

2012-2013 ARCHIVED CATALOG INFORMATION

SAWYER BUSINESS SCHOOL

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

Index: [A](#) [B](#) [C](#) [E](#) [F](#) [G](#) [H](#) [I](#) [J](#) [L](#) [M](#) [N](#) [P](#) [R](#) [S](#) [T](#) [W](#)

Course Number

Name

ACCT-201

Acct for Decision Making I...

Prerequisites

ENG 102; ISOM 120; MATH 130, or MATH 134, or MATH 146, or MATH 161, or MATH 165

Course Credits

3.00

Description

Designed to provide a user of accounting information with the skills to appraise and manage a business. Students are introduced to the accounting cycle, the financial statements, and the theory underlying accounting as information. Coverage addresses current accounting topics, including relevant ethical and international issues found in the financial press.

Term Offered

ACCT-202

Acct for Decision Making II...

Prerequisites

ACCT-201

Course Credits

3.00

Description

Enables students to apply the concepts and skills from the preceding course. 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. Relevant current ethical and competitive issues found in the financial press are discussed in the course.

Term Offered

ACCT-310

International Business Accounting...

Prerequisites

Take FIN-310 ACCT-331;

Course Credits

3.00

Description

This course explores economic, political and cultural variables that shape accounting and disclosure in various countries. Students also gain an understanding of international financial reporting standards and the forces for convergence between IFRS and USGAAP. Financial analysis in a multifinancial context.

[Campus Calendar](#) | [News](#) | [Libraries & Archives](#) | [Athletics](#) | [Visiting Suffolk](#) | [Jobs](#) | [Contact Us](#) | [Campus Safety](#) | [Academic Catalogs](#) | [Log In](#) | [Directory](#) | [Search Course Offerings](#) | [Search Suffolk.edu](#)

Copyright 2012 Suffolk University | [Disclaimer](#) | [Privacy Policy](#)

[CLOSE](#)

[CLOSE](#)

[CLOSE](#)

Term Offered

ACCT-320 Federal Taxation I...

Prerequisites

ACCT 202

[CLOSE](#)**Course Credits**

3.00

Description

A study of basic federal taxation as it applies to individuals, partnerships and corporations. Expertise in the preparation of tax returns is developed.

Term Offered

ACCT-321 Intermediate Accounting I...

Prerequisites

ACCT 202; JUNIOR STANDING

[CLOSE](#)**Course Credits**

3.00

Description

Review of basic financial accounting concepts followed by an examination of selected balance sheet and income statement items. The focus of this communications intensive course is on the valuation and reporting of current and non-current assets and liabilities. The income determination aspects of these items are also considered.

Term Offered

ACCT-322 Intermediate Accounting II...

Prerequisites

ACCT 321 (completed with C or better)

[CLOSE](#)**Course Credits**

3.00

Description

An examination of selected balance sheet and statement items. The focus of this communications intensive course is on the valuation and reporting of investments, and stockholders' equity. The income determination aspects of these items are also considered, along with special topics such as pensions, leases, deferred taxes, and cash flows.

Term Offered

ACCT-331 Cost Accounting...

Prerequisites

ACCT 202

[CLOSE](#)**Course Credits**

3.00

Description

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

accounting are introduced.

Term Offered

ACCT-415	<u>Not-For-Profit Acct & Control...</u>
----------	---

Prerequisites

ACCT 331

[CLOSE](#)

Course Credits

3.00

Description

It's a study of accounting principles, financial reporting, and methods of budgeting and controlling operations in government agencies, charitable foundations, hospitals, universities and other not-for-profit organizations.

Term Offered

ACCT-422	<u>Federal Taxation II...</u>
----------	-------------------------------

Prerequisites

ACCT 320

[CLOSE](#)

Course Credits

3.00

Description

Covers advanced individual tax topics such as cost recovery, itemized deductions, passive activity losses, AMT and complex basis rules, and covers the operation and formation of "C" corporations.

Term Offered

ACCT-430	<u>Accounting Information Systems...</u>
----------	--

Prerequisites

ACCT 322; ISOM 310 or ISOM 423

[CLOSE](#)

Course Credits

3.00

Description

The design, operation, and use of accounting information systems. The functional relationships of the AIS within an organization are examined. A background in automated data processing, along with the important human and organizational considerations in system design and implementation, are also covered.

Term Offered

ACCT-431	<u>Auditing and Assurance Services...</u>
----------	---

Prerequisites

ACCT 321 AND ACCT 331

[CLOSE](#)

Course Credits

3.00

Description

An advanced study of auditing process and philosophy. Preparation of audit working papers supporting an audit examination, and the report and opinion of the auditor to management, stockholders, and others are covered. This communications intensive course deals with internal auditing, environmental compliance and systems assurance.

Term Offered

ACCT-432 Advanced Accounting...

Prerequisites

ACCT 322, and Junior standing

Course Credits

3.00

Description

Coverage of accounting issues and procedures involve in business combinations and consolidated financial statement, partnerships, multinational issues and foreign currency issues.

Term Offered

ACCT-450 Accounting Theory & Practice...

Prerequisites

ACCT 431 (may be taken Concurrently)

Course Credits

3.00

Description

Addresses the non-technical foundations of accounting for CFOs, Audit Partners, FASB Members, and other leadership roles in accounting and finance. Core elements include knowledge leadership, networking, and innovation. 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

ACCT-510 Independent Study...

Prerequisites

ACCT 322, ACCT 331 or approval from dept. chair

Course 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

[CLOSE](#)

[CLOSE](#)

[CLOSE](#)

proposal is not accepted. For complete instructions, see the SBS Independent/Directed Study Agreement and Proposal form available online.

Term Offered

ACCT-560	Experiential Component...
----------	---

Prerequisites

Instructor's consent required

[CLOSE](#)

Course Credits

0.00

Description

Candidates require an approved record of 150 hours of accounting experience. Experience may be acquired through internship, part-or full-time employment,or cooperative education. Approval must be obtained from the Accounting Department. Accounting majors must register for the experiential component during the semester in which they will complete the required 150 hours.

Term Offered

ACCT-H201	Honors Acct Dec Making I...
-----------	---

Prerequisites

ENG 102; ISOM 120; MATH 130, 134, 146, or 161; 3.2 GPA

[CLOSE](#)

Course Credits

3.00

Description

Designed to provide a user of accounting information with the skills to appraise and manage a business. Students are introduced to the accounting cycle, the financial statements, and the theory underlying accounting as information. Coverage addresses current accounting topics, including relevant ethical and international issues found in the financial press.

Term Offered

ACCT-H202	Honors Acct for Dec Making II...
-----------	--

Prerequisites

ACCT 201 Honors Section, GPA of 3.2 or higher

[CLOSE](#)

Course Credits

3.00

Description

Enables students to apply the concepts and skills from the preceding course. They learn how to analyze the financial condition and performance of a firm, and how to use accounting information in business planning, decison-making, and control. Relevant current ethical and competitive issues found in the financial press are discussed in the course.

Term Offered

B	back to index
---	-------------------------------

BLE-214	Principles of Business Law...
---------	---

Prerequisites

[CLOSE](#)

Course Credits

3.00

Description

An introduction to the field of business law including an overview of the organization and operation of the American legal system, including the court system and legal procedure, together with brief coverage of selected business law topics such as contracts as examples of the legal system in practice. Particular attention is given to the ways in which business law manifests important social and ethical precepts.

Term Offered

Offered Both Fall and Spring

BLE-215

Business Ethics and Law...**Prerequisites**[CLOSE](#)**Course Credits**

3.00

Description

Business ethics is applied ethics. This course deals with 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; and addresses those factors that contribute to and constrain ethical behavior in and by organizations. Students will then apply these concepts to current business problems, such as anti-trust, accounting fraud, deceptive advertising, and environmental dumping.

Term Offered

Offered Both Fall and Spring

BLE-310

I Want to Buy a Home...**Prerequisites**[CLOSE](#)

Junior standing or above needed.

Course Credits

1.00

Description

This course teaches students all they have to know about purchasing a residence, starting with finding a home, to financing, inspections, documents, to final ownership conveyance.

Term Offered

Offered Fall Term

BLE-315

Legal and Financial Aspects of Business Organizations...**Prerequisites**[CLOSE](#)

BLE 214

Course Credits

3.00

Description

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.

Term Offered

BLE-316

Legal Aspects of Commercial and Employment Transactions...**Prerequisites**

BLE-214

[CLOSE](#)**Course Credits**

3.00

Description

A study of the key elements of modern commercial law related to carrying on a successful business enterprise including sales of goods, employment law, financing, security, and insurance transactions.

Term Offered

Offered Fall Term

BLE-317

Managing in the Global Legal Environment...**Prerequisites**

B.LW 214 OR BLE 214

[CLOSE](#)**Course Credits**

3.00

Description

This course surveys the global legal environment of business. Emphasis is on case analysis of topics such as sovereignty, extraterritoriality, treaties, international contracts, arbitration, and the European Union. The managerial and economic significance of these topics is explored.

Term Offered

Offered Both Fall and Spring

BLE-318

Intro to Real Estate Principles...**Prerequisites**

Take BLE-214

[CLOSE](#)**Course Credits**

3.00

Description

This course is designed to introduce beginning students to the concepts and principles of real estate. The class will allow students to understand the key components of each major real estate asset class (including residential, retail, commercial, industrial, hospitality, properties etc.). Students will also understand the full range of professional players in the industry and what roles they play (brokers, contractors, developers, appraisers, lenders, lawyers, architect, etc.). We will teach the basic elements of a Development Pro-forma Budget, an Operating Pro-forma Budget, and a Sources and Uses Statement? as we learn about some of the essential financial schedules. We begin our discussion with a case that will teach you how to get started and to explore the considerations and tradeoffs in evaluating a specific real estate transaction. The course format utilizes the text, case work, selected web based data sources, selected readings and field trips. Throughout the course, an emphasis is placed on the practical application of the concepts taught, the use of current examples from the industry and today's marketplace.

Term Offered

Offered Fall Term

BLE-319 Real Estate Development and Public Policy...

Prerequisites

CLOSE

BLE-214;

Course Credits

3.00

Description

The students will explore the role of local, state and federal policy development in the real estate industry. Students will build fundamentals and explore the development process by investigating zoning, project review committees, community benefit packages, historic preservation concepts, environmental reviews, etc. We will specifically focus on the art of securing public approval for a broad range of real estate projects.

Term Offered

Offered Spring Term

BLE-321 Corporate Crime and Financial Fraud...

Prerequisites

CLOSE

Course Credits

3.00

Description

The course will present an in-depth study of corporate crime and financial fraud using case law and recent major corporate debacles as case studies (i.e.; Enron-publicly traded energy company and Refco-Wall Street commodities trading firm) to explain theories of corporate, managerial, and third party professional criminal liability. These case studies will closely examine the particular financial accounting devices and schemes employed to defraud various stakeholders, the failure of the industry "watchdogs" to detect the fraudulent schemes, and the regulatory and legislative response aimed at restoring confidence in the marketplace. Other selected topics include: corporate governance, corporate finance, corporate compliance programs, ethical misconduct by outside legal, accounting, investment and banking professionals, Sarbanes Oxley Act (SOX), Foreign Corrupt Practices Act (FCPA), Organizational Sentencing guidelines and a selection of business financial crimes including mail fraud, wire fraud, money laundering, conspiracy, securities violations, qui tam litigation ("whistleblowers") and financial accounting crimes. As an introduction to corporate governance, the course will also provide a basic foundation in the finance, legal and economic principles that define the corporate entity as a business organization such as capitalization, basic tax principles, legal requirements, management structure, financing options and stock issuance.

Term Offered

BLE-510 Independent Study in Business...

Prerequisites

CLOSE

Approval of Dept Chair or Dean

Course 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.

Term Offered

BLE-550	<u>Special Topics in Legal Studies...</u>
---------	---

Prerequisites[CLOSE](#)**Course Credits**

3.00

Description

The special topic content and objective will be announced as the course is scheduled.

Term Offered

BLE-553	<u>Real Estate Development & Public Policy...</u>
---------	---

Prerequisites[CLOSE](#)**Course Credits**

3.00

Description

The students will explore the role of local, state and federal policy development in the real estate industry. Students will build upon the fundamentals previously learned and explore the "development process" by investigating zoning, project review committees, community benefit packages, historic preservation concepts, environmental reviews, etc. We will specifically focus on the art of securing public approval for a broad range of real estate projects.

Term Offered

BLE-H214	<u>Honors Principles of Business Law...</u>
----------	---

Prerequisites[CLOSE](#)

GPA of 3.2 or above required.

Course Credits

3.00

Description

An introduction to the field of business law including an overview of the organization and operation of the American legal system, including the court system and legal procedure, together with brief coverage of selected business law topics such as contracts as examples of the legal system in practice. Particular attention is given to the ways in which business law manifests important social and ethical precepts.

Term Offered

Offered Spring Term

BLE-H215	Honors Business Ethics and Law...
----------	---

Prerequisites

GPA of 3.2 or above required.

[CLOSE](#)

Course Credits

3.00

Description

Business ethics is applied ethics. This course deals with 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; and addresses those factors that contribute to and constrain ethical behavior in and by organizations. Students will then apply these concepts to current business problems, such as anti-trust, accounting fraud, deceptive advertising, and environmental dumping.

Term Offered

Offered Fall Term

E	back to index
---	-------------------------------

ENT-110	Do You Want to Start a Business?...
---------	---

Prerequisites

[CLOSE](#)

Course 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

Offered Both Fall and Spring

ENT-280	Opportunity Recognition and Discovery...
---------	--

Prerequisites

MGT 101; Sophomore Standing.

[CLOSE](#)

Course 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

Offered Both Fall and Spring

ENT-300 Legal and Financial Risk With Startups...

Prerequisites

ACCT 201 AND ENT 280.

[CLOSE](#)

Course 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

Offered Both Fall and Spring

ENT-315 Entrepreneurial Skills...

Prerequisites

ENT 280

[CLOSE](#)

Course 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

Offered Both Fall and Spring

ENT-326 Writing the Business Plan...

Prerequisites

ENT 300, ACCT 201, ACCT 202 and Junior Standing.

[CLOSE](#)

Course 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

Offered Both Fall and Spring

ENT-350 Social Entrepreneurship...

Prerequisites

[CLOSE](#)

Course 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

ENT-352 Green and Sustainable Business...

Prerequisites

[CLOSE](#)

Course 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

Offered Spring Term

ENT-354 Global Entrepreneurship...

Prerequisites

[CLOSE](#)

Course 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

Offered Both Fall and Spring

ENT-358 Launching New Products...

Prerequisites[CLOSE](#)**Course 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

Occasional

ENT-360 Launching the E-Business...

Prerequisites[CLOSE](#)

Take MKT-210 or MKT-H210 and junior standing required.

Course 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 Offered

Offered Both Fall and Spring

ENT-362 Legal and Ethical Issues in Entrepreneurship...

Prerequisites[CLOSE](#)

Take BLE-214 or BLE-H214; junior standing required

Course Credits

3.00

Description

How do you protect yourself, your venture, and your intellectual property when starting a new business? In this course, you will learn the substantive areas of the law that are essential to entrepreneurs and an integration of that knowledge with ethics. Specifically, you will gain a stronger understanding of a) how to select a law firm that best fits the startup and b) how to

protect your intellectual property through the use of trademarks, copyrights, patents, trade secrets, non-disclosure and confidentiality agreements. You will also learn how startups can protect their interests through the use of organizational structures and related equity restrictions and employment agreements. From the ethics standpoint, this course will focus on corporate governance and the importance of a management leading an ethical culture. We will examine substantive areas of the law that create legal risk and point to ethical issues within an organization. An important element for the entrepreneur is communication skills; therefore this course will have a major writing assignment along with a speaking requirement.

Term Offered

Offered Fall Term

ENT-419

E-Project Opportunity...

Prerequisites

MGT 101, MKT 210, FIN 310, MGT 317, ISOM 319, ENT 315, ENT 326 and Senior Standing. →†

Course 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

Offered Both Fall and Spring

ENT-436

Managing the Family Business...

Prerequisites

MGT-317, Junior standing,

Course 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

Offered Spring Term

ENT-510

Entrepreneurship Ind. Study...

Prerequisites

ENT 326 and Senior Standing.

[CLOSE](#)

[CLOSE](#)

[CLOSE](#)

Course 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.

Term Offered

Occasional

ENT-520

[Launching the New Venture...](#)**Prerequisites**

ENT 326 and Senior Standing

[CLOSE](#)**Course 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 Offered

Offered Spring Term

ENT-551

[Social Entrepreneurship...](#)**Prerequisites**[CLOSE](#)**Course 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

Occasional

ENT-553 Global Entrepreneurship...

Prerequisites

Junior Standing Required

[CLOSE](#)**Course 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

ENT-554 Bootstrapping the Startup Or Small Business...

Prerequisites

ACCT 201, ACCT 202, and Junior standing required

[CLOSE](#)**Course 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 Offered

ENT-555 Launching New Products...

Prerequisites[CLOSE](#)**Course 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

ENT-H300	<u>Legal and Financial Risk With Startups...</u>
----------	--

Prerequisites[CLOSE](#)**Course 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

ENT-H315	<u>Honors Entrepreneurial Skills...</u>
----------	---

Prerequisites

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

Course 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

ENT-H326	<u>Writing the Business Plan...</u>
----------	-------------------------------------

Prerequisites

Take ENT-300 ACCT-201 ACCT-202;

Course 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

[CLOSE](#)

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

ENT-H350	<u>Social Entrepreneurship...</u>
----------	---

Prerequisites

[CLOSE](#)

Course 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

Occasional

ENT-H419	<u>E-Project Opportunity...</u>
----------	---

Prerequisites

[CLOSE](#)

MGT 101 MKT 210 FIN 310 MGT 317 ISOM 319 ENT 315 ENT 326

Course 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.

Term Offered

F	<u>back to index</u>
---	--------------------------------------

FIN-210	<u>Personal Finance...</u>
---------	--

Prerequisites

[CLOSE](#)

Course 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

Offered Both Fall and Spring

FIN-310 Business Finance...

Prerequisites

[CLOSE](#)

STATS 240;MATH 130 or above;EC 101&102;ACCT 201&202;JR Standing

Course 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

Offered Both Fall and Spring

FIN-311 Intermediate Finance...

Prerequisites

[CLOSE](#)

FIN 310

Course 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

Offered Both Fall and Spring

FIN-313 General Insurance...

Prerequisites

[CLOSE](#)

FIN 310 and Junior Standing

Course 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

Offered Fall Term

FIN-315 Principles of Investments...

Prerequisites

[CLOSE](#)

FIN 310, Junior standing

Course 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

Offered Both Fall and Spring

FIN-317

Real Estate...**Prerequisites**

FIN-310

[CLOSE](#)**Course 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

Offered Both Fall and Spring

FIN-319

Money & Capital Markets...**Prerequisites**

EC 101, EC 102 and junior standing

[CLOSE](#)**Course 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

Offered Both Fall and Spring

FIN-401

Practical Financial Planning...**Prerequisites**

FIN 310, Junior standing

[CLOSE](#)**Course 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

Offered Spring Term

FIN-410 [Analy Financial Statements...](#)

Prerequisites

FIN 310, Junior standing

[CLOSE](#)

Course Credits

3.00

Description

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

Term Offered

Offered Fall Term

FIN-411 [Futures & Options...](#)

Prerequisites

FIN 315

[CLOSE](#)

Course 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

Offered Spring Term

FIN-413 [Invest Analy & Portfolio Mgt...](#)

Prerequisites

FIN 315, Junior standing

[CLOSE](#)

Course 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

Offered Fall Term

FIN-415 [Capital Budgeting...](#)

Prerequisites

FIN 311 or permission of instructor, Junior standing

[CLOSE](#)

Course 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

Offered Fall Term

FIN-417

Multinational Financial Management...

Prerequisites

Take FIN-310; Junior Standing

Course 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

Offered Both Fall and Spring

FIN-419

Prob of Managerial Finance...

Prerequisites

FIN 311, two FIN electives, and senior standing

Course 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

Offered Both Fall and Spring

FIN-422

Estate Planning...

Prerequisites**Course 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

CLOSE

CLOSE

CLOSE

FIN-423 [Retirement Planning...](#)

Prerequisites

FIN 310

[CLOSE](#)**Course 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

Offered Spring Term

FIN-432 [Financial Institutions...](#)

Prerequisites

FIN-310 and FIN-319

[CLOSE](#)**Course 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

Offered Spring Term

FIN-475 [Case Studies in Financial Planning...](#)

Prerequisites

senior standing required as well as instructor's approval

[CLOSE](#)**Course 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.

Term Offered

FIN-510 [Independent Study in Finance...](#)

Prerequisites

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

[CLOSE](#)

Course 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

Offered Both Fall and Spring

FIN-560

Experiential Component...**Prerequisites**

Must obtain approval from FIN dept

[CLOSE](#)**Course 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

Offered Both Fall and Spring

FIN-H310

Honors Business Finance...**Prerequisites**

ACCT-201, ACCT-202, EC-101 and EC-102; STATS-240 or STATS-250; MATH-130, MATH-134, MATH-161, or MATH-165; junior standing and a GPA of 3.3 or higher

[CLOSE](#)**Course 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

Offered Both Fall and Spring

FIN-H435

Honors the Global Financial Crisis: Causes, Economics, and Solutions...**Prerequisites**

Take FIN-310 or FIN-H310; junior standing with a 3.3 GPA or higher

[CLOSE](#)

Course 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

Offered Spring Term

FIN-H445

Honors Quantitative Analysis and Trading Of Financial Instruments...**Prerequisites**

Junior standing; GPA of 3.3; FIN 310 or FIN H310

[CLOSE](#)**Course Credits**

3.00

Description

The course covers fundamental valuation techniques for a host of financial instruments. Topics include: cash flow discount techniques, pricing, price volatility, duration and duration management with futures. The course also covers fundamentals of spread theory and spread volatility as well as the use of DTS for beta management in fixed income portfolios. The course concludes with an overview of risk fundamentals, tracking error management for indexing purposes, theory of hedging and risk models. Examples drawn from ongoing economic and financial issues are used to illustrate topics and concepts throughout the course.

Term Offered

Offered Fall Term

FPP-310

Business Finance...**Prerequisites**

ACCT-201, ACCT-202, EC-101 and EC-102; STATS-240 or STATS-250; MATH-130, MATH-134, MATH-161, or MATH-165;

[CLOSE](#)**Course Credits****Description**

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

Term Offered

Offered Both Fall and Spring

FPP-313

General Insurance...**Prerequisites**

Take FIN-310 or FPP-310;

[CLOSE](#)**Course Credits****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

Offered Fall Term

FPP-315 Principles of Investment...

Prerequisites

Take FIN-310 or FPP-310;

Course Credits**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

Offered Both Fall and Spring

FPP-320 Taxation...

Prerequisites

Take ACCT-202 and either FIN-310 or FPP-310;

Course Credits**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

Offered Both Fall and Spring

FPP-401 Practical Financial Planning...

Prerequisites

TAKE FIN-310 OR FPP-310;

Course Credits**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

FPP-422 Estate Planning...

Prerequisites

Take FIN-310 or FPP-310;

Course Credits**Description**[CLOSE](#)[CLOSE](#)[CLOSE](#)[CLOSE](#)

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

Offered Fall Term

FPP-423	Retirement Planning...
---------	--

Prerequisites

TAKE FIN-310 OR FPP-310;

Course Credits**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

H	back to index
---	-------------------------------

HLTH-301	Health Systems I...
----------	-------------------------------------

Prerequisites**Course Credits**

3.00

Description

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

Term Offered

HLTH-440	Global Health Needs and Organization...
----------	---

Prerequisites**Course Credits**

1.50

Description

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

Term Offered

HLTH-441	Global Health Policy...
----------	---

[CLOSE](#)[CLOSE](#)[CLOSE](#)

Prerequisites

Take HLTH-301 and HLTH-440;

Course Credits

1.50

Description

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

Term Offered

I	back to index
---	-------------------------------

IB-101	Globalization...
--------	----------------------------------

Prerequisites[CLOSE](#)**Course 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

IB-321	Introduction to International Business...
--------	---

Prerequisites[CLOSE](#)

IB 101 OR HST 149 OR HST 150

Course 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

IB-419	Global Business Theory & Practice...
--------	--

Prerequisites[CLOSE](#)

MKT 210; MGT 317; FIN 310; ISOM 310; ISOM 319; IB 321

Course 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. Prerequisite: MKT 210, MGT 317, FIN 310, ISOM 310 ISOM 319, and IB 321.

Term Offered

IB-510 [Dir Study Intnl Business...](#)

Prerequisites

instructor's consent

[CLOSE](#)**Course Credits**

1.00- 6.00

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. Prerequisites: Sawyer Business School required courses, IB 321 AND one other International Business course.

Term Offered

IB-520 [Global Business Internship...](#)

Prerequisites

IB 321, Department Chair approval required before registration

[CLOSE](#)**Course Credits**

3.00

Description

A project-based course that provides 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. Students are assigned to a specific project working with a local business in an area of interest, for one semester generally. Students should expect to spend a minimum of 8 hours per week on the job during the 15 week semester. Written reports, including a proposal accepted by both the supervisor/employer and instructor, mid-term progress report, and final report are required. This course can be used as a major elective or as a free elective.

Term Offered

IB-550 [Special Topics in International Business...](#)

Prerequisites[CLOSE](#)**Course Credits**

3.00

Description

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

Term Offered

IB-560	<u>International Bus Travel Req...</u>
--------	--

Prerequisites

Junior Standing, Instructor's consent required

[CLOSE](#)

Course Credits

0.00

Description

All GB majors are required to participate in overseas travel as a part of their major. This requirement may be satisfied by completing a minimum of one travel seminar or a semester abroad. 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 travel must be pre-approved by the Undergraduate Programs Dean's Office to ensure optimum credit distribution.

Term Offered

IB-H101	<u>Globalization...</u>
---------	-------------------------

Prerequisites

[CLOSE](#)

Course 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

IBBL-317	<u>Managing in the Global Legal Environment...</u>
----------	--

Prerequisites

B.LW 214 OR BLE 214

[CLOSE](#)

Course Credits

3.00

Description

This course surveys the global legal environment of business. Emphasis is on case analysis of topics such as sovereignty, extraterritoriality, treaties, international contracts, arbitration, and the European Union. The managerial and economic significance of these topics is explored.

Term Offered

IBFN-417	<u>Multinational Fin Mgt...</u>
----------	---------------------------------

Prerequisites

[CLOSE](#)

FIN 310, Junior standing

Course 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. Prerequisite: FIN 310.

Term Offered

IBMK-421 International Marketing...

Prerequisites

Take MKT-310 MKT-210 IBMK-321 MKT-H210 or IB-321;and JR Standing

Course 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.

Term Offered

ISOM-120 Infomation Technology and Productivity...

Prerequisites

Course 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

Offered Both Fall and Spring

ISOM-201 Data and Decisions Analysis...

Prerequisites

ISOM-120; STATs 240 or 250; Math 130, 134, 161, or 165

Course Credits

3.00

Description

[CLOSE](#)

[CLOSE](#)

[CLOSE](#)

This course is designed to introduce undergraduate business students to fundamental quantitative methods of using data to make informed management decisions. Topics covered 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. The implementation of management science tools has been facilitated by the intensive use of Excel spreadsheet models.

Term Offered

Offered Both Fall and Spring

ISOM-212	<u>Web Design...</u>
----------	----------------------

Prerequisites

[CLOSE](#)

Suggested prerequisite: ISOM 120.

Course Credits

3.00

Description

Web Design introduces the concepts, vocabulary, and procedures associated with web design. Students will learn how to conceptualize and design professional websites using Wix.com and Microsoft's Expression Web software. Topics will include website evaluation, information architecture, customer and task analysis, usability testing, web-hosting options, typography, color composition, screen layout, navigation and cascading style sheets. Students will learn practical skills and techniques in projects involving digital photography, image editing, multimedia, and animation. ISOM 212 will also cover important web design themes such as accessibility, globalization, personalization and trust.

Term Offered

Offered Both Fall and Spring

ISOM-244	<u>Web Application Development...</u>
----------	---------------------------------------

Prerequisites

[CLOSE](#)

SOM 120 OR ISOM 120 OR ISOM 212

Course Credits

3.00

Description

This first course in Internet application development equips students with the principles, methodology and skills required to define, develop and deploy a fully functional dynamic web application. Students will learn how 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, XML, and scripting. Each class will include hands-on lab work. A term project will be used to wrap the course content together.

Term Offered

Offered Spring Term

ISOM-301	<u>Business Analysis for Management...</u>
----------	--

Prerequisites

[CLOSE](#)

Take MGT-317 and junior status

Course 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.

Term Offered

ISOM-310	<u>Management Information Systems...</u>
----------	--

Prerequisites

ISOM 120 AND ENG 102 and at least 45 completed credits

[CLOSE](#)**Course 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

Offered Both Fall and Spring

ISOM-313	<u>Systems Analysis & Design...</u>
----------	---

Prerequisites

ISOM 310

[CLOSE](#)**Course Credits**

3.00

Description

This course covers the concepts, techniques and tools useful for 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. The course 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

Offered Both Fall and Spring

ISOM-314	<u>Structured Programming...</u>
----------	----------------------------------

Prerequisites

ISOM 120 OR SOM 120

[CLOSE](#)**Course Credits**

3.00

Description

This course develops problem solving and basic programming skills through a variety of business application assignments. The course introduces fundamental control and data structures using the VB (Visual Basic) programming language. Students learn about the concepts of structured programming, object-oriented/ event-driven programming without being exposed to the advanced principles of object-oriented programming. The course builds skills in the areas of programming logic, Visual Basic Application (VBA), interactive Windows applications, and Macro application programming. Testing and debugging techniques and the writing of well-structured code are also emphasized.

Term Offered

Offered Fall Term

ISOM-315	<u>Developing and Managing Mobile Apps...</u>
----------	---

Prerequisites

CLOSE

Course Credits

3.00

Description

This course provides a comprehensive introduction to mobile app technology and design concepts. Students learn the how to design and put in marketplace the mobile app. The course covers technology resources of the standard Microsoft mobile and location technology, such as Visual Studio, .Net, WCF, Cloud (Azure) and Location (BingMap} systems. Students will learn how to increase user experience and globalization, such as multi language presentation and mobile database management systems and their integration. Also learn how to how to publish it in windows, Apple and Android markets from your design.

Term Offered

ISOM-319	<u>Operations Managemenrt...</u>
----------	----------------------------------

Prerequisites

MGT 101, and ISOM 201, Junior Standing

CLOSE

Course Credits

3.00

Description

In this course, students are introduced to the operating component of a service/manufacturing organization where inputs such as raw material, labor, or other resources are transformed into finished services and/or goods. The following OM areas: strategic and tactical issues, product planning and process design, technology management, quality management, capacity, location, and layout planning, inventory management, forecasting and work force management issues are addressed through class discussions, readings and cases. Quantitative models, analytical tools and case studies are used to analyze problems that the business manager would face in both a local and global setting.

Term Offered

Offered Both Fall and Spring

ISOM-331	<u>Global Electronic Commerce...</u>
----------	--------------------------------------

Prerequisites

ISOM 310, or ISOM 423 or ACCT 430 & junior standing

CLOSE

Course Credits

3.00

Description

This course examines the role of information systems and e-commerce in global business competition. It considers the technological, cultural, economic, social and legal issues in the development of cross-border information systems for business or social developments. Readings and cases will be used to examine current issues, as well as opportunities and challenges. Prerequisites: ISOM 310, or ISOM 423 or ACCT 430 May also be taken concurrently.

Term Offered

Offered Fall Term

ISOM-340	<u>Security & Privacy...</u>
----------	----------------------------------

Prerequisites

ISOM 310 or 423, Junior standing

[CLOSE](#)**Course Credits**

3.00

Description

Students are introduced to 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 labs done on the same to connect theory to practice. Best practices for planning and auditing security and privacy will also be covered. Pre-requisites: ISOM 310 or ISOM 423.

Term Offered

Offered Fall Term

ISOM-341	<u>Project Management...</u>
----------	------------------------------

Prerequisites

ISOM 310, Junior standing

[CLOSE](#)**Course Credits**

3.00

Description

Project management is a critical competence to business performance in contemporary organizations. This course introduces the concepts and techniques of project management, which are applicable to the development of products, services, and information systems. Topics will include project life cycles, project management tools, project process management, and project management practices. Relevant quality management concepts and tools will also be discussed.

Term Offered

Offered Fall Term

ISOM-414	<u>Object-Oriented Programming Development With Java...</u>
----------	---

Prerequisites

ISOM 314, or other computer programming course

[CLOSE](#)**Course 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

Offered Spring Term

ISOM-423

Database Management...

Prerequisites

ISOM 310 OR ACCT 321

[CLOSE](#)

Course Credits

3.00

Description

This course provides an understanding of the role of information and databases in 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 (i.e., Microsoft Access and SQL). Techniques are examined and applied to business problems through exercises and projects. The course's cornerstone is a group project involving the implementation of a DBMS-based system which supports a realistic business application and the development of a companion user's manual.

Term Offered

Offered Both Fall and Spring

ISOM-424

Systems Prototyping Project...

Prerequisites

ISOM 313, ISOM 314, ISOM 423, and Senior standing

[CLOSE](#)

Course Credits

3.00

Description

This course is the capstone for IS majors and is designed to assist students in further developing their project management and hands-on programming skills. It emphasizes the management principles that apply to technology development along with practical skills required to develop systems to solve real world problems using the latest available technologies. Students have the opportunity to learn system design and project management concepts, and then apply these principles to projects in the business community. For this reason, the course challenges students to bring together all the computer, information systems and management skills they have acquired to produce a final, capstone project, which is presented to their clients and peers. The goal of the course is to give students experience in working with real users and state-of-the-art software tools such as Cold Fusion to prepare them for the jobs that await them in industry.

Term Offered

Offered Spring Term

ISOM-440

Enterprise Integration & Process Reengineering...

Prerequisites

ISOM 310, Junior standing

Course Credits

3.00

Description

This course provides students with 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. It also examines some of the complex organizational changes and issues including implementation challenge; risks, costs, and benefits; learning and knowledge management. Hands-on lab projects on the ERP System (provided by SAP) will be utilized to reinforce the student's understanding of important enterprise systems and business process concepts.

Term Offered

Offered Spring Term

ISOM-445

Data Mining & Business Intelligence...**Prerequisites**

ISOM 201, ISOM 310, and ISOM 423 is recommended, Junior standing

Course Credits

3.00

Description

This course provides an understanding of the business potential of 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 IT tools to analyze 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 and decision support systems 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 will be covered.

Term Offered

Offered Fall Term

ISOM-510

Independent Study in IS & OM...**Prerequisites**

ISOM 310, one upper level ISOM course, & instructor's consent

Course 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.

Term Offered

Alternates Fall & Spring

ISOM-520	<u>Internship in Information Systems...</u>
----------	---

Prerequisites

ISOM 310; One upper level ISOM course; JR standing; instructor's consent; ISOM GPA of 3.0 & Cum GPA of 2.5

[CLOSE](#)**Course Credits**

3.00

Description

Provides work experience for junior and senior IS majors, which allows the student to bridge the gap between education and practice. This course can be used to satisfy all or part of 150 hours of approved professional computer information systems experience requirement. It cannot be used as an IS major elective but can be used as a free elective. Prerequisites: ISOM 310 and one additional ISOM course, permission of the instructor and department chair, minimum ISOM GPA of 3.0, and minimum overall GPA of 2.5.

Term Offered

Alternates Fall & Spring

ISOM-550	<u>Special Topics of IS and OM...</u>
----------	---------------------------------------

Prerequisites

Prerequisites dependent on topic.

[CLOSE](#)**Course Credits**

3.00

Description

An in-depth analysis of timely and special issues in information systems or operations management. Specific topics are announced when the course is scheduled. Prerequisites are dependent on specific topic.

Term Offered

Alternates Fall & Spring

ISOM-560	<u>Experiential Component...</u>
----------	----------------------------------

Prerequisites

Junior standing; Instructor's Consent

[CLOSE](#)**Course Credits**

0.00

Description

IS majors are required to have at least 150 hours of approved professional information systems experience in order to graduate. This experience may be acquired through an internship, part-time or full-time employment, or cooperative education through the Career Services Offices. One or more positions may be used. IS majors must register for ISOM 560 during or after the

semester in which they will complete the required hours. ISOM department chair or the faculty in charge must approve a written report from the student's employer. More information on ISOM 560 can be found on the departmental website at <http://www.suffolk.edu/isom>. This is a non-credit, pass/fail course.

Term Offered

Offered Both Fall and Spring

ISOM-H120

Honors Information Technology and Productivity...

Prerequisites

Griffin Fellows Honors Students Only; GPA of 3.2

Course Credits

3.00

Description

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

Term Offered

Offered Fall Term

[CLOSE](#)

ISOM-H201

Honors Data & Decisions Analysis...

Prerequisites

ISOM 120;STATS 240 or 250; MATH 130,134,161 or 165;Griffin Fellows and Honor Students only;GPA of 3.2;

Course Credits

3.00

Description

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

Term Offered

Offered Both Fall and Spring

[CLOSE](#)

ISOM-H310

Honors Management Info System...

Prerequisites

ISOM 120 and ENG 102; JR standing; Honors class; GPA 3.2

Course Credits

3.00

Description

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

Term Offered

Offered Fall Term

[CLOSE](#)

ISOM-H319

Honors Operations Management...

Prerequisites

MGT 101 and ISOM 201 (formerly MGT 201), Junior Standing Honors section, GPA of 3.2 or higher

Course Credits

3.00

[CLOSE](#)

Description

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

Term Offered

Offered Both Fall and Spring

M	back to index
MGT-101	Business Foundations...

Prerequisites[CLOSE](#)**Course Credits**

3.00

Description

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

Term Offered

MGT-200	Leadership and Social Responsibility...
---------	---

Prerequisites[CLOSE](#)

Sophomore Status

Course 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

Offered Both Fall and Spring

MGT-301	Managing Change...
---------	------------------------------------

Prerequisites[CLOSE](#)

MGT-317

Course 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

Offered Both Fall and Spring

MGT-302 Developing Innovation Skills...

Prerequisites[CLOSE](#)**Course 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 for the twenty-first century workforce. 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 profoundly important "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. Since we assume that your life is a work of art and you are the artist, 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 Centruy Workforce." 2006. [3] Innovate America: Thriving in a World of Challenge and Change. July, 2004. National Innovation Initiative, Council on Competitiveness.

Term Offered

Summer

MGT-313 Human Resource Management...

Prerequisites

SOM 101, And Junior standing

[CLOSE](#)**Course 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

Offered Fall Term

MGT-317 Organizational Behavior...

Prerequisites

ENG 102; SOM 101 or MGT 101; must have completed 45 credits

Course 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

Offered Both Fall and Spring

MGT-320

Small Business Management...

Prerequisites

SOM-101 or MGT-101, Junior Standing

Course 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

Offered Both Fall and Spring

MGT-322

Managing Diversity in the Workplace...

Prerequisites

MGT 317 or instructor's consent, and junior standing

Course 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

Offered Both Fall and Spring

MGT-325

Career & Life Planning for Mgt...

[CLOSE](#)

Prerequisites

SOM 101 or MGT 101 and Junior standing

Course Credits

3.00

Description

The course will provide an opportunity for students to develop self-awareness, personal skills and background knowledge necessary for successful personal life/career planning. Students will develop their own life/career plans based upon materials presented in this course. In a similar manner, attention will also be given to the careers of subordinates. This course is designed primarily for seniors; however, students with junior status may be admitted with permission of instructor.

Term Offered

MGT-330

Interpersonal Effectiveness...

[CLOSE](#)

Prerequisites

SOM 101 or MGT 101 and Junior standing

Course 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

Offered Both Fall and Spring

MGT-331

Leadership...

[CLOSE](#)

Prerequisites

MGT 317

Course 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

Offered Both Fall and Spring

MGT-332

Workplace Conflict...

[CLOSE](#)

Prerequisites

Course Credits

1.00

Description

Conflict in the workplace can be an opportunity for productivity and relationship building or an upsetting emotional situation which hinders organizational effectiveness. By beginning with the causes and sources of workplace conflict which include personal differences, information deficiencies, role incompatibility, and environmental stress, this mini course will cover a collaborative and situational approach to managing workplace conflict. 1 credit.

Term Offered

MGT-335	<u>Managing Across Cultures...</u>
---------	------------------------------------

Prerequisites

MGT 101

CLOSE

Course Credits

3.00

Description

This course provides students with knowledge of and skills in international management. Students learn how cultural factors influence behavior in the workplace and in the boardroom. In addition, the course will focus on the skills and competencies needed to successfully manage culturally diverse, cross-cultural, and geographically dispersed organizations.

Term Offered

Offered Both Fall and Spring

MGT-401	<u>Negotiations...</u>
---------	------------------------

Prerequisites

MGT 317 and Junior Standing

CLOSE

Course 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

Offered Both Fall and Spring

MGT-419	<u>Senior Capstone Project Course...</u>
---------	--

Prerequisites

MGT 101, MKT 210 or MKT310, MGT 317 and ISOM 319. Restricted to seniors.

CLOSE

Course 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

Offered Both Fall and Spring

MGT-429	<u>Strategic Management...</u>
---------	--------------------------------

Prerequisites

SOM 101 or MGT 101, MKT 310, FIN 310, ISOM 319 and MGT 317

Course 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. Prerequisites: MGT 101 (formerly SOM 101), FIN 310, MKT 210 (formerly MKT 310), MGT 317 and ISOM 319. Restricted to seniors.

Term Offered

MGT-510	<u>Independent Study...</u>
---------	-----------------------------

Prerequisites

Junior standing and instructor's consent

Course 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.

Term Offered

MGT-520	<u>Management Internship...</u>
---------	---------------------------------

Prerequisites[CLOSE](#)[CLOSE](#)[CLOSE](#)

MGT-317, Management Major, Junior or Senior Standing, GPA 3.0 or higher, Instructor's permission. Cannot take this course with any other internship course.

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

Offered Both Fall and Spring

MGT-557	<u>Managing Change...</u>
---------	---------------------------

Prerequisites

[CLOSE](#)

Course 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

MGT-H101	<u>Honors-Business Foundations...</u>
----------	---------------------------------------

Prerequisites

[CLOSE](#)

Course Credits

3.00

Description

Term Offered

MGT-H302	<u>Honors Creativity for Business and Life Success...</u>
----------	---

Prerequisites

[CLOSE](#)

Course 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 for the twenty-first century workforce. 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 profoundly important "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. Since we assume that your life is a work of art and you are the artist, 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 Offered

Occasional

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

Course 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

Occasional

MGT-H401

Honors Analytical Skills...

Prerequisites

MGT-317; Junior Standing, GPA of 3.2 or higher

Course 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

[CLOSE](#)

[CLOSE](#)

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

Occasional

MGT-H429

Honors Strategic Management...

Prerequisites

FIN 310;MKT 310;MGT 317;SOM 101 or MGT 101;ISOM 319; SR standing; Honors section; GPA 3.2

Course 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 focus- es on strategic and policy issues from the view- point 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. Prerequisites: FIN 310, MKT 310, MGT 317, SOM 101 or MGT 101, ISOM 319 Senior standing; Honors section, GPA 3.2 and higher. 1 term - 3 credits.

Term Offered

MKT-210

Principles of Marketing...

Prerequisites

Take ENG-101 or ENG-103;

Course 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.

Term Offered

MKT-313

Professional Selling...

Prerequisites

MKT 210 or MKT H210

Course Credits

3.00

[CLOSE](#)

[CLOSE](#)

[CLOSE](#)

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.

Term Offered

MKT-315	<u>Integrated Marketing Communication...</u>
---------	--

Prerequisites

MKT 210 or MKT H210

[CLOSE](#)**Course 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.

Term Offered

MKT-317	<u>Consumer Behavior...</u>
---------	-----------------------------

Prerequisites

MKT 210 or MKT H210

[CLOSE](#)**Course 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.

Term Offered

MKT-318	<u>Marketing Tools and Analysis...</u>
---------	--

Prerequisites

MKT 210 or MKT H210 and STATS 250

[CLOSE](#)**Course 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.

Term Offered

MKT-319	<u>Marketing Research...</u>
---------	------------------------------

Prerequisites

MKT 210 or MKT H210; STATS 250 OR STATS 240 AND MKT 318 or MKT-H318

[CLOSE](#)

Course 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.

Term Offered

MKT-419	<u>Mktg Policies & Strategies...</u>
---------	--

Prerequisites

MKT 210 or MKT H210; MKT 317 or MKT H317; MKT 318 or MKT-H318; MKT 319 OR MKT-H319 and Senior Standing

[CLOSE](#)

Course 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.

Term Offered

MKT-420	<u>Marketing for Entrepreneurs...</u>
---------	---------------------------------------

Prerequisites

MKT 210 or H210

[CLOSE](#)

Course 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 guerilla marketing through mass media executions, the potential ROI for both and their influence on the ultimate success of the enterprise.

Term Offered

MKT-421 Global Marketing...

Prerequisites

Take MKT-310 MKT-210 IBMK-321 MKT-H210 or IB-321;and JR Standing

Course 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.

Term Offered

MKT-423 Retail Strategy...

Prerequisites

MKT 210 or MKT H210

Course 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.

Term Offered

MKT-426 Sports Marketing...

Prerequisites

MKT 210 or MKT H210

Course 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.

Term Offered

MKT-427 Supply Chain Management...

Prerequisites

[CLOSE](#)

[CLOSE](#)

[CLOSE](#)

[CLOSE](#)

MKT 210 or MKT H210

Course 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.

Term Offered

MKT-428	<u>The Business of Sports and the Media...</u>
---------	--

Prerequisites

Take MKT-210 or MKT-H210;

[CLOSE](#)

Course 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.

Term Offered

MKT-430	<u>Sports Marketing Consulting...</u>
---------	---------------------------------------

Prerequisites

Take MKT-210 or MKT-H210; Take MKT-426, MKT-428, MKT-434, MKT-315 OR MKT-319 OR MKT-H319;

[CLOSE](#)

Course 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 baed 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.

Term Offered

MKT-434	<u>Services Marketing in the Global Environment...</u>
---------	--

Prerequisites

MKT 210 or MKT H210

[CLOSE](#)

Course 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.).

Term Offered

MKT-440	<u>New Product Development...</u>
---------	-----------------------------------

Prerequisites

TAKE MKT-210 or MKT-H210;

[CLOSE](#)

Course 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.

Term Offered

MKT-442	<u>Brand Marketing...</u>
---------	---------------------------

Prerequisites

Take MKT-210 or MKT-H210;

[CLOSE](#)

Course 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.

Term Offered

MKT-444	<u>The Business of Digital Media...</u>
---------	---

Prerequisites

MKT-210 or MKT-H210;

Course 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.

Term Offered

MKT-446	<u>High Tech Marketing...</u>
---------	-------------------------------

Prerequisites

MKT-210 or MKT-H210;

Course 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 -

[CLOSE](#)

[CLOSE](#)

Customer adoption and diffusion of high-tech products and innovations -Market introduction strategies for high-tech products and innovations

Term Offered

MKT-477 eMarketing...

Prerequisites

MKT 210 or H210

Course 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.

Term Offered

[CLOSE](#)

MKT-510 Directed Study...

Prerequisites

MKT 210 or MKT H210, instructor's consent

Course 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.

Term Offered

[CLOSE](#)

MKT-520 Marketing Internship...

Prerequisites

Minimum Of 3.0 GPA; MKT 210 or MKT H210

Course Credits

1.00

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,

[CLOSE](#)

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.

Term Offered

MKT-524	<u>Global Marketing Consulting...</u>
---------	---------------------------------------

Prerequisites

MKT-210

[CLOSE](#)

Course 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.

Term Offered

MKT-H210	<u>Honors- Principles of Marketing...</u>
----------	---

Prerequisites

Open to Griffin Fellows and Honors Students only. GPA of 3.3 or above required. Take ENG-101 or ENG-103;

[CLOSE](#)

Course 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.

Term Offered

MKT-H317	<u>Honors Consumer Behavior...</u>
----------	------------------------------------

Prerequisites

GPA of 3.2 or above required MKT-210 or MKT-H210

[CLOSE](#)

Course 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.

Term Offered

MKT-H318	<u>Honors Marketing Tools and Analysis...</u>
----------	---

Prerequisites

MKT-210 or MKT-H210 and STATS-250; GPA of 3.2 or higher

CLOSE

Course 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)

Term Offered

MKT-H319	<u>Honors Marketing Research...</u>
----------	-------------------------------------

Prerequisites

Take MKT 210 or MKT-H210 and STATS 250, MKT 318 or MKT-H318 and have a GPA of 3.2 or higher

CLOSE

Course 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)

Term Offered

MKT-H419	<u>Honors Marketing Policies and Strategies...</u>
----------	--

Prerequisites

GPA of 3.2 or above required; MKT 210 or MKT H210; MKT 317 or MKT-H317; MKT 318 or MKT-H318; MKT 319 OR MKT-H319; and have Senior Standing

CLOSE

Course 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.

Term Offered

MKT-H432	<u>Honors Marketing in Emerging Markets...</u>
----------	--

Prerequisites

GPA of 3.2 or above required. Take MKT-317 or MKT-H317;

[CLOSE](#)**Course 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.

Term Offered

MKT-H444	<u>Honors the Business of Digital Media...</u>
----------	--

Prerequisites

MKT-210 or MKT-H210;

[CLOSE](#)**Course 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.

Term Offered

P	back to index
---	-------------------------------

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

Prerequisites[CLOSE](#)**Course 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.

Term Offered

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

Prerequisites[CLOSE](#)

Junior Standing

Course 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.

Term Offered

P.AD-312	Managing Public Service Financial Resources...
----------	--

Prerequisites[CLOSE](#)

ACCT 201 & ACCT 202, or Equivalent, and Junior standing

Course 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.

Term Offered

P.AD-321	Foundations of Pub Organ Admin...
----------	---

Prerequisites[CLOSE](#)

Junior Standing

Course Credits

3.00

Description

This course provides an overview of public administration and service and serves as the basis for advanced studies in the MPA program. This course covers the structure, functions, and processes of public service organizations at various levels, including governments and nonprofit organizations. Students explore historical trends, ethical considerations, and political rationale for the present operations of public service.

Term Offered

P.AD-322	<u>Organizational Change...</u>
----------	---------------------------------

Prerequisites

Junior standing

[CLOSE](#)

Course 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.

Term Offered

P.AD-323	<u>Quantitative Analysis...</u>
----------	---------------------------------

Prerequisites

MATH 134 or STATS 250 or STATS 240

[CLOSE](#)

Course 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 multi-variate 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).

Term Offered

P.AD-324	<u>Public Sector Administrative Law...</u>
----------	--

Prerequisites

BLE 214 OR B.LW 214 OR GVT 110 or Equivalent, and Jr Standing

[CLOSE](#)

Course 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.

Term Offered

P.AD-325 Nonprofit Management...

Prerequisites

Junior Standing

[CLOSE](#)**Course 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.

Term Offered

P.AD-326 Public Service Information Based Management...

Prerequisites

Junior Standing

[CLOSE](#)**Course 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.

Term Offered

P.AD-361 Public Service Human Resource Management...

Prerequisites

Junior Standing

[CLOSE](#)**Course 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.

Term Offered

P.AD-362 Global Health, Poverty & Warming...

Prerequisites

Take MGT-101;

[CLOSE](#)**Course 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.

Term Offered

P.AD-410	Public Service Internship...
----------	--

Prerequisites

Junior standing, and permission of instructor.

[CLOSE](#)**Course 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.

Term Offered

P.AD-510	Public Admin. Ind. Study...
----------	---

Prerequisites

Junior standing, instructor's consent

[CLOSE](#)**Course 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

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

Prerequisites[CLOSE](#)

Course 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.

Term Offered

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

Prerequisites[CLOSE](#)**Course 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.

Term Offered

S	back to index
---	-------------------------------

SBS-001	Online Course Prep Workshop...
---------	--

Prerequisites[CLOSE](#)**Course Credits**

0.00

Description

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

Term Offered

SBS-101	Business Foundations...
---------	---

Prerequisites[CLOSE](#)**Course 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

Offered Both Fall and Spring

SBS-203	<u>Strategic Career Planning and Goal Setting...</u>
---------	--

Prerequisites

[CLOSE](#)

Course Credits

3.00

Description

Putting it together- linking your major choice to a career path. Students will develop the self-awareness, personal skills and knowledge necessary to successfully identify career options that relate to their academic studies. Through self-assessment, written and oral reflection, and research, students will examine and articulate their interests, skills and personal characteristics and then integrate that information to understand the many career opportunities they might pursue. They will become proficient users of various resources online and in the community, as well as the interpersonal networks useful for researching career fields and industries that will connect their studies to the world of work. Students will develop goals and begin to implement strategies for maximizing their Suffolk academic and co-curricular experiences as they proceed through to acquiring their degree and becoming life-long learners.

Term Offered

SBS-400	<u>careerLINKS...</u>
---------	-----------------------

Prerequisites

Senior standing

[CLOSE](#)

Course Credits

1.00

Description

This course is the culminating career and professional experience for seniors. It focuses on career entry and transition, networking for career and job success, impression management concept and skills, 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.

Term Offered

SBS-510	<u>Independent Study in Business...</u>
---------	---

Prerequisites

[CLOSE](#)

Course Credits

1.00- 3.00

Description

Students seeking to expand on their classroom experiences may propose a robust research project in the field of business, with a primary focus on solving a problem or problems through extensive research. Proposals must follow the instructions on the application form, including a

detailed statement of work that provides evidence sufficient to support the number of credits being requested. A full-time faculty member must agree to supervise the independent study and submit the approved proposal to the Dean's Office to be reviewed. Maximum of 3 credits allowed; to be completed in one semester.

Term Offered

SBS-520 Interdisciplinary Internship...

Prerequisites

Instructor's consent required

[CLOSE](#)

Course Credits

1.00

Description

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

Term Offered

SBS-H101 Honors-Business Foundations...

Prerequisites

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

[CLOSE](#)

Course Credits

3.00

Description

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

Term Offered

Offered Fall Term

SBS-HC110 Honors Special Topics...

Prerequisites

GPA 3.2 or higher

[CLOSE](#)

Course Credits

1.50- 3.00

Description

Term Offered

SBS-HC111 Social Cognition in the Workplace...

Prerequisites

Take SBS-HC110 and 3.0 GPA required

Course Credits

2.00

Description

Social cognition investigates what people think, feel and do and how this affects their interpretation of the (social) world and how these perceptions are the products of our social interactions. This course provides an overview of several aspects of social cognition and their impact on human interaction in the workplace. How do stereotypes and prejudices affect our judgments of whom to hire or promote? Why do people make some decisions rapidly and think they are correct? How do groups influence our perceptions of people and events? How do people manage the impressions others have of them, and how does this affect their behavior as job seekers, employees, or managers?

Term Offered

SBS-HC115

Business Writing...

Prerequisites

[CLOSE](#)

Course Credits

2.00

Description

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

Term Offered

SBS-HC125

Becoming Business Literate...

Prerequisites

[CLOSE](#)

Course Credits

1.00

Description

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

Term Offered

SBS-HC150

Cut to the Chase: Getting to the Point In Business Writing...

Prerequisites

[CLOSE](#)

Course Credits

2.00

Description

Imagination is a key component of 21st century business writing. Increasingly the business scenario is more than a dry recital of what if or if this, then that. Good scenarios must be gripping and lively. It is not enough to assemble facts and regurgitate crunched numbers. Today the scenario must be polished and fully engaged. This goes for other types of writing too. Memos and reports must have style. This is the best way to demonstrate expertise and authority. Gripping. Lively. Polished. Engaged. How to achieve these writing goals? Our course will examine the mechanics of concise writing. We will go over the essential writing, revising, and editing skills that will allow you to create copy that gets to the point and makes its point. Be prepared to offer examples of your work, rewrite and revise them. This will not be a workshop. You will not edit your peers. You will review their work, but this will not be a roundtable writing seminar. You will learn to read your own work with a critical eye. Shorter attention spans demand better writing. This course will show you how to cut your copy to better fulfill the task before you and meet your readers' needs.

Term Offered

SBS-HC151

Cut to the Chase: Getting to the Point Baseball: a Metaphor for Social Responsibility and Ethical Behavior...**Prerequisites**

3.2 GPA required

Course Credits

1.00

Description

Baseball is an American game that began in the mid 1800's and has evolved into a national pastime. This course will focus on the historical development of baseball along with issues past and present that have affected the game and the lives of Americans. These issues include segregation, diversity, honesty, integrity, loyalty and team play. Within the discussion about baseball, we will also cover other topics, including: academic strategies, wellness, citizenship and diversity. Throughout the course, we will read, write and engage in class discussion using baseball, the game in its current and past state, as it relates to ethical behavior and decision making and social responsibility. We will look at the fundamentals of the sport, some of the major players who have impacted the game to provide us with both good and bad role models. We will discuss recent and past issues and scandals, e.g. steroids, gambling, cheating, discrimination, financial gain and loyalty.

Term Offered

SBS-HC220

Leverage Your Internship...**Prerequisites**

3.3 GPA required

Course Credits

1.00

Description

Learn to effectively search out relevant internships, apply effectively, and excel on the job. Students will learn important impression management techniques even before the first day, learn to recognize workplace norms and behavioral standards, and build a personal plan of exceeding expectations on the job. Students will understand how to effectively conclude an

[CLOSE](#)[CLOSE](#)

internship and leave a positive impression. A strong focus on networking before, during and after the internship will be paired with assignments to guide students in developing personal plans of action.

Term Offered

SBS-HC230	<u>Cultural Enviornment...</u>
-----------	--------------------------------

Prerequisites

[CLOSE](#)

Course Credits

1.00

Description

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

Term Offered

SBS-HC250	<u>Your Intelligent Career: Examining and Joining the Global Knowledge Economy...</u>
-----------	---

Prerequisites

[CLOSE](#)

3.3 GPA required

Course Credits

2.00

Description

Applying your intelligence to your own career- and not just to the jobs you will be asked to fill- is fundamental to the health of the global, knowledge-based economy. It is also fundamental to your personal career success within that economy. Yet, it is hard to gather good advice. Organizations pursue "talen management" programs based on their own rather than their employee's interests. Management consultants echo the interests of the organizations that they serve. Scholars give selective advice that reflects the particular academic discipline in which they have been trained. What is needed is a broad survey of the principal tasks and challenges that present and future brainworkers will face. This course will provide such a survey, as well as a series of exercises and conversations to help students gain direct exposure to the issues they will face.

Term Offered

SBS-HC251	<u>Gandhi's Leadership...</u>
-----------	-------------------------------

Prerequisites

[CLOSE](#)

3.3 GPA required

Course Credits

2.00

Description

Leadership has a special place in the Sawyer Business School. Our mission declares: 'We create a learning environment that enables our students to emerge as successful leaders in the practice of global business and public service.' As you look around, you will see various forms and styles of leadership in the professors you meet, the student clubs you attend, your community, and the political party that you are inclined to support. As business students, these

provide you with opportunities to observe learn and reflect on its applicability in the business world. Even as the daily newspapers fill us with information of violence in another part of the world, we would take time in this course to reflect on the leadership of a man who used non-violence and 'truth force' as part of his leadership style. The course will use segments of the Richard Attenborough film Gandhi to understand Gandhi's actions in South Africa and India, and derive principles of leadership. This will be compared to other leaders who were present at times of major transformations and had a role in them, such as Kemal Ataturk, Yasser Arafat, Martin Luther King, Aung San Suu Kyi, Abraham Lincoln, Nelson Mandela, Jack Welch, Lee Kwan Yew, and Mao Zedong; you will choose one (from within or outside this list) with whom you will compare Gandhi. While discussing leadership styles, we will bear in mind their applicability in an organizational context.

Term Offered

SBS-HC252

Global Business Ethics...

Prerequisites

Take BLE-215; 3.3 GPA required

Course Credits

2.00

Description

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

Term Offered

SBS-HC254

Venture Capital in the U.S. and Abroad...

Prerequisites

3.2 GPA required

Course Credits

2.00

Description

Venture capital has played a major role in the financing of technology and biotechnology firms, including Human Genome, Powersoft, and E-Bay. With capital made available to such firms through venture capitalists, many are poised to become the Microsofts and "Apples" of tomorrow. Yet, the venture capitalist assumes a calculated risk, investing significant money in exchange for an ownership stake in these companies. This seminar will focus on how venture capitalists (VCs) finance American and international start-up companies, the qualities VCs identify to determine a winning formula for corporate success, and the pitfalls that can result during the start-up phase of a company. Students will learn the importance of due diligence when conducting management, industry, and investment research to determine a start-up company's financial attractiveness to the venture capital firm. Class activity will include role playing exercises in which students act as venture capitalists, performing due diligence on a start-up company seeking venture financing. Two guest speakers will also be scheduled to speak about their experiences in the industry. We will also explore the similarities and differences between private equity and venture capital.

Term Offered

SBS-HC255

Gandhi's Leadership...

[CLOSE](#)

[CLOSE](#)

Prerequisites

3.3 GPA required

Course Credits

1.00

Description

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

Term Offered

SBS-HC260

[Opportunities and Career in Finance...](#)**Prerequisites**

3.2 gpa; 54 credits; Finance or Accounting or Economics major or minor or permission of the instructor

Course Credits

1.00

Description

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

Term Offered

SBS-HC261

[Opportunities and Career in Finance...](#)**Prerequisites**

3.2 gpa; 54 credits; Finance or Accounting or Economics major or minor or permission of the instructor

Course Credits

2.00

Description

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

Term Offered

SBS-HC277

Professional Presentations...**Prerequisites**CLOSE**Course Credits**

1.00

Description**Term Offered**

SBS-HC300

Case Analysis/Presentation...**Prerequisites**CLOSE

Take MGT-101 and ISOM-120; 3.3 GPA required

Course Credits

2.00

Description

Case Analysis/Presentation

Term Offered

SBS-HC310

Understanding the Amazing Boston Economy A Roadmap...**Prerequisites**CLOSE**Course Credits**

2.00

Description

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

Term Offered

SBS-HC350

Going Green: the New Road to Corporate Sustainability...**Prerequisites**CLOSE**Course Credits**

2.00

Description**Term Offered**

SBS-HC351

Successful Networking...

Prerequisites

3.2 GPA required

Course Credits

2.00

Description

Term Offered

[CLOSE](#)

SBS-HC352

Writing for Accountants...

Prerequisites

ACCT-321; 3.3 GPA required

Course Credits

1.00

Description

The main objective of this course is to explore what accountants write and develop the skills necessary to write these materials effectively. Specific topics to be addressed are the writing process; organizing for coherence and clarity; grammar, punctuation, and spelling; and the design of accounting documents. Also discussed will be ethical considerations, the importance of listening skills to the communication process, the preparation of oral presentations, and the ability to interact with others in a respectful and professional way.

Term Offered

[CLOSE](#)

SBS-HC353

Operation Management: the Key to Boston's Economic Success...

Prerequisites

Take ISOM-319; 3.2 GPA required

Course Credits

2.00

Description

The goal of the class is to explore, investigate and address how operational principles and practices are currently utilized to differentiate successful companies which operate in several Boston area industries . The industries to be studied include: health care, tourism, transportation, technology, state government, professional sports, food services and higher education. Knowledge will be gained by visits to companies that operate within these sectors, formal lecture and when possible executive roundtable talks with respected business leaders from each industry. In lieu of requiring a text, there maybe surcharges to students when we visit operating companies. This can include subway charges or entry to guided visits at TD Garden or Fenway Park.

Term Offered

[CLOSE](#)

SBS-HC355

Special Topics in Business Ethics...

Prerequisites

Take BLE-215; 3.2 GPA required

Course Credits

2.00

[CLOSE](#)

Description
Honors Special Topics in Business Ethics

Term Offered

SBS-HC356 Business in the European Union...

Prerequisites
3.2 GPA required

[CLOSE](#)

Course Credits
2.00

Description

Term Offered

SBS-HC361 Bldg. a Client Base: Strategies and Tools...

Prerequisites

[CLOSE](#)

Course Credits
1.00

Description

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

Term Offered

SBS-HC510 Honors Independent Study...

Prerequisites

[CLOSE](#)

GPA of 3.3 and above; requires Dean Lerman's signature

Course Credits
1.00- 2.00

Description

Honors Independent Study

Term Offered

SIB-101 Globalization...

Prerequisites

[CLOSE](#)

Course 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

Offered Both Fall and Spring

SIB-321

Introduction to International Business...

Prerequisites

Take IB-101 HST-149 or HST-150;

Course 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

Offered Both Fall and Spring

SIB-419

Global Business Theory & Practice...

Prerequisites

MKT 210; MGT 317; FIN 310; ISOM 310; ISOM 319; IB 321

Course 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

Offered Both Fall and Spring

SIB-429

Strategic Management...

Prerequisites

SBS 101 or MGT 101, MKT 210, FIN 310, ISOM 319 and MGT 317

Course 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

Offered Both Fall and Spring

[CLOSE](#)

[CLOSE](#)

[CLOSE](#)

Prerequisites

Senior standing and instructor's consent required

[CLOSE](#)**Course 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.

Term Offered

SIB-510

Direct Study in Strategy and International Business...**Prerequisites**

instructor's consent

[CLOSE](#)**Course 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

Offered Both Fall and Spring

SIB-520

Strategy and International Business Internship...**Prerequisites**

IB 321, Department Chair approval required before registration

[CLOSE](#)**Course Credits**

3.00

Description

A project-based course that provides 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 take place outside the student's

primary country of residence. Non-US students can pursue internships in the US. The internship must involve at least 100 hours of work. To be eligible, students cannot receive monetary compensation for the internship. The company offering the internship must agree to evaluate the student's performance by completing an Internship Evaluation Form. Students must find a faculty supervisor who will evaluate and guide their academic work during the internship, as well as other internship-related assignments, and assign a grade upon completion of all internship requirements. Students must successfully complete both the internship and all of the academic requirements of SIB 520 in order to earn a passing grade.

Term Offered

Offered Both Fall and Spring

SIB-550 Special Topics in Strategy and International Business...

Prerequisites[CLOSE](#)**Course Credits**

3.00

Description

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

Term Offered

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

Prerequisites[CLOSE](#)

Sophomore Standing

Course Credits

0.00

Description

All majors are required to participate in overseas travel as a part of their major. This requirement may be satisfied by completing a minimum of one travel seminar or a semester abroad. 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 travel must be pre-approved by the Undergraduate Programs Dean's Office to ensure optimum credit distribution.

Term Offered

Offered Both Fall and Spring

SIB-H101 Honors Globalization...

Prerequisites[CLOSE](#)

Limited to students with less than 53 credits. GPA 3.2 or higher.

Course 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

Offered Both Fall and Spring

SIB-H429	<u>Honors Strategic Management...</u>
----------	---------------------------------------

Prerequisites

FIN 310;MKT 310;MGT 317;SOM 101 or MGT 101;ISOM 319; SR standing; Honors section; GPA 3.2

Course 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 focus- es on strategic and policy issues from the view- point 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

Offered Both Fall and Spring

[CLOSE](#)