

# 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.

## MINORS IN BUSINESS

Students interested in learning more about business beyond the level of the introductory courses are encouraged to consider the minors in Accounting, Fraud Examination and Forensic Accounting, Marketing, International Business, Management, and Sport Management. Coupling a minor with a liberal arts major creates an attractive program. Minors must be formally declared, using the Declaration of Minor form, which must be signed by the chair of the Business Studies department.

## MINOR IN SPORT MANAGEMENT (7)

### Required (5)

MGT100	Introduction to Management
MKT101	Principles of Marketing
ACC 125	Principles of Accounting I
MGT 342	Sport Management
MKT 344	Sports Marketing

### Electives (2)

BUS 340	Sport Internship
MKT 346	Sport Media and Communication
MGT 350	Professional and Ethical Responsibilities in the Sport Industry
ECO216	Sports Data Analysis

ECO 340	Economics of Sports
ENG 302.01	Special Topics in Journalism: Sports Writing I
ENG 302.02	Special Topics in Journalism: Sports Writing II
PSY 212	Sports Psychology

## Course Descriptions

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### BUSINESS (BUS)

#### **BUS 215 BUSINESS LAW I**

An analysis of the legal environment of business. Emphasis is on the basic structure of legal rights and obligations and their impact on business decisions. Prerequisites: Not open to Freshmen, preference to Junior and Senior business majors.

Fitzpatrick, Kingsley/*Three credits*

#### **BUS 250 PERSONAL FINANCE**

This course will examine personal choices and the realization of an individual's financial objectives. Creating an overall personal financial plan is the focus of the course. Money management, investment selection, consumer credit, housing, inflation, income taxes, transportation, insurance, retirement and estate planning are included in the discussion. Students will strive to develop a solid grounding in personal financial management principles. The department encourages enrollment of non-accounting and non-business majors. Prerequisite: Senior standing or instructor's permission. (Spring)

Foley/*Three Credits*

#### **BUS 304 BUSINESS RESEARCH**

Students will learn how to scan the environment of changing conditions in order to identify specific business opportunities and problems. The course teaches the following techniques for collecting and analyzing data: research objectives, research design, data collection, sampling procedures, field work, statistical analysis, and reporting the research findings. Discussion focuses on how business research fits the decision-maker's needs. Prerequisites: MKT 101, ECO 115, and Junior/Senior standing or permission of instructor. (Spring)

Drouart/*Three credits*

#### **BUS 320 ISSUES IN CORPORATE GOVERNANCE AND WHITE COLLAR CRIME**

This course covers the subject of corporate governance focusing on the roles of top management and the board of directors. Recent changes initiated by the Sarbanes Oxley Act are discussed. The importance of ethical leadership is stressed. The course also covers the subject of white collar crime, defining and discussing the major types of this criminal activity. The roles of top management and the board of directors in both the commission and the prevention of white collar crime are covered at length. Various resources such as recent cases of white collar crime, and websites such as those of the FBI and the National White Collar Crime Center are incorporated into the course. Prerequisites: MGT 100 and ACC 125 and 126. (Fall)

Matraia/*Three credits*

#### **BUS 330 GLOBAL SOCIAL ENTREPRENEURSHIP**

This course examines the role of micro-lending as a tool in helping the poor in developing countries obtain small loans to improve themselves, their families and communities. We will explore global poverty with a particular emphasis on its effect in the Philippines and the Congo. We will develop an in-depth understanding of micro finance concepts, theories and practice. Students will experience first-hand how to develop and implement a micro-lending program. Working in collaboration with Assumptionist priests, students will market the Assumption Micro-lending Program (AMP), raise donor funds, establish business practices, evaluate loan and regional risks, understand local and national culture where loans are being provided, apply basic accounting practices for the program, and establish monitoring and performance criteria. Throughout the course students will encounter issues related to gender, race, ethnicity, and culture, which all play a role in the establishment and effectiveness of micro-lending programs. Prerequisites: MGT 100, MKT 101, ACC 125.

LeBlanc/*Three credits*

**BUS 340 SPORT INTERNSHIP**

This course is designed to expand the student's current knowledge in the field of sport management. Students will gain experience in leading and planning sport activities through an internship in professional/amateur sports organizations, sports commissions, and sports agencies (i.e., 'sport-related' sites) and work a minimum of 120 hours for the semester. This is a valuable opportunity for students to gain practical work experience, apply concepts and skills learned in the classroom, and develop professional contacts within the sports community. The course is open to junior/senior students approved by the instructor who meet the college-wide internship standard of a minimum GPA of 2.8. Prerequisites: MGT 342, MKT 344. (Spring)

*O'Hara/Three credits*

**BUS 385 INDEPENDENT STUDY IN MANAGEMENT, MARKETING, INTERNATIONAL BUSINESS, OR ORGANIZATIONAL COMMUNICATION**

Open to highly qualified junior and senior majors. Permission of the department chair is required.

*Staff/Three credits*

**BUS 395 SPECIAL TOPICS IN MANAGEMENT, MARKETING, INTERNATIONAL BUSINESS OR ORGANIZATIONAL COMMUNICATION**

This course permits the study of selected topics as designated by the instructor. Topics will change each time the course is offered.

*Staff/Three credits*

**BUS 399 INTERNSHIP IN BUSINESS**

This course is open to junior/senior students approved by the instructor who meet the college-wide internship standard of a minimum GPA of 2.8. It provides the interning student with a valuable experiential learning opportunity, and includes field-based training experience in either the private, industrial, not-for-profit, or governmental sectors. Students must attend weekly seminar meetings to complete regular academic assignments and process observations about the internship experience. Students complete a major paper that links theory in the field to the internship experience.

*DeWitt/Three credits*

**BUS 444 HONORS CAPSTONE IN BUSINESS**

In this course, each student will produce an independent research thesis in business. The capstone work will entail a faculty-student research project directed by a Business Studies faculty member. (The project was proposed and approved during the Honors Seminar.) A summary of the capstone work will be presented at the Honors Colloquium at the end of the semester.

Prerequisites: HON 300 and membership in the Honors Program.

*Staff/Three credits*

## MANAGEMENT (MGT)

**MGT 100 INTRODUCTION TO MANAGEMENT**

This course introduces a systems approach to managing organizations and focuses on the planning, organizing, leading, and controlling tasks and functions of managers. Students are given the opportunity to develop key managerial skills such as self-management, team management and organizational management that support effective performance. The course includes an introduction to basic Microsoft Excel, Word, and presentation software for business communication. Ideally, MGT 100 should not be taken in same semester as MKT 101.

*Drouart, Frkal, Kelly, LeBlanc, Lewis, Pastille, O'Hara/Three credits*

**MGT 102 INTRODUCTION TO ORGANIZATIONAL BEHAVIOR**

This course focuses on developing an understanding of individual characteristics and interpersonal and organizational processes and how they influence organizational outcomes such as performance, creativity, citizenship behavior, stress, deviance and ethical behavior. Students will have an opportunity to develop their managerial/leadership style through experiential learning. Topics include: personality theory, learning, motivation, power and justice, conflict/negotiation skills, decision making, leadership and team dynamics, communication, and organizational culture. Prerequisite: MGT 100

*Frkal, LeBlanc, Lewis, Pastille /Three credits*

**MGT 220 PRODUCTION AND OPERATIONS MANAGEMENT**

Examines the productive function of a variety of organizations using two approaches: manufacturing management and operations management (applicable to services, not-for-profit, and public organizations). Develops an understanding of such standard tools and techniques as forecasting, process design, inventory models, break-even analysis, and project scheduling. Deals with topics pertaining to capacity management, such as facilities planning and technology planning. Prerequisite: MGT 230.(Spring)

Staff/Three credits

**MGT 230 DECISION ANALYTICS FOR MANAGERS**

In an increasingly complex world, decision analysis has a major role to play helping produce insight and promote creativity to help decision-makers make better decisions. Business analytics are becoming a critical capability for enterprises of all types, for profit or non-profit, domestic or international. Solving organizational problems requires understanding of many functional areas, including marketing and sales, human resources, accounting, operations, engineering and others. In this course students will gain knowledge of theory and practical applications of decision analysis. Using cases, students will identify pertinent information, perform analysis using key tools including analytical software, and develop effective solutions supported by data. Concepts we will explore include, decision trees, probability, risk assessments, group decision-making, resource allocation and scenario planning. Prerequisites: MGT 100, ECO 115 or PSY 224 or SOC 300.

Kelly/Three credits

**MGT 300 HUMAN RESOURCES MANAGEMENT**

This course examines the relationship of an employee to the total organization. It investigates strategic human resources decisions, such as job evaluation and design, human resources planning, and recruiting/selecting. It also explores administrative decisions, such as training and development, performance appraisal, promotion and transfer, compensation, discipline, employee relations, and due process. The course focuses on new and changing responsibilities of the personnel manager, such as affirmative action, safety and health, demands for job satisfaction, and environmental protection. Prerequisites: MGT 100, and Junior/Senior standing.

LeBlanc, Pastille/Three credits

**MGT 301 BUSINESS AND SOCIETY**

Investigates selected components of the macro-environment which surround any organization, and which have a growing impact on managerial processes and decision-making. Specifically examines changing business values, the impact of rapidly changing technology, business ethics, government-business relations, and rapidly shifting societal expectations. Also explores selected issues such as business responsibility with regard to pollution control, energy conservation, health and safety of employees, and employment of minorities. Prerequisites: MGT 100 and Junior/Senior standing. (Fall)

Lewis, Pastille/Three credits

**MGT 302 MANAGEMENT INFORMATION SYSTEMS**

Examines the role of information in the organization for purposes of defining and implementing goals and objectives and guiding operational decisions. Treats information as a key organizational resource parallel to people, money, materials, and technology, and views information and its uses within a general systems framework in its utilization for purposes of planning, operations, and control. It also surveys specific MIS tools such as simulations, planning, programming, budgeting system, flowcharting, and cybernetic theory. Prerequisites: MGT 100, and Junior/Senior standing. (Spring)

Staff/Three credits

**MGT303 PURCHASING AND SUPPLY MANAGEMENT**

This course is designed to provide the student with an understanding of the planning and controlling of the total flow of materials through an organization. Topics to be covered included purchasing, quality assurance, sources of supply, international buying, contracts and pricing practices, negotiation, make or buy decisions, institutional and governmental purchasing, legal considerations, computer-based systems, traffic, receiving, storage, and control of materials and final products so that usage of personnel, facilities, and capital is optimized. Case studies will enhance learning objectives. (Fall)

Staff/Three Credits

**MGT 305 STRATEGIC LEADERSHIP**

Leadership is the process of transforming organizations from what they are to what the leader would have them become. This course builds upon the basic knowledge of leadership theory and practice provided in an introduction to management and organizational behavior course, and prepares the student for a capstone course in business strategy by (1) expanding the scope

and depth of the student's knowledge of leadership theories in the context of creating strategy in a globalized world, (2) building the student's capacity to apply leadership theory to situations arising from the economic, social and environmental conditions that are transforming our world in the early 21st century, and (3) developing the student's self-knowledge of his or her actual as well as desired leadership style. Prerequisites: MGT 100.

*Pastille/Three credits*

### **MGT 311 DIVERSITY IN THE WORK FORCE**

The purpose of this seminar is to explore the issues and the challenges of managing an increasingly diverse work force. The course focuses on preparing students to work and to manage in multicultural organizations. Special emphasis is placed on topics related to the impact of gender, race, and ethnicity, and other differences on interpersonal relations and group behavior within a managerial organizational context. Prerequisite: MGT100 or permission of instructor.

*LeBlanc/Three credits*

### **MGT 315 SERVICES MANAGEMENT**

This course provides students with the concepts and tools necessary to manage service operations effectively. The strategic focus should also provide entrepreneurially inclined students with the foundation to start their own service business. The course explores the dimensions of successful service firms, prepares students for enlightened management, and suggests creative entrepreneurial opportunities. Beginning with the service encounter, service managers must blend marketing, technology, people, and information to achieve a distinctive competitive advantage. This course looks at service management from an integrated viewpoint. The material integrates marketing, strategy, technology, and organizational issues. Prerequisites: MGT 100, MKT 101.

*Staff/Three credits*

### **MGT 325 SMALL BUSINESS AND ENTREPRENEURSHIP**

The course is designed to provide a comprehensive and integrated introduction to the challenges of starting and managing a small business. In this course, students will build on an interdisciplinary foundation of accounting, management, and marketing to address the problems and decisions of starting, growing, and managing a small business. Prerequisites: MGT 100, MKT 101, ACC 125, ACC 126.

*Coleman, Foley, Kelly/Three credits*

### **MGT 330 ORGANIZATIONAL INNOVATION**

How do organizations become better innovators? How do managers foster a culture of innovation within teams and organizations? This course will help students understand the relationship between creativity and innovation, and how individuals, teams, and organizations can increase their capacity for innovative thinking and creativity. Using case studies, students will explore and analyze innovation of various organizations and industries. Students will be introduced to product, process, and business model innovation and experience using tools and approaches such as brainstorming, design thinking, how-why laddering, and various mapping techniques. Prerequisites: MGT 100, MGT 102, MKT 101.

*Lewis/Three credits*

### **MGT 331 FRAUD EXAMINATION**

This course examines the subject of fraud from both management and accounting perspectives. Utilizing a variety of techniques including text, lecture, case studies, and occasional training videos, the course seeks to familiarize students with the conditions which facilitate fraud, the profile of the fraud perpetrator, common types of fraud, and methods of prevention, detection, and resolution. Numerous historical cases of fraud are examined. Prerequisites: ACC125 and 126, MGT100.

*Benvenuti/Three credits*

### **MGT 342 SPORT MANAGEMENT**

Sport has become a multibillion dollar industry, and as such, requires increasingly sophisticated and innovative management. This course introduces students to the business of sport. Students will learn the concepts, principles, and practices of managing sport organizations and sporting events as well as gaining an overview of the sport industry. This course builds on the skills and knowledge from an introductory management and organization course as students learn to apply organizational, management, and leadership principles to sport organizations. Students will also study change and innovation in both sport organizations as well as the sport industry. Prerequisite: MGT 100

*Lewis, Lundberg, O'Hara/Three Credits*

### **MGT 350 PROFESSIONAL AND ETHICAL RESPONSIBILITIES IN THE SPORT INDUSTRY**

The culture of winning reflects a set of longstanding American values. During contemporary times, issues in sport such as performance enhancing drugs, cheating, and violence have become important topics for sport managers. This course examines the professional and ethical responsibility of the sport manager, as well as ethical issues confronted by sport managers. Students will be asked to not only identify these issues within the sport industry environment, but also to analyze, discuss, and debate the sport manager's professional and ethical responsibility in addressing these issues through ethical decision making. Students will also explore principle-centered leadership in sport. Prerequisite: MGT 342

*O'Hara/Three credits*

### **MGT 400 BUSINESS STRATEGY (CAPSTONE)**

This course serves to integrate prior studies in management, marketing, human resources, organizational behavior, production, finance, and accounting. The primary objective is to develop the student's ability to think strategically in analyzing industry and competitive situations facing a business in order to formulate strategic action plans. Prerequisites: Senior Management, Marketing and International Business majors and ECO 325. Capstone course: must be taken in the undergraduate college at Assumption.

*Drouart, Lewis, Pastille/Three credits*

## **MARKETING (MKT)**

### **MKT 101 PRINCIPLES OF MARKETING**

This introductory course assesses the impact of environmental forces on the practice of marketing. Students will learn the fundamentals of the marketing mix. The course covers the following: target market identification, market research, consumer behavior, product positioning, distribution, communications (personal selling, advertising, sales promotion, and public relations), and pricing decisions. Ideally, should not be taken in same semester as MGT 100. Bailey, Daniels, DeWitt, Drouart, Hill, LeBlanc, Leonard, O'Hara/Three credits

### **MKT 302 MANAGEMENT INFORMATION SYSTEMS**

Examines the role of information in the organization for purposes of defining and implementing goals and objectives and guiding operational decisions. Treats information as a key organizational resource parallel to people, money, materials, and technology, and views information and its uses within a general systems framework in its utilization for purposes of planning, operations, and control. It also surveys specific MIS tools such as simulations, planning, programming, budgeting system, flowcharting, and cybernetic theory. Prerequisites: MGT 100 and Junior/Senior standing. (Spring)

*Staff/Three credits*

### **MKT 308 CONSUMER MARKETING BEHAVIOR**

This course is an in-depth examination of the processes involved when individuals or groups select, purchase, use, and dispose of products, services, and ideas to satisfy their needs and wants. Understanding consumer behavior from the complex perspectives of environmental, individual, and psychological influences provides a foundation for the formulation of effective marketing strategies. Prerequisite: MKT 101.

*Leonard/Three credits*

### **MKT 309 MARKETING MANAGEMENT**

Relying on real world cases, students will learn to apply marketing concepts. This course will develop the application of specific analytic techniques, the ability to distinguish opinion from fact, and the articulation of decisions that can be defended on economic and practical grounds. Cases will cover a wide range of marketing topics, including target market and segmentation, consumer behavior, product strategy and positioning, pricing, promotion, strategy formulation, and optimum use of the marketing mix. Prerequisites: MKT 101 and Junior/Senior standing.

*Daniels, LeBlanc/Three credits*

### **MKT 310 ADVERTISING**

This course is an in-depth treatment of all of the activities involved in presenting a non-personal, sponsor-identified message about a product, service, or organization to the consumer. Topics included are advertising campaign objective-setting, message creativity and development, optimal media mix selections, and advertising agency coordination. Prerequisite: MKT 101.

*Drouart, Leonard/Three credits*

**MKT 312 SALES MANAGEMENT**

This course examines all facets of the personal communication process used to persuade a prospective customer to purchase a good, service, or idea. This is accomplished from both the perspective of the salesperson and the Sales Manager. Included in this in-depth examination are topics, such as outbound and inbound (800 and 900) telemarketing, types of sales organizations, the personal selling process, sales force recruitment and selection, sales force motivation, and compensation. Prerequisite: MKT 101.

*Bailey/Three credits*

**MKT 314 SERVICES MARKETING**

This course examines the marketing of services from the perspective of managers responsible for the day-to-day execution of business plans and strategies. Topics include: the Nature of Services, the Service Consumer, Service Delivery Systems, Services Management, Services Marketing Communications, and Services Pricing Strategies. Prerequisite: MKT 101.

*Bailey/Three credits*

**MKT 316 PUBLIC RELATIONS**

This is a practitioner-level course which melds business goals and the writing process to deliver a set of skills which bridges the information gap between organizations and their publics. Topics include: Basics of Style, Media Relations, Press Releases, Brochures, Newsletters, Magazines, Annual Reports, Media Copy Writing, Speech Writing, and the use of Web Pages. Prerequisite: MKT 101.

*Daniels, Hill/Three credits*

**MKT 322 BUSINESS-TO-BUSINESS MARKETING**

The purpose of this course is to introduce you to business-to-business marketing by identifying the distinctive characteristics of the business market, exploring the way in which organizations make buying decisions, and isolating the requirements for marketing strategy success. The course also provides a perfect vehicle for profiling leading business marketing firms such as IBM, Cardinal Health, Cisco Systems, Dell Computer, and others that demonstrate best practices in marketing strategy. Because more than half of all business school graduates are employed by firms that compete in the business market this is a relevant and useful field of study. Prerequisites: MGT 100 and MKT 101.

*Bailey/Three credits*

**MKT 326 MARKETING ON THE INTERNET**

This course is designed to teach students how to integrate the Internet into marketing and business communication functions. The objective of this course is to increase students' understanding of the complexity of marketing goods and services on the Internet. This will be accomplished through an analysis of the technology from a marketing/communication perspective. Students will study the concepts and business models of electronic commerce as these relate to the development and implementation of successful Internet strategies. Prerequisite: MKT 101.

*Daniels, LeBlanc/Three credits*

**MKT 327 SOCIAL MEDIA MARKETING**

This course will cover one of the fastest growth areas within the marketing discipline—social media marketing. Over the last half dozen years, organizations have shifted more of their marketing expenditures from traditional to digital marketing campaigns. And, within digital marketing, expenditures for campaigns that involve social media tactics have grown exponentially. Although specific social media platforms or channels such as MySpace, Facebook or Twitter may come and go; the underlying principles behind social media of engaging present and potential customers with content that they want to share with others are here to stay. Prerequisite: MKT 101

*Daniels/Three credits*

**MKT 344 SPORTS MARKETING**

Students electing this course explore the various segments of the sports business in the United States and around the world. The course utilizes the basic elements of strategic marketing (consumer, product, price, place, and promotion) and relates them to the business of sports. Topics include the consumer as a sports participant and spectator, the fan cost index, sponsorships, endorsements, event marketing, sports advertisements, sports media, sporting goods, lifestyle marketing, and more. Prerequisite: MKT101.

*Lewis, O'Hara/Three credits*

**MKT 346 SPORT MEDIA AND COMMUNICATION**

This course introduces students to the role of communications in sports as well as the growing usage of new media technology. Students will explore the various channels for communication within the sport industry and how sport organizations communicate with their target markets and other stakeholders. Areas of focus will include the use of public relations, television, radio, print media, as well as digital technologies. Special attention will be paid to how sport organizations leverage new technologies such as the internet, mobile technology, social networking, streaming video, and user-enhanced content.

Prerequisite: MKT 344

*O'Hara/Three credits*

*DeWitt, Staff/Three credits*