-admission and December 1 for spring re-admission. Please address the letter to: "The Academic Standing Committee."

This letter should contain three main sections:

1. Address the difficulties you had while you were enrolled at Suffolk University.

2. Describe what steps you have taken while away from Suffolk University to improve your personal situation (such as academic performance, personal issues, medical conditions, financial hardship). Be sure to attach any supporting documentation (such as transcripts from other institutions, letters from a doctor or current faculty member).
3. Create an action plan for your return (if reinstated) and describe what you would do to succeed in the future.

Letters should include your personal contact information for mail, email and phone.

If dismissed from the College of Arts & Sciences, send letters to:

Sharon Lenzie, Assistant Dean  
College of Arts & Sciences  
41 Temple Street  
Boston, MA 02114  
Phone: 617-573-8268  
[slenzie@suffolk.edu](mailto:slenzie@suffolk.edu)

If dismissed from the Sawyer Business School, send letters to:

Michele Rosenthal, Director  
Undergraduate Programs  
Sawyer Business School  
73 Tremont Street  
Boston, MA 02108-2770  
Phone: 617-994-6429  
[mjrosenthal@suffolk.edu](mailto:mjrosenthal@suffolk.edu)

## Fresh Start

A student dismissed for academic reasons, who is seeking readmission after an absence of five or more years from the University, may petition the Academic Standing Committee to grant him/her grade amnesty for all grades below C under the Fresh Start Program.

If approved, all Suffolk work completed prior to readmission will be reevaluated for relevance and currency, as all students readmitted under this policy are subject to the academic requirements for graduation at the time of readmission. Only coursework with a C or better earned prior to reinstatement and coursework attempted after reinstatement is calculated into the GPA and applied to the degree.

Normally, a student readmitted through the Fresh Start Program is not eligible for scholastic honors. All prior grades are used to compute the student's academic progress for financial aid evaluation.

## Returning after Being Administratively Withdrawn for Non-Attendance

Students who have been administratively withdrawn for non-attendance or are attempting to return after an unauthorized absence may apply for reentry to Suffolk through the Office of Undergraduate Admission. If approved, all students readmitted under this policy are subject to the academic requirements for graduation at the time of readmission.

Applicable courses taken eight or more years prior to readmission, whether taken at Suffolk or elsewhere, will be reviewed by the Dean's Office for relevance and currency. If a course is deemed ineligible, students may be required to complete the current course designed to satisfy that particular academic requirement.

## • Satisfactory Progress

Federal regulations require students to [demonstrate satisfactory academic progress](#) (SAP) in their educational program in order to maintain eligibility for financial aid. SAP is established and reviewed by the Office of Student Financial Services for the College of Arts & Sciences and Sawyer Business School. While it is possible to continue at the University but be denied financial aid eligibility, all students who seek financial aid and find themselves in academic difficulty should meet with their financial aid advisor to understand their personal situation.

## See Also

These links will take you outside the Academic Catalog:

[Admission](#)

[Undergraduate Advising](#)

[Bursar](#) - Tuition and Fees

[Financial Aid](#)

[Student Handbook](#)



## 2016-2017 Archived Catalog Information

### Policies

- [Academic Honors](#)
- [Academic Standing](#)
- [Credits](#)
- [Grading](#)
- [Graduation](#)
- [Registration & Attendance](#)
- [Student Record](#)
- [Visiting or Non-Degree Students \(CAPS\)](#)

#### • Credit Hour Definition

Suffolk University Follows the Federal Government's Definition of a Credit Hour:

"...as an amount of work represented in intended learning outcomes and verified by evidence of student achievement that is an institutional established equivalence that reasonably approximates not less than -

(1) One hour of classroom or direct faculty instruction and a minimum of two hours of out of class student work each week for approximately fifteen weeks for one semester or trimester hour of credit, or ten to twelve weeks for one quarter hour of credit, or the equivalent amount of work over a different amount of time; or

(2) At least an equivalent amount of work as required in paragraph (1) of this definition for other academic activities as established by the institution including laboratory work, internships, practica, studio work, and other academic work leading to the award of credit hours."

#### • Class Hours

Classes typically meet during several standard course times: Monday, Wednesday, and Friday for 50 minutes, twice a week Monday and Wednesday or Tuesday and Thursday for 75 minutes, and for 2 hours, 40 minutes once a week. The period between 1pm and 2:15 pm on Tuesday and Thursday is reserved for student activities, faculty meetings, guest lectures, and cultural events. No undergraduate classes are held during this time period.

#### • CLEP

[CLEP](#) examinations provide undergraduate students the opportunity to gain college credit in specific areas of study. The Suffolk University [Center for Learning and Academic Success](#) administers the CLEP program.

## • Class Standing

The classification of students is determined by the number of credit hours completed. Freshman standing is assigned to students with 1 through 23 completed credit hours; sophomore standing, to those with 24 through 53 completed credit hours; junior standing, to those with 54 through 83 completed credit hours; senior standing, to those with 84 completed credit hours or more.

## • Course Loads

Federal financial aid regulations stipulate a student must be enrolled in at least 12 credits per semester to be considered full-time, between 9-11 credits per semester to be considered three-quarter time, and at least 6 credits per semester to be considered half-time. During the summer semester, which is subdivided into modules, full-time, three-quarter time, and half-time status is determined based on the number of credits enrolled throughout the entirety of the term. Graduating students in their last semester are considered full-time (except for financial aid purposes) if they are registered for all remaining degree requirements, even if they are registered for less than full-time status.

All international students are required to complete at least 12 credits each fall and spring semester.

Enrollment statuses for fall, spring, and summer terms are listed in the table below:

Full-Time	Three-Quarter Time	Half-Time	Less than Half-Time
12-17 credits	9-11 credits	6-8 credits	<6 credits

Restrictions: English Language Institute (ELI) students can only take 0 credit courses.

## • Courses at Other Institutions

Once matriculated into a degree program at Suffolk, students are expected to complete all of their coursework at the University. Exceptions are made for international study or where academic hardship merits consideration. A student must be in good academic standing (2.0 GPA or better with no Incomplete grades) and have transferred fewer than 63 outside credit hours into Suffolk. If approved for a course at another institution, a student must attain a grade of "C" or higher in order to receive transfer credit. It is expected that students will complete their final 30 credit hours at Suffolk University. New students in their first semester without final grades may not be approved for outside courses. Courses taken at other institutions may affect student eligibility for graduation honors.

Students who feel their situation warrants an exception must apply through the Undergraduate Academic Advising Center.

## • Excess Courses

Twelve to 17 credits constitutes a normal full-time schedule. Students who meet the following criteria can register for 18 credits (fall and spring term):

- Student has been in attendance at Suffolk University for two full semesters excluding summer sessions
- Student has a minimum GPA of 3.0 or higher

Students who do not meet the above criteria or who wish to enroll in more than 18 credits in either the fall or spring term or more than 8 credits per summer module must [petition](#) the Undergraduate Academic Advising Center.

Students registered for more than 17 credits will be charged an [excess credit rate](#) during the fall and spring terms. Students are charged per credit hour during the summer sessions. Students should NOT assume financial aid will cover excess course charges.

## • Independent Study

The purpose of an independent study is to provide students with unique study opportunities with an individual faculty member. The guidelines with respect to independent studies are as follows:

- Students must gain authorization prior to registration by developing a robust and rigorous proposal. A description of the independent study project must be approved by the individual faculty member, by the department chair, and the dean's office of the respective school.

[CAS: Independent Study form](#)

[SBS: Independent Study form](#)

- Adjunct faculty are not eligible to supervise an independent study.
- Independent studies may be taken for variable credit; a single independent study cannot be taken for more than 4 credits in CAS and 3 credits in SBS.

Additional guidelines for BSBA students:

- Only juniors and seniors with a GPA of 3.0 or higher are eligible.
- Independent Studies cannot replace a required course or duplicate an existing course. They allow students to research and study an area of interest not covered by Suffolk courses.
- The deadline to turn in a proposal to the Dean's Office is the first three days of the semester in which you plan to complete an Independent Study. If the proposal is denied, this leaves sufficient time for students to revise and resubmit to the faculty, department chair, and Dean's Office.

## • Transfer Credit

Transfer applicants are considered for admission based on work completed at a regionally accredited two- or four-year college or at international institutions approved by the Ministry of Education in the country where the institution resides. In some cases, transfer applicants with less than one year of college completion are also considered based on the results of the high school transcript and test scores. Credit is generally transferable provided that such coursework is successfully completed and equivalent to that offered at Suffolk University.

In the Sawyer Business School, transfer credit is awarded only for courses equivalent to freshman/sophomore years. Courses not required at Suffolk University until the junior/senior years may qualify for validation credit. Students admitted to the Sawyer Business School are required to complete at least 50 percent of business credit hours at Suffolk University.

A minimum of 45 hours in any bachelor degree program must be earned at Suffolk University, including all major and general education requirements. Requirements for specific degrees are listed by major in the undergraduate degree section. In all cases, students must complete all major and University requirements to qualify for a bachelor degree. This may necessitate completing more than the required hours for graduation. In addition, the final 30 credits of any degree must be completed at Suffolk University.

Part-time degree applicants are expected to meet the same requirements as full-time degree students.

In the College of Arts & Sciences, a two-course residency requirement must be satisfied for completion of a minor and a four-course residency requirement must be satisfied for the completion of a major.

In the Sawyer Business School not more than two courses may be transferred in toward any major and no more than one course may be transferred in toward any minor. Capstone requirements may never be transferred into the Business School. All upper level business courses being considered for transfer must be approved by the Sawyer Business School Dean's Office.

## • Transcripts

A transcript is an academic document or electronic image maintained by the Office of the Registrar reflecting the unabridged student academic history at Suffolk University. Transcripts include course work from other institutions whose credits are awarded at the time of entrance or approved transfer credit after the student enrolls at the University.

The University reserves the right to refuse to issue a transcript of any student who has not fulfilled all financial obligations due to the University. A financial hold will be placed on a student record if the student is either delinquent or has defaulted on loans and/or has not completed required financial exit interviews or counseling.

[Transcript requests](#) must be submitted online or in writing to the [Office of the Registrar](#).

## • Validation Credit: Sawyer Business School

Selected business courses taken elsewhere at the freshman or sophomore level, but offered by Suffolk University at the junior or senior level, require validation in order to be eligible for transfer of credit. In order to validate a course, students must have:

- Earned a grade of “C” or better in the course to be validated; and
- Successfully completed, with a grade of “C” or better at Suffolk University, an advanced course in the subject field for which the transfer course is a foundation.

Upon completion of the advanced course, a student must complete a Validation of Transfer Credit Form in the Registrar’s Office. The course(s) which may be validated will be listed on the student’s Suffolk University transcript and Credit Evaluation. The Credit Evaluation is the student’s original document of transfer credit provided by the Undergraduate Admission Office when the student was first admitted to the University. If a student has taken a junior/senior level course that is not required at Suffolk University, it cannot be validated.

Students May Validate: By Successful Completion (minimum grade of "C") of:

ACCT 321	ACCT 322
FIN 315	FIN 413
ISOM 310	ISOM 313
ISOM 313	ISOM 423
ISOM 423	ISOM 424

When validating, no more than two transfer courses may be applied toward your major requirements.

Questions regarding transfer credit and validation procedures should be referred to the Undergraduate Academic Advising Center, 617-573-8345.

## See Also

These links will take you outside the Academic Catalog:

[Admission](#)

[Undergraduate Advising](#)

[Bursar](#) - Tuition and Fees

[Financial Aid](#)

[Student Handbook](#)



# 2016-2017 Archived Catalog Information

## Policies

- [Academic Honors](#)
- [Academic Standing](#)
- [Credits](#)
- [Grading](#)
- [Graduation](#)
- [Registration & Attendance](#)
- [Student Record](#)
- [Visiting or Non-Degree Students \(CAPS\)](#)

### • Grading System

The following grading system applies to all undergraduate students.

<b>Letter Grade</b>	<b>Honor Point Equivalent per Credit</b>
A	4.0
A-	3.7
B+	3.3
B	3.0
B-	2.7
C+	2.3
C	2.0
C-	1.7
D+	1.3
D	1.0
D-	0.7
F	0.0

"A," "A –," "B+," and "B" are honor grades.

"B –," "C+," and "C" represent satisfactory work.

"C –," "D+," "D," and "D –" represent passing but unsatisfactory work.

"F" is a failing grade. It indicates that the student has not completed all course requirements in a satisfactory manner. Students who stop attending a course without having complied with the official withdrawal procedure can anticipate receiving a grade of "F." The "F" grade becomes a permanent part of a student's record and cannot be expunged even if the course is successfully retaken. An undergraduate student who violates the academic honesty policy is subject to an automatic grade of "F".

"I" (Incomplete) indicates a student has done passing work in a course but has not yet submitted all the outstanding work required for a formal evaluation. The "I" is awarded at the instructor's discretion, only if the student has completed at least half of the course requirements satisfactorily at the end of the semester, and there is a reasonable expectation that all course requirements can be completed in one academic year. An "I" must be formally re-evaluated by the instructor within one academic year, resulting in an evaluation grade or an extension of the "I," or it automatically converts to an "F\*."

Students must complete coursework with the original instructor. The change in the "I" grade must be made by the original instructor, and in his or her absence, by the department chair. If this is not possible, arrangements must be made through the department chair in concurrence with an assigned instructor.

"IP" (In Progress) can be issued where by nature of the course content the course may not be complete by the end of the term. IP grades automatically convert to an "F\*" after one academic year.

"W" signifies official withdrawal from a course. A "W" is assigned administratively if a student:

1. Drops a course, following proper university procedure, between the end of the drop/add period and the withdrawal deadline of the semester, or
2. Drops a course or withdraws from school after the deadline of the semester with the written approval of the Students Affairs office. Permission is given only for valid cause such as debilitating illness, relocation, serious family crisis or other circumstances beyond the student's control.

"AU" (Audit): In an audited course, a student will not receive credit or honor points; however, a student must pay the same tuition as if taking the course for credit. Under no circumstances may a student change from the evaluative letter grade system to audit or vice versa after the first two weeks of classes.

A student who audits a course is responsible for attending classes and completing required coursework.

"P" (Pass): A Pass-Fail option is available to students in lieu of a traditional letter grade subject to the following limitations and regulations:

Eligibility is restricted to students in good academic standing who have completed a minimum of 15 semester hours of coursework at Suffolk University. This option is limited to 12 credits per student. The pass/fail option is only applicable to electives and cannot be used for courses that fulfill specific degree, core, major or minor requirements. Students who are unsure as to whether a course is an elective for their specific program should check with the Undergraduate Academic Advising Center.

Students will designate courses as Pass-Fail after registration, but before the end of the course change period, by completing a [Pass/Fail Declaration Request form](#). No changes from the designation of Pass-Fail to the letter grade system or vice versa are permitted after the course change period has elapsed at the opening of any semester or summer session. A Pass may be applied toward fulfilling degree credits, but may not be applied toward the quality point average.

Students planning to attend law school or other graduate schools should be aware that many professional and graduate schools prefer students to submit traditional letter grades.

"PC" (Pass/Credit) is awarded in courses successfully completed with a grade of "C" or better at an affiliated study

abroad program or approved course work at a consortium institution after matriculation at Suffolk University. "PC" grades may be applied toward fulfilling degree credits, but they may not be applied toward the quality point average.

"NP" (No Pass) is awarded in courses unsuccessfully completed at an affiliated study abroad program or approved course work at a consortium institution after matriculation at Suffolk University. "NP" grades do not earn academic credit and are not applied toward the quality grade point average.

Courses officially dropped during the add/drop period will not appear on the student's record.

## • Grievances - Academic

### Academic Complaints

A student who has a complaint about a grade on a single assignment or exam or concerning the faculty member teaching a course should first speak with or email the faculty member. If the complaint is not resolved, then the student should bring the matter to the attention of the department chair or program director. If the complaint remains unresolved, then the matter should be brought to the attention of the academic dean's office of the school in which the course is offered.

### Grade Grievances

There is a formal process for grieving a final course grade.

Within two weeks of the grade being assigned, the student should speak with or email the faculty member.

If, after communicating with the faculty member, the student believes that the grade had no basis in fact or was arbitrary, the student may then petition the department chair or program director in writing (or by email).

Students should keep copies of correspondence for their own records.

If the grievance is not addressed or resolved equitably after meeting with the department chair or program director, the student has 10 business days to file a formal grievance with the academic dean (or dean's designee) of the school in which the course is offered.

The academic dean (or dean's designee) will inform the student of a decision within 15 business days of receiving the formal grievance. The student may appeal this decision to the provost (or provost's designee), whose decision shall be final. It is the responsibility of the provost (or provost's designee) to come to a resolution of the grade dispute within 15 business days of receiving the formal grievance from the student.

A graduating student must initiate the grade grievance process no later than three days prior to commencement by emailing the faculty member and copying the department chair or program director.

Graduating students should be mindful that the grade grievance process may impact the awarding of Latin honors and may delay the date of degree conferral.

### Grievances Related to Academic Accommodations for Students Registered with Disability Services

Students with disabilities who believe they have received inappropriate treatment or inadequate service from the University pertaining to their granted accommodations have the right to file a grievance with Director of Disability

Services. The grievance must be submitted in writing to [disabilityservices@suffolk.edu](mailto:disabilityservices@suffolk.edu) and should include a detailed description of the inappropriate or inadequate service and supporting documentation (when appropriate). Students with disabilities must indicate the resolution they are seeking.

Students with disabilities who are unsatisfied with the response from the Director of Disability Services may submit an appeal within 5 business days to the ADA Coordinator, Dr. Ann Coyne, Dean of Students, Student Affairs Office, 12th floor 73 Tremont Street, Boston, MA 02108, 617-573-8239, TDD: 617-557-4875 or [acoyne@suffolk.edu](mailto:acoyne@suffolk.edu). Students with disabilities must state the resolution they are seeking. The decision of the appeal by the Dean of Students is final.

## • Academic Misconduct

### Academic Misconduct

Suffolk University expects all students to be responsible individuals with high standards of conduct. Students are expected to practice ethical behavior in all learning environments and scenarios, including classrooms and laboratories, internships and practica, and study groups and academic teams. Cheating, plagiarism, unauthorized collaboration, use of unauthorized electronic devices, self-plagiarism, fabrication or falsification of data, and other types of academic misconduct are treated as serious offenses that initiate a formal process of inquiry, one that may lead to disciplinary sanctions.

#### *Resolving Incidents of Academic Misconduct*

A faculty member suspecting academic misconduct will contact the student using the Suffolk email address to schedule a meeting and will make all effort to do so within five business days of detecting the incident. During the meeting, the faculty member will present the documentation that led to suspected academic misconduct. If the faculty member reaches the conclusion that academic misconduct has occurred, he or she may impose limited sanctions that are meant to acknowledge the behavior in the context of providing remediation and addressing skill development. These sanctions involve grade reductions to student work that constitutes up to 25% of the course grade (e.g., homework; short papers; quizzes) and frequently include some form of remediation.

When the suspected academic misconduct involves student work that constitutes more than 25% of the course grade, or if an F grade (0 credit) on the assignment is recommended as a sanction, the faculty member will consult with the department chair (or program director) prior to imposing the sanction. If the faculty member and chair agree on a determination of academic misconduct, the sanction may be imposed.

If a determination of academic misconduct is made and a sanction is imposed, the faculty member must complete the Academic Misconduct Incident Form (available online) and submit it electronically to the AMC coordinator who will document the incident, along with the written documentation of misconduct, in the AMC internal record. A student may appeal the determination of academic misconduct, but not the sanction, by requesting a hearing before the full AMC. Appeals should be filed with the AMC coordinator within ten business days of receiving the sanction.

If the suspected academic misconduct involves actions that the faculty member and chair believe warrant an F grade in the course, or if there is disagreement between the faculty member and chair on the appropriate sanction, then the incident must be forwarded directly to the AMC for committee review. Examples include, but are not limited to, the following: cheating on exams; group cheating; submitting purchased term papers or term papers with extensive copying or use of external sources without citation; and fabrication or falsification of research data. If the faculty member and chair suspect an incident of this type, they must file an incident report form with the AMC coordinator to initiate a full committee review. The AMC coordinator will schedule a hearing at the next

standing meeting of the AMC, generally within ten business days of receipt of the incident form. The faculty member will submit all documentation to the AMC coordinator who will email the student (using Suffolk email) a notice to appear for a hearing. At the hearing, a determination is made by the committee, regardless of whether or not the student is in attendance; imposition of sanctions is made by committee vote. A determination letter is then sent to the student, the faculty member, and the chair.

A full review by the AMC, as described above, will also occur if multiple incident reports for a single student are detected in the AMC internal record.

AMC hearings are not open to the public. Therefore, members of the Suffolk University community who are not directly involved in the allegation and friends, parents, partners, siblings, legal counsel, and others are not permitted in the room where the AMC hearing takes place but may wait nearby for support purposes. Formal rules of process, procedure, or evidence such as those applied in civil or criminal courts are not used in the AMC. Members of the AMC will recuse themselves from a case when appropriate. Student conduct that warrants sanctions may result in forfeiture of all Suffolk scholarships, financial aid, or monies paid.

Sanctions imposed by the AMC may include but are not limited to a reprimand; a remediation plan; a grade of F in a course; probation; and/or dismissal. A sanction grade of F in a course will be factored into the overall grade point average regardless of whether or not the course is successfully repeated. A student found responsible for academic misconduct and sanctioned by the AMC may file one appeal to the provost (or designee) by sending a written letter of appeal within ten business days. (A graduating student must initiate the appeal process no later than three days prior to commencement.) Appeals are considered only if there is additional information not available at the time of the hearing or a procedural error that calls into question the determination of academic misconduct. Students must include a statement of why the additional information should be considered and why it was not presented at the time of the original hearing. The decision of the provost is final.

### *Grading Students under Review for Academic Misconduct*

Faculty, department chairs, program directors, and the AMC will work diligently to ensure timely review and closure of cases of academic misconduct. In some cases, however, it may not be possible to reach a determination or impose a sanction prior to the deadline for submitting course grades. In this case, the faculty member will not submit a grade for the student, but will leave the grade field blank. Once a determination has been made, the faculty member will complete a change of grade form, with an explanation of the grade change that includes a brief statement of how the sanction impacted the final course grade.

### *Membership of the Academic Misconduct Committee*

The AMC hears cases of alleged academic misconduct involving students in the College of Arts and Sciences (CAS) and the Sawyer Business School (SBS). The committee consists of two CAS faculty members, appointed by the CAS dean; two SBS faculty members, appointed by the SBS dean; the CAS and SBS assistant deans who convene the Academic Standing Committees in their respective schools; and a non-voting dean from Student Affairs. At the start of the academic year, AMC members elect a committee chair; the chair casts the deciding vote in the case of a tie.

All full-time CAS and SBS faculty are eligible to serve on the committee with the exception of non-tenured, tenure-track faculty. Associate deans from the two schools may be asked to attend as ex officio members when particular background or expertise is requested by the committee.

## • Early Alert

The [Early Alert](#) process identifies students who may be academically at risk, before week five of the semester. The Faculty alert students who are at risk of failing a course if they are struggling with course content, not completing assignments, not attending classes regularly, or if they have second language issues or deficiencies. University staff outreach to all alerted students and connect them with the appropriate support services to help them achieve success.

- ## Final Examinations

Final exam dates are posted in the [academic calendar](#). Individual course final exams display in the [online course search](#).

- ## Grades

Grades are available [online](#) soon after the conclusion of each semester.

Students are solely responsible for their academic progress and should confer immediately with their academic advisor in the event their performance becomes substandard. Failure to maintain satisfactory progress can lead to loss of financial aid, academic probation, or dismissal, or other equally serious consequences.

- ## Honor Points

Scholastic averages are computed by multiplying the credit hours by the honor point equivalent. For example, a 4 credit course evaluated as "A" will be counted as 16 honor points (4 credits multiplied by 4.0 = 16). Grades of "I," "W," "P," "IP," "AU," "NC," and "PC" are not computed in determining Honor Points, and have no impact on a student's scholastic average.

A cumulative average of 2.0 (C) and an average of 2.0 (C) or better in one's major, minor, and/or certificate program are required for graduation. Students are required to monitor their average in their major and minor. If students are at risk of falling below the required average, the Academic Standing Committee will notify the academic department of their major.

- ## Repeating a Course

Students may retake any course for credit by paying the appropriate tuition. When a student repeats a course, all grades will appear on a student's transcript; however, only the most recent evaluative course grade will be used to compute the cumulative grade point average. Grades of "P," "I," "W," "NC," and "PC" issued in repeat courses are excluded in calculating the new GPA. When repeating courses, only one course may be used for credit to fulfill degree requirements. A student may repeat a course a maximum of two times. Students receiving federal financial aid should refer to [Satisfactory Academic Progress](#) regulations for financial aid eligibility when repeating a course.

See Also

These links will take you outside the Academic Catalog:

[Admission](#)

[Undergraduate Advising](#)

[Bursar](#) - Tuition and Fees

[Financial Aid](#)

[Student Handbook](#)



# 2016-2017 Archived Catalog Information

## Policies

- [Academic Honors](#)
- [Academic Standing](#)
- [Credits](#)
- [Grading](#)
- [Graduation](#)
- [Registration & Attendance](#)
- [Student Record](#)
- [Visiting or Non-Degree Students \(CAPS\)](#)

### Eligibility for Degree

In order to be eligible to receive a bachelor's degree from the University, a student must:

- Earn at least 126 semester hours in the College of Arts & Sciences; 124 semester hours in the Sawyer Business School; or 124 semester hours in the New England School of Art and Design
  - Achieve not less than a 2.0 cumulative grade point average and earn a minimum 2.0 grade point average or higher in the major
  - Achieve a minimum 2.0 grade point average or higher in the minor, if applicable
  - Meet all the academic requirements for his/her particular degree (eight years is the normal limit for completion of a part-time or an interrupted degree program)
  - Complete a minimum of 45 semester hours at Suffolk
  - Complete major residency requirement
  - Complete minor residency requirement, if applicable
  - Complete the final 30 semester hours at Suffolk
  - Complete at least 30 semester hours of business coursework at Suffolk (Sawyer Business School students only)
  - Complete at least 60 semester hours of coursework at Suffolk in order to be considered for scholastic honors
- ### • Application for Degree

Students are required to submit an application for degree to the Registrar's Office by the published deadline. It is expected that all obligations to the University, both academic and financial, will be completed at the close of that semester. Failure to comply with this requirement will delay graduation and participation in commencement to some future time.

## • Commencement Exercise Eligibility

In addition to those students who have completed in quality and quantity the requirements for their respective degrees, students may participate in commencement if they have officially applied as a September candidate, are enrolled in their remaining requirements in the subsequent summer sessions, have satisfied all other degree requirements, and have fulfilled all financial obligations to the University.

September degree candidates petitioning to participate in the May commencement ceremony must apply and be enrolled in all outstanding requirements in the subsequent summer sessions by the dates established by the [Office of the Registrar](#). Approval of the petition is contingent upon satisfying the conditions listed above.

## • Graduating with Honors

See [Academic Honors](#).

## • Substitutions & Waivers

Major & Minor:

Students may file a petition for a major or minor requirement substitution with their academic advisor and major department chair. The academic department chair and appropriate Dean's Office must approve major and minor requirement substitutions.

Core & Degree Requirement:

Students may file a petition for core and/or Degree requirement substitutions and waivers only with the appropriate Dean's Office for their degree.

## See Also

These links will take you outside the Academic Catalog:

[Admission](#)

[Undergraduate Advising](#)

[Bursar](#) - Tuition and Fees

[Financial Aid](#)

[Student Handbook](#)



## 2016-2017 Archived Catalog Information

### Policies

- [Academic Honors](#)
- [Academic Standing](#)
- [Credits](#)
- [Grading](#)
- [Graduation](#)
- [Registration & Attendance](#)
- [Student Record](#)
- [Visiting or Non-Degree Students \(CAPS\)](#)

### Registration

Registration materials (program evaluations, transcripts, course schedules, etc.) are available to all students [online](#) prior to faculty advising at the beginning of each term's pre-registration.

Newly accepted and re-entry students will receive information regarding orientation and/or registration from the [Office of Undergraduate Admission](#).

### Late Registration

Registration is closed after the first full week of classes in any semester.

### Add/Drop or Change of Course

Students may add, drop, or change courses online based upon availability and eligibility during the first week of the term. Refer to the [academic calendar](#) for add and drop dates.

### Pass/Fail

See [grading](#) page.

### Auditing a Course

In an audited course, a student will not receive credit or honor points; however, a student must pay the same tuition as if taking the course for credit. Under no circumstances may a student change from the evaluative letter grade system to audit or vice versa after the first two weeks of classes.

A student who audits a course is responsible for attending classes and completing required coursework.

- Attendance

Federal regulations require universities receiving federal funding to implement a policy monitoring student attendance in class.

Instructors are responsible for establishing the requirements for attendance and participation in each of their classes and for informing students of these requirements at the beginning of each course.

The Office of Health & Wellness Services does not excuse student absences. The student, when absent from class, has the responsibility of obtaining knowledge of materials covered in classes missed, including information about announced tests, papers, or other assignments.

## • Leave of Absence and Withdrawal from the University

There may be times due to personal, medical or other reasons when a student may need to take a leave of absence or withdraw from the university. A leave of absence is taken when a student is away from the university for a portion of a term, a term or longer but intends to return to Suffolk to take classes in the future. A student may withdraw from the University when he/she no longer wishes to take courses for the current term or at any time in the future. Before a student decides to take a leave of absence or withdraw from the University, he/she is encouraged to speak with the Student Affairs Office to discuss options. Students should contact the Student Affairs Office at 617.573.8239 to schedule an in person or telephone appointment or email the office at [studentaffairs@suffolk.edu](mailto:studentaffairs@suffolk.edu).

### Leave of Absence

Students who are temporarily unable to continue their education at Suffolk University may [apply for a leave of absence](#) by submitting a leave of absence form to the Student Affairs Office. A leave of absence may be granted for two consecutive or two non-consecutive semesters (excluding summers). A student applying for a leave of absence must provide an expected date for return. Students on leave will be required to meet the degree requirements under which they were admitted. A leave of absence may not be used for the purpose of taking academic courses at another institution with the intent of transferring the credits to Suffolk University. Students requesting a leave of absence for military duty are permitted to extend their leaves of absence beyond two non-consecutive terms.

A matriculated student who does not return for reregistering at the specified semester will be classified as an official withdrawal and must apply for readmission through the Office of Undergraduate Admission.

### Current/Returning Students Wishing to Withdraw from the University

Students who are transferring to another institution or students who do not plan to return to Suffolk University in the future must submit a [Withdrawal Form](#) to the Student Affairs Office. The University's refund policy will determine refunds.

## See Also

These links will take you outside the Academic Catalog:

[Admission](#)

[Undergraduate Advising](#)

[Bursar](#) - Tuition and Fees

[Financial Aid](#)

[Student Handbook](#)



SUFFOLK  
UNIVERSITY  
BOSTON

Academic Catalogs

---

[Academic Catalogs](#) > [Undergraduate Catalog](#) > Policies

---

## 2016-2017 Archived Catalog Information

### Policies

- [Academic Honors](#)
- [Academic Standing](#)
- [Credits](#)
- [Grading](#)
- [Graduation](#)
- [Registration & Attendance](#)
- [Student Record](#)
- [Visiting or Non-Degree Students \(CAPS\)](#)

### Change of Address/Name

Students are required to notify the Registrar of any change of home or local address within 48 hours of the effective change date, parent or guardian, or any change of legal name. Suffolk University requires a student's legal name be used on academic records and other official University documents.

All Suffolk University students are required to submit (or confirm) current [emergency contact information](#) each semester and when such information changes.

### Academic Record Status

Student academic records are sealed at the time the degree is conferred. After this date, changes cannot be made to majors and minors, academic honors, removal of incompletes, grade changes, or other changes to an academic record.

### See Also

These links will take you outside the Academic Catalog:

[Admission](#)

[Undergraduate Advising](#)

[Bursar](#) - Tuition and Fees

[Financial Aid](#)

[Student Handbook](#)





SUFFOLK  
UNIVERSITY  
BOSTON

Academic Catalogs

---

[Academic Catalogs](#) > [Undergraduate Catalog](#) > Policies

---

## 2016-2017 Archived Catalog Information

### Policies

- [Academic Honors](#)
- [Academic Standing](#)
- [Credits](#)
- [Grading](#)
- [Graduation](#)
- [Registration & Attendance](#)
- [Student Record](#)
- [Visiting or Non-Degree Students \(CAPS\)](#)

### Policies

1. CAPS students may take courses in all College of Arts & Sciences and the Sawyer Business School if they have completed all necessary prerequisites.
2. CAPS students may only take up to 30 credits at the non-degree level. Those wishing to take more than 30 credits must apply as a degree-seeking student.

### See Also

These links will take you outside the Academic Catalog:

[Admission](#)

[Undergraduate Advising](#)

[Bursar](#) - Tuition and Fees

[Financial Aid](#)

[Student Handbook](#)



## 2016-2017 Archived Catalog Information

### Undergraduate Requirements

Course descriptions may be updated periodically to reflect changes since the last published catalog.

- [BSBA Degree Requirements](#)
- [Internship/Practicum Requirement](#)

#### I. BSBA Degree Requirements

The completion of the Bachelor of Science in Business Administration (BSBA) degree includes:

- A minimum of 124 semester hours of coursework and satisfaction of all degree requirements;
- 2.0 overall cumulative average;
- 2.0 average in major and minor fields of study;
- A minimum of 30 semester hours of business coursework must be completed at Suffolk University; and,
- An overall minimum of 45 semester hours of coursework must be completed at Suffolk University to be eligible to be considered for degree.

Students are responsible for knowing and complying with specific degree requirements. Any exception to the Program of Study requires written approval from Michele Rosenthal, Assistant Dean, Sawyer Business School.

Full-time students normally complete their degree requirements in four years. A student may shorten the time required by attending summer sessions. Part-time students normally take five to seven years to complete the requirements, depending on the course load carried.

Course descriptions may be updated periodically to reflect changes since the last published catalog.

#### Recommended Four-Year Course Sequence

Below is an overview of the courses and experiential requirements that BSBA students must complete and the year they are required or suggested to do so. The Business School's curriculum is designed to enable students to acquire knowledge and skills cumulatively, building from introductory material to more specialized or advanced study in areas of major concentration. Prerequisites have been established for courses that require preparation in order for students to benefit fully from the learning experience. Students should meet with their advisors to review their program of study.

Students are responsible for taking courses in the prescribed sequence as necessary. This means:

- All prerequisites must be satisfied.
- Students must have satisfactorily completed 54 credits in order to register for upper division courses in the Business School (Business School undergraduate courses numbered 300 or higher, unless otherwise stated).

- Students must have completed all freshman and sophomore required courses prior to registering in junior-level courses. In particular, students are expected to have completed required writing and quantitative courses before the junior year.

Note: Students who entered Suffolk prior to Fall 2014 are under a different program of study and should refer to their program evaluation and/or the catalog from that year for specific requirements. The Undergraduate Academic Advising Center can provide information about completing requirements where courses are no longer offered, or additional options now exist.

## Freshman Year Requirements:

- **SBS-100 careerSTART**

### Prerequisites:

SBS students with 30 credits or less only. CAS students by special permission.

### 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.

- **WRI-101 First Year Writing I**

### Credits:

4.00

### Description:

Study and practice of the writing process and revision in terms of expository writing modes for an academic audience.

- **WRI-102 First Year Writing II**

### Prerequisites:

WRI-101 or ENG-099 with at least a B and ENG-P099 with a P or WRI-H103

### Credits:

4.00

### Description:

Study and practice of argumentative and research writing through further work with writing process and revision and the critical reading of a variety of texts.

- **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.

Term:

Offered Both Fall and Spring

Type:

Arts Admin Minor Elective

## Creativity and Innovation (3 cr.)

Numerous courses are offered to meet this requirement. Search for course options by using the course type "CI."

## Math (4 cr.)

Choose one based on your Math placement score:

- **MATH-128 Math for the Modern World**

Prerequisites:

MATH level 2, or Mathshop, or MATH-104

Credits:

4.00

Description:

From the ISBN on a book, to buying a car, from the size of small chips in a cell phone, to the size of the national debt, or just reading a graph in the daily newspaper, mathematics plays an important and vital role in countless areas of life and your future career and courses included. Mathematics is both an art and a tool created by humans. The common bond is a way of thinking and a way of reasoning to describe and solve problems of many types. This course uses the context of modern real life problems to introduce math needed for literacy and problem solving in contemporary life and work. It uses a minimal amount of algebra and focuses on math models,

concepts and basic math manipulations. It encourages students to move from anxiety about math, to using formulas well, to thinking critically in the math context to use math to solve problems and pose new problems. Topics include scientific notation, basic financial math, linear, exponential and polynomial models and an introduction to probability. (Formerly Math 132)

- **MATH-130 Topics in Finite Mathematics**

Prerequisites:

MATH-104, or MATH-121, or MATH level 3

Credits:

4.00

Description:

Linear Modeling (for example, using linear functions to model supply/demand situations), graphing, linear programming, financial functions (compound interest, annuities, and amortization of loans) sets, Venn diagrams, counting and combinatorics, discrete probability, conditional probability, Bernoulli experiments, Bayes theorem. Several sections offered each semester. \*This course cannot be applied toward a departmental concentration in Mathematics by Sawyer Business School students.

- **MATH-134 Calculus for Management & Social Sciences**

Prerequisites:

MATH-104, MATH-121 or MATH level 4

Credits:

4.00

Description:

A one-semester introduction to differential and integral calculus. Theory is presented informally and topics and techniques are limited to polynomials, rational functions, logarithmic and exponential functions. Topics include a review of precalculus, linear regression, limits and continuity, derivatives, differentiation rules, implicit differentiation, related rates, applications of derivatives to graphing, minima/maxima, applications of the derivative, marginal analysis, differential equations of growth and decay, anti-derivatives, the definite integral, the Fundamental Theorem of Calculus, area measurements. This course cannot be used to satisfy core or complementary requirements by students majoring in chemistry, computer science, engineering, mathematics, or physics. Several sections offered each semester. \*This course cannot be applied toward a departmental concentration in Mathematics by Sawyer Business School students.

- **MATH-165 Calculus I**

Prerequisites:

MATH-121 with a minimum grade of C, MATH-075, or MATH level 5

Credits:

4.00

### Description:

Functions, limits and continuity; instantaneous rate of change, tangent slopes, and the definition of the derivative of a function; power, product, and quotient rules, trig derivatives, chain rule, implicit differentiation; higher order derivatives; applications (curve sketching, limits at infinity, optimization, differentials); other transcendental functions (inverse trig functions, exponential and log functions, hyperbolic trig functions); anti-derivatives; indefinite integrals; applications (net change). 4 lecture hours plus 1 recitation session each week. Normally offered each semester.

Requirements also recommended to be taken during the Freshman Year:

- **STATS-250 Applied Statistics**

### Prerequisites:

MATH 128 or higher. REMINDER: STATS 250 is a required prerequisite MKT 220, FIN 200 and ISOM 201 (prerequisite for ISOM 319)

### Credits:

4.00

### Description:

Application of statistical analysis to real-world business and economic problems. Topics include data presentation, descriptive statistics including measures of location and dispersion, introduction to probability, discrete and continuous random variables, probability distributions including binomial and normal distributions, sampling and sampling distributions, statistical inference including estimation and hypothesis testing, simple and multiple regression analysis. The use of computers is emphasized throughout the course. Normally offered each semester.

### Type:

Quantitative Reasoning

## Social, Cultural and Global Diverse Perspectives (one course)

Numerous courses are offered to meet this requirement. Search for course options by using the course type "PERSP."

### Globalization Requirement (one course)

Choose one of the three courses offered to meet this requirement. However, Global Business majors must take SIB 101. All other BSBA students may choose from the following:

- **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. Topics 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

## • HST-149 Empires & Globalization in World History I

Credits:

4.00

Description:

This is the first of the two-course series of Empires and Globalization in World History. Course discusses the origins and development of globalization and capitalism from the perspective of economic history. Major issues include the formation of the medieval trade system, the development of finance and capitalism in the early modern ages, and economic changes prior to the Industrial Revolution. The specific topics may change every year due to new academic developments and publications. Cultural Diversity B

Term:

Offered Fall Term

Type:

Humanities & History, Cultural Diversity Opt B, Humanities Literature Requirement

## • HST-150 Empires & Globalization in World History II

Credits:

4.00

Description:

This is the second of the two-course series of Empires and Globalization in World History. Course discusses the origins and development of globalization and capitalism from the perspective of economic history. Major issues include state-making, wars, and the rivalry among early modern empires, economic development, the Industrial Revolution and the formation of the global trade system. The specific topics may change every year due to new academic developments and publications. Cultural Diversity B

Term:

Offered Spring Term

Type:

## Sophomore Year Requirements

- **SBS-200 careerEXPLORE**

**Prerequisites:**

SBS 100. Prerequisite will be waived with 30 or more transfer credits from another institution. SBS students with over 30 credits only. CAS students by special permission.

**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.

- **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-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.

Term:

Offered Both Fall and Spring

## • 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.

Requirements also recommended to be taken during the Sophomore Year:

- **EC-102 Global Macroeconomics**

Prerequisites:

Non-CAS majors need to have completed at least 15 credits

Credits:

3.00

Description:

This course examines the workings of the national and the global economy. It will describe the determination of Gross Domestic Product, the problems of unemployment, inflation, and the determination of economic growth. It will also describe and analyze the determination of the country's exchange rate, the balance of payments, and international borrowing and lending. A particular focus will be on understanding economic fluctuations (booms, busts, and recessions) in the domestic economy and its effects on other economies. It will analyze the role of the government and the effects of government spending and taxation on the economy. Furthermore, it will describe and analyze the determination of the quantity of money and interest rates in the economy and the role of the country's central bank. It examines the basis and pattern of international trade and the effects of a country's trade policy on the economy.

Type:

Social Science,BSJ SOCIAL SCIENCE

- **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:

Offered Both Fall and Spring

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

Prerequisites:

MATH-128 or higher and STATS-240 or STATS 250.

Credits:

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

## • 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

## • 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.

## • 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

## • 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

Requirements to be completed by the end of the junior year

## • SBS-300 careerBUILD

Prerequisites:

SBS 200. Prerequisite will be waived with 45 or more transfer credits from another institution. SBS students only. CAS students by special permission.

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.

## • EC-101 Applied Microeconomics

Prerequisites:

Non CAS majors need to have completed at least 15 credits.

Credits:

3.00

Description:

This course introduces students to foundational principles of microeconomic theory, with an emphasis on applications of concepts to management decision-making in specific industry and market settings. It describes and analyzes the interaction of supply and demand and the behavior of the prices of goods, services. It explains the determinations of costs, output, strategic pricing, and governance by firms under conditions of perfect and imperfect competition in a global economy. In addition, it describes the supply demand for factors of production and the impact of taxes and government regulation and intervention on firms and consumers.

Type:

Social Science,BSJ SOCIAL SCIENCE

## • 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.

## • 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

Type:

Arts Admin Minor Elective

## • 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

Requirements to be completed by the end of senior year

## • SBS-400 careerLAUNCH

### Prerequisites:

90 credit hours required. SBS students only. CAS students by special permission.

### 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.

## • SIB-429 Strategic Management

### Prerequisites:

MKT 210; ISOM 319; MGT 217 (formerly MGT 317); FIN 200 (formerly FIN 310); Senior standing. Honors students must register for SIB-H429.

### 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.

### Term:

Offered Both Fall and Spring

## Science, Technology and Engineering (4 cr.)

Choose 1 STE (Science, Technology, and Engineering) science course. In the case of a course that is a lecture plus a lab, the student must complete both components to earn credit for the STE requirement. Numerous courses are offered to meet this requirement. Search for course options by using the course type "STE."

### Experiential Components to be done anytime:

#### Global Engagement Experience

The Global Engagement requirement has a range of options including non-credit service courses, study or work abroad, credit-bearing courses with global experiences, global travel seminars, and more. Students choose one that best

matches their personal and career interests.

- **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-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-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-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:

- **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

[ Note: each noncredit course above has a special purpose, carries no academic credit, does not require any tuition, and is graded pass/fail.]

### **Credit bearing options:**

**Courses for credit** that have already been approved for the Global Engagement can be located by using the course search system. Enter course type "GLOBL" and then review the course details and prerequisites as well as the location of the course (Boston or Madrid campus). Some courses involve travel and fee, off-campus activities, or other requirements.

**Global Travel Seminars** are available to junior and seniors in SBS and require a course fee, separate from airfare. These can also be located using the search above or by looking for SIB 550 courses directly.

**Alternative Winter Break:** Students participating in the Alternative Winter Break also register for GVT 387: Reconciliation and Conflict. This four-credit course is a co-requisite for both the study trip to El Salvador or the study trip to Vietnam and provides an historic and social context. The Center for Community Engagement hosts this program, and more information can be found on the Alternative Winter Break Webpage. 

**Other courses:** Students may petition to request that a course might count toward the Global Engagement requirement if it is proven to meet the learning goals for the Global Engagement Requirement by virtue of reflection assignments based on course-related travel outside the US or out-of-class research or course-embedded service-learning projects that involve extensive interaction with others whose country of origin differs from the student's own. See "Other Options" below for instructions on how to petition.

**Exceptions:** The following courses may NOT count toward the Global Engagement requirement: SIB 101: Globalization, MKT 220: Business Research Methods, and MGT 360: Leadership Practicum. Some courses that meet the Creativity & Innovation requirement or the Diverse Perspectives requirement may double count for Global Engagement. These will be found by following the search procedure outlined above.

**Other Options:** Students may submit to the Undergraduate Programs Office a *Global Engagement Petition* to propose an alternative experience that meets the learning goals for the Global Engagement Requirement, which is not covered by the other options above. These may include extensive interaction via academic research projects, independent studies, volunteer or service projects with others whose culture, ethnicity or country of origin is different from their own in ways that meet the learning goals of this requirement. Students may be required to submit additional documentation

about the experience, contact information for site supervisors, and/or proof of involvement. If approved, students would then register for SBS 180 Global Engagement– general. This zero-credit co-requisite requires several reflective writing assignments related to the experience.

Local Engagement Experience

The Local Engagement requirement has a range of options, including courses, co-curricular projects, tutoring, community service, and other engagement projects. Students choose one that best matches their personal and career interests.

Non-credit course options:

- 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:**

Local Engagement Experience

- **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-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

[Note: each noncredit course above has a special purpose, carries no academic credit, does not require any tuition, and is graded pass/fail.]

**Courses for credit** that have already been approved for the Local Engagement can be located by using the course search system. Enter the course type "LOCAL" and then review the course details and prerequisites as well as the location of the course (Boston or Madrid campus). Some courses involve off-campus activities or other requirements.

**Other courses:** Students may petition to request that a course might count toward the Local Engagement requirement if it is proven to meet the learning goals for the Local Engagement Requirement by virtue of reflection assignments based on course-embedded service-learning projects that involve extensive interaction with others off campus. See "Other Options" below for instructions on how to petition.

**Exceptions:** The following courses may NOT count toward the Local Engagement requirement: MKT 220: Business Research Methods, MGT 360:Leadership Practicum, MGT 419: Capstone Project, MGT 200: Leadership and Social Responsibility, nor any courses required for the BSBA business core. Some courses that meet the Creativity & Innovation requirement or the Diverse Perspectives requirement may double count for Local Engagement. These will be found by following the search procedure outlined above.

**Other Options:** Students may submit to the Undergraduate Programs Office a Petition Form for Local or Global Engagement to propose an alternative experience that meets the learning goals for the Local Engagement Requirement, which is not covered by the other options above. These include, but are not limited to: internships in not-for-profits; practicum or fieldwork assignments, academic research projects or independent studies working directly with a local population; and volunteer or service projects sponsored by professional, religious or other organizations. BEFORE beginning the experience, students are encouraged to review the petition form and inquire about their proposed option to confirm if the experience will count. Students may be required to submit additional documentation about the experience, contact information for site supervisors, and/or proof of involvement. If approved, students would then register for SBS 130 Local Engagement – general. This zero-credit, co-requisite requires several reflective writing assignments related to the experience.

## II. Major Requirements Minimum (18-24 HRS)

## III. Other credits and Free Electives (Credit varies)

In addition to completing all degree program and major requirements, students have free elective (“other”) credits that they may use to complete a minor, explore topics of interest by taking courses in the College of Arts & Sciences or the Business School, take honors challenge courses, or use toward a second major. Many transfer students bring in credits that are applied as free electives when there is no program equivalent. The number of free elective credits to be completed varies by major, number of transfer credits, and other factors. Note: BSBA students must complete a total of 124 credits to graduate. Students should refer to their program evaluation for credit counts, and discuss free elective options with their advisors.



SUFFOLK  
UNIVERSITY  
BOSTON

Academic Catalogs

---

[Academic Catalogs](#) > [Undergraduate Catalog](#) > [Sawyer Business School](#) > Undergraduate Requirements

---

## 2016-2017 Archived Catalog Information

### Undergraduate Requirements

Course descriptions may be updated periodically to reflect changes since the last published catalog.

- [BSBA Degree Requirements](#)
- [Internship/Practicum Requirement](#)

All Accounting, Finance and Information Systems majors complete a required non-credit practicum (formerly called the experiential component). Business Economics, Entrepreneurship, Management, Marketing and Global Business majors have no required internship. However, we encourage these students to take advantage of the major elective option if they wish to receive academic credit for an internship experience. Refer to your specific major's web pages or catalog page for details. Students who wish to receive credit for a subsequent internship should ask an advisor for details.



## 2016-2017 Archived Catalog Information

### Majors & Minors

#### Degree Offerings

The Bachelor of Science in Business Administration (BSBA) degree is offered in a full-time or part-time format. Students may select from the following majors:

- [Accounting](#)
- [Business Economics](#)
- [Entrepreneurship](#)
- [Finance](#)
- [Global Business](#)
- [Information Systems](#)
- [Management](#)
- [Marketing](#)

#### Non-Degree Offering

[Certificate in Financial Planning](#)

#### Double Majors

You may double major in any combination of the Business School majors. Double majors often earn more than the 124 credits required for graduation, particularly if they already completed some of their free electives prior to starting the second major.

Each course may only be used to fill one degree requirement. It may be possible for double majors to double count one course across both majors, if approved by both departments.

**Double major example:** For a student double majoring in accounting and management, the accounting program of study should be used as the primary because accounting is more complex, with eight major courses and an experiential component, whereas management has only six required courses.

In order to add a second major in management, you would look up the required courses for that major and then plan to take all six using the free elective slots on the accounting program of study. You should meet with the “primary” major advisor for all program requirements and the “secondary” major advisor for advising on the second major’s requirements. We recommend that you also meet with the Undergraduate Academic Advising Center during the semester to develop a multi-year academic plan to ensure you’re on track.

#### Minors

### Minors for BSBA Students

The Sawyer Business School offers minor fields of study in the following: accounting, [arts administration](#), big data and business analytics, business economics, business law, electronic commerce, entrepreneurship, finance, information systems, international business, leadership, management, marketing, public service, real estate, and social impact. Students are encouraged to speak to advisors to be aware of new minors that may be established. In making choices about minors, students should consider their intellectual interests and the academic requirements of particular programs. It is expected that students will consult with their academic advisors in selecting a minor.

### Focused Business Minors for CAS Students

College of Arts & Sciences students may choose from the following focused business minors, which require 4-5 business courses (12-15 credits) depending on whether ENT-101 Business Foundations is required as a prerequisite: accounting, big data and business analytics, business economics, business law, electronic commerce, entrepreneurship, finance, information systems, international business, leadership, management, marketing, public service, real estate, and social impact. Many business courses require prerequisites. Please review the appropriate business academic department section for functional minor requirements.

CAS students interested in pursuing an MBA or MPA should consult with the Undergraduate Academic Advising Center for custom advising on the selection of minor business courses.

### General Business Minor Requirements (for CAS)

In addition to functional minors, a general business minor is also offered to CAS students and can be tailored to the student's interests. This typically comprises 5 courses for a total of 15 credits. It requires completion of ENT 101 Business Foundations (formerly SBS 101) and four additional business courses. Many business courses require prerequisites. Higher-level business courses are allowed if prerequisites have been satisfied. Most 300-level Business School courses require junior status (54 credit hours).

Courses listed as 'general education' options do not count toward a General Business Minor, including: SIB101 Globalization; SBS 220 Business Writing; PAD 201 Social Change; SBS 100 careerSTART; SBS 200 careerEXPLORE; SBS 300 careerBUILD; SBS400 careerLAUNCH (formerly called careerLINKS) and others approved to meet general education requirements.

\*An interdisciplinary business studies major may be considered under special circumstances.



## 2016-2017 Archived Catalog Information

### Accounting

#### Mission and Objectives

The Accounting Department provides quality accounting education in contemporary subject matter in a supportive environment. Dedicated and qualified faculty ensure that our undergraduate and graduate programs develop competent and confident graduates, prepared for the challenges of a global business environment. Our graduates compete for entry-level and higher positions and advance successfully as financial professionals in public accounting in a broad range of industries and government. The Department also offers courses to support other programs offered by the Sawyer Business School.

Our goals include earning an excellent reputation because of the quality of our graduates, improving the quality and relevance of our intellectual contributions, advancing constructive relationships with professional and other relevant communities, and enhancing our collegiality within the department, the Business School and the university.

#### Accounting Major Description

The Accounting Department prepares students for professional careers in public and private accounting and financial management. Our graduates work in for-profit, not-for-profit, and governmental organizations. Suffolk University is the only school in Boston to achieve separate AACSB International Accreditation for our accounting and taxation programs, in addition to our business school accreditation.

#### Professional Requirements

The Commonwealth of Massachusetts mandates a minimum of 120 semester hours, with specific course requirements, to sit for the Uniform CPA exam. 150 semester hours are required, earned as part of a bachelor's degree, master's degree, or both, to become a licensed CPA. The 4+1 program enables students to satisfy the Massachusetts licensure requirements and prepares students for the successful completion of the CPA Exam and careers in accounting. Students who plan to qualify as CPAs in states other than Massachusetts should ascertain from the respective states or jurisdictions the specific requirements with which they must comply.

Additional professional accrediting bodies in accounting and auditing, in particular the Institute of Management Accountants (which supports the CMA qualification) and the Institute of Certified Internal Auditors (which supports the CIA qualification), have not enacted a 150-hour educational requirement. Nevertheless, Suffolk's 4+1 program prepares you for a professional career as an accountant. These options provide electives that are designed to prepare you for rewarding careers in various fields in addition to public accounting such as corporate accounting, international accounting, tax advising, financial planning, not-for-profit accounting, and governmental accounting.

Accounting course offerings are designed to allow completion of the accounting major through part- or full-time study, in day and evening courses.

- [Major Requirements](#)

- [Minor Requirements](#)
- [4 + 1 Degree Program](#)
- [Undergraduate Courses](#)

## Accounting Major Requirements

The BSBA in Accounting requires completion of 24 credit hours in accounting beyond the completion of ACCT 201, Accounting for Decision Making I and ACCT 202, Accounting for Decision Making II. A cumulative grade point average of at least 2.0 in the accounting major and a cumulative grade point average of 2.0 overall must be maintained to graduate.

Accounting majors must complete 150 hours of pre-professional or professional accounting experience prior to graduating.

Accounting majors are assigned a faculty advisor from the Accounting Department to assist them in planning their program of studies and advise them on academic and career matters.

Accounting Major Required Courses, 7 Courses, 21 Credits

- **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-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-430 Accounting Information Systems

Prerequisites:

ACCT 322 and ISOM-210

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.

Term:

Offered Both Fall and Spring

- **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-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

## Accounting Elective Courses, 1 Course, 3 Credits

Select one from the following:

- **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

Type:

Global Engagement Experience

- **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.

Term:

Offered Spring Term

- **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.

Term:

Offered Spring Term

- **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

Pre-Professional Experience, Non-Credit

- **ACCT-560 Accounting Practicum**

Prerequisites:

Course Coordinator 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

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.



## 2016-2017 Archived Catalog Information

### Accounting

#### Mission and Objectives

The Accounting Department provides quality accounting education in contemporary subject matter in a supportive environment. Dedicated and qualified faculty ensure that our undergraduate and graduate programs develop competent and confident graduates, prepared for the challenges of a global business environment. Our graduates compete for entry-level and higher positions and advance successfully as financial professionals in public accounting in a broad range of industries and government. The Department also offers courses to support other programs offered by the Sawyer Business School.

Our goals include earning an excellent reputation because of the quality of our graduates, improving the quality and relevance of our intellectual contributions, advancing constructive relationships with professional and other relevant communities, and enhancing our collegiality within the department, the Business School and the university.

#### Accounting Major Description

The Accounting Department prepares students for professional careers in public and private accounting and financial management. Our graduates work in for-profit, not-for-profit, and governmental organizations. Suffolk University is the only school in Boston to achieve separate AACSB International Accreditation for our accounting and taxation programs, in addition to our business school accreditation.

#### Professional Requirements

The Commonwealth of Massachusetts mandates a minimum of 120 semester hours, with specific course requirements, to sit for the Uniform CPA exam. 150 semester hours are required, earned as part of a bachelor's degree, master's degree, or both, to become a licensed CPA. The 4+1 program enables students to satisfy the Massachusetts licensure requirements and prepares students for the successful completion of the CPA Exam and careers in accounting. Students who plan to qualify as CPAs in states other than Massachusetts should ascertain from the respective states or jurisdictions the specific requirements with which they must comply.

Additional professional accrediting bodies in accounting and auditing, in particular the Institute of Management Accountants (which supports the CMA qualification) and the Institute of Certified Internal Auditors (which supports the CIA qualification), have not enacted a 150-hour educational requirement. Nevertheless, Suffolk's 4+1 program prepares you for a professional career as an accountant. These options provide electives that are designed to prepare you for rewarding careers in various fields in addition to public accounting such as corporate accounting, international accounting, tax advising, financial planning, not-for-profit accounting, and governmental accounting.

Accounting course offerings are designed to allow completion of the accounting major through part- or full-time study, in day and evening courses.

- [Major Requirements](#)

- [Minor Requirements](#)
- [4 + 1 Degree Program](#)
- [Undergraduate Courses](#)

## Accounting Minor for Business Students, 3 courses, 9 credits

The minor requires the completion of the following three required courses (nine credit hours) beyond the completion of ACCT 201, Accounting for Decision Making I and ACCT 202, Accounting for Decision Making II.

- **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-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

**Accounting Minor for College of Arts and Sciences Students, 6 courses, 18 credits**

College of Arts & Sciences students who wish to undertake a functional business minor in accounting must first complete ENT 101 Business Foundations, formerly SBS 101. ACCT 201 and 202 may be completed in the sophomore year, while the other accounting courses are taken junior or senior year.

After ENT 101, College students are required to take all of the following:

- **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-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.

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-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



## 2016-2017 Archived Catalog Information

### Accounting

#### Mission and Objectives

The Accounting Department provides quality accounting education in contemporary subject matter in a supportive environment. Dedicated and qualified faculty ensure that our undergraduate and graduate programs develop competent and confident graduates, prepared for the challenges of a global business environment. Our graduates compete for entry-level and higher positions and advance successfully as financial professionals in public accounting in a broad range of industries and government. The Department also offers courses to support other programs offered by the Sawyer Business School.

Our goals include earning an excellent reputation because of the quality of our graduates, improving the quality and relevance of our intellectual contributions, advancing constructive relationships with professional and other relevant communities, and enhancing our collegiality within the department, the Business School and the university.

#### Accounting Major Description

The Accounting Department prepares students for professional careers in public and private accounting and financial management. Our graduates work in for-profit, not-for-profit, and governmental organizations. Suffolk University is the only school in Boston to achieve separate AACSB International Accreditation for our accounting and taxation programs, in addition to our business school accreditation.

#### Professional Requirements

The Commonwealth of Massachusetts mandates a minimum of 120 semester hours, with specific course requirements, to sit for the Uniform CPA exam. 150 semester hours are required, earned as part of a bachelor's degree, master's degree, or both, to become a licensed CPA. The 4+1 program enables students to satisfy the Massachusetts licensure requirements and prepares students for the successful completion of the CPA Exam and careers in accounting. Students who plan to qualify as CPAs in states other than Massachusetts should ascertain from the respective states or jurisdictions the specific requirements with which they must comply.

Additional professional accrediting bodies in accounting and auditing, in particular the Institute of Management Accountants (which supports the CMA qualification) and the Institute of Certified Internal Auditors (which supports the CIA qualification), have not enacted a 150-hour educational requirement. Nevertheless, Suffolk's 4+1 program prepares you for a professional career as an accountant. These options provide electives that are designed to prepare you for rewarding careers in various fields in addition to public accounting such as corporate accounting, international accounting, tax advising, financial planning, not-for-profit accounting, and governmental accounting.

Accounting course offerings are designed to allow completion of the accounting major through part- or full-time study, in day and evening courses.

- [Major Requirements](#)

- [Minor Requirements](#)
- [4 + 1 Degree Program](#)
- [Undergraduate Courses](#)

Suffolk's 4+1 Programs were developed for those wanting a deeper and more comprehensive preparation for their careers as accountants. Our programs emphasize deep accounting and/or tax knowledge, analytical skills and information technology and a broad perspective on the professional and institutional aspects of the practice of accounting. These programs are also designed to prepare students for successful completion of the Uniform CPA Examination (when supplemented by a review course or self-study).

Students who earn their undergraduate business degree from a U.S. institution may qualify to earn an MSA, MST, MSF, or MSFSB in as few as 10 months, or an MSA/MST or MSA/MSF in as few as 16 months.

## How to Apply

- You must officially apply to the MSA, MST, MSF, MSFSB, joint MSA/MST, or joint MSA/MSF program during the final semester of your senior year of undergraduate study. (Applications from recent graduates will also be considered.)
- If you have at least a 3.3 cumulative GPA in your final semester of your senior year, you can waive the GMAT or GRE requirement.
- Top students will be automatically considered for merit-based fellowship awards (no separate application required).



## 2016-2017 Archived Catalog Information

### Accounting

#### Mission and Objectives

The Accounting Department provides quality accounting education in contemporary subject matter in a supportive environment. Dedicated and qualified faculty ensure that our undergraduate and graduate programs develop competent and confident graduates, prepared for the challenges of a global business environment. Our graduates compete for entry-level and higher positions and advance successfully as financial professionals in public accounting in a broad range of industries and government. The Department also offers courses to support other programs offered by the Sawyer Business School.

Our goals include earning an excellent reputation because of the quality of our graduates, improving the quality and relevance of our intellectual contributions, advancing constructive relationships with professional and other relevant communities, and enhancing our collegiality within the department, the Business School and the university.

#### Accounting Major Description

The Accounting Department prepares students for professional careers in public and private accounting and financial management. Our graduates work in for-profit, not-for-profit, and governmental organizations. Suffolk University is the only school in Boston to achieve separate AACSB International Accreditation for our accounting and taxation programs, in addition to our business school accreditation.

#### Professional Requirements

The Commonwealth of Massachusetts mandates a minimum of 120 semester hours, with specific course requirements, to sit for the Uniform CPA exam. 150 semester hours are required, earned as part of a bachelor's degree, master's degree, or both, to become a licensed CPA. The 4+1 program enables students to satisfy the Massachusetts licensure requirements and prepares students for the successful completion of the CPA Exam and careers in accounting. Students who plan to qualify as CPAs in states other than Massachusetts should ascertain from the respective states or jurisdictions the specific requirements with which they must comply.

Additional professional accrediting bodies in accounting and auditing, in particular the Institute of Management Accountants (which supports the CMA qualification) and the Institute of Certified Internal Auditors (which supports the CIA qualification), have not enacted a 150-hour educational requirement. Nevertheless, Suffolk's 4+1 program prepares you for a professional career as an accountant. These options provide electives that are designed to prepare you for rewarding careers in various fields in addition to public accounting such as corporate accounting, international accounting, tax advising, financial planning, not-for-profit accounting, and governmental accounting.

Accounting course offerings are designed to allow completion of the accounting major through part- or full-time study, in day and evening courses.

- [Major Requirements](#)

- [Minor Requirements](#)
- [4 + 1 Degree Program](#)
- [Undergraduate Courses](#)

## • 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.

Term:

Offered Both Fall and Spring

- **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

Type:

Global Engagement Experience

## • 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 Fall Term

- **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.

Term:

Offered Spring Term

- **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.

Term:

Offered Spring Term

- **ACCT-430 Accounting Information Systems**

**Prerequisites:**

ACCT 322 and ISOM-210

**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.

**Term:**

Offered Both Fall and Spring

- **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:**

Course Coordinator 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



## 2016-2017 Archived Catalog Information

### Big Data and Business Analytics

- [Big Data and Business Analytics Minor Requirements](#)
- [Undergraduate Courses](#)

Big Data and Business Analytics Minor, 3 courses, 9 credits

Students are required to take the following:

- ISOM-130 Data Science and Analytics

Prerequisites:

ENT-101(formerly SBS-101)

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

- 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-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.

### Term:

Offered Both Fall and Spring

Big Data and Decision Analysis minor for CAS students, 5 courses, 16 credits

## • 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.

Term:

Offered Both Fall and Spring

Type:

Arts Admin Minor Elective

## • ISOM-130 Data Science and Analytics

Prerequisites:

ENT-101(formerly SBS-101)

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

## • 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-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.

Term:

Offered Both Fall and Spring

\*In addition to the courses listed above, students are required to take an approved statistics course before taking ISOM 230 and ISOM 330. For more information, please contact Information Systems and Operations Management Department, [ISOM@suffolk.edu](mailto:ISOM@suffolk.edu) or 617-573-8331.



## 2016-2017 Archived Catalog Information

### Big Data and Business Analytics

- [Big Data and Business Analytics Minor Requirements](#)
- [Undergraduate Courses](#)
- CI-108 Designing the Next Best Thing

#### Prerequisites:

Restricted to students with less than 54 credits. Students with more than 54 credits needing to fulfill their CI requirement should seek approval from the Undergraduate Advising Office.

#### Credits:

3.00

#### Description:

Demystifies the creative process by introducing students to creative practice as a disciplined approach to problem-solving and innovation. Students will be encouraged to synthesize existing ideas, images, concepts, and skill sets in original way, embrace ambiguity and support divergent thinking and risk taking.

#### Term:

Offered Both Fall and Spring

#### Type:

Creativity and Innovation

- 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

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

- **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.

**Credits:**

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

Credits:

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:**

Honors

- **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:**

WRI 102 or SBS 220; and at least 45 completed credits

**Credits:**

3.00

**Description:**

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

#### Description:

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

**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 Spring Term

**Type:**

Honors

- **ISOM-323 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-330 Applied Predictive Analytics**

**Prerequisites:**

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.

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

Type:

Global Engagement Experience

## • ISOM-340 Global 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

Type:

Global Engagement Experience

## • 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)(R)certification. PMP(R) and (PMBOK(R)Guide) are registered marks of the Project Management Institute, Inc.

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.

Term:

Offered Spring Term

## • 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 learn 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:

- **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

**Credits:**

3.00

**Description:**

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



## 2016-2017 Archived Catalog Information

### Business Economics

The Business Economics major is an opportunity to gain a diverse business education, while taking a close look at what makes the economy move. Broad in scope, economics explains how people, businesses, governments, and organizations allocate limited resources to meet their goals. Understanding economics can also help you develop solutions for many social problems, such as unemployment, inflation, poverty, racial inequality, and poor access to healthcare.

As a Business Economics major, you'll refine the critical thinking, quantitative reasoning, and communication skills that employers want, allowing you to enter many different fields, such as banking, insurance, management, and government.

The Business Economics Major is offered by the Economics Department in the College of Arts and Sciences.

- [Major Requirements](#)
- [Minor for Business Students](#)

#### Business Economics Major Requirements

The Business Economics major consists of a minimum of 24 credits, which include four required courses and two elective courses. Students may begin the major after completing the following prerequisite courses: EC-101, EC-102, and statistics.

#### Required courses, 4 courses, 16 credits

- EC-312 Intermediate Macro Theory

##### Prerequisites:

EC-101 and EC-102

##### Credits:

4.00

##### Description:

This course covers the neoclassical and Keynesian models of aggregate economic activity. Coverage of the measurement of economic variables, such as aggregate income, the inflation rate, and the unemployment rate. Examines the behavior of the economy under conditions of price flexibility in the long run and price rigidity in the short run under rational and adaptive expectations. Analysis of the effect of changes in taxes and government expenditures, monetary policy and deficits on the economy. Coverage of the sources of economic growth. Required of all majors in Economics. Normally offered every semester.

Type:

Social Science,BSJ SOCIAL SCIENCE

- **EC-432 Managerial Economics**

Prerequisites:

EC-101 and EC-102

Credits:

4.00

Description:

Managerial economics applies microeconomic and quantitative analysis to the formulation of rational managerial decisions. These tools shape decisions about output and pricing, about the choice of product quality, the type of production process used, the mix of inputs employed, the suitability of mergers and acquisitions, the management of risk, and the design of incentives in a world of imperfect information. This course explains the tools of managerial economics, puts them into context using numerous case studies, and applies them to significant real business situations.

Type:

Quantitative Reasoning

- **EC-450 Applied Econometrics**

Prerequisites:

STATS-250 or STATS-240 or MATH-255 or permission of instructor

Credits:

4.00

Description:

This course begins with a brief review of statistical methods, including probability theory, estimation, and hypothesis testing. This background is used in the construction, estimation, and testing of econometric models. The consequences of a misspecified model, where the assumptions of a classical regression model are violated, are studied and the appropriate remedial measures are suggested. Other topics include dummy variables, binary choice models, and autoregressive models. Emphasis is on applied aspects of econometric modeling. There is extensive use of statistical software for data analyses. Normally offered every year.

Type:

Social Science,BSJ SOCIAL SCIENCE

- **EC-490 Senior Seminar in Economics**

**Prerequisites:**

EC-450 or STATS-350 and Senior Standing; Or permission of Undergraduate Director.

**Credits:**

4.00

**Description:**

This is a required course for all students majoring in economics, to be taken in the spring semester of their senior year. Students are required to develop an economic thesis project in consultation with the professor for the course and to present it to the class.

**Type:**

BSJ SOCIAL SCIENCE, Social Science

**Elective Courses, 2 courses, 8 credits**

Two Economic Elective courses at 200-level or higher.



## 2016-2017 Archived Catalog Information

### Business Economics

The Business Economics major is an opportunity to gain a diverse business education, while taking a close look at what makes the economy move. Broad in scope, economics explains how people, businesses, governments, and organizations allocate limited resources to meet their goals. Understanding economics can also help you develop solutions for many social problems, such as unemployment, inflation, poverty, racial inequality, and poor access to healthcare.

As a Business Economics major, you'll refine the critical thinking, quantitative reasoning, and communication skills that employers want, allowing you to enter many different fields, such as banking, insurance, management, and government.

The Business Economics Major is offered by the Economics Department in the College of Arts and Sciences.

- [Major Requirements](#)
- [Minor for Business Students](#)

#### Business Economics Minor Requirements for Business Students, 3 courses, 12 credits

Students may minor in Business Economics after they have completed three prerequisite courses, which are already required within the BSBA core.

Complete these BSBA prerequisite courses:

- EC-101 Applied Microeconomics

Prerequisites:

Non CAS majors need to have completed at least 15 credits.

Credits:

3.00

Description:

This course introduces students to foundational principles of microeconomic theory, with an emphasis on applications of concepts to management decision-making in specific industry and market settings. It describes and analyzes the interaction of supply and demand and the behavior of the prices of goods, services. It explains the determinations of costs, output, strategic pricing, and governance by firms under conditions of perfect and imperfect competition in a global economy. In addition, it describes the supply demand for factors of production and the impact of taxes and government regulation and intervention on firms and consumers.

Type:

## • EC-102 Global Macroeconomics

### Prerequisites:

Non-CAS majors need to have completed at least 15 credits

### Credits:

3.00

### Description:

This course examines the workings of the national and the global economy. It will describe the determination of Gross Domestic Product, the problems of unemployment, inflation, and the determination of economic growth. It will also describe and analyze the determination of the country's exchange rate, the balance of payments, and international borrowing and lending. A particular focus will be on understanding economic fluctuations (booms, busts, and recessions) in the domestic economy and its effects on other economies. It will analyze the role of the government and the effects of government spending and taxation on the economy. Furthermore, it will describe and analyze the determination of the quantity of money and interest rates in the economy and the role of the country's central bank. It examines the basis and pattern of international trade and the effects of a country's trade policy on the economy.

### Type:

Social Science,BSJ SOCIAL SCIENCE

## • STATS-250 Applied Statistics

### Prerequisites:

MATH 128 or higher. REMINDER: STATS 250 is a required prerequisite MKT 220, FIN 200 and ISOM 201(prerequisite for ISOM 319)

### Credits:

4.00

### Description:

Application of statistical analysis to real-world business and economic problems. Topics include data presentation, descriptive statistics including measures of location and dispersion, introduction to probability, discrete and continuous random variables, probability distributions including binomial and normal distributions, sampling and sampling distributions, statistical inference including estimation and hypothesis testing, simple and multiple regression analysis. The use of computers is emphasized throughout the course. Normally offered each semester.

### Type:

Quantitative Reasoning

Choose one of the following:

- **EC-312 Intermediate Macro Theory**

Prerequisites:

EC-101 and EC-102

Credits:

4.00

Description:

This course covers the neoclassical and Keynesian models of aggregate economic activity. Coverage of the measurement of economic variables, such as aggregate income, the inflation rate, and the unemployment rate. Examines the behavior of the economy under conditions of price flexibility in the long run and price rigidity in the short run under rational and adaptive expectations. Analysis of the effect of changes in taxes and government expenditures, monetary policy and deficits on the economy. Coverage of the sources of economic growth. Required of all majors in Economics. Normally offered every semester.

Type:

Social Science,BSJ SOCIAL SCIENCE

- **EC-432 Managerial Economics**

Prerequisites:

EC-101 and EC-102

Credits:

4.00

Description:

Managerial economics applies microeconomic and quantitative analysis to the formulation of rational managerial decisions. These tools shape decisions about output and pricing, about the choice of product quality, the type of production process used, the mix of inputs employed, the suitability of mergers and acquisitions, the management of risk, and the design of incentives in a world of imperfect information. This course explains the tools of managerial economics, puts them into context using numerous case studies, and applies them to significant real business situations.

Type:

Quantitative Reasoning

Choose:

Any other two economics courses, of which, at least one is at the 400-level.



## 2016-2017 Archived Catalog Information

### Business Law

Earning a minor in Business Law provides a strong foundation in legal concepts, vocabulary, and pertinent laws and regulations in domestic and international settings. It contributes to a comprehensive pre-law experience and is valuable to students who intend to go to Law School as well as providing a well grounded understanding for students of all majors entering the business world.

- [Business Law Minor Requirements](#)
- [Undergraduate Courses](#)

Business Law Minor for Business Students, 3 courses, 9 credits

Take both of the following courses in addition to completing BLE 214 Principles of Business Law:

- 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

Type:

Global Engagement Experience

Choose one of the following:

- **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-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-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.

Courses may not be double counted towards multiple minor selections

**Business Law Minor for College of Arts & Sciences Students, 5 courses, 15 credits**

Take the following three courses in addition to completing ENT 101:Business Foundations:

- **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

Type:

Arts Admin Minor Elective

- **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

Type:

Global Engagement Experience

Choose one of the following:

- **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-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-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.

Courses may not be double counted towards multiple minor selections



## 2016-2017 Archived Catalog Information

### Business Law

Earning a minor in Business Law provides a strong foundation in legal concepts, vocabulary, and pertinent laws and regulations in domestic and international settings. It contributes to a comprehensive pre-law experience and is valuable to students who intend to go to Law School as well as providing a well grounded understanding for students of all majors entering the business world.

- [Business Law Minor Requirements](#)
- [Undergraduate Courses](#)

- 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

Type:

Arts Admin Minor Elective

- 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:**

Offered Both Fall and Spring

- **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.

Term:

Offered Both Fall and Spring

- **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

Type:

Global Engagement Experience

- **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-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, Global Engagement Experience

## • 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.





## 2016-2017 Archived Catalog Information

### Electronic Commerce

- [Electronic Commerce Minor Requirements](#)
- [Undergraduate Courses](#)

Electronic Commerce Minor, 3 courses, 9 credits

The minor in Electronic Commerce is more focused than the general IS minor. Students may minor in both IS and Electronic Commerce, but three distinct courses are required for each minor. These three courses are beyond the completion of ISOM 210, Management Information Systems. One of the three minor courses must be ISOM 212, Web Design, or ISOM 331, Electronic Commerce.

Select one:

- 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-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

### Type:

Global Engagement Experience

Select two:

- **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-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-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

Type:

Global Engagement Experience

- **ADG-S219 Computer Applications in Design**

Credits:

3.00

Description:

In this course students will learn the major software applications used by graphic designers, such as Adobe Creative Suite: InDesign, Illustrator, and Photoshop. Through a series of problems, students will learn how and when to use specific software to produce their solutions and prepare portfolio-quality design.

Term:

Offered Fall Term

• **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

For more information, please contact Information Systems and Operations Management Department, [ISOM@suffolk.edu](mailto:ISOM@suffolk.edu) or 617-573-8331.



## 2016-2017 Archived Catalog Information

### Electronic Commerce

- [Electronic Commerce Minor Requirements](#)
- [Undergraduate Courses](#)
- CI-108 Designing the Next Best Thing

#### Prerequisites:

Restricted to students with less than 54 credits. Students with more than 54 credits needing to fulfill their CI requirement should seek approval from the Undergraduate Advising Office.

#### Credits:

3.00

#### Description:

Demystifies the creative process by introducing students to creative practice as a disciplined approach to problem-solving and innovation. Students will be encouraged to synthesize existing ideas, images, concepts, and skill sets in original way, embrace ambiguity and support divergent thinking and risk taking.

#### Term:

Offered Both Fall and Spring

#### Type:

Creativity and Innovation

- 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

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

- **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.

**Credits:**

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

Credits:

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:**

Honors

- **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:**

WRI 102 or SBS 220; and at least 45 completed credits

**Credits:**

3.00

**Description:**

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

#### Description:

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

**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 Spring Term

**Type:**

Honors

- **ISOM-323 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-330 Applied Predictive Analytics**

**Prerequisites:**

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.

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

Type:

Global Engagement Experience

## • ISOM-340 Global 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

Type:

Global Engagement Experience

## • 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)(R)certification. PMP(R) and (PMBOK(R)Guide) are registered marks of the Project Management Institute, Inc.

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.

Term:

Offered Spring Term

## • 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 learn 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:

- **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

**Credits:**

3.00

**Description:**

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



## 2016-2017 Archived Catalog Information

### Entrepreneurship

Students can major or minor in entrepreneurship. The major consists of 21 credits (7 courses). Students may select a concentration to further refine the entrepreneurship major. Concentrations include: launching a new venture, corporate entrepreneurship, family entrepreneurship, design entrepreneurship, and social entrepreneurship. The minor consists of 9 credits (3 courses).

Course descriptions may be updated periodically to reflect changes since the last published catalog.

- [Major Requirements](#)
- [Minor Requirements](#)
- [Concentrations](#)
- [Courses](#)

### Entrepreneurship Major Requirements

The entrepreneurship major consists of a minimum of twenty-one (21) semester hours, which includes four (4) required courses, one (1) and two (2) elective courses taken at Suffolk University.

The core entrepreneurship courses occur in a four (4) semester sequence starting in your first semester of your junior year (you may begin in your second semester of your sophomore year, but no later than the second semester of your junior year).

Required Courses, 4 Courses, 12 Credits

- ENT-309 Creating Value (Entrepreneurship I)

Prerequisites:

ENT-101

Credits:

3.00

Description:

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 market place (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-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-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-419 Delivering Value (Entrepreneurship IV, 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

### Type:

Service Learning

## Theme Courses, 1 Course, 3 Credits (Choose 1)

- **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-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-336 Managing the Family Business

Prerequisites:

MGT-217 and 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.

## • 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.

Term:

Offered Fall Term

## • 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.

Term:

Offered Spring Term

## • ENT-361 Sell It!

Prerequisites:

ENT-101 and Junior standing

Credits:

3.00

Description:

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.

\*Elective Courses, 2 Courses, 6 Credits (Choose 2)

- **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-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-336 Managing the Family Business**

**Prerequisites:**

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.

## • 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 3.0 GPA and Junior Standing

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 dedicate 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.

**Term:**

Offered Fall Term

- **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.

**Term:**

Offered Spring Term

- **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

Type:

Global Engagement Experience

## • ENT-355 Design Thinking for Business

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

Description:

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-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-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-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.

- 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

\*All ENT courses listed above require junior standing.



## 2016-2017 Archived Catalog Information

### Entrepreneurship

Students can major or minor in entrepreneurship. The major consists of 21 credits (7 courses). Students may select a concentration to further refine the entrepreneurship major. Concentrations include: launching a new venture, corporate entrepreneurship, family entrepreneurship, design entrepreneurship, and social entrepreneurship. The minor consists of 9 credits (3 courses).

Course descriptions may be updated periodically to reflect changes since the last published catalog.

- [Major Requirements](#)
- [Minor Requirements](#)
- [Concentrations](#)
- [Courses](#)

The Entrepreneurship minor consists of a minimum of nine (9) semester hours.

The required entrepreneurship courses occur in a three (3) semester sequence starting in your first or second semester of your junior year (but no later than the first semester of your senior year).

#### Entrepreneurship Minor

##### Required Courses

- ENT-309 Creating Value (Entrepreneurship I)

##### Prerequisites:

ENT-101

##### Credits:

3.00

##### Description:

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 market place (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-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-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).

### Note for College of Arts & Sciences Students

In addition to the above four (4) courses, students from the College of Arts & Sciences are required to take ENT 101 Business Foundations (formerly SBS 101) before starting the entrepreneurship minor.



## 2016-2017 Archived Catalog Information

### Entrepreneurship

Students can major or minor in entrepreneurship. The major consists of 21 credits (7 courses). Students may select a concentration to further refine the entrepreneurship major. Concentrations include: launching a new venture, corporate entrepreneurship, family entrepreneurship, design entrepreneurship, and social entrepreneurship. The minor consists of 9 credits (3 courses).

Course descriptions may be updated periodically to reflect changes since the last published catalog.

- [Major Requirements](#)
- [Minor Requirements](#)
- [Concentrations](#)
- [Courses](#)

#### Launching the New Venture

- 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-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.

## Corporate Entrepreneurship

- **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-355 Design Thinking for Business**

**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-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.

## Family Entrepreneurship

- **ENT-336 Managing the Family Business**

Prerequisites:

MGT-217 and 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.

- **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-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.

## Design Entrepreneurship

- **ENT-355 Design Thinking for Business**

### 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-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-361 Sell It!

Prerequisites:

ENT-101 and Junior standing

Credits:

3.00

Description:

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.

## Social Entrepreneurship

## • 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 dedicate 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.

Term:

Offered Fall Term

- **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.

Term:

Offered Spring Term

- **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.





## 2016-2017 Archived Catalog Information

### Entrepreneurship

Students can major or minor in entrepreneurship. The major consists of 21 credits (7 courses). Students may select a concentration to further refine the entrepreneurship major. Concentrations include: launching a new venture, corporate entrepreneurship, family entrepreneurship, design entrepreneurship, and social entrepreneurship. The minor consists of 9 credits (3 courses).

Course descriptions may be updated periodically to reflect changes since the last published catalog.

- [Major Requirements](#)
- [Minor Requirements](#)
- [Concentrations](#)
- [Courses](#)

- 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.

Term:

Offered Both Fall and Spring

Type:

Arts Admin Minor Elective

- 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:**

Honors

• **ENT-110 Do You Want to Start a Business?**

**Credits:**

3.00

**Description:**

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 Designing Business Solutions**

**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 of 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 Creating Value (Entrepreneurship I)**

Prerequisites:

ENT-101

Credits:

3.00

Description:

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 market place (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 of 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-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:

- **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-336 Managing the Family Business**

**Prerequisites:**

MGT-217 and 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.

- **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 3.0 GPA and Junior Standing

### 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 dedicate 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.

Term:

Offered Fall Term

## • 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.

Term:

Offered Spring Term

## • 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

### Type:

Global Engagement Experience

## • ENT-355 Design Thinking for Business

### 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:

- **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

**Description:**

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-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 Delivering Value (Entrepreneurship IV, 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

### Type:

Service Learning

## • 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:**

3.00

**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.

## • CI-102 The End of Global Poverty

Prerequisites:

Restricted to students with less than 54 credits. Students with more than 54 credits needing to fulfill their CI requirement should seek approval from the Undergraduate Advising Office.

Credits:

3.00

Description:

This course is designed to demystify the creative process by introducing students to creative practice as a disciplined approach to problem-solving and innovation. Students will be encouraged to synthesize existing ideas, images, concepts, and skill sets in original way, embrace ambiguity and support divergent thinking and risk taking. More than one-third of our global population lives in poverty, earning less than two dollars a day. Governments, businesses, social enterprises, and charitable organizations have tried to solve the global poverty issue with mixed results. What is the solution? Is entrepreneurship the solution, part of the solution, or has no impact whatsoever? In this course, you will gain an understanding of the power of entrepreneurship (in the context of creativity and innovation), the definition and depth of global poverty (in the context of constraints, such as human, financial and physical resources embedded in local, regional, national and global cultures), and successes and failures of past initiatives to reduce poverty. This is not a course about politics or business, but rather finding a solution to a problem that has eluded mankind since the beginning of time.

Type:

Creativity and Innovation

## • CI-106 Failing Successfully

Prerequisites:

Restricted to students with less than 54 credits. Students with more than 54 credits needing to fulfill their CI requirement should seek approval from the Undergraduate Advising Office.

Credits:

3.00

Description:

This course is designed to demystify the creative process by introducing students to creative practice as a disciplined approach to problem-solving and innovation. Students will be encouraged to synthesize existing ideas, images, concepts, and skill sets in original way, embrace ambiguity and support divergent thinking and risk taking. Did you know Netscape was the internet browser? What about MySpace, arguably the Facebook of the last decade? What led Apple from being innovative pioneers of the 70's to the verge of extinction in the 80's to the technological giant they are today? Technologies come and go, but what leads to organizations lasting more than 100 years such as IBM, General Electric, etc.? What role does failure play in successful innovation, decision-making, and business viability? In this course, you will learn about innovation that may have been successful and well-executed. You will also learn about innovation that was a viable business opportunity, but poorly executed: one phase of failure. In addition, you will learn about innovation that had no real market viability, but was launched anyway: another phase of failure. Can failure lead to success? If so, how?

Type:

Creativity and Innovation

## • SBS-HC225 Nuts and Bolts of Starting a Business

Prerequisites:

SBS Honors or 3.3 GPA

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



## 2016-2017 Archived Catalog Information

### Finance

The finance department prepares students for professional careers in global financial services industries. Teaching is oriented towards both theoretical concepts and practical knowledge.

Course descriptions may be updated periodically to reflect changes since the last published catalog.

- [Major Requirements](#)
- [Minor Requirements](#)
- [Concentrations](#)
- [4+1 Programs](#)
- [Certificate Program in Financial Planning](#)
- [Gainful Employment Disclosure](#)
- [Courses](#)

Finance majors study financial management and emerging trends in the finance field. Students are exposed to the theory and practice in corporate finance, financial institutions, investments, international finance, speculative markets, insurance, real estate and other related areas. The finance major introduces students to the important concepts necessary to gain the managerial skills and analytical tools necessary for managing portfolios, analyzing security investments, providing funds for a business, and controlling and planning the flow of funds within an enterprise.

The BSBA in Finance requires completion of a minimum of 21 credit hours in finance. A cumulative grade point average of at least 2.0 in the finance major and a cumulative grade point average of 2.0 overall must be maintained to graduate. Students may choose to specialize in one of four concentration areas; Investments, Corporate Finance, Financial Institutions, or Financial Planning.

Choosing a concentration is optional.

Finance Major Required Courses, 4 Courses, 12 Credits

- **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-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-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

**Type:**

Global Engagement Experience

- **FIN-419 Problems of Managerial Finance**

**Prerequisites:**

FIN 311; Two FIN major required or elective courses; Senior standing

**Credits:**

3.00

**Description:**

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

**Elective Courses, 3 Courses, 9 Credits**

Select three from the following:

- **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-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.

**Term:**

Offered Both Fall and Spring

- **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.

**Term:**

Offered Both Fall and Spring

- **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.

**Term:**

Offered Spring Term

- **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-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

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.

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

Description:

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,Global Engagement Experience

- **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

Type:

Honors

- **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:

FIN-200

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:

instructor's (full time), chair's, dean's approval

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.

### Required Experiential Component, 1 Course, 0 Credit

Finance majors must complete 150 hours of preprofessional finance experience prior to graduating. Experience may be acquired through an internship, part- or full-time employment, or cooperative education. Students must register for FIN 560, Finance Practicum, during or immediately before the semester in which they complete the required 150 hours. The experiential component carries no academic credit, nor requires any tuition, and will be graded pass/fail. Approval of this experience must be obtained from the Finance Department.

- **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



## 2016-2017 Archived Catalog Information

### Finance

The finance department prepares students for professional careers in global financial services industries. Teaching is oriented towards both theoretical concepts and practical knowledge.

Course descriptions may be updated periodically to reflect changes since the last published catalog.

- [Major Requirements](#)
- [Minor Requirements](#)
- [Concentrations](#)
- [4+1 Programs](#)
- [Certificate Program in Financial Planning](#)
- [Gainful Employment Disclosure](#)
- [Courses](#)

Finance Minor for Business Students, 3 courses, 9 credits

Select three from the following courses, beyond completion of FIN 200:

- **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.

**Term:**

Offered Both Fall and Spring

- **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.

**Term:**

Offered Both Fall and Spring

- **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.

**Term:**

Offered Spring Term

- **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

**Type:**

Global Engagement Experience

- **FIN-419 Problems of Managerial Finance**

**Prerequisites:**

FIN 311; Two FIN major required or elective courses; Senior standing

**Credits:**

3.00

**Description:**

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

**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.

**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

**Description:**

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, Global Engagement Experience

- **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

Type:

Honors

- **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:

FIN-200

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.

**Finance Minor for College of Arts & Sciences Students, 5 courses, 15 credits**

After ENT 101 Business Foundations, CAS students are required to take FIN 200 Business Finance and three of the following courses:

- **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.

Term:

Offered Both Fall and Spring

- **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.

Term:

Offered Both Fall and Spring

- **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.

Term:

Offered Spring Term

- **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

Type:

Global Engagement Experience

- **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

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.

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

**Description:**

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, Global Engagement Experience

- **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

Type:

Honors

## • 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:

FIN-200

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.



## 2016-2017 Archived Catalog Information

### Finance

The finance department prepares students for professional careers in global financial services industries. Teaching is oriented towards both theoretical concepts and practical knowledge.

Course descriptions may be updated periodically to reflect changes since the last published catalog.

- [Major Requirements](#)
- [Minor Requirements](#)
- [Concentrations](#)
- [4+1 Programs](#)
- [Certificate Program in Financial Planning](#)
- [Gainful Employment Disclosure](#)
- [Courses](#)

#### Finance Concentrations

Finance majors may choose to specialize in one of four areas. All majors complete the 4 required core courses ( FIN 311, FIN 315, FIN 417 and FIN 419) as well as the required Finance Practicum, FIN 560. In addition to these requirements, finance majors who choose to specialize follow the instructions for their area of interest.

#### 1. Investments

Required courses:

- 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

Choose ONE

- **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.

Term:

Offered Both Fall and Spring

- **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.

Term:

Offered Both Fall and Spring

- **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-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.

## 2. Corporate Finance

Required courses:

- **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-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

Choose ONE

- **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.

**Term:**

Offered Both Fall and Spring

- **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

### 3. Financial Institutions

Required courses:

- **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-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.

Term:

Offered Both Fall and Spring

Choose ONE:

- **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-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.

#### 4. Financial Planning

Financial Planning (FP) offers a valuable opportunity for students to pursue a career in financial planning. Financial planners analyze and provide advice on all areas of a person's financial life: investment management, retirement planning, estate planning, income tax management and insurance. In most cases, financial planners' analyses and recommendations are provided to clients in a written financial plan. The planner may then coordinate the implementation of the plan and periodically review it to account for changes in the client's life and current economic conditions.

Finance majors who choose to specialize in Financial Planning complete all of the following requirements:

- **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

## • 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-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-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.

Term:

Offered Spring Term

- **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

**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.

**Term:**

Offered Spring Term

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

**Prerequisites:**

FIN-200

**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.

The program was approved by the Certified Financial Planner (CFP) Board. Upon completion of the program, students are entitled to take the CFP exam administered by the CFP Board, which is an integral part of the prestigious CFP certification process.

For more information about the CFP exam please refer to [www.cfp.net](http://www.cfp.net).



## 2016-2017 Archived Catalog Information

### Finance

The finance department prepares students for professional careers in global financial services industries. Teaching is oriented towards both theoretical concepts and practical knowledge.

Course descriptions may be updated periodically to reflect changes since the last published catalog.

- [Major Requirements](#)
- [Minor Requirements](#)
- [Concentrations](#)
- [4+1 Programs](#)
- [Certificate Program in Financial Planning](#)
- [Gainful Employment Disclosure](#)
- [Courses](#)

#### 4+1 Programs

If you're earning an undergraduate business degree from a U.S. institution, you may qualify to earn your MSA, MST, MSF, or MSFSB in as few as 10 months, or your MSA/MST or MSA/MSF in as few as 16 months.

#### How to Apply

- You must officially apply to the MSA, MST, MSF, MSFSB, joint MSA/MST, or joint MSA/MSF program during the final semester of your senior year of undergraduate study. (Applications from recent graduates will also be considered.)
- If you have at least a 3.5 cumulative GPA in your final semester of your senior year, you can waive the GMAT or GRE requirement.
- Top students will be automatically considered for merit-based fellowship awards (no separate application required).



## 2016-2017 Archived Catalog Information

### Finance

The finance department prepares students for professional careers in global financial services industries. Teaching is oriented towards both theoretical concepts and practical knowledge.

Course descriptions may be updated periodically to reflect changes since the last published catalog.

- [Major Requirements](#)
- [Minor Requirements](#)
- [Concentrations](#)
- [4+1 Programs](#)
- [Certificate Program in Financial Planning](#)
- [Gainful Employment Disclosure](#)
- [Courses](#)

This non-degree program is offered as a flexible and affordable program for working professionals whose responsibilities are currently or expected to be related to financial planning. This certificate program requires the completion of the following eight courses (provided that the students demonstrate proficiency in prerequisites) with a “pass” grade:

- **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 basic 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.

It should be noted that FPP 200 is an introduction to finance. Its prerequisites are:

- **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

- **STATS-240 Introduction to Statistics**

Prerequisites:

Math 128 or higher. REMINDER: STATS 240 is a required prerequisite MKT 220, FIN 200 and ISOM 201(prerequisite for ISOM 319)

Credits:

4.00

Description:

Topics include: data presentation, measures of central locations and dispersion, probability and probability distributions, estimation, hypothesis testing, simple and multiple regression models. The use of Excel and SPSS will be emphasized throughout the course. 1 term - 4 credits (4 hours per week). Normally offered each semester. STATS 240 satisfies the same requirements as STATS 250

Type:

Quantitative Reasoning

or

- **STATS-250 Applied Statistics**

**Prerequisites:**

MATH 128 or higher. REMINDER: STATS 250 is a required prerequisite MKT 220, FIN 200 and ISOM 201(prerequisite for ISOM 319)

**Credits:**

4.00

**Description:**

Application of statistical analysis to real-world business and economic problems. Topics include data presentation, descriptive statistics including measures of location and dispersion, introduction to probability, discrete and continuous random variables, probability distributions including binomial and normal distributions, sampling and sampling distributions, statistical inference including estimation and hypothesis testing, simple and multiple regression analysis. The use of computers is emphasized throughout the course. Normally offered each semester.

**Type:**

Quantitative Reasoning

- **MATH-128 Math for the Modern World**

**Prerequisites:**

MATH level 2, or Mathshop, or MATH-104

**Credits:**

4.00

**Description:**

From the ISBN on a book, to buying a car, from the size of small chips in a cell phone, to the size of the national debt, or just reading a graph in the daily newspaper, mathematics plays an important and vital role in countless areas of life and your future career and courses included. Mathematics is both an art and a tool created by humans. The common bond is a way of thinking and a way of reasoning to describe and solve problems of many types. This course uses the context of modern real life problems to introduce math needed for literacy and problem solving in contemporary life and work. It uses a minimal amount of algebra and focuses on math models, concepts and basic math manipulations. It encourages students to move from anxiety about math, to using formulas well, to thinking critically in the math context to use math to solve problems and pose new problems. Topics include scientific notation, basic financial math, linear, exponential and polynomial models and an introduction to probability. (Formerly Math 132)

Or higher

\*STATS-240 or STATS-250 can be taken concurrently with FPP-200.

These eight FPP courses cover the foundation topics required by the Certified Financial Planner (CFP) Board. Students may apply for admission in fall, spring, or summer sessions. Upon completion of this certificate program, the students are eligible to take the CFP exam administered by the CFP Board, which is an integral part of the prestigious CFP certification process. For more information about the CFP exam, please refer to [www.cfp.net](http://www.cfp.net).

Admission to the Certificate Program requires a Bachelor’s degree from an accredited institution. Students applying for admission should contact the Undergraduate Admissions Office (617-573-8460) for more information. Those who have already taken the above courses from an accredited institution may waive a maximum of three courses.



SUFFOLK  
UNIVERSITY  
BOSTON

Academic Catalogs

---

[Academic Catalogs](#) > [Undergraduate Catalog](#) > [Sawyer Business School](#) > [Majors & Minors](#) > Finance

---

## 2016-2017 Archived Catalog Information

### Finance

The finance department prepares students for professional careers in global financial services industries. Teaching is oriented towards both theoretical concepts and practical knowledge.

Course descriptions may be updated periodically to reflect changes since the last published catalog.

- [Major Requirements](#)
- [Minor Requirements](#)
- [Concentrations](#)
- [4+1 Programs](#)
- [Certificate Program in Financial Planning](#)
- [Gainful Employment Disclosure](#)
- [Courses](#)

View the Federally Mandated [Gainful Employment Disclosure for the Certificate in Financial Planning](#).



## 2016-2017 Archived Catalog Information

### Finance

The finance department prepares students for professional careers in global financial services industries. Teaching is oriented towards both theoretical concepts and practical knowledge.

Course descriptions may be updated periodically to reflect changes since the last published catalog.

- [Major Requirements](#)
- [Minor Requirements](#)
- [Concentrations](#)
- [4+1 Programs](#)
- [Certificate Program in Financial Planning](#)
- [Gainful Employment Disclosure](#)
- [Courses](#)

- 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.

Term:

Offered Both Fall and Spring

Type:

Honors

- **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.

Term:

Offered Both Fall and Spring

- **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.

**Term:**

Offered Both Fall and Spring

- **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.

**Term:**

Offered Spring Term

- **FIN-408 Fixed Income Securities Analysis**

**Prerequisites:**

FIN-315

**Credits:**

3.00

**Description:**

This course introduces students to fixed income securities and related capital markets. It covers such topics as bond valuation, bond portfolio management, Treasury securities and markets, fixed income derivatives, mortgage- and asset-backed securities, and convertible bonds. As a part of their studies, students will be trained in using Bloomberg terminal and will receive Bloomberg certification upon completion of this course.

- **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

**Type:**

Global Engagement Experience

- **FIN-419 Problems of Managerial Finance**

**Prerequisites:**

FIN 311; Two FIN major required or elective courses; Senior standing

**Credits:**

3.00

**Description:**

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

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.

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

Description:

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,Global Engagement Experience

## • 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

Type:

Honors

- **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:

FIN-200

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:

instructor's (full time), chair's, dean's approval

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 basic 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 basic 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:





## 2016-2017 Archived Catalog Information

### Global Business

Students can combine a major in Global Business with one functional area of business, such as accounting, entrepreneurship, finance, marketing, management, or information systems. Thus, the program gives you a double major.

The Global Business major is offered through the Strategy and International Business Department. The Global Business major is an intensive program for highly focused and motivated students looking for a career in international business through an entry-level position in a functional area of business.

Included in the requirements are courses in international business and a second major in a functional area of business. The Global Business program immerses the student in theory and practice of international business by integrating academic knowledge, language, and overseas travel seminars/semester study abroad.

Course descriptions may be updated periodically to reflect changes since the last published catalog.

- [Major Requirements](#)
- [Minor Requirements](#)
- [Courses](#)

The BSBA in Global Business requires the completion of 18 credits of global business courses, plus 18–24 credits of the functional major. Global Business majors are assigned a faculty advisor to assist them in planning their program of study and advise them on academic and career matters. Students in this major must have the approval of their faculty advisor to register. All changes to the Global Business Program of Study must be approved by the director of the Global Business Program. Please note that Global Business freshman and sophomore courses as part of the General Education requirements in this program differ from the other Business majors.

#### Global Business Required Courses, 3 Courses, 9 Credits

Students are required to complete:

- 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. Topics 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-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

## Global Business Elective Courses, 3 Courses

Select three courses from the following:

- **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:

3.00

Description:

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

## • 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

Type:

- **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

Type:

Global Engagement Experience

- **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, Global Engagement Experience

- **EC-430 International Trade Theory & Policy**

Prerequisites:

EC 101 and EC 102

Credits:

4.00

Description:

This course examines theories of international trade. The policy implications of each theory are explored and the effect of trade on the welfare of the nation is examined. Also the development of trade blocs and the the political economy of trade are studied. Normally offered every year.

Type:

Social Science,BSJ SOCIAL SCIENCE

## • EC-442 International Monetary Economics

Prerequisites:

EC 101 and EC 102

Credits:

4.00

Description:

The balance of payments and foreign exchange markets and instruments, and the determination of exchange rates. Balance-of-payments adjustments under alternative exchange-rate systems, international liquidity, international economics policy and open economy macroeconomics.

Type:

Social Science,BSJ SOCIAL SCIENCE

## • EC-445 The Economics of the European Union

Prerequisites:

EC 101 and EC 102

Credits:

4.00

Description:

An economic analysis of the European Union, the history of European monetary and economic integration. and the creation of the Euro. A survey of the development and evolution of key European policies, such competition, industry, agriculture, environment, regional, etc. A discussion of economic implications of the enlargement of the European Union, as well as its trade relations with the U.S. and other countries within the context of the World Trade Organization.

Type:

Social Science,BSJ SOCIAL SCIENCE

- **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

Type:

Global Engagement Experience

- **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

Type:

Global Engagement Experience

- **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

Type:

Global Engagement Experience

- **MGT-335 Managing Across Cultures**

Prerequisites:

MGT 217 (formerly MGT 317)

Credits:

3.00

Description:

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

Type:

Global Engagement Experience

- **MKT-421 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:**

Global Engagement Experience

- **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.

**Type:**

Global Engagement Experience

**Functional Major Courses, 6–8 Courses, 18–24 Credits**

Students are required to specialize in one business discipline (Accounting, Entrepreneurship, Finance, Information Systems, Management, or Marketing). Students will take the major required and major elective courses as specified by the academic department concerned, which may include experiential components.

Only one of the Global Business elective courses listed above may be double counted toward the Global Business major and the functional major, as long as it was also available as a course for the functional major.

**Language Courses, 2 Courses, 8 Credits**

Students must demonstrate competence beyond the second semester level of college instruction in French, Spanish, Portuguese, German, Mandarin Chinese, Russian, Japanese, Italian or Arabic. Besides taking two beginning semesters,

101 and 102, of a language, students can also demonstrate language competence by 1:) taking an Advanced Placement test and passing at a level Suffolk recognizes as credit for a second semester language, 2) passing one semester of a language (not literature) course at the 201 or higher level, or 3) by demonstrating proficiency through conversation with a professor in the business school who is a native speaker of that language. To arrange this last case, students should contact the Director of the Global Business Program. In this case, students do not get credit for waiving the language requirement but can take Free Electives instead of the language courses if the student will not have the total number of credits required to graduate. A suggested list of Free Electives relevant for the Global Business Program is given below.

## Travel Requirement SIB 560, Non-Credit

(No credits can be specifically assigned. It is a pre-professional experience.)

All Global Business 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 study abroad, or, with prior permission from the Director of the Global Business Program, a Global Business Internship abroad. Students must register for the zero-credit course SIB 560 - Global Travel Requirement, in the semester in which they plan to complete their travel.

- A minimum 2.5 GPA is required for travel seminars and study abroad experience.
- A maximum of one travel seminar may be used as a Global Business major elective while also fulfilling the SIB 560 requirement. Additional travel seminars will not count towards GB major electives but may be used as free elective credit.
- Study abroad involves enrollment in semester-long or summer session courses at either Suffolk's Madrid campus or at one of the programs open to Suffolk students at other institutions. 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, it must be approved by the Program Director or Department Chair for the required course. Students may participate in more than one study abroad opportunity. Students interested in study abroad should plan to do so during their sophomore year or the fall of their junior year.
- With prior permission from the director of the Global Business Program, students may also fulfill the travel requirement through a Global Business Internship. Two options are available: the three-credit course SIB 520 - Global Business Internship, and an internship without academic credit, by registering for SIB 560.. The internship must take place outside the student's primary country of residence—so students who are not permanent residents of the U.S. can pursue their internships in the U.S.. Students are responsible for identifying and securing acceptance to the internship, which must be a minimum of 100 hours. For both SIB 560 and 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. Students who register for SIB 520 to fulfill the travel requirement should simultaneously register for SIB 560.

## Recommended Free Electives

- GVT-367 Politics of Spain

Credits:

4.00

Description:

This course is designed to provide students with a basic grounding in political institutions and processes in contemporary Spain. Political developments are presented in their socio-economic context, with special emphasis on the Spanish transition from a dictatorship to a democracy. Attention is also given to the issue of the Basque

and Catalan nationalism, as well as the process of European integration. Prerequisite: GVT 281 or instructor's consent. 1 term - 4 credits. Normally offered alternate years at the Madrid Campus.

Type:

Social Science

- **GVT-384 The U.S. and the International Relations of the Middle East**

Credits:

4.00

Description:

This course will explore the role played by the United States in the Middle East in the twentieth century, with emphasis on the period since World War II. Our study will begin with a decision-making approach to understanding the domestic and institutional context of America's policy toward the region, followed by an examination of that policy as it confronted radical nationalist, socialist, and Islamic movements, Soviet influence, and specific contemporary problems - the Arab-Israeli conflict, the Lebanese civil war, the Iranian revolution, the Iran-Iraq War, and the Gulf War. Open to non-majors, not open to freshmen. Normally offered alternate years.

Type:

Social Science,BSJ SOCIAL SCIENCE

- **GVT-385 South Asian Politics**

Prerequisites:

Not open to freshmen.

Credits:

4.00

Description:

The main goal of the course is to provide an overview of the main political, economic, and social processes taking place in this region. This course explains the strategies that the eight South Asian countries are implementing in order to deal with the globalization process. The primary focus of the course will be to provide students with the understanding of the main regional trends, but it also has case studies of some of the political systems in the region. Students will analyze and evaluate the concepts learned in basic courses in international relations, political science, and other disciplines in social sciences as they apply to South Asia. Normally offered alternate years.

Type:

Social Science

- **GVT-387 Conflict & Development in Asia Service Abroad**

Prerequisites:

GVT 281 or instructor's consent. Junior status or above

Credits:

4.00

Description:

current political trends in the Caribbean and in selected Central American nations. Emphasis will be placed on comparative analysis of public policies in the region, as well as on external factors which impact on politics in the Caribbean and Central America. Students will use academic sources in their analysis, as well as novels and other literary sources for the background of their analysis. Not open to freshmen. Normally offered every third year.

Cultural Diversity B

Type:

Cultural Diversity Opt B, Social Science, Expanded Classroom Requirement, Global Engagement Experience

## • GVT-389 Politics of China

Prerequisites:

Junior status or above

Credits:

4.00

Description:

Emphasis on a particular approach to the problems of economic modernization and political development. Historical background; the revolutionary movement; present political structures and current issues. Cultural Diversity B

Type:

Cultural Diversity Opt B, Social Science, Asian Studies

## • GVT-410 Politics of Korea

Prerequisites:

Junior Status required

Credits:

4.00

Description:

Study of the government and politics of North and South Korea, including the political systems of the two countries and relationship between them, including issues of reunification, nuclear weapons, and democratization. Offered alternate years.

Type:

Social Science,Asian Studies

- **HST-342 Modern Japanese History**

Credits:

4.00

Description:

Examines Japanese history from the beginning of the seventeenth century to the end of the twentieth century. The topics include early modern Japan during the Tokugawa era, Meiji Restoration, Japanese imperialism and World War II, Japan's emergence as the second largest economy in the world.

Term:

Occasional

Type:

Cultural Diversity Opt B,Humanities & History,Asian Studies,Humanities Literature Requirement

- **HST-346 Modern Chinese History**

Credits:

4.00

Description:

Examines modern Chinese history from the sixteenth century to the present. Studies the conflict between the modern state and traditional society. Discusses China's turbulent transition from an old empire to the Communist regime, the dynamics behind this transition, and the price that ordinary Chinese people have paid. Also studies China's interactions with the outside world from the first Opium War to China's entrance to the World Trade Organization. (Formerly HST 132)

Term:

Occasional

Type:

Cultural Diversity Opt B,Humanities & History,Asian Studies,Humanities Literature Requirement

- **HST-412 Europe in the 20th Century**

Credits:

4.00

**Description:**

Examines the political, economic, social and cultural developments of the principal European states since 1900. Topics include: World War I; the social and economic dislocations of the 1920s and 1930s; the rise of Fascism and National Socialism; World War II; the remains of colonialism; modernization and Americanization since the 1960s; the European Union; Europe after the Cold War; and throughout the twentieth century, the importance of class and class conflict, nationalism, and war in shaping the European experience.

**Term:**

Occasional

**Type:**

Humanities & History, Humanities Literature Requirement

• **SPAN-315 Business Spanish**

**Prerequisites:**

SPAN 290 or SPAN 300 or Instructor's consent.

**Credits:**

4.00

**Description:**

Integrates language learning with culture via business context of the Hispanic world. Spanish for banking and finance, marketing and advertising, and international commerce are highlighted. Students increase their cross-cultural understanding and written and oral proficiency in business Spanish through a wide range of assignments.

**Type:**

Diverse Perspectives, Global Engagement Experience

• **GER-412 Contemporary Germany**

**Credits:**

4.00

**Description:**

A survey of German culture, politics, and society from the end of World War II to the present day. Discussion of such topics as the post-fascist mentality, economic efficiency, re-education, Americanization, division and its legacy, high culture, entertainment for the masses, environmental movements, pacifism, and multiculturalism. Taught in English.

**Term:**

Occasional

Type:

Humanities & History, Humanities Literature Requirement



## 2016-2017 Archived Catalog Information

### Global Business

Students can combine a major in Global Business with one functional area of business, such as accounting, entrepreneurship, finance, marketing, management, or information systems. Thus, the program gives you a double major.

The Global Business major is offered through the Strategy and International Business Department. The Global Business major is an intensive program for highly focused and motivated students looking for a career in international business through an entry-level position in a functional area of business.

Included in the requirements are courses in international business and a second major in a functional area of business. The Global Business program immerses the student in theory and practice of international business by integrating academic knowledge, language, and overseas travel seminars/semester study abroad.

Course descriptions may be updated periodically to reflect changes since the last published catalog.

- [Major Requirements](#)
- [Minor Requirements](#)
- [Courses](#)

### International Business Minor for Business Students

Students will complete three courses (9 credits) to qualify for this minor.

Required course:

- **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

And any two of the following:

- **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:**

3.00

**Description:**

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

## • 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

Type:

Global Engagement Experience

- **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

Type:

Global Engagement Experience

- **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,Global Engagement Experience

- **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

**Type:**

Global Engagement Experience

- **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

**Type:**

Global Engagement Experience

- **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

Type:

Global Engagement Experience

- **MKT-421 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:

Global Engagement Experience

- **MGT-335 Managing Across Cultures**

Prerequisites:

MGT 217 (formerly MGT 317)

Credits:

3.00

### Description:

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

### Type:

Global Engagement Experience

Each course may count towards only one requirement. Students may not double count a course from the International Business Minor toward ANY other requirement.

## International Business Minor for College of Arts & Sciences Students

IB will be introduced as part of the Functional Business Minor available for CAS students and require 5 courses (15 credits).

Required courses:

- **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.

### Term:

Offered Both Fall and Spring

### Type:

Arts Admin Minor Elective

- **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-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

And any two of the following:

- **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:

3.00

Description:

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

• **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

**Type:**

Global Engagement Experience

• **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

**Type:**

- **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,Global Engagement Experience

- **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

**Type:**

Global Engagement Experience

- **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

**Type:**

Global Engagement Experience

- **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

**Type:**

Global Engagement Experience

- **MKT-421 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:

Global Engagement Experience

• **MGT-335 Managing Across Cultures**

Prerequisites:

MGT 217 (formerly MGT 317)

Credits:

3.00

Description:

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

Type:

Global Engagement Experience

Each course may count towards only one requirement. Students may not double count a course from the International Business Minor towards ANY other requirement.



## 2016-2017 Archived Catalog Information

### Global Business

Students can combine a major in Global Business with one functional area of business, such as accounting, entrepreneurship, finance, marketing, management, or information systems. Thus, the program gives you a double major.

The Global Business major is offered through the Strategy and International Business Department. The Global Business major is an intensive program for highly focused and motivated students looking for a career in international business through an entry-level position in a functional area of business.

Included in the requirements are courses in international business and a second major in a functional area of business. The Global Business program immerses the student in theory and practice of international business by integrating academic knowledge, language, and overseas travel seminars/semester study abroad.

Course descriptions may be updated periodically to reflect changes since the last published catalog.

- [Major Requirements](#)
- [Minor Requirements](#)
- [Courses](#)

- 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. Honors students must register for SIB-H429.

**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.

**Term:**

Offered Both Fall and Spring

- **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.

**Term:**

Offered Both Fall and Spring

**Type:**

Honors

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

**Prerequisites:**

Senior standing and instructor's consent required

**Credits:**

3.00

**Description:**

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:

3.00

Description:

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:

0.00

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



## 2016-2017 Archived Catalog Information

### Information Systems

In a global economy where firms are more interconnected, they are also more exposed to rapid changing market conditions globally. Providing timely and accurate information to the appropriate personnel to enable responsive business decision making becomes the key to the future.

Increasingly, firms are leveraging advanced technologies to manage sophisticated operations in supply chains and to manage the flood of information from around the world. However, to gain a sustainable competitive advantage, firms must also rely on professionals who can manage these complex systems of information and operations worldwide to make innovative and prudent business decisions.

Demand for skilled professionals with information systems and operations management knowledge is growing fast. These professionals utilize their business background and technical skills to research innovative ways for value-creation opportunities in business operations, assessing risks and benefits of these options, and manage systems of technological tools to enable the changes needed to realize these values.

The Information Systems and Operations Management Department prepares you with the foundation knowledge and analytical skills needed to launch your career. You will be able to manage the efficient flows of information, materials, and services in matching supply with demand to create value for businesses as well as their customers.

Course descriptions may be updated periodically to reflect changes since the last published catalog.

- [Major Requirements](#)
- [Information Systems Minor Requirements](#)
- [Big Data and Business Analytics Minor Requirements](#)
- [Electronic Commerce Minor Requirements](#)
- [Concentrations](#)
- [Undergraduate Courses](#)

The Information Systems (IS) major consists of a minimum of 21 credit hours, including four (4) required and three (3) elective ISOM courses.

Major Required Courses, 4 Courses, 12 Credits

- 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-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

Major Elective Courses, 3 Courses, 9 Credits

- **ISOM-130 Data Science and Analytics**

Prerequisites:

ENT-101(formerly SBS-101)

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

- **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-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.

### 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

### Type:

Global Engagement Experience

- **ISOM-340 Global 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

**Type:**

Global Engagement Experience

- **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)(R)certification. PMP(R) and (PMBOK(R)Guide) are registered marks of the Project Management Institute, Inc.

**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.

Term:

Offered Spring Term

- **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 learn 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-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.

## Additional Major Information

Some major courses are offered only once during an academic year. It is the students' responsibility to work with their academic advisor to develop a program of study that ensures courses are taken in the proper sequence and all prerequisites are satisfied. The IS major consists of 4 required and 3 elective courses. Six of the seven major courses must be ISOM department courses. Students may transfer a maximum of two courses towards their IS major of which no more than one is a major required course. Prior approval is required for using a non-ISOM course as a major elective.

## Information Systems/Information Technology Practicum

Practical information systems experience prepares students for real-world challenges in the workplace. All IS majors must complete 150 hours of approved professional information systems experience before graduation. 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.

Most students satisfy this graduation requirement by completing ISOM 560: IS Practicum, a noncredit, tuition-free, pass/fail course. Students should enroll in ISOM 560 the semester when they expect to complete their 150 hours or the subsequent semester. Students may also satisfy this practicum requirement by enrolling in ISOM 520: IS Internship (1 to 3 credits based on the number of hours worked). ISOM 520 requires junior standing and is a graded course that can only be used as a free elective (cannot be used as a major elective).



## 2016-2017 Archived Catalog Information

### Information Systems

In a global economy where firms are more interconnected, they are also more exposed to rapid changing market conditions globally. Providing timely and accurate information to the appropriate personnel to enable responsive business decision making becomes the key to the future.

Increasingly, firms are leveraging advanced technologies to manage sophisticated operations in supply chains and to manage the flood of information from around the world. However, to gain a sustainable competitive advantage, firms must also rely on professionals who can manage these complex systems of information and operations worldwide to make innovative and prudent business decisions.

Demand for skilled professionals with information systems and operations management knowledge is growing fast. These professionals utilize their business background and technical skills to research innovative ways for value-creation opportunities in business operations, assessing risks and benefits of these options, and manage systems of technological tools to enable the changes needed to realize these values.

The Information Systems and Operations Management Department prepares you with the foundation knowledge and analytical skills needed to launch your career. You will be able to manage the efficient flows of information, materials, and services in matching supply with demand to create value for businesses as well as their customers.

Course descriptions may be updated periodically to reflect changes since the last published catalog.

- [Major Requirements](#)
- [Information Systems Minor Requirements](#)
- [Big Data and Business Analytics Minor Requirements](#)
- [Electronic Commerce Minor Requirements](#)
- [Concentrations](#)
- [Undergraduate Courses](#)

#### Information Systems Minor, 3 courses, 9 credits

A business student may choose to minor in Information Systems by completing any three of the following courses.

- ISOM-130 Data Science and Analytics

Prerequisites:

ENT-101(formerly SBS-101)

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

## • 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-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-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.

**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

**Type:**

Global Engagement Experience

- **ISOM-340 Global 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

**Type:**

Global Engagement Experience

- **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)(R)certification. PMP(R) and (PMBOK(R)Guide) are registered marks of the Project Management Institute, Inc.

**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.

Term:

Offered Spring Term

## • 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 learn 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-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.

## Information Systems Minor for College of Arts & Sciences Students, 5 courses, 15 credits

After ENT 101 Business Foundations (formerly SBS 101), CAS students are required to take ISOM 210 (formerly ISOM 310) and 3 of the following:

- **ISOM-130 Data Science and Analytics**

Prerequisites:

ENT-101(formerly SBS-101)

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

- **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-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-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-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.

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

Type:

Global Engagement Experience

## • 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)(R)certification. PMP(R) and (PMBOK(R)Guide) are registered marks of the Project Management Institute, Inc.

### 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.

### Term:

Offered Spring Term

## • 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 learn 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-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.

For more information, please contact Information Systems and Operations Management Department,  
ISOM@suffolk.edu or 617-573-8331



## 2016-2017 Archived Catalog Information

### Information Systems

In a global economy where firms are more interconnected, they are also more exposed to rapid changing market conditions globally. Providing timely and accurate information to the appropriate personnel to enable responsive business decision making becomes the key to the future.

Increasingly, firms are leveraging advanced technologies to manage sophisticated operations in supply chains and to manage the flood of information from around the world. However, to gain a sustainable competitive advantage, firms must also rely on professionals who can manage these complex systems of information and operations worldwide to make innovative and prudent business decisions.

Demand for skilled professionals with information systems and operations management knowledge is growing fast. These professionals utilize their business background and technical skills to research innovative ways for value-creation opportunities in business operations, assessing risks and benefits of these options, and manage systems of technological tools to enable the changes needed to realize these values.

The Information Systems and Operations Management Department prepares you with the foundation knowledge and analytical skills needed to launch your career. You will be able to manage the efficient flows of information, materials, and services in matching supply with demand to create value for businesses as well as their customers.

Course descriptions may be updated periodically to reflect changes since the last published catalog.

- [Major Requirements](#)
- [Information Systems Minor Requirements](#)
- [Big Data and Business Analytics Minor Requirements](#)
- [Electronic Commerce Minor Requirements](#)
- [Concentrations](#)
- [Undergraduate Courses](#)

Big Data and Business Analytics Minor, 3 courses, 9 credits

Students are required to take the following:

- ISOM-130 Data Science and Analytics

Prerequisites:

ENT-101(formerly SBS-101)

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

## • 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-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.

Term:

Offered Both Fall and Spring

Big Data and Decision Analysis minor for CAS students, 5 courses, 16 credits

- **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.

Term:

Offered Both Fall and Spring

Type:

Arts Admin Minor Elective

- **ISOM-130 Data Science and Analytics**

Prerequisites:

ENT-101(formerly SBS-101)

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

## • 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-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.

Term:

Offered Both Fall and Spring

\*In addition to the courses listed above, students are required to take an approved statistics course before taking ISOM 230 and ISOM 330. For more information, please contact Information Systems and Operations Management Department, [ISOM@suffolk.edu](mailto:ISOM@suffolk.edu) or 617-573-8331.



## 2016-2017 Archived Catalog Information

### Information Systems

In a global economy where firms are more interconnected, they are also more exposed to rapid changing market conditions globally. Providing timely and accurate information to the appropriate personnel to enable responsive business decision making becomes the key to the future.

Increasingly, firms are leveraging advanced technologies to manage sophisticated operations in supply chains and to manage the flood of information from around the world. However, to gain a sustainable competitive advantage, firms must also rely on professionals who can manage these complex systems of information and operations worldwide to make innovative and prudent business decisions.

Demand for skilled professionals with information systems and operations management knowledge is growing fast. These professionals utilize their business background and technical skills to research innovative ways for value-creation opportunities in business operations, assessing risks and benefits of these options, and manage systems of technological tools to enable the changes needed to realize these values.

The Information Systems and Operations Management Department prepares you with the foundation knowledge and analytical skills needed to launch your career. You will be able to manage the efficient flows of information, materials, and services in matching supply with demand to create value for businesses as well as their customers.

Course descriptions may be updated periodically to reflect changes since the last published catalog.

- [Major Requirements](#)
- [Information Systems Minor Requirements](#)
- [Big Data and Business Analytics Minor Requirements](#)
- [Electronic Commerce Minor Requirements](#)
- [Concentrations](#)
- [Undergraduate Courses](#)

#### Electronic Commerce Minor, 3 courses, 9 credits

The minor in Electronic Commerce is more focused than the general IS minor. Students may minor in both IS and Electronic Commerce, but three distinct courses are required for each minor. These three courses are beyond the completion of ISOM 210, Management Information Systems. One of the three minor courses must be ISOM 212, Web Design, or ISOM 331, Electronic Commerce.

Select one:

- 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-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

Type:

Global Engagement Experience

Select two:

## • 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-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-331 Global Electronic Commerce**

Prerequisites:

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

Type:

Global Engagement Experience

- **ADG-S219 Computer Applications in Design**

Credits:

3.00

Description:

In this course students will learn the major software applications used by graphic designers, such as Adobe Creative Suite: InDesign, Illustrator, and Photoshop. Through a series of problems, students will learn how and when to use specific software to produce their solutions and prepare portfolio-quality design.

Term:

Offered Fall Term

- **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

For more information, please contact Information Systems and Operations Management Department, [ISOM@suffolk.edu](mailto:ISOM@suffolk.edu) or 617-573-8331.



## 2016-2017 Archived Catalog Information

### Information Systems

In a global economy where firms are more interconnected, they are also more exposed to rapid changing market conditions globally. Providing timely and accurate information to the appropriate personnel to enable responsive business decision making becomes the key to the future.

Increasingly, firms are leveraging advanced technologies to manage sophisticated operations in supply chains and to manage the flood of information from around the world. However, to gain a sustainable competitive advantage, firms must also rely on professionals who can manage these complex systems of information and operations worldwide to make innovative and prudent business decisions.

Demand for skilled professionals with information systems and operations management knowledge is growing fast. These professionals utilize their business background and technical skills to research innovative ways for value-creation opportunities in business operations, assessing risks and benefits of these options, and manage systems of technological tools to enable the changes needed to realize these values.

The Information Systems and Operations Management Department prepares you with the foundation knowledge and analytical skills needed to launch your career. You will be able to manage the efficient flows of information, materials, and services in matching supply with demand to create value for businesses as well as their customers.

Course descriptions may be updated periodically to reflect changes since the last published catalog.

- [Major Requirements](#)
- [Information Systems Minor Requirements](#)
- [Big Data and Business Analytics Minor Requirements](#)
- [Electronic Commerce Minor Requirements](#)
- [Concentrations](#)
- [Undergraduate Courses](#)

#### Big Data and Business Analytics Concentration

For students in IS Major only. To receive this concentration, an IS major must take the following three courses as their major electives

- ISOM-130 Data Science and Analytics

Prerequisites:

ENT-101(formerly SBS-101)

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

## • 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-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.

Term:

Offered Both Fall and Spring

## Web Design Concentration

This concentration is for College of Arts & Sciences students who want an educational foundation and skills to design, develop, and implement Web-based media applications.

College of Arts & Sciences Students (3 courses, 9 credits)

Two introductory classes (6 credits):

- **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-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

Select one advanced class (3 credits):

- **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-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-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

Type:

Global Engagement Experience

- **ISOM-340 Global 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

**Type:**

Global Engagement Experience

For more information, please contact Information Systems and Operations Management Department, [ISOM@suffolk.edu](mailto:ISOM@suffolk.edu) or 617-573-8331.



## 2016-2017 Archived Catalog Information

### Information Systems

In a global economy where firms are more interconnected, they are also more exposed to rapid changing market conditions globally. Providing timely and accurate information to the appropriate personnel to enable responsive business decision making becomes the key to the future.

Increasingly, firms are leveraging advanced technologies to manage sophisticated operations in supply chains and to manage the flood of information from around the world. However, to gain a sustainable competitive advantage, firms must also rely on professionals who can manage these complex systems of information and operations worldwide to make innovative and prudent business decisions.

Demand for skilled professionals with information systems and operations management knowledge is growing fast. These professionals utilize their business background and technical skills to research innovative ways for value-creation opportunities in business operations, assessing risks and benefits of these options, and manage systems of technological tools to enable the changes needed to realize these values.

The Information Systems and Operations Management Department prepares you with the foundation knowledge and analytical skills needed to launch your career. You will be able to manage the efficient flows of information, materials, and services in matching supply with demand to create value for businesses as well as their customers.

Course descriptions may be updated periodically to reflect changes since the last published catalog.

- [Major Requirements](#)
  - [Information Systems Minor Requirements](#)
  - [Big Data and Business Analytics Minor Requirements](#)
  - [Electronic Commerce Minor Requirements](#)
  - [Concentrations](#)
  - [Undergraduate Courses](#)
- 
- CI-108 Designing the Next Best Thing

Prerequisites:

Restricted to students with less than 54 credits. Students with more than 54 credits needing to fulfill their CI requirement should seek approval from the Undergraduate Advising Office.

Credits:

3.00

**Description:**

Demystifies the creative process by introducing students to creative practice as a disciplined approach to problem-solving and innovation. Students will be encouraged to synthesize existing ideas, images, concepts, and skill sets in original way, embrace ambiguity and support divergent thinking and risk taking.

**Term:**

Offered Both Fall and Spring

**Type:**

Creativity and Innovation

- **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 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:**

- **ISOM-130 Data Science and Analytics**

Prerequisites:

ENT-101(formerly SBS-101)

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

- **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.

**Credits:**

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

**Credits:**

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:

Honors

## • 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:

WRI 102 or SBS 220; and at least 45 completed credits

Credits:

3.00

Description:

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

### Description:

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

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 Spring Term

Type:

Honors

- **ISOM-323 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-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.

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

Type:

Global Engagement Experience

## • ISOM-340 Global 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

Type:

Global Engagement Experience

## • 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)(R)certification. PMP(R) and (PMBOK(R)Guide) are registered marks of the Project Management Institute, Inc.

**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.

**Term:**

Offered Spring Term

- **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 learn 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

**Credits:**

3.00

**Description:**

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



SUFFOLK  
UNIVERSITY  
BOSTON

Academic Catalogs

[Academic Catalogs](#) > [Undergraduate Catalog](#) > [Sawyer Business School](#) > [Majors & Minors](#) > Leadership

## 2016-2017 Archived Catalog Information

### Leadership

- [Leadership Minor Requirements](#)
- [Courses](#)

#### Leadership Minor for Business Students

The leadership minor blends leadership theories with experiential learning. In the classroom, students learn, as a leader, ways to create a positive culture and an engaged workforce, create and lead changes, and lead diverse multicultural teams. Outside the classroom, students will participate in leadership experiences provided by the Leadership Journey Program which can be completed over multiple years. Our leadership minor distinguishes itself from other programs in that the leadership theories taught in the classroom and the experiential learning with the Leadership Journey Program are highly integrated to maximize your leadership development.

Choose three of the following:\*

- 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-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-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-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

Type:

Service Learning

Required Courses:

- MGT-560 Leadership Journey Experience

Prerequisites:

Instructor consent required

Credits:

0.00

Description:

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. 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.

## Leadership Minor for College of Arts and Science Students

The leadership minor blends leadership theories with experiential learning. In the classroom, students learn, as a leader, ways to create a positive culture and an engaged workforce, create and lead changes, and lead diverse multicultural

teams. Outside the classroom, students will participate in leadership experiences provided by the Leadership Journey Program which can be completed over multiple years. Our leadership minor distinguishes itself from other programs in that the leadership theories taught in the classroom and the experiential learning with the Leadership Journey Program are highly integrated to maximize your leadership development.

Required Courses:

- **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-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-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-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-360 Leadership 360 Practicum**

**Prerequisites:**

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

**Credits:**

**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-560 Leadership Journey Experience**

**Prerequisites:**

Instructor consent required

**Credits:**

0.00

**Description:**

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. 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.

\*MGT-560 (50 co-curricular credit hours Student Leadership and Involvement Office – 0 credits)



## 2016-2017 Archived Catalog Information

### Leadership

- [Leadership Minor Requirements](#)
- [Courses](#)
- 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

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:

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-310 Managing a Learning Organization**

Prerequisites:

Take MGT-217 SBS-220 or MKT-221; Junior status or higher

Credits:

3.00

Description:

This course is built around the four primary processes of management: planning, organizing, leading and controlling with a special topics theme identified at the start of the semester. A classroom-as-organization design is utilized, which creates an intensive and fully experiential course. Through coordinating, communicating and collaborating, students gain information and insights about themselves and others and in the process become more effective managers and team members.

- **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.

**Term:**

Offered Fall Term

**Type:**

Global Engagement Experience

- **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.

**Term:**

Offered Both Fall and Spring

- **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:**

Occasional

**Type:**

Honors

- **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 of 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

Description:

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

Type:

Global Engagement Experience

- **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

Description:

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

Type:

Service Learning

## • 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

Type:

Service Learning

## • 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:

Instructor consent required

Credits:

0.00

Description:

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. 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.



## 2016-2017 Archived Catalog Information

### Management

The management major is offered by the Management and Entrepreneurship Department. An important goal of the management curriculum is to develop the student's awareness of the types of general problems faced by managers and to promote an understanding of the concepts and tools available for solving them. The curriculum focuses on the principles and practices of planning, organizing, evaluating and decision making as they are currently being applied in profit and non-profit organizations, in the U.S. and around the world.

The highly competitive nature of business places a premium on effective communication, teamwork, leadership, and effectively managing in an international context. Our graduates pursue successful management careers in a variety of organizations; many further their studies by enrolling in MBA programs at Suffolk University or other institutions.

The management major focuses on broad managerial issues in established corporations, whether large or small. Its goal is to provide students with a flexible background that will allow them to operate effectively within this environment.

Course descriptions may be updated periodically to reflect changes since the last published catalog.

- [Major Requirements](#)
- [Minor Requirements](#)
- [Concentrations](#)
- [Courses](#)

### Management Major Requirements

The management major consists of a minimum of 18 credits, which include three required courses and at least three elective courses, all taken at Suffolk University.

#### Required Courses, 3 Courses, 9 Credits

- MGT-335 Managing Across Cultures

Prerequisites:

MGT 217 (formerly MGT 317)

Credits:

3.00

Description:

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

**Type:**

Global Engagement Experience

## • MGT-401 Negotiations

**Prerequisites:**

MGT 217 (formerly MGT 317); Junior standing

**Credits:**

3.00

**Description:**

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

**Type:**

Service Learning

Elective Courses, 3 Courses, 9 Credits

- **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.

Term:

Offered Fall Term

Type:

Global Engagement Experience

## • 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-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-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-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

Type:

Service Learning

## • 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-336 Managing the Family Business**

**Prerequisites:**

MGT-217 and 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.

- **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-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.

**Term:**

Offered Spring Term

- **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

**Type:**

Global Engagement Experience

- **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-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

## • 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)(R)certification. PMP(R) and (PMBOK(R)Guide) are registered marks of the Project Management Institute, Inc.

Term:

Offered Spring Term

\*Students who receive a 77% or better in MGT-334 will receive an Academic Certificate in Business Analysis by IIBA.



## 2016-2017 Archived Catalog Information

### Management

The management major is offered by the Management and Entrepreneurship Department. An important goal of the management curriculum is to develop the student's awareness of the types of general problems faced by managers and to promote an understanding of the concepts and tools available for solving them. The curriculum focuses on the principles and practices of planning, organizing, evaluating and decision making as they are currently being applied in profit and non-profit organizations, in the U.S. and around the world.

The highly competitive nature of business places a premium on effective communication, teamwork, leadership, and effectively managing in an international context. Our graduates pursue successful management careers in a variety of organizations; many further their studies by enrolling in MBA programs at Suffolk University or other institutions.

The management major focuses on broad managerial issues in established corporations, whether large or small. Its goal is to provide students with a flexible background that will allow them to operate effectively within this environment.

Course descriptions may be updated periodically to reflect changes since the last published catalog.

- [Major Requirements](#)
- [Minor Requirements](#)
- [Concentrations](#)
- [Courses](#)

#### Management Minor for Business Students, 3 courses, 9 credits

Business students may choose to minor in general management by completing any three of the following:

- 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.

Term:

Offered Fall Term

Type:

Global Engagement Experience

- **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-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-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

Description:

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

Type:

- **MGT-401 Negotiations**

**Prerequisites:**

MGT 217 (formerly MGT 317); Junior standing

**Credits:**

3.00

**Description:**

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

- **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

\* Students who receive a 77% or better in MGT-334 will receive an Academic Certificate in Business Analysis by IIBA.

## Management Minor for College of Arts & Sciences Students, 5 courses, 15 credits

College of Arts & Sciences students are required to complete ENT-101 Business Foundations and MGT-217 Organizational Behavior first, and then take any 3 of the following:

- **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.

Term:

Offered Fall Term

Type:

Global Engagement Experience

## • 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-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-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

Description:

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

Type:

Global Engagement Experience

- **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

**Description:**

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

- **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

\*Students who receive a 77% or better in MGT-334 will receive an Academic Certificate in Business Analysis by IIBA.



## 2016-2017 Archived Catalog Information

### Management

The management major is offered by the Management and Entrepreneurship Department. An important goal of the management curriculum is to develop the student's awareness of the types of general problems faced by managers and to promote an understanding of the concepts and tools available for solving them. The curriculum focuses on the principles and practices of planning, organizing, evaluating and decision making as they are currently being applied in profit and non-profit organizations, in the U.S. and around the world.

The highly competitive nature of business places a premium on effective communication, teamwork, leadership, and effectively managing in an international context. Our graduates pursue successful management careers in a variety of organizations; many further their studies by enrolling in MBA programs at Suffolk University or other institutions.

The management major focuses on broad managerial issues in established corporations, whether large or small. Its goal is to provide students with a flexible background that will allow them to operate effectively within this environment.

Course descriptions may be updated periodically to reflect changes since the last published catalog.

- [Major Requirements](#)
- [Minor Requirements](#)
- [Concentrations](#)
- [Courses](#)

#### Concentration in Business Analysis for Management Majors

The Business Analysis concentration provides students 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 who graduate from the program under the guidelines of IIBA will also receive an Academic Diploma in Business Analysis.

#### Required Courses:

- 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.

## • 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)(R)certification. PMP(R) and (PMBOK(R)Guide) are registered marks of the Project Management Institute, Inc.

### Term:

Offered Spring Term

\*Students who receive a 77% or better in MGT-334 will receive an Academic Certificate in Business Analysis by IIBA.

Choose one of the following:

## • 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-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

Type:

Service Learning

## Leadership Concentration for Management Majors

The leadership concentration blends leadership theories with experiential learning. In the classroom, students learn, as a leader, ways to create a positive culture and an engaged workforce, create and lead changes, and lead diverse multi-cultural teams. Outside the classroom, students will participate in leadership experiences provided by the Leadership Journey Program which can be completed over multiple years. Our leadership concentration distinguishes itself from other programs in that the leadership theories taught in the classroom and the experiential learning with the Leadership Journey Program are highly integrated to maximize your leadership development.

Choose three of the following:

## • 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-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-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-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

### Type:

Service Learning

### Required Courses:

## • MGT-560 Leadership Journey Experience

### Prerequisites:

Instructor consent required

### Credits:

0.00

### Description:

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. 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.



## 2016-2017 Archived Catalog Information

### Management

The management major is offered by the Management and Entrepreneurship Department. An important goal of the management curriculum is to develop the student's awareness of the types of general problems faced by managers and to promote an understanding of the concepts and tools available for solving them. The curriculum focuses on the principles and practices of planning, organizing, evaluating and decision making as they are currently being applied in profit and non-profit organizations, in the U.S. and around the world.

The highly competitive nature of business places a premium on effective communication, teamwork, leadership, and effectively managing in an international context. Our graduates pursue successful management careers in a variety of organizations; many further their studies by enrolling in MBA programs at Suffolk University or other institutions.

The management major focuses on broad managerial issues in established corporations, whether large or small. Its goal is to provide students with a flexible background that will allow them to operate effectively within this environment.

Course descriptions may be updated periodically to reflect changes since the last published catalog.

- [Major Requirements](#)
- [Minor Requirements](#)
- [Concentrations](#)
- [Courses](#)

- 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

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:

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-310 Managing a Learning Organization**

**Prerequisites:**

Take MGT-217 SBS-220 or MKT-221; Junior status or higher

**Credits:**

3.00

**Description:**

This course is built around the four primary processes of management: planning, organizing, leading and controlling with a special topics theme identified at the start of the semester. A classroom-as-organization design is utilized, which creates an intensive and fully experiential course. Through coordinating, communicating and collaborating, students gain information and insights about themselves and others and in the process become more effective managers and team members.

- **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.

**Term:**

Offered Fall Term

**Type:**

Global Engagement Experience

- **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.

Term:

Offered Both Fall and Spring

- **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:

Occasional

Type:

Honors

- **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

Description:

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

Type:

Global Engagement Experience

## • 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

Description:

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:

- **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

**Type:**

Service Learning

- **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

Type:

Service Learning

- **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:

Instructor consent required

Credits:

0.00

Description:

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. 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.



## 2016-2017 Archived Catalog Information

### Marketing

Marketing, a critical element of business, is about developing, sustaining, and delivering value to the consumer in a socially responsible manner. In short, marketing is meeting customer needs profitably. As globalization, rapid changes in technology, and evolving lifestyles continuously alter the specifics of marketing tasks, business strategies and tactics that worked yesterday may not work tomorrow. Consequently, our emphasis is not only to prepare students for the marketing environment of today, but also to anticipate the critical knowledge base and skills that will be effective tomorrow. Our curriculum is designed to give students a solid foundation in effective marketing thought and practices. In addition to providing knowledge about fundamental concepts and frameworks, the curriculum emphasizes written and oral communication, teamwork, leadership, and problem-solving skills to prepare students for a successful transition into a marketing career.

The Marketing Department prepares students to enter a wide variety of careers including, but not limited to, entry-level positions in client management, marketing communications, advertising, professional selling, and marketing research. We offer courses in all fundamental aspects of marketing, including consumer behavior, supply chain management, entrepreneurial marketing, sports marketing, services marketing, brand marketing, digital marketing, and global marketing. In addition, to enhance and complement classroom learning, our majors have an opportunity to earn course credit while working as an intern in a company or nonprofit organization and by working on consulting projects with actual business clients. We also allow students to specialize in a particular area of marketing by declaring a concentration in one of five cutting-edge fields, including sports marketing, marketing innovation and new media, brand marketing, marketing consulting, or global marketing.

Course descriptions may be updated periodically to reflect changes since the last published catalog.

- [Major Requirements](#)
- [Minor Requirements](#)
- [Concentrations](#)
- [Undergraduate Courses](#)

### Marketing Major Requirements

The BSBA in marketing requires the completion of 21 credit hours in marketing beyond the completion of MKT 210 (or MKT H210) and MKT 220 (or MKT H220) at Suffolk University. Students may choose to specialize in one of five concentration areas: sports marketing, marketing innovation and new media, brand marketing, global marketing, or marketing consulting. Additionally, qualifying students may elect to participate in an honors marketing track.

Choosing a concentration is not required to be a marketing major.

Required Courses, 4 Courses, 12 Credits

- **MKT-317 Consumer Behavior**

Prerequisites:

MKT 210 or MKT-H210

Credits:

3.00

Description:

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-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-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-499 Customer Insights and Decision Making**

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.

Elective Courses, 3 Courses, 9 Credits

- **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-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:**

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:**

Global Engagement Experience

- **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:

3.00

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:

3.00

Description:

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, Global Engagement Experience

## • 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:

3.00

Description:

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-440 New Product Development**

Prerequisites:

MKT 210 or MKT-H210

Credits:

3.00

Description:

The object of this course is to familiarize students with the new product techniques that are commonly used in the consumer product and service industries. The focus will be on the marketing function's input to the new product process during the pre-launch and launch stages. The course will cover a wide range of issued such as marketing definition, concept generation and evaluation, product design, product positioning, test marketing, and product launch and tracking. The course will be based on lectures, case discussions, and project assignments. The lectures will provide an overview and cover issues included in the assigned readings. It is essential that you are familiar with the readings before every class. The case discussion (student participation is vital here) will provide an application setting to test the concepts learned in the lectures. The project assignments are designed to give you hands-on-experience with new product development tools and techniques.

- **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-446 High Tech Marketing

### Prerequisites:

MKT 210 or MKT-H210

### Credits:

3.00

### Description:

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-510 Directed Study**

**Prerequisites:**

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

**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.

- **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-H524 Global Marketing Consulting**

Prerequisites:

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

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, Honors

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

Prerequisites:

MKT-220 and at least a 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

## Marketing Honors Courses

Marketing honors courses offer high-achieving students a challenging, yet rewarding, curriculum and class experience. Each semester, honors marketing elective courses are offered in addition to the required courses.

- **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-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-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-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:

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 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-H432 Honors Marketing in Emerging Markets

Prerequisites:

MKT 317 or MKT-H317 and at least 3.2 GPA

Credits:

3.00

Description:

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, Global Engagement Experience

## • 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-H499 Customer Insights and Decision Making**

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-H524 Global Marketing Consulting**

Prerequisites:

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

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,Honors

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

**Prerequisites:**

MKT-220 and at least a 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

## **Marketing Honors Track**

The marketing honors track requires a GPA of 3.2 or higher, and the completion of either option 1 or 2. The marketing honors track has two options.

**OPTION 1 Required:** H317, H322, H419, & H499

**Recommended:** Take additional marketing honors electives to enhance the honors experience.

**OPTION 2 Required:** Take any five marketing honors courses



## 2016-2017 Archived Catalog Information

### Marketing

Marketing, a critical element of business, is about developing, sustaining, and delivering value to the consumer in a socially responsible manner. In short, marketing is meeting customer needs profitably. As globalization, rapid changes in technology, and evolving lifestyles continuously alter the specifics of marketing tasks, business strategies and tactics that worked yesterday may not work tomorrow. Consequently, our emphasis is not only to prepare students for the marketing environment of today, but also to anticipate the critical knowledge base and skills that will be effective tomorrow. Our curriculum is designed to give students a solid foundation in effective marketing thought and practices. In addition to providing knowledge about fundamental concepts and frameworks, the curriculum emphasizes written and oral communication, teamwork, leadership, and problem-solving skills to prepare students for a successful transition into a marketing career.

The Marketing Department prepares students to enter a wide variety of careers including, but not limited to, entry-level positions in client management, marketing communications, advertising, professional selling, and marketing research. We offer courses in all fundamental aspects of marketing, including consumer behavior, supply chain management, entrepreneurial marketing, sports marketing, services marketing, brand marketing, digital marketing, and global marketing. In addition, to enhance and complement classroom learning, our majors have an opportunity to earn course credit while working as an intern in a company or nonprofit organization and by working on consulting projects with actual business clients. We also allow students to specialize in a particular area of marketing by declaring a concentration in one of five cutting-edge fields, including sports marketing, marketing innovation and new media, brand marketing, marketing consulting, or global marketing.

Course descriptions may be updated periodically to reflect changes since the last published catalog.

- [Major Requirements](#)
- [Minor Requirements](#)
- [Concentrations](#)
- [Undergraduate Courses](#)

### Marketing Minor for Business Students, 3 courses, 9 credits

A student may choose to minor in marketing by completing any three of the following courses, beyond the completion of MKT 210 or MKT H210:

- 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

Credits:

3.00

Description:

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-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-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:

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:

Global Engagement Experience

- **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:

3.00

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:

3.00

Description:

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, Global Engagement Experience

## • 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-440 New Product Development**

Prerequisites:

MKT 210 or MKT-H210

Credits:

3.00

Description:

The object of this course is to familiarize students with the new product techniques that are commonly used in the consumer product and service industries. The focus will be on the marketing function's input to the new product process during the pre-launch and launch stages. The course will cover a wide range of issues such as marketing definition, concept generation and evaluation, product design, product positioning, test marketing, and product launch and tracking. The course will be based on lectures, case discussions, and project assignments. The lectures will provide an overview and cover issues included in the assigned readings. It is essential that you are familiar with the readings before every class. The case discussion (student participation is vital here) will provide an application setting to test the concepts learned in the lectures. The project assignments are designed to give you hands-on-experience with new product development tools and techniques.

- **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

Credits:

3.00

### Description:

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 Customer Insights and Decision Making**

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 Customer Insights and Decision Making**

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-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-H524 Global Marketing Consulting**

**Prerequisites:**

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

**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, Honors

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

**Prerequisites:**

MKT-220 and at least a 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

To focus your minor in a specific area within marketing, see "Marketing Major Concentrations" for specialized elective combinations.

**Marketing Minor for College of Arts & Sciences Students, 4 courses, 12 credits**

College of Arts & Sciences students are required to take MKT 210 or MKT H210 and three additional marketing courses:

- **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:

- **MKT-317 Consumer Behavior**

Prerequisites:

MKT 210 or MKT-H210

Credits:

3.00

Description:

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-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-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:**

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 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:**

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:

Global Engagement Experience

- **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:

3.00

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:

3.00

Description:

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, Global Engagement Experience

- **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-440 New Product Development**

Prerequisites:

MKT 210 or MKT-H210

Credits:

3.00

Description:

The object of this course is to familiarize students with the new product techniques that are commonly used in the consumer product and service industries. The focus will be on the marketing function's input to the new product process during the pre-launch and launch stages. The course will cover a wide range of issues such as marketing definition, concept generation and evaluation, product design, product positioning, test marketing, and product launch and tracking. The course will be based on lectures, case discussions, and project assignments. The lectures will provide an overview and cover issues included in the assigned readings. It is essential that you are familiar with the readings before every class. The case discussion (student participation is vital here) will provide an application setting to test the concepts learned in the lectures. The project assignments are designed to give you hands-on-experience with new product development tools and techniques.

- **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

Credits:

3.00

Description:

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 Customer Insights and Decision Making**

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 Customer Insights and Decision Making**

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-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-H524 Global Marketing Consulting**

Prerequisites:

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

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,Honors

## • MKT-H525 Honors Professional Marketing Consulting

Prerequisites:

MKT-220 and at least a 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

To focus your minor in a specific area within marketing, see "Marketing Major Concentrations" for specialized elective combinations.



## 2016-2017 Archived Catalog Information

### Marketing

Marketing, a critical element of business, is about developing, sustaining, and delivering value to the consumer in a socially responsible manner. In short, marketing is meeting customer needs profitably. As globalization, rapid changes in technology, and evolving lifestyles continuously alter the specifics of marketing tasks, business strategies and tactics that worked yesterday may not work tomorrow. Consequently, our emphasis is not only to prepare students for the marketing environment of today, but also to anticipate the critical knowledge base and skills that will be effective tomorrow. Our curriculum is designed to give students a solid foundation in effective marketing thought and practices. In addition to providing knowledge about fundamental concepts and frameworks, the curriculum emphasizes written and oral communication, teamwork, leadership, and problem-solving skills to prepare students for a successful transition into a marketing career.

The Marketing Department prepares students to enter a wide variety of careers including, but not limited to, entry-level positions in client management, marketing communications, advertising, professional selling, and marketing research. We offer courses in all fundamental aspects of marketing, including consumer behavior, supply chain management, entrepreneurial marketing, sports marketing, services marketing, brand marketing, digital marketing, and global marketing. In addition, to enhance and complement classroom learning, our majors have an opportunity to earn course credit while working as an intern in a company or nonprofit organization and by working on consulting projects with actual business clients. We also allow students to specialize in a particular area of marketing by declaring a concentration in one of five cutting-edge fields, including sports marketing, marketing innovation and new media, brand marketing, marketing consulting, or global marketing.

Course descriptions may be updated periodically to reflect changes since the last published catalog.

- [Major Requirements](#)
- [Minor Requirements](#)
- [Concentrations](#)
- [Undergraduate Courses](#)

#### Marketing Concentrations

Students have the option to choose one of the following marketing concentrations; however, choosing a marketing concentration is not required.

Marketing majors who choose to specialize in one of five concentrations are required to complete the marketing major requirements; MKT 317, MKT 318, MKT 419, and MKT 545, as well as follow the instructions below for their area of personal interest.

##### 1. Sports Marketing (Complete all three)

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

Prerequisites:

MKT 210 or MKT-H210

Credits:

3.00

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.

## 2. Marketing Innovation and New Media (Choose three)

### • MKT-440 New Product Development

Prerequisites:

MKT 210 or MKT-H210

Credits:

3.00

Description:

The object of this course is to familiarize students with the new product techniques that are commonly used in the consumer product and service industries. The focus will be on the marketing function's input to the new product process during the pre-launch and launch stages. The course will cover a wide range of issues such as marketing definition, concept generation and evaluation, product design, product positioning, test marketing, and product launch and tracking. The course will be based on lectures, case discussions, and project assignments. The lectures will provide an overview and cover issues included in the assigned readings. It is essential that you are familiar with the readings before every class. The case discussion (student participation is vital here) will provide an application setting to test the concepts learned in the lectures. The project assignments are designed to give you hands-on-experience with new product development tools and techniques.

### • 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:

- **MKT-446 High Tech Marketing**

**Prerequisites:**

MKT 210 or MKT-H210

**Credits:**

3.00

**Description:**

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

3. Brand Marketing (Choose three)

- **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-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-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-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.

## 4. Global Marketing (Choose three)

### • MKT-421 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:

Global Engagement Experience

## • MKT-H432 Honors Marketing in Emerging Markets

Prerequisites:

MKT 317 or MKT-H317 and at least 3.2 GPA

Credits:

3.00

Description:

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, Global Engagement Experience

## • 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-H525 Honors Professional Marketing Consulting

**Prerequisites:**

MKT-220 and at least a 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

## 5. Marketing Consulting (Complete all three)

This is an honors concentration. Completion requires a GPA of 3.2 or higher.

- **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-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-H525 Honors Professional Marketing Consulting

Prerequisites:

MKT-220 and at least a 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

Again, choosing a concentration is not required to be a marketing major. It is an option for students who would like to specialize in a particular area.



## 2016-2017 Archived Catalog Information

### Marketing

Marketing, a critical element of business, is about developing, sustaining, and delivering value to the consumer in a socially responsible manner. In short, marketing is meeting customer needs profitably. As globalization, rapid changes in technology, and evolving lifestyles continuously alter the specifics of marketing tasks, business strategies and tactics that worked yesterday may not work tomorrow. Consequently, our emphasis is not only to prepare students for the marketing environment of today, but also to anticipate the critical knowledge base and skills that will be effective tomorrow. Our curriculum is designed to give students a solid foundation in effective marketing thought and practices. In addition to providing knowledge about fundamental concepts and frameworks, the curriculum emphasizes written and oral communication, teamwork, leadership, and problem-solving skills to prepare students for a successful transition into a marketing career.

The Marketing Department prepares students to enter a wide variety of careers including, but not limited to, entry-level positions in client management, marketing communications, advertising, professional selling, and marketing research. We offer courses in all fundamental aspects of marketing, including consumer behavior, supply chain management, entrepreneurial marketing, sports marketing, services marketing, brand marketing, digital marketing, and global marketing. In addition, to enhance and complement classroom learning, our majors have an opportunity to earn course credit while working as an intern in a company or nonprofit organization and by working on consulting projects with actual business clients. We also allow students to specialize in a particular area of marketing by declaring a concentration in one of five cutting-edge fields, including sports marketing, marketing innovation and new media, brand marketing, marketing consulting, or global marketing.

Course descriptions may be updated periodically to reflect changes since the last published catalog.

- [Major Requirements](#)
- [Minor Requirements](#)
- [Concentrations](#)
- [Undergraduate Courses](#)

- **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 and 3.2 GPA or honors student

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-H221 Honors Business Writing and Research Methods**

Prerequisites:

STATS-240 or STATS-250; WRI-102 or WRI-H103; Restricted to SBS Honors, GPA 3.2 or higher, or instructor permission

Credits:

6.00

Description:

Experiential learning is the cornerstone of the Sawyer Business School curriculum. In this course, students apply research and communication skills to solve real-world problems for local and global organizations. Students engage in all aspects of the research process by gathering, analyzing and interpreting quantitative and qualitative information to solve business problems. Students learn to write efficiently and effectively for a business audience within the context of the semester project and for the organizational client. In addition, the semester project introduces students to the consulting process.

- **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

Credits:

3.00

Description:

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

Credits:

3.00

#### Description:

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:

MKT 210; STATS 250 or STATS-240; MKT-318 or MKT-320;

#### Credits:

3.00

#### Description:

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:**

MKT 210 or MKT-H210 and STATS 250

**Credits:**

3.00

**Description:**

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:

3.00

Description:

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.

Type:

Global Engagement Experience

## • 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:

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 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:

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:

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, Global Engagement Experience

- **MKT-422 Sales Management**

Prerequisites:

MKT-210

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-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:

3.00

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:

3.00

Description:

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, Global Engagement Experience

## • 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-435 Digital Marketing Challenges**

Prerequisites:

MKT-210

Credits:

3.00

Description:

For consumers, digital technologies (the web, social media, mobile, Augmented Reality) are a double edged sword. On the one hand consumers are empowered, collaboratively producing products and services (Wikipedia, TripAdvisor), participating in the sharing economy (Uber, Etsy), and consuming on-demand media (Netflix). On the other hand, consumers are stalked and mined, overwhelmed and saturated, and large populations are left behind. This course examines the highs and lows for the new digital consumer, organizing frameworks (collaborative commons), and business models (sharing economy) through the analysis of case studies and academic and business articles.

- **MKT-H435 Honors Digital Marketing Challenges**

Prerequisites:

MKT-210 and at least a 3.2 GPA

Credits:

3.00

Description:

For consumers, digital technologies (the web, social media, mobile, Augmented Reality) are a double edged sword. On the one hand consumers are empowered, collaboratively producing products and services (Wikipedia, TripAdvisor), participating in the sharing economy (Uber, Etsy), and consuming on-demand media (Netflix). On the other hand, consumers are stalked and mined, overwhelmed and saturated, and large populations are left behind. This course examines the highs and lows for the new digital consumer, organizing frameworks (collaborative commons), and business models (sharing economy) through the analysis of case studies and academic and business articles.

Type:

Honors

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

Prerequisites:

MKT 210 or MKT-H210

Credits:

3.00

Description:

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-440 New Product Development**

Prerequisites:

MKT 210 or MKT-H210

Credits:

3.00

Description:

The object of this course is to familiarize students with the new product techniques that are commonly used in the consumer product and service industries. The focus will be on the marketing function's input to the new product process during the pre-launch and launch stages. The course will cover a wide range of issued such as marketing definition, concept generation and evaluation, product design, product positioning, test marketing, and product launch and tracking. The course will be based on lectures, case discussions, and project assignments. The lectures will provide an overview and cover issues included in the assigned readings. It is essential that you are familiar with the readings before every class. The case discussion (student participation is vital here) will provide an application setting to test the concepts learned in the lectures. The project assignments are designed to give you hands-on-experience with new product development tools and techniques.

- **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

### Credits:

3.00

### Description:

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-H495 Honors Global Marketing Consulting: Shanghai**

Prerequisites:

MKT 319; Marketing majors only; Instructor's consent required

Credits:

3.00

Description:

This course offers global consulting experience with international corporate partners. This consulting based course is organized by the Suffolk Marketing Department and an overseas partner school. Teams, consisting of

Suffolk Business students and students from the partner school, 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 start of the project, students from both universities will meet in one of the host cities for a week to establish the scope of the project, meet with the clients, and share cultural experiences. Throughout the semester, students will collaborate via virtual teaming technology. At the end of the semester, students will meet in the second host city for a week to finalize the projects and report to the business clients.

Type:

Honors, Global Engagement Experience

## • MKT-499 Customer Insights and Decision Making

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 Customer Insights and Decision Making

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:**

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.

- **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-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-H520 Honors Marketing Internship**

#### Prerequisites:

MKT 319; 3.2 GPA

#### Credits:

1.00- 3.00

#### Description:

The honors marketing internship 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

- **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

**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, Honors

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

**Prerequisites:**

MKT-220 and at least a 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

## • MKT-553 Special Topics

Prerequisites:

MKT 210; MKT 318 or ISOM 201; 2.8 GPA preferred

Credits:

3.00

Description:

An in-depth analysis of timely special issues in the field of marketing. Specific topics vary by semester. PREREQUISITES FOR SPECIAL TOPICS COURSE WILL VARY BY SEMESTER. Description for New Product Development: The focus of this course will be on the marketing function's input to the new product innovation process during the pre-launch and launch stages. The course will cover a wide range of issues such as market definition, concept generation and evaluation, product design, product positioning, test marketing, and product launch and tracking. The course will be based on lectures, case discussions, and project assignments. The lectures will provide an overview and discuss issues included in the assigned readings. The case discussion will provide an application setting to test the concepts learned in the lectures. The project assignments are designed to give students hands-on-experience with tools and techniques for marketing product and technology innovations.



SUFFOLK  
UNIVERSITY  
BOSTON

Academic Catalogs

[Academic Catalogs](#) > [Undergraduate Catalog](#) > [Sawyer Business School](#) > [Majors & Minors](#) > Public Service

## 2016-2017 Archived Catalog Information

### Public Service

The minor in Public Service prepares students for professional careers in all levels of government and the nonprofit sector.

The minor focuses on the knowledge and skills needed to become an effective manager and leader in the challenging environment of public service. A minor in public service is interdisciplinary, drawing upon the behavioral, social science, quantitative, administrative/management science, and related liberal arts disciplines. A close relationship exists between the undergraduate minor in public service and the Master of Public Administration offered by the Sawyer Business School. Thus, the minor provides a strong foundation for pursuing graduate education in public service.

The Suffolk University Institute for Public Service advances the public service mission of the Sawyer Business School. We support social responsibility and collaboration for the common good and seek to foster a public service spirit. For future leaders in government, health, nonprofit, and business organizations, we offer curriculum options designed to enhance the responsiveness, efficiency, and effectiveness of the operations and interactions of all the public service sectors. We adhere to the democratic values of inclusion, egalitarianism, and respect for diversity.

Course descriptions may be updated periodically to reflect changes since the last published catalog.

- [Minor Requirements](#)
- [Courses](#)

Public Service Minor for Business Students, 3 courses, 9 credits

A student may choose to minor in Public Service by completing 3 courses (9 credits)

Required Course:

- 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.

Choose two courses from the following:

- **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-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-325 Nonprofit Management**

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.

Students may use PAD 201 Social Change as a minor requirement if it has not been counted toward any other BSBA requirement.

Public Service Minor for College of Arts & Sciences Students, 3 courses, 9 credits

College of Arts & Sciences students may undertake a public service minor when they have achieved junior standing and have completed:

Required course:

- **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.

Choose two courses from the following:

- **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:

- **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-325 Nonprofit Management**

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.

### Accelerated BSBA and MPA (full-time study)

Public service minor students may waive up to four courses (12 credits) if accepted into the Suffolk Master of Public Administration program. This enables a student to complete both the undergraduate and graduate degrees in only five years of full-time study. In order to waive courses, undergraduates must register for sections cross-listed with graduate level courses and earn a B grade or better.

For more information or any questions contact:

Brenda J. Bond, Ph.D., Professor & Chair, [bbond@suffolk.edu](mailto:bbond@suffolk.edu), 617-305-1768

Anna Quadri, Assistant Director, Institute for Public Service [mpa@suffolk.edu](mailto:mpa@suffolk.edu), 617-573-8330.





## 2016-2017 Archived Catalog Information

### Public Service

The minor in Public Service prepares students for professional careers in all levels of government and the nonprofit sector.

The minor focuses on the knowledge and skills needed to become an effective manager and leader in the challenging environment of public service. A minor in public service is interdisciplinary, drawing upon the behavioral, social science, quantitative, administrative/management science, and related liberal arts disciplines. A close relationship exists between the undergraduate minor in public service and the Master of Public Administration offered by the Sawyer Business School. Thus, the minor provides a strong foundation for pursuing graduate education in public service.

The Suffolk University Institute for Public Service advances the public service mission of the Sawyer Business School. We support social responsibility and collaboration for the common good and seek to foster a public service spirit. For future leaders in government, health, nonprofit, and business organizations, we offer curriculum options designed to enhance the responsiveness, efficiency, and effectiveness of the operations and interactions of all the public service sectors. We adhere to the democratic values of inclusion, egalitarianism, and respect for diversity.

Course descriptions may be updated periodically to reflect changes since the last published catalog.

- [Minor Requirements](#)
- [Courses](#)

- 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**

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.

**Type:**

Global Engagement Experience

- **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.





## 2016-2017 Archived Catalog Information

### Real Estate

The Real Estate Minor is for students who have an interest in pursuing a career in the real estate industry or for students who want to be exposed to the subject because they realize it is a critical component of any business operation. The real estate courses teach the importance of real estate in the modern business world. In particular, it provides a foundation and introduction to the broad range of careers in the industry, as well as the key concepts and principles of the industry. The classes are taught from the perspective of the Real Estate Developer and focuses on the public approval process, retail and office tenancy, residential development, asset operations and exit strategies.

Prior knowledge of real estate is not required.

Course descriptions may be updated periodically to reflect changes since the last published catalog.

- [Real Estate Minor Requirements](#)
- [Undergraduate Courses](#)

Real Estate Minor for Business Students, 3 courses, 9 credits

Complete these three courses after completing BLE-214 Principles of Business Law:

- 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

- **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.

Term:

Offered Both Fall and Spring

Any real estate special topics or independent study course may also count. Students should speak to their real estate minor advisor in the department for further information. Courses may not be double counted towards multiple minor selections.

**Real Estate Minor for College of Arts & Sciences Students, 5 courses, 15 credits**

See individual course descriptions for prerequisites.

Required courses for CAS students:

- **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.

Term:

Offered Both Fall and Spring

Type:

Arts Admin Minor Elective

- **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

Type:

Arts Admin Minor Elective

- **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

Take one elective course from the following list:

- **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.

## • MGT-401 Negotiations

Prerequisites:

MGT 217 (formerly MGT 317); Junior standing

Credits:

3.00

Description:

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-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

## • 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.

Term:

Offered Both Fall and Spring

Any real estate special topics or independent study course may also count. Students may also contact the Business Law and Ethics Department to speak to the real estate minor advisor for further information. Courses may not be double counted towards multiple minor selections.



## 2016-2017 Archived Catalog Information

### Real Estate

The Real Estate Minor is for students who have an interest in pursuing a career in the real estate industry or for students who want to be exposed to the subject because they realize it is a critical component of any business operation. The real estate courses teach the importance of real estate in the modern business world. In particular, it provides a foundation and introduction to the broad range of careers in the industry, as well as the key concepts and principles of the industry. The classes are taught from the perspective of the Real Estate Developer and focuses on the public approval process, retail and office tenancy, residential development, asset operations and exit strategies.

Prior knowledge of real estate is not required.

Course descriptions may be updated periodically to reflect changes since the last published catalog.

- [Real Estate Minor Requirements](#)
- [Undergraduate Courses](#)

- 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

Type:

Arts Admin Minor Elective

- 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:

Offered Both Fall and Spring

- **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.

Term:

Offered Both Fall and Spring

- **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

Type:

Global Engagement Experience

## • 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-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,Global Engagement Experience

## • 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.





## 2016-2017 Archived Catalog Information

### Social Impact

- [Social Impact Minor Requirements](#)
- [Courses](#)

### Social Impact Minor

The social impact minor provides students with a multidisciplinary approach to understanding the theory and practice of enacting social change. The minor is very hands-on. All required classes expect students to initiate, launch, and evaluate a social change effort.

#### Social Impact Minor for Business Students

Juniors who have completed MGT-217 Organizational Behavior (formerly MGT-317) take two required courses and one elective to complete the social impact minor. Management majors or minors cannot count these courses toward both the social impact minor and their management major or minor.

#### Required Courses:

- 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 dedicate 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.

#### Term:

Offered Fall Term

- **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

Choose one of the following\*:

- **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.

**Term:**

Offered Spring Term

- **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:

3.00

#### 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

### • 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-335 Managing Across Cultures

#### Prerequisites:

MGT 217 (formerly MGT 317)

Credits:

3.00

Description:

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

Type:

Global Engagement Experience

## • MGT-401 Negotiations

Prerequisites:

MGT 217 (formerly MGT 317); Junior standing

Credits:

3.00

Description:

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-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

**Type:**

Service Learning

- **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.

**Type:**

Global Engagement Experience

- **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

\*Or students can petition to count a Center for Community Engagement (formerly SOULS Office) sponsored travel seminar if it is done for credit (e.g., Alternate Winter Break).

## Social Impact Minor for College of Arts & Sciences Students

The social impact minor provides students with a multidisciplinary approach to understanding the theory and practice of enacting social change. The minor is very hands-on. All required classes expect students to initiate, launch, and evaluate a social change effort.

**Required Courses:**

- **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.

**Term:**

Offered Both Fall and Spring

**Type:**

Arts Admin Minor Elective

- **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 dedicate 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.

### Term:

Offered Fall Term

## • 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-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

Choose one of the following\*:

- **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.

Term:

Offered Spring Term

- **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:

3.00

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:

- **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-335 Managing Across Cultures**

**Prerequisites:**

MGT 217 (formerly MGT 317)

**Credits:**

3.00

**Description:**

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

**Type:**

Global Engagement Experience

- **MGT-401 Negotiations**

**Prerequisites:**

MGT 217 (formerly MGT 317); Junior standing

**Credits:**

3.00

**Description:**

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-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

Type:

Service Learning

- **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.

Type:

Global Engagement Experience

- **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

\*Or students can petition to count a Center for Community Engagement (formerly SOULS Office) sponsored travel seminar if it is done for credit (e.g., Alternate Winter Break).



## 2016-2017 Archived Catalog Information

### Social Impact

- [Social Impact Minor Requirements](#)
- [Courses](#)

- 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

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:

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-310 Managing a Learning Organization**

Prerequisites:

Take MGT-217 SBS-220 or MKT-221; Junior status or higher

Credits:

3.00

Description:

This course is built around the four primary processes of management: planning, organizing, leading and controlling with a special topics theme identified at the start of the semester. A classroom-as-organization design is utilized, which creates an intensive and fully experiential course. Through coordinating, communicating and collaborating, students gain information and insights about themselves and others and in the process become more effective managers and team members.

- **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.

**Term:**

Offered Fall Term

**Type:**

Global Engagement Experience

- **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.

**Term:**

Offered Both Fall and Spring

- **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:**

Occasional

**Type:**

Honors

- **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 of 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

Description:

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

Type:

Global Engagement Experience

- **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

Description:

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

Type:

Service Learning

## • 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

Type:

Service Learning

## • 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:

Instructor consent required

Credits:

0.00

Description:

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. 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.



## 2016-2017 Archived Catalog Information

### Global Travel Seminars

Led by Sawyer Business School faculty, the Global Travel Seminars take students for short-term visits to business centers around the world. These courses provide students with an opportunity to connect classroom learning with real-world experiences through international business exposure. Each seminar is uniquely crafted by the faculty leader of the course. While no two seminars are exactly alike, each consists of a similar structure in terms of the academic, travel, and cost components:

#### Academic Component

- 3 credit international business elective
- 3 pre-travel classes, designed to provide a foundation of knowledge about the destination
- 1 post-travel class: final assignments vary, depending on faculty leader and location
- Offered each academic year
- Sophomore standing or higher

#### Travel Component

- 7-10 days of travel
- 4-6 businesses provide an overview of the business culture. The trip includes visits ranging from large multinationals to small, entrepreneurial firms
- 3-4 cultural activities ranging from city tours, group dinners to theater performances

#### Cost Component

- Tuition for 3 credits (for full-time students, this can be part of the 12-17 semester credits)
- Flight
- Seminar fee, includes:
  - Hotel accommodations
  - Ground transportation
  - Some meals
  - English speaking tour guide
  - Cultural activities
  - Business programming



## 2016-2017 Archived Catalog Information

### Honor Societies

#### Beta Alpha Psi

Beta Alpha Psi is a national honor society and professional accounting fraternity that recognizes outstanding academic achievements in the field of accounting, promotes the study and practice of accounting, and provides leadership and social/networking opportunities for members and practicing accountants. The activities of this Chapter strongly emphasize the Business School's mission and role in developing student leaders who will excel in the accounting profession.

Active leadership by the Accounting Faculty in Beta Alpha Psi has strengthened students' professional experience and reputation in the community. Student members of Beta Alpha Psi participate in professional meetings, career presentations and field trips to learn real-world, current accounting practices, and to prepare for on-campus recruiting and job interviews.

The Suffolk Chapter of Beta Alpha Psi has received national awards (Distinguished Chapter in 1999) and has been recognized as a Superior Chapter for the last five years. Our substantial community service contribution is recognized in chapter awards. Students have participated in National Case Study Competitions since 1998. Ongoing participation by faculty and other interested parties has resulted in increased on-campus recruiting by the major accounting firms, several large regional and local accounting firms as well as major consulting firms.

#### Beta Gamma Sigma

This national honor society recognizes business and management undergraduate and graduate students in the top 5 percent of the junior class, upper 10 percent of the senior class, or upper 20 percent of the master's class. Beta Gamma Sigma is the national honor society for business and management, and this recognition is only given to students who attend AACSB International-accredited schools.

The purpose of Beta Gamma Sigma is to encourage and reward scholarship, to promote the advancement of high quality education in business, to provide networking opportunities for members and to foster integrity in the conduct of business operations.

### Financial Management Association

The Financial Management Association is a national organization that rewards scholarship and achievement by undergraduate and graduate students majoring in finance through its National Honor Society. Undergraduate finance majors must have earned 61 credit hours and achieved an overall cumulative grade point average of 3.3 or higher, and completed at least three designated finance courses. Selection for this Honor Society is during the first month of the fall and spring semesters each year.

#### Sigma Nu Tau

This national honor society promotes, recognizes, and rewards academic excellence in entrepreneurship. It encourages the practice of principled entrepreneurship, expecting high ethical standards, honor, and integrity of its members. It offers networking opportunities for entrepreneurship students with peers and successful entrepreneurs.

To be eligible, entrepreneurship majors must have a 3.2 GPA and junior or senior standing. Graduate students who have completed 50% of their graduate coursework and have a 3.5 GPA are also eligible. Candidates must demonstrate honor, integrity, and a strong entrepreneurial spirit and model principled entrepreneurship.



SUFFOLK  
UNIVERSITY  
BOSTON

Academic Catalogs

[Academic Catalogs](#) > [Undergraduate Catalog](#) > [Sawyer Business School](#) > Honors Program

## 2016-2017 Archived Catalog Information

### Honors Program

#### Sawyer Business School Honors Program

The Sawyer Business School Honors Program offers BSBA students with exceptional academic promise and motivation a unique program that provides innovative challenges.

Honors curricula include honors sections of required courses in the business core and certain general education requirements. These and other honors courses allow students to customize their academic experience, and include:

- Business Core requirements
- Major electives (varies)
- General Education requirements (varies)
- Special topics courses
- Honors track within marketing major
- Challenge courses
- Internships
- Independent study

A host of co-curricular experiences are offered each year. Academic, social events promote leadership and involvement while rounding out a strong educational foundation. Honors students participate in case competitions, service projects, career development programs, and social events as well as plan and lead such initiatives to meet their own needs. Students are also encouraged to consider Suffolk's Alternative Spring Break, and study abroad programs. Juniors and seniors are encouraged to take a global travel seminar. Incoming freshmen planning to live on campus may also apply through Residential Life and Housing to be a part of the Honors Living Learning Community (LLC). The Honors LLC provides new honors students an opportunity to ease their transition to the university by residing in a community of their peers where they have access to out-of-class learning, peer mentoring, study groups, and social events.

The Honors Program also features outstanding mentoring and recognition events from orientation through graduation. The annual Alumni Networking Event connects students to our very active alumni group. Students develop robust networks both within and outside of the Business School through interaction with local executives and alumni, gain career advice, internship leads and even job offers. Other benefits of the Honors Program include early registration, priority consideration for campus housing, and social and career programs each semester.

Numerous honors scholarships and other merit-and need-based funding are available through the Office of Student Financial Services. Incoming freshmen who are invited into the Honors Program in the fall receive this information along with their Honors Program offer letter. Spring semester admission typically comes with limited financial aid resources due to the timing in the financial aid cycle. Students entering in the spring semester or continuing students who are invited into the Honors Program should discuss scholarships and financial aid with their assigned financial aid counselor.

#### Entry requirements for new students:

To be considered for the Business School Honors Program, entering new freshmen and new transfer students must meet two of the following criteria. For more information on the application materials and process, please contact the Office of Undergraduate Admission at 617-573-8460.

- Academic GPA minimum of 3.75
- High school class rank within upper 15%
- SAT scores of 1850
- ACT scores of 28
- TOEFL scores of 100 if Internet based or 600 if Paper based

## Entry requirements for Rising Sophomores:

Continuing students with a college GPA of 3.5 who have completed 30 credits of coursework at Suffolk (but not more than 44 credits) may submit an application to the Honors Program available through the Business School's Honors Program Office. Students will be considered on a case-by-case basis.

## Program requirements:

Academic requirements for Honors Students in Sawyer Business School include:

- completing a minimum of 25% of coursework in honors sections
- completing ENT H101 Honors Business Foundations (for first year students)
- completing SIB H429 Honors Strategic Management (the BSBA capstone)
- taking a minimum of 3 credits of challenge courses\*
- maintaining a minimum cumulative GPA of 3.5 with no D, I, or F grades

Freshmen who enroll at Suffolk's Madrid campus will have options for honors courses and/or faculty who will work with students to create honors alternatives that meet the program requirements.

\*Note: a total of six credits of Challenge Courses may be used to fulfill a maximum of two free elective courses in the program of study.

Honors students must be in good standing at the university with no disciplinary actions against them.

The failure of one course will result in program dismissal.

The above requirements must be met for students to graduate with the Honors Program designation on their transcript. Students who do not maintain the minimum required GPA will be placed on program probation for a semester and be required to meet with their advisor and program director. In extreme cases students will no longer be eligible to participate in the program. The subsequent semesters' GPA of honors students on program probation must be 3.5 or greater to remain in the program while working to regain the overall program GPA. If this is not mathematically possible within two semesters, the student will no longer be eligible to participate in the program.

## Honors Courses

Any student who meets the GPA minimum for a course may sign up for that course through the normal registration system. Most honors courses have a 3.3 GPA requirement.