

# Department of Business Studies

*Associate Professors:* Joseph T. Foley (Chairperson), Daniel J. Jones, Francis A. Marino, J. Bart Morrison, Jennifer M. Niece (Coordinator); *Assistant Professors:* Arlene DeWitt, Robin Frkal, Cary LeBlanc, Bridget Leonard, Michael Lewis, Elizabeth O'Hara, Catherine L. Pastille; *Professors of Practice:* Eric Drouart, Megan Hill, Kevin Kelly; *Visiting Assistant Professors:* Paul Bailey, Bryan Coleman, Zachary Daniels, Paul Piwko; *Lecturers:* Philip Benvenuti, Thomas L. Fitzpatrick, Mary Kingsley, Justin Lundberg, Michael Matraia.

The Department of Business Studies offers majors and minors that, when combined with substantial background in the liberal arts disciplines, provide our students with the knowledge and skills valued by the business world. Our majors also focus on helping students build socially responsible lives with ethical cores.

## MISSION STATEMENT

The Business Studies Department of Assumption College offers undergraduate programs of study in accounting, international business, management, marketing, and organizational communication and a graduate business program with concentrations in management, marketing, accounting, finance, and international business. These programs are part of the College's professional studies.

The general mission of the Business Studies Department is to create a challenging learning environment that prepares students for professional employment in the private, public, and nonprofit sectors and/or graduate study. Assumption College has a strong liberal arts tradition, and Business Studies programs augment the liberal arts courses by developing business students who:

- gain fundamental knowledge, concepts, and theory of the disciplines we teach;
- are proficient in technical and professional skills related to the disciplines we teach;
- understand and can perform in a professional environment that is multi-cultural and global;
- possess the knowledge and ability to understand ethical reasoning and act in a socially responsible manner;
- can exercise critical thinking and creative problem solving skills and know how to make decisions;
- are able to communicate effectively;
- are able to relate well to others and to perform well as an individual or as part of a team.

## MAJOR IN INTERNATIONAL BUSINESS (18)

The International Business major is designed to provide students with a particularly wide variety of learning experiences designed to prepare them to function successfully in global environments. International Business students need to understand the history, language, and practices of other cultures. Along with a strong foundation of business courses, this major draws upon the strengths of related liberal arts disciplines such as foreign language, literature, history, geography, philosophy, political science, and theology. Upon graduation, students are prepared to enter a global organization in the functional areas of marketing, management and manufacturing or to seek government employment with agencies such as the Foreign Service, Department of Commerce, and the many other agencies that have international involvement, or to enter a corporate management training program, or to proceed to graduate studies.

### First Year

Fall	Spring
MGT 100 Introduction to Management ACC 125 Principles of Accounting I Foreign Language at Level 3 or higher *	MGT 102 Introduction to Organizational Behavior ACC 126 Principles of Accounting II MKT 101 Principles of Marketing

\* Language competency may be satisfied through Advanced Placement Exam at Level 4. If foreign language competency is satisfied through AP credits, then 2 International Business Core Electives must be taken instead of 1 – see list below.

If not taken during the First year, the above courses should be taken during the Sophomore year.

### Sophomore Year

Fall	Spring
ECO 110 Microeconomics (For ECO 115, take the Excel placement exam or CSC 110)	ECO 111 Macroeconomics ECO 115 Statistics

Note: ECO115 requires students to have taken MAT114 prior to or at the same time. The course also requires successful prior

completion of the one-credit CSC110 or a passing score on an Excel placement exam.

### Junior Year – students may take the courses below during either Fall or Spring

Note: MGT 230 and ECO 325 should be taken during Junior year – all other courses can be taken as a Senior.

MGT 230 Decision Analytics for Managers	Cultural Literacy Depth #1 – see list below
INB 306 International Marketing	ECO 325 Corporate Finance
INB 307 International Management	

Note: If intending to apply to the Accelerated M.B.A. – Management Track, complete the application during the Spring of Junior year in order to take two M.B.A. classes during Senior year.

### Senior Year – students may take the courses below during either Fall or Spring

International Business Core Elective – see list below	Cultural Literacy Depth #3 – see list below
Cultural Literacy Depth #2 – see list below	MGT 400 Strategy

#### International Business Core Elective (choose 1 course or 2 if Foreign Language competency satisfied by AP credits)

INB 318 Asian Business Practices **OR** INB 320 European Business Practices

INB 334 International Communication: Organizational Perspectives

BUS 330 Global Social Entrepreneurship

BUS 399 Internship in Business

BUS 444 Honors Capstone in Business

ECO 353 International Trade

OR

ECO 354 International Finance

#### Area III: Cultural Literacy Depth (3 courses)

The focus of this area is to build knowledge of other cultures. Additional courses which clearly support this learning goal will be approved by the Chair, Department of Business Studies. Some courses count as Global Awareness courses in the Core curriculum.

##### GEOGRAPHY

GEO 108 World Population Issues

GEO 222 Regional Geography of South America

GEO 251 Economic Geography

##### HISTORY

HIS 235 France since 1789

HIS 242 Russia since 1917

HIS 251 Latin America since 1821

HIS 265 Peace Studies

HIS 267 United States Foreign Relations since 1776

HIS 272 Germany since 1890

HIS 282 Japan From 1868 to Present

HIS 283 Modern China: War and Revolution

HIS 291 Islamic Middle East II

HIS 306 European Primacy, 1870 to the present

HIS 310 Diplomatic History of Europe in the 20th Century

HIS 363 The Vietnam War

HIS 368 The Cold War

##### PHILOSOPHY

PHI 365 Late Modern Philosophy

##### POLITICAL SCIENCE

POL 207 Peace and War

POL 371 Foreign Policy and Diplomacy

POL 375 The Study of International Relations

##### ANTHROPOLOGY

ANT 131 Cultural Anthropology

##### THEOLOGY

## SIX-IN-FIVE ACCELERATED M.B.A. PROGRAM

The Department of Business Studies offers two Accelerated M.B.A. tracks that allow students to earn a B.A. and M.B.A. degree in five years instead of the six years these two degrees customarily require. Undergraduate students that are on-track to complete the core requirements in addition to the required courses for their major may take up to two M.B.A. courses in their senior year. Graduate coursework during the senior year counts toward the undergraduate degree, as well as the graduate degree, so students in this program will graduate with their Bachelor's Degree on schedule. Then, upon completion of one additional year of graduate study (the fifth year), students will be awarded a Master of Business Administration Degree. Admission to the Six-in-Five Accelerated M.B.A. Program requires a strong undergraduate record of academic success. Students who have earned a GPA of 3.2 or above follow a "fast-track" application process.

## ACCELERATED M.B.A. – ACCOUNTING TRACK

The Accelerated M.B.A. Accounting Track is offered to students who hold an undergraduate degree in Accounting. This program is specifically designed to provide recent graduates the academic and practical experience needed to sit for the CPA exam and pursue careers in public accounting. Students interested in the Six-in-Five Accelerated M.B.A. Accounting Track should consult with Accelerated M.B.A. Accounting Track Coordinator, Prof. Jennifer Niece, early in their junior year to plan their course of study and job search activities.

## ACCELERATED M.B.A. – MANAGEMENT TRACK

The Accelerated M.B.A. Management Track is open to all undergraduate students regardless of their declared major. Today's businesses and today's world need citizens who can think with insight, communicate clearly, and exercise good judgment both in and out of the workplace. This program is designed to provide students with the best of a Catholic liberal arts education and advanced professional training in business. Graduates of this program will receive highly relevant professional training and be poised to launch successful careers in a variety of fields. Students interested in the Six-in-Five Accelerated M.B.A. Management Track program should seek advising from the Director of M.B.A. Programs, Prof. Robin Frkal, early in their junior year in order to plan their course of study.

*A NOTE ON PRE-LAW: The American Bar Association confirms that majors and minors across the curriculum combined with a strong liberal education provide excellent preparation for law school. Assumption's Pre-Law Program provides personalized advising, co-curricular activities, and development opportunities for all students considering law school. See the "Pre-Law" section under "Pre-Professional Programs of Study." Above all, students considering law school should choose a major that interests them, pursue academic excellence in that field, and contact the pre-law advising coordinator Prof. Carl Keyes, Department of History, ckeyes@assumption.edu or 508 767-7324.*

## Course Descriptions

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### INTERNATIONAL BUSINESS (INB)

#### INB 306 INTERNATIONAL MARKETING

This course explores marketing across national boundaries and within foreign countries, as well as the coordination of marketing in multiple international markets. It examines plans, strategies, and tactics that are developed to cope with the problems and opportunities presented in the international arena. Specific topics will include cultural differences, marketing intelligence, foreign market entry, product policy, distribution, advertising/promotion, pricing, planning, and controlling the international marketing organization. The student will be exposed to the unique challenges and the decision-making processes that are integral to marketing on a global basis. An appreciation will be developed for the ever-changing environmental factors and risks (economic, cultural, and political/legal) that impact the international marketing field. The course will include readings, lectures, discussions, cases, reports, and presentations. Prerequisites: MGT 100, MKT 101, and Junior/Senior standing or permission of instructor. (Fall)

Drouart/Three credits

**INB 307 INTERNATIONAL MANAGEMENT**

This course provides an in-depth examination of the managerial issues confronting managers as they plan, organize, staff, and control global/transnational operations. The basic premise is that management in a global environment differs in many ways from management of a firm doing business within national boundaries. Specific topics include the cultural context of international business, planning, implementation, personnel selection, labor relations, communication, motivation, control, and ethics/social responsibility. The course includes readings, lectures, cases, experiential exercises, and discussions. Prerequisites: MGT 100, MKT 101, and Junior/Senior standing or permission of instructor. (Spring)

*Drouart/Three credits*

**INB 318 ASIAN BUSINESS PRACTICES**

This course examines the evolving business practices of Asian countries vis-à-vis a scrutiny of influences, such as history, geography, demography, religion, value systems, politics/legal structures, and language(s). This will provide the student with both a multicultural sensitivity and a basic set of skills for functioning in specific Asian markets. The course is grounded, but certainly not limited to, the major countries of the region: China (PRC/ROC), Japan, North and South Korea, Brunei, Indonesia, Malaysia, Philippines, Singapore, Thailand, India, Pakistan, Sri Lanka, Vietnam, Myanmar, Cambodia, and Laos. Prerequisite: MGT 100, MKT 101, or permission of instructor.

*Drouart/Three credits*

**INB 320 EUROPEAN BUSINESS PRACTICES**

The course examines the evolving business practices of European countries vis-à-vis a scrutiny of influences, such as history, geography, demography, religion, value systems, political/legal structures and languages(s). This will provide the student with both a multicultural sensitivity and a basic set of skills for functioning in specific European markets. This course is grounded, but certainly not limited to the major countries of the region: Austria, Belgium, Denmark, Finland, France, Germany, Greece, Ireland, Italy, Luxembourg, Netherlands, Portugal, Spain, Sweden, and the United Kingdom. Prerequisite: MGT 100, MKT 101, or permission of instructor.

*Drouart/Three credits*

**INB 334 INTERNATIONAL COMMUNICATION: ORGANIZATIONAL PERSPECTIVES**

This course is an introduction to the major theories and concepts of intercultural communication as they apply to business organizations. It emphasizes a process approach to the study of written, oral and non-verbal communication between persons of different cultures as they communicate with each other, work together on teams, and conduct business negotiations. Prerequisite: MGT 100. (Spring)

*Frkal, Staff/Three credits*