

# Department of Business Administration

## MAJORS:

Accounting (BS)

Business Administration (BS)

Management and Leadership (BS)

Marketing (BS)

Sports Management (BS)

General Studies: Business (BA)

## MINORS:

Business Administration

Marketing

Social Entrepreneurship

Sports Management

Transportation

## CERTIFICATES:

Social Entrepreneurship

Undergraduate majors are offered in Accounting, Business Administration, Management and Leadership, Marketing and Sports Management leading to a Bachelor of Science degree; or General Studies with Emphasis in Business leading to a Bachelor of Arts degree. Those students who are seeking intensive exposure to Accounting, Finance, Management, or Social Entrepreneurship can obtain a concentration in these areas. Additionally, there is an offering of a Certificate in Social Entrepreneurship.

The programs contain courses that are offered in a variety of formats, which may include online, evening, and day courses. Please consult your advisor for information on specific courses and their offerings, and cooperative education opportunities.

Fontbonne University is accredited by the Higher Learning Commission of the North Central Association of Colleges and Schools. The Eckelkamp College of Global Business and Professional Studies has earned accreditation from the Accreditation Council for Business Schools and Programs (ACBSP) for Bachelor of Science in Accounting; Bachelor

of Science in Business Administration; Bachelor of Science in Marketing; Bachelor of Science in Sports Management. Our remaining programs are currently accredited by the Higher Learning Commission. For information on the graduate programs in the Eckelkamp College of Global Business and Professional Studies, see the graduate program section in this catalog.

## FACULTY

**Jay J. Johnson**, dean of the Bonnie and L.B. Eckelkamp College of Global Business and Professional Studies; associate professor of business administration  
**Robert Romano**, chair of business administration; assistant professor; director of sports management  
**Linda Abernathy**, Instructor of Accounting  
**Mark M. Alexander**, instructor of management  
**William Foster**, assistant professor of business administration  
**Linda D. Magrath**, professor of business administration; program director for accounting  
**Kristen Schroath**, assistant professor of business

## MAJOR IN ACCOUNTING

### Baccalaureate Degree Requirements

All requirements for an undergraduate degree are listed in the undergraduate academic policies and regulations section in this catalog. These requirements include general education requirements and a graduation requirement of at least one course in religion or theology.

### Major Approval

Major approval is required during the second semester of the sophomore year, or after the completion of 45 credit hours at Fontbonne. For transfer students, major approval is required after completing the equivalent of one full semester (*a minimum of 12 credits*) at Fontbonne.

Students majoring in accounting must have a minimum cumulative grade point average of 2.5 in all courses required for the major at the time of application for major approval and through degree completion (*graduation*).

### General Education Requirements

The 42 credit hours of general education requirements are presented in the undergraduate academic information section in this catalog. A course that meets a general education requirement may also meet a course requirement for the major or a course requirement in another discipline.

### Courses Required in the Major

Business Core:

BSA 100 Business Components Assessment (0 credits)  
ACT 210 Financial Accounting (3 credits)  
ACT 220 Managerial Accounting (3 credits)  
ECN 210 Principles of Macro Economics (3 credits)  
ECN 220 Principles of Micro Economics (3 credits)  
MKT 210 Marketing Principles (3 credits)  
MGT 210 Management Principles (3 credits)  
BSA 210 Business Law (3 credits)  
BSA 310 International Business (3 credits)  
FIN 310 Managerial Finance (3 credits)  
MGT 330 Management and Business Ethics (3 credits)  
BSA 410 Quantitative Analysis in Business (3 credits)

Accounting Core:

ACT 310 Intermediate Accounting I (3 credits)  
ACT 320 Intermediate Accounting II (3 credits)  
ACT 330 Advanced Accounting (3 credits)  
ACT 340 Advanced Topics in Management Cost Accounting (3 credits)  
ACT 350 Federal Income Taxation for Individuals (3 credits)  
ACT 410 Auditing (3 credits)  
ACT 420 Accounting Information Systems (3 credits)  
ACT 430 Advanced Financial Management (3 credits)  
ACT 460 Accounting Capstone (3 credits)

### Courses required in other disciplines

ENG 201 Business Writing (3 credits)  
MTH 105 College Algebra (4 credits)  
MTH 115 Introduction to Statistics (3 credits)

## MAJOR IN BUSINESS

### ADMINISTRATION

### Baccalaureate Degree and Residency Requirements

All requirements for an undergraduate degree are listed in the undergraduate academic policies and regulations section in this catalog. These requirements include general education requirements and a graduation requirement of at least one course in religion or theology.

### Major Approval

Major approval is required during the second semester of the sophomore year, or after the completion of 45 credit hours at Fontbonne. For transfer students, major approval is required after completing the equivalent of one full semester (*a minimum of 12 credits*) at Fontbonne.

Students majoring in business administration must have a minimum cumulative grade point average of 2.5 in all courses required for the major (all business courses) at the time of application for major approval and through degree completion (*graduation*). A minimum cumulative grade point average of 2.5 is required to declare a concentration.

### General Education Requirements

The 42 credit hours of general education requirements are presented in the undergraduate academic information section in this catalog. A course that meets a general education requirement may also meet a course requirement for the major or a course requirement in another discipline.

The following specific general education courses must be chosen to meet the requirements for this major:

### Courses Required in the Major

BSA 100 Business Components Assessment (0 credits)  
ACT 210 Financial Accounting (3 credits)  
ACT 220 Managerial Accounting (3 credits)  
ECN 210 Principles of Macro Economics (3 credits)  
ECN 220 Principles of Micro Economics (3 credits)  
MKT 210 Marketing Principles (3 credits)  
MGT 210 Management Principles (3 credits)  
BSA 210 Business Law (3 credits)  
BSA 310 International Business (3 credits)  
FIN 310 Managerial Finance (3 credits)  
MGT 320 Organizational Behavior (3 credits)  
MGT 330 Management and Business Ethics (3 credits)  
MKT 350 Production/Operations Management (3 credits)

MGT 360 Entrepreneurship (3 credits)  
BSA 410 Quantitative Analysis in Business (3 credits)  
BSA 430 Practicum in Business Administration **OR** BSA  
435 Internship in Business Administration (3  
credits) [with internship advisor approval]  
MGT 460 Strategic Management (3 credits)

### **Courses required in other disciplines**

ENG 201 Business Writing (3 credits)  
MTH 115 Introduction to Statistics (3 credits)  
MTH 105 College Algebra (4 credits)

### **Concentrations for the Business Administration Major**

The departmental course requirements for a concentration must be completed at Fontbonne University. If a student, prior to transferring, has already completed a course that is required in the concentration by Fontbonne, to earn the concentration the student must still complete a minimum of 18 credit hours of upper-division coursework in that concentration at Fontbonne. A maximum of two concentrations are allowed and a minimum cumulative grade point average of 2.5 is required to declare a concentration. Concentrations for Business Administration major include Accounting, Finance, Management, and Social Entrepreneurship. See detailed information regarding concentrations in the Concentration section.

## **MAJOR IN MANAGEMENT AND LEADERSHIP**

### **Baccalaureate Degree and Residency Requirements**

All requirements for an undergraduate degree are listed in the undergraduate academic information and academic policies and regulations sections in this catalog. These requirements include general education requirements and a graduation requirement of at least one course in religion or theology.

### **Major Approval**

Major approval is required during the second semester of the sophomore year, or after the completion of 45 credit hours at Fontbonne. For transfer students, major approval is required after completing the equivalent of one full semester (*a minimum of 12 credits*) at Fontbonne.

Students majoring in management must have a minimum cumulative grade point average of 2.5 in all courses required for the major (*all business courses*) at the time of application for major approval and through degree completion (*graduation*).

Students are encouraged to select a minor to complement their major area of study. Students wishing to pursue minors in other departments should consult their advisor.

### **General Education Requirements**

The 42 credit hours of general education requirements are presented in the undergraduate academic information section in this catalog. A course that meets a general education requirement may also meet a course requirement in the major or a course requirement in another discipline.

The following specific general education courses must be chosen to meet the requirements for this major:  
PSY 100 Introduction to Psychology (3 credits)

### **Courses required in the Major**

Business Core:  
BSA 100 Business Components Assessment (0 credits)  
ACT 210 Financial Accounting (3 credits)  
ACT 220 Managerial Accounting (3 credits)  
ECN 210 Principles of Macro Economics (3 credits)  
ECN 220 Principles of Micro Economics (3 credits)  
MKT 210 Marketing Principles (3 credits)  
MGT 210 Management Principles (3 credits)  
BSA 210 Business Law (3 credits)  
BSA 310 International Business (3 credits)  
FIN 310 Managerial Finance (3 credits)  
MGT 320 Organizational Behavior (3 credits)  
MGT 330 Management and Business Ethics (3 credits)  
MGT 360 Entrepreneurship (3 credits)

Management and Leadership Core:  
HRM 310 Human Resource Management (3 credits)  
MGT 310 Public Admin. & Nonprofit Management  
(3 credits)  
MGT 350 Production/Operations Management (3 credits)  
BSA 410 Quantitative Analysis in Business (3 credits)  
BSA 430 Practicum in Business Administration **OR** BSA  
435 Internship in Business Administration (3  
credits) [with internship advisor approval]  
MGT 430 Case Studies/Readings in Management (3 credits)  
MGT 440 Leadership: Managing in a Changing  
Environment (3 credits)  
MGT 460 Strategic Management (3 credits)

### **Courses required in other disciplines**

CIS 110 Microcomputer Applications: Spreadsheets  
(3 credits)  
COM 102 Public Speaking (3 credits)  
ENG 201 Business Writing (3 credits)  
MTH 105 College Algebra (4 credits)  
MTH 115 Introduction to Statistics (3 credits)  
PSY 327 Industrial/Organizational Psychology (3 credits)

# MAJOR IN MARKETING

## Baccalaureate Degree and Residency Requirements

All requirements for an undergraduate degree are listed in the undergraduate academic information and academic policies and regulations sections in this catalog. These requirements include general education requirements and a graduation requirement of at least one course in religion or theology.

### Major Approval

Major approval is required during the second semester of the sophomore year, or after the completion of 45 credit hours at Fontbonne. For transfer students, major approval is required after completing the equivalent of one full semester (*a minimum of 12 credits*) at Fontbonne.

Students majoring in marketing must have a minimum cumulative grade point average of 2.5 in all courses required for the major (*all business courses*) at the time of application for major approval and through degree completion (*graduation*).

Students are encouraged to select a minor to complement their major area of study. Students wishing to pursue minors in other departments should consult their advisor.

### General Education Requirements

The 42 credit hours of general education requirements are presented in the undergraduate academic information section in this catalog. A course that meets a general education requirement may also meet a course requirement in the major or a course requirement in another discipline.

The following specific general education courses must be chosen to meet the requirements for this major:  
PSY 100 Introduction to Psychology (3 credits) OR SOC100 Survey of Sociology (3 credits)

### Courses Required in the Major

Business Core:  
BSA 100 Business Components Assessment (0 credits)  
ACT 210 Financial Accounting (3 credits)  
ACT 220 Managerial Accounting (3 credits)  
ECN 210 Principles of Macro Economics **OR** ECN 220 Principles of Micro Economics (3 credits)  
MKT 210 Marketing Principles (3 credits)  
MGT 210 Management Principles (3 credits)  
BSA 210 Business Law (3 credits)  
BSA 310 International Business (3 credits)  
FIN 310 Managerial Finance (3 credits)  
MGT 330 Management and Business Ethics (3 credits)  
MGT 350 Production/Operations Management (3 credits)

Marketing Core:  
MKT 320 Advertising and Promotion Management (3 credits)  
MKT 340 Consumer Behavior (3 credits)  
MKT 410 Marketing Research (3 credits)  
MKT 420 International Marketing (3 credits)  
MKT 460 Marketing Management (3 credits)

Four courses from the following (12 credits):  
ART 218 Vector and Bitmap Imaging  
ART 302 Web Design II  
BSA 435 Internship in Business Administration  
COM 260 Media, Technology, and Culture  
COM 295 Persuasion **OR** COM 430 Argumentation, Advocacy, and Debate  
COM 340 Principles and Ethics of Strategic Communication  
MKT 325 Social Media Management  
MKT 330 Principles of Selling  
MKT 430 Case Studies/Readings in Marketing  
SPT 260 Sports Marketing  
TRN 210 Introduction to Transportation  
TRN 310 Transportation Management

### Courses required in other disciplines

ENG 201 Business Writing (3 credits)  
MTH 115 Introduction to Statistics (3 credits)

# MAJOR IN SPORTS MANAGEMENT

## Baccalaureate Degree and Residency Requirements

All requirements for an undergraduate degree are listed in the undergraduate academic information and academic policies and regulations sections in this catalog. These requirements include general education requirements and a graduation requirement of at least one course in religion or theology.

### Major Approval

Major approval is required during the second semester of the sophomore year, or after the completion of 45 credit hours at Fontbonne. For transfer students, major approval is required after completing the equivalent of one full semester (*a minimum of 12 credits*) at Fontbonne.

Students majoring in sports management must have a minimum cumulative grade point average of 2.5 in all courses required for the major (*all business and sports management courses*) at the time of application for major approval and through degree completion (*graduation*).

Students are encouraged to select a minor to complement their major area of study. Students wishing to pursue minors in other departments should consult their advisor.

## General Education Requirements

The 42 credit hours of general education requirements are presented in the undergraduate academic information section in this catalog. A course that meets a general education requirement may also meet a course requirement in the major or a course requirement in another discipline.

The following specific general education courses must be chosen to meet the requirements for this major:

PSY 100 Introduction to Psychology (3 credits)  
SOC 100 Survey of Sociology (3 credits)

## Courses Required in the Major

Business Core:

BSA 100 Business Components Assessment (0 credits)  
ACT 210 Financial Accounting (3 credits)  
ECN 210 Principles of Macro Economics **OR** ECN 220  
Principles of Micro Economics (3 credits)  
MKT 210 Marketing Principles (3 credits)  
BSA 210 Business Law (3 credits)  
BSA 310 International Business (3 credits)  
MGT 220 Negotiation Skills in Business (2 credits)  
MGT 330 Management and Business Ethics (3 credits)

Sports Management Core:

SPT 101 Introduction to Sports Management (3 credits)  
SPT 205 Sport Accounting and Finance (3 credits)  
SPT 240 Sports Facility and Event Management (3 credits)  
SPT 260 Sports Marketing (3 credits)  
SPT 300 Legal Issues in Sports Management (3 credits)  
SPT 310 Social Aspects of Sports (3 credits)  
SPT 320 Sports Psychology (3 credits)  
SPT 330 Leadership and Governance in Sports (3 credits)  
SPT 460 Strategic Management in the Sports Industry  
(3 credits)  
SPT 495 Internship in Sports Management (3 credits)  
[with internship advisor approval]

## Courses required in other disciplines

CIS 100 Computer Tech, Issues & Applications (3 credits)  
COM 102 Public Speaking (3 credits)  
ENG 201 Business Writing (3 credits)  
FCS/SPT 213 Nutrition for Fitness and Physical  
Performance (3 credits)  
MTH 115 Introduction to Statistics (3 credits)

## Concentrations for the Sports Management Major

Accounting, Finance, and Management concentrations are also available with the Sports Management major. See detailed information regarding concentrations in the concentration section.

## GENERAL STUDIES: BUSINESS

The general studies with (disciplinary) emphasis major offers students a path to graduation that combines generalized study with disciplinary focus, leading to a Bachelor of Arts degree.

### Major requirements include:

- Residency, Major, General Education, and Graduation Requirements as described in the Fontbonne University Catalog.
- A minimum GPA of 2.0 in the major is required for graduation.

### Courses Required in the General Studies with Emphasis in Business

MTH 115 Introduction to Statistics (3 credits)  
ACT 210 Financial Accounting (3 credits)  
ECN 210 Principles of Macro Economics (3 credits)  
MKT 210 Marketing Principles (3 credits)  
MGT 210 Management Principles (3 credits)  
FIN 310 Managerial Finance (3 credits)  
MGT 460 Strategic Management (3 credits)

## MINORS

A student must successfully complete, at Fontbonne, a minimum of 50% of the credit hours required for the minor.

Minors are available in other departments. Students wishing to pursue minors in other departments should consult their advisor.

### MINOR IN BUSINESS ADMINISTRATION

MTH 115 Introduction to Statistics (3 credits)  
ACT 210 Financial Accounting (3 credits)  
ECN 210 Principles of Macro Economics (3 credits)  
MKT 210 Marketing Principles (3 credits)  
MGT 210 Management Principles (3 credits)  
FIN 310 Managerial Finance (3 credits)

### MINOR IN MARKETING

MKT 210 Marketing Principles (3 credits)  
MKT 340 Consumer Behavior (3 credits)  
MKT 410 Marketing Research (3 credits)

Three courses from the following (9 credits):

COM 260 Media, Technology, and Culture  
COM 340 Principles and Ethics of Strategic Communication  
MKT 320 Advertising and Promotion Management  
MKT 325 Social Media Management  
MKT 330 Principles of Selling  
MKT 420 International Marketing  
MKT 430 Case Studies/Readings in Marketing  
SPT 260 Sports Marketing

## MINOR IN SOCIAL ENTREPRENEURSHIP

SOC 225 Foundations of Social Change (3 credits)  
INT 207 The Power of Leadership (3 credits)  
MGT 360 Entrepreneurship (3 credits)  
COM 430 Argumentation, Advocacy and Debate (3 credits)  
SWK 300 Social Issues and Social Welfare Policy (3 credits)  
MGT 450 Special Project for Social Entrepreneurship  
(3 credits)

## MINOR IN SPORTS MANAGEMENT

SPT 101 Introduction to Sports Management (3 credits)  
SPT 260 Sports Marketing (3 credits)  
SPT 300 Legal Issues in Sports (3 credits)

Two courses from the following (6 credits):

SPT 240 Sport Facility and Event Management  
SPT 310 Social Aspects of Sports  
SPT 320 Sports Psychology  
SPT 330 Leadership and Governance in Sports

## MINOR IN TRANSPORTATION

TRN 210 Introduction to Transportation (3 credits)  
TRN 310 Transportation Management (3 credits)  
TRN 320 Business Logistics (3 credits)  
TRN 330 Transportation Economics & Policy (3 credits)  
TRN 460 Seminar in Transportation (3 credits)  
MGT 350 Production/Operations Management (3 credits)

## CERTIFICATES

The Eckelkamp College of Global Business and Professional Studies offers an undergraduate certificate in social entrepreneurship. The certificate allows students to obtain specialized knowledge in a specific area.

## SOCIAL ENTREPRENEURSHIP

SOC 225 Foundations of Social Change (3 credits)  
INT 207 The Power of Leadership (3 credits)  
MGT 360 Entrepreneurship (3 credits)  
COM 430 Argumentation, Advocacy and Debate (3 credits)  
SWK 300 Social Issues and Social Welfare Policy (3 credits)  
MGT 450 Special Project for Social Entrepreneurship (3 cr)

## CONCENTRATIONS

The departmental course requirements for a concentration must be completed at Fontbonne University. If a student, prior to transferring, has already completed a course that is required in the concentration by Fontbonne, to earn the concentration the student must still complete a minimum of 18 credit hours of upper-division coursework in that concentration at Fontbonne. A maximum of two concentrations are allowed and a minimum cumulative grade point average of 2.5 is required to declare a concentration.

## ACCOUNTING

The accounting concentration prepares students for careers in public and private accounting.

ACT 310 Intermediate Accounting I (3 credits)  
ACT 320 Intermediate Accounting II (3 credits)  
ACT 340 Advanced Topics in Management Cost Accounting  
(3 credits)  
ACT 350 Federal Income Taxation for Individuals (3cr)  
ACT 410 Auditing (3 credits)  
ACT 460 Accounting Capstone (3 credits)

If a student desires to take the Missouri CPA exam he/she must take a total of 33 credit hours of accounting courses. After completing the major in Business Administration and the accounting concentration, the student will need an additional nine credit hours of accounting courses at the undergraduate or graduate level. For detailed information on dual undergraduate/graduate enrollment, please refer to the undergraduate and/or the graduate academic policies and regulations sections in this catalog.

## FINANCE

The finance concentration prepares students for careers in finance, banking, insurance, and real estate.

FIN 320 Money & Banking (3 credits)  
FIN 325 Credit Management (3 credits)  
FIN 330 Investments (3 credits)  
FIN 335 Commercial Banking (3 credits)  
FIN 430 Case Studies in Finance (3 credits)  
ACT 430 Advanced Financial Management (3 credits)

## MANAGEMENT

The concentration management gives students a general understanding of the behavioral aspects of organizations. It is ideal for students who are either undecided regarding the other business concentrations or who wish a non-quantitative approach to business administration.

HRM 310 Human Resource Management (3 credits)  
MGT 310 Public Administration and Nonprofit  
Management (3 credits)  
MGT 360 Entrepreneurship (3 credits)  
MGT 370 International Management (3 credits)  
MGT 430 Case Studies/Readings in Management  
(3 credits)  
MGT 440 Leadership: Managing in a Changing  
Environment (3 credits)

## SOCIAL ENTREPRENEURSHIP

The concentration in social entrepreneurship asks students to utilize business concepts to achieve social goals.

SOC 225 Foundations of Social Change (3 credits)  
INT 207 The Power of Leadership (3 credits)  
MGT 360 Entrepreneurship (3 credits)

COM 430 Argumentation, Advocacy and Debate (3 credits)  
SWK 300 Social Issues and Social Welfare Policy (3 credits)  
MGT 450 Special Project for Social Entrepreneurship (3cr.)

## COURSES

### ACCOUNTING COURSES

#### **ACT 210 Financial Accounting (3 credits)**

Acquaints students with the language of communicating financial information of a business enterprise to owners and stakeholders. Material to be covered includes the components of financial statements and the development thereof, accounting principles of service and merchandising concerns, and inventory and depreciation methods. Prerequisite: BSA 210 (may be taken concurrently). FA, SP, SU

#### **ACT 220 Managerial Accounting (3 credits)**

Focuses on developing and utilizing accounting information for planning, control, and managerial decision making. Cost classifications, job costing, process costing, activity-based costing, cost-volume profit analysis, budgeting, variable costing, relevant cost, and the contribution approach to decision making will be covered. Prerequisite: ACT 210. FA, SP, SU

#### **ACT 310 Intermediate Accounting I (3 credits)**

A study of the body of generally accepted accounting principles specifically concerned with the recognition of matching of revenues and expenses to determine book net income and the related issues of asset measurement, including modifications and refinements used to develop accounting information. Prerequisite: ACT 210. FA

#### **ACT 320 Intermediate Accounting II (3 credits)**

A study of generally accepted accounting principles focusing on the problems of balance sheet valuation and the affect upon the income statement and the statement of cash flows. Recent accounting standards affecting judgment and opinion upon financial statements are also considered. Prerequisite: ACT 310. SP

#### **ACT 330 Advanced Accounting (3 credits)**

Further study of financial accounting and reporting from ACT 320 Financial Accounting & Reporting II. Contemporary issues involving stock options, pensions, investments, deferred taxes, and international accounting will be addressed. This course also introduces the student to non-profit and governmental accounting. Prerequisite: ACT 320. FA

#### **ACT 340 Advanced Topics in Management Cost Accounting (3 credits)**

An intensive study of the unique accounting requirements of manufacturing firms focusing on job, process, activity-based costing, and standard costing method, as well as the implication of direct versus full absorption costing analyses for decision-making purposes. Prerequisite: ACT 220. SP

#### **ACT 350 Income Taxation for Individuals (3 credits)**

The study of the Internal Revenue Code and concomitant regulations as they relate to the accounting problems affecting individual and corporate taxpayers. Course will deal with both the theoretical and practical (compliance) aspects of tax accounting, including the regular and alternative minimum tax computations. Prerequisite: ACT 210. FA

#### **ACT 410 Auditing (3 credits)**

A study of the standards and procedures used by independent certified public accountants in verifying business data to render an opinion and report on financial statements. Focus is also on generally accepted auditing standards and the AICPA canon of ethics. Prerequisite: ACT 320. SP

#### **ACT 420 Accounting Information Systems (3 credits)**

A study of the flow of accounting information systems with other information systems. The course integrates student knowledge of financial accounting and cost accounting with computerized information systems. Special emphasis will be given to the analysis, design, and auditing of computerized accounting information systems. Prerequisite: ACT 320. SP, SU

#### **ACT 430 Advanced Financial Management (3 credits)**

An advanced topics course that builds upon the principles covered in Managerial Finance. Emphasis is on the decision-making processes followed by corporate financial managers. Topics include the time value of money, capital budgeting, risk evaluation, dividend policy, capital markets, evaluation of investment alternatives and derivative securities. Topics will be examined from both domestic and international perspectives. Prerequisites: ACT 220; FIN 310. SP

#### **ACT 450 Accounting Special Topics (1-3 credits)**

Course offered to supplement regular course listings. Offered on an as-needed basis.

#### **ACT 460 Accounting Capstone (3 credits)**

This accounting capstone course sharpens analytical skills while building upon basic finance and Microsoft Excel knowledge, so students leave with the solid finance knowledge that business professionals need for success. Today's most important corporate finance topics, including financial forecasting, break-even and leverage analysis, the cost of capital, capital budgeting, cash budgeting, equities, and debt will be addressed. Excel tables, pivot tables, and other areas that have become increasingly important to today's employers will be covered. Prerequisites: ACT 310; ACT 320; FIN 310. SP

### ADVERTISING COURSES

**ADV 201 Introduction to Advertising (3 credits)**

Introduces students to the advertising industry beginning with the history of advertising and its economic and social functions. Students will learn about message development, strategy, research, media, and ethics through lecture, discussion, social media forums, and experiential projects. Students will complete a paper based on industry research, undertake a group project, and begin developing a portfolio of assignments based on the group project. Offered on an as-needed basis.

**ADV 220 Advertising Strategies (3 credits)**

Students will study of the techniques and strategies used in developing specific advertising messages and campaigns. Course emphasizes creative strategies, media selection, and the ethics of advertising. Students will craft and evaluate advertising strategies and develop advertising portfolio materials. Prerequisite: ADV 201. Offered on an as-needed basis.

**ADV 230 Advertising Copywriting (3 credits)**

Learn and apply the principles and practices of persuasive writing through a series of advertising projects, to including print and broadcast advertising, brochures, direct mail, and new media advertising. Prerequisites: ENG 101; 102; ADV 201; ADV 220 or permission of instructor. Offered on an as-needed basis.

**ADV 293 Special Topics (1-3 credits)**

A freshman/sophomore level course offered to supplement regular course offerings. Offered on a periodic or one-time-only basis.

**ADV 330 Writing for Digital Media (3 credits)**

An applied writing course that covers tactics, message strategy, and frequency of digital media advertising campaigns while emphasizing development of unique, brand-centered tone and voice when writing for digital and social media platforms. Students will write a variety of media platforms including Internet, mobile, email, social media, and multimedia. Prerequisite: MKT 210. Offered on an as-needed basis.

**ADV 440 Brand U (3 credits)**

A wide-ranging course that applies branding techniques to individual career preparation. Students will learn how to manage their digital identities while honing more traditional career prep skills such as resume writing, networking, and portfolio preparation. While this course is designed for Advertising students, students from any major or discipline are welcome; course requirements will be adjusted accordingly. All students will create portfolio pieces or samples to showcase the student's complete range of skill and experience as part of a digital portfolio designed to highlight relevant skills to prospective employers. Prerequisites: MKT 210, ADV 201, ADV 230 or permission of the instructor. Offered on an as-needed basis.

**ADV 450 Internship in Advertising (3-6 credits)**

A supervised off-campus internship which provides the student the opportunity to apply and develop advertising skills in a work setting. The course also requires the student to submit a weekly journal, comprehensive synthesis paper, and samples of work. The internship is cooperatively administered by an internship site supervisor and a faculty member. Prerequisites: ADV 220; ADV f230; Senior Status or permission of instructor. Offered on an as-needed basis.

**ADV 494 Special Topics (1-3 credits)**

A junior/senior level course offered to supplement regular course listings. Offered on a periodic or one-time-only basis.

**ADV 496 Senior Seminar in Advertising (3 credits)**

Semester-long project embracing the complete advertising process, including research, design, creative strategies, message development, and execution. Students will present campaigns orally and in writing. In addition, students will submit a portfolio of work that includes an assignment from each course in the advertising major; portfolios will receive extensive written evaluation and may be reviewed by advertising copywriters and/or graphic designers. Prerequisites: ADV220; ADV 230; Senior Status or permission of the instructor. Offered on an as-needed basis.

**BUSINESS COURSES****BSA 100 Business Components Assessment (0 credits)**

This assessment, taken during the student's first term/semester, measures students' knowledge of business common professional components upon entering their program. Graduation requirement. FA, SP, SU

**BSA 210 Business Law (3 credits)**

An introductory course in the study of business law. Topics include the nature of law, the types and function of dispute resolutions, contracts, agency, torts, and business organizations. FA, SP, SU

**BSA 293 Special Topics (1-3 credits)**

Course offered to supplement regular course offerings. Offered on a one-time or periodic basis.

**BSA 301 Cooperative Education (1-6 credits)**

Supervised off-campus work experience for pay and for academic credit. Must be related to the student's degree program. Cooperatively administered by an employer and the director of cooperative education. P/NP grading option only. Prerequisite: Sophomore/junior/senior status. FA, SP, SU

**BSA 310 International Business (3 credits)**



Topics include importing, exporting, tariffs, the balance of payments, foreign exchange, and the phenomenon of globalization. Prerequisites: ECN 210. FA, SP

### **BSA 410 Quantitative Analysis in Business (3 credits)**

Techniques and applications of statistical models applied to business. Focus will include, but not limited to, probability theory, time series, regression, and forecasting.

Prerequisites: MTH 115. FA, SP

### **BSA 430 Practicum in Business (3-9 credits)**

A supervised experiential-learning course that requires the student to apply the theoretical knowledge obtained in their coursework to an actual work environment. This course will require the student to think critically about the application of business theories to the workplace. The student will be required to identify the specific business theories being utilized in their work setting and analyze their application, including their appropriateness and effectiveness. This course will include a comprehensive paper and presentation. This experiential-learning course will be cooperatively administered by an employer-supervisor and a member of the faculty. The student must clock a minimum of 150 hours and a maximum of 320 hours in the actual work environment and during the semester in which he/she is registered for this course. Prerequisite: Junior or senior status. FA, SP, SU

### **BSA 435 Internship in Business Administration (3-9 credits)**

A supervised experiential-learning course that requires the student to apply the theoretical and practical knowledge obtained in their coursework to an actual work environment. This course will require the student to think critically about the application of business theories and practices to the workplace. The student will be required to identify the specific business theories and practices being utilized in their setting and analyze their application, including their appropriateness and effectiveness. This course will include, among other assignments, a comprehensive term paper and a formal presentation. The employer-supervisor will be responsible for submitting a formal evaluation of the student's performance at the completion of the semester. The student must clock a minimum of 150 hours and a maximum of 320 hours in the actual work environment and during the semester in which he/she is registered for this course. Prerequisite: Junior or senior status. FA, SP, SU

### **BSA 490 Independent Study (1-4 credits)**

Study in a specialized area, to be arranged according to student need and interest. Prerequisites: Junior or senior status; approval of instructor and department chairperson. Offered on an as-needed basis.

### **BSA 494 Special Topics (1-6 credits)**

Course offered to supplement regular course listings. Offered on an as-needed basis.

## **ECONOMICS COURSES**

### **ECN 210 Principles of Macro Economics (3 credits)**

Macroeconomics is concerned with keeping economic fluctuations within reasonable bounds. Topics include the measurement of the national income, inflation, unemployment, economic growth and monetary and fiscal policies and international outcomes. Prerequisite: BSA 100 (may be taken concurrently). FA, SP, SU

### **ECN 220 Principles of Micro Economics (3 credits)**

Microeconomics, or the theory of the firm, explains price determination and resource allocation. Topics include the supply/demand model, elasticity, the theory of consumer behavior, the theory of production and cost of production, and an examination of various market structures. Prerequisite: BSA 100 (may be taken concurrently). FA, SP, SU

## **FINANCE COURSES**

### **FIN 230 Personal Finance (3 credits)**

A study of the following consumer topics: consumer credit, housing, income tax, insurance (property, liability, life), investments, and estate planning. Offered on an as-needed basis.

### **FIN 310 Managerial Finance (3 credits)**

A study of finance as a managerial tool; particular emphasis will be given to the time value of money, stock and bond pricing, working capital management and capital budgeting. Prerequisite: ACT 210. FA, SP, SU

### **FIN 320 Money and Banking (3 credits)**

An examination of the functions of money, the commercial banking system, the Federal Reserve System, monetary policy and monetary theory. Prerequisites: ECN 210; ECN 220; FIN 310. Offered on an as-needed basis.

### **FIN 325 Credit Management (3 credits)**

A study of consumer and commercial credit functions, credit criteria, practices, systems, policies, and decision making. An emphasis will be on retail and wholesale, entities, banks, finance companies and credit card organizations. Prerequisite: FIN 310. Offered on an as-needed basis.

### **FIN 330 Investments (3 credits)**

A study of securities markets, along with their instruments and characteristics. Includes topics in investment theory and analysis. Prerequisite: FIN 310. Offered on an as-needed basis.

**FIN 335 Commercial Banking (3 credits)**

Study of the banking system and bank management with emphasis on asset/liability management, policies and practices in lending, investment, equity, trust, and international aspects of a bank. Prerequisite: FIN 310. Offered on an as-needed basis.

**FIN 430 Case Studies in Finance (3 credits)**

This course covers a wide-range of advanced topics in finance including evaluation of investment alternatives, trends in capital, money markets, derivative securities and management of financial and non-financial firms. Prerequisites: ACT 220; FIN 310. Offered on an as-needed basis.

**HEALTHCARE MANAGEMENT COURSES****HCM 300 Foundations of Healthcare Management (3 credits)**

This course provides an overview of management practices in the healthcare organizations. A review of classical management functions – planning, organizing, directing and controlling as they relate to the healthcare environment. Students will learn the skills necessary to be effective leaders in a variety of healthcare organizations. Topics include organizational culture, diversity, healthcare leadership and fundamentals of management. Offered on as-needed basis.

**HCM 310 Ethics in Healthcare (3 credits)**

This course will provide a foundation of ethical theory, which students will apply to decision making in a healthcare environment. Students will discuss contemporary moral issues in a healthcare context and learn to analyze problems using classical ethics theories. Offered on as as-needed basis.

**HCM 320 Human Resource Management in Healthcare (3 credits)**

This is a study of the role of strategic human resources business partner within a healthcare organization. Functions such as: recruitment, interviewing, job descriptions and requirements, union-management relations, wage and salary administration, management development and motivation are examined. This course will also explore the interpersonal relationships and team dynamics that aid the HR professional in influencing decision making with both health services and clinical management within healthcare organizations. Offered on as as-needed basis.

**HCM 330 Public Health Administration (3 credits)**

This course explores the role health care organizations play in community health. Students study the principles of public health through the lens of government, business, and community. Topics include community benefit and outreach, environmental health, communicable disease, and mental health. Offered on as as-needed basis.

**HCM 350 Legal Issues in Healthcare (3 credits)**

This course provides an overview of the legal issues facing current healthcare organizations. This course examines the law as it relates to relationships between doctors, hospitals, and staff, patients, and healthcare providers. Skills developed include the ability to apply ethical decision making principles, mitigate risk, incorporate employment law procedures, and manage communication. Offered on as as-needed basis.

**HCM 400 Healthcare Operations and Quality Control (3 credits)**

Upon completion of this course, students will understand the functions and impact of day-to-day operations of hospitals, medical facilities, and clinics. The course will examine issues of efficiency and quality control. Topics include: healthcare facility management, quality control, goal setting, and evaluation, medical reporting, and organizational accountability. Prerequisites: HCM 300; MTH 115. Offered on as as-needed basis.

**HCM 425 Management of Health Information Systems (3 credits)**

This course provides an overview of information technology from a healthcare perspective. Topics include: current issues, health information management applications, security, and the ethical impact of information systems. Prerequisite: CIS110. Offered on as as-needed basis.

**HCM 435 Project Management in Healthcare Organizations (3 credits)**

This course examines techniques necessary to successfully develop, oversee and complete projects in a healthcare environment. Skills needed to plan, estimate, organize, budget, schedule, track, and control projects are developed. Provides a comprehensive foundation to project management with a focus on healthcare organizations. Prerequisite: HCM 300. Offered on as as-needed basis.

**HCM 460 Strategic Management in Healthcare (3 credits)**

This capstone course requires students to integrate the knowledge and skills gained from previous coursework and apply it to the final assessment. Students will examine the strategic management process as it applies to the management of healthcare organizations. Prerequisite: Senior Status. Offered on as as-needed basis.

## **HUMAN RESOURCE MANAGEMENT COURSES**

### **HRM 310 Human Resource Management (3 credits)**

A comprehensive overview of human resource management functions within an organization. Topics include personnel functions of recruitment and selection, interviewing, workforce planning, wage and salary administration, talent management, and interpersonal relationship of employees in the organizational setting. Prerequisite: MGT 210. FA, SP

### **HRM 320 Employment Law for Managers (3 credits)**

The focus of this course is on managing effectively with an understanding of the potential legal ramifications of employment decisions. Topics include discrimination, the right to privacy, evaluation, and regulation of job performance, negotiation, OSHA, ERISA, and labor law. Offered on as as-needed basis.

### **HRM 330 Interpersonal and Group Dynamics (3 credits)**

The primary focus of this course is on theory and application of interpersonal relations and dynamics within an organization. This course will examine how individuals' and teams' behaviors and processes impact an organization. Topics will include a broad understanding of interpersonal relations and teams' behaviors and processes, effective communication, group cohesiveness, cultural influences, attribution theory, attitudes, prejudice, persuasion, and factors that influence team function and effectiveness. Prerequisite: BUS 310; PSY 100 or SOC 100. Offered on as as-needed basis.

### **HRM 340 Compensation and Benefits (3 credits)**

This course focuses on the use of pay systems and benefit plans to help organizations achieve strategic goals. In this course, students will learn about job design, job evaluation, compensation design, and benefit design and administration, and use these techniques to make effective organizational decisions. Prerequisite: MTH 115; HRM 310; FIN 310. Offered on as as-needed basis.

### **HRM 350 Training and Development (3 credits)**

This course provides students with a practical application of training and development of employees within an organizational setting. The primary focus is on a systemic approach to training; specifically needs assessment, learning objectives, instructional design, learning environment, and training transfer and evaluation as well as training interventions. Prerequisites: MGT 320; HRM 310; HRM 330 (may be taken concurrently). Offered on as as-needed basis.

### **HRM 410 Advanced Human Resource Management (3 credits)**

This course analyzes employee and labor relations, crisis management, and risk management. This includes the exploration of the process of unionization, labor costing, contract administration, collective bargaining and demand in labor markets, impact of unemployment, wage determination, and public policy decisions. Prerequisites: HRM 310; HRM 320. Offered on as as-needed basis.

### **HRM 420 Strategic Human Resource Management (3 credits)**

This course examines the role of human resource management in strategic planning and operation of organizations, compensation and labor management, and performance appraisals systems. Additionally, focuses on ability of human resource managers to contribute to the organizations strategic plan. This includes interpreting information from internal and external sources, aligning the human resource management plan with the strategic plan, and consideration for stakeholder impact, organizational mission, and budget management. Prerequisites: HRM 340; HRM 350; HRM 410. Offered on as as-needed basis.

### **HRM 430 Organizational Development and Change (3 credits)**

This course will focus on the theory and methods of organizational development and change. Topics will include an examination of interpersonal, team, and organizational interventions. Emphasis will be on the study and application of the planned change model to improve an organization's performance while also improving the interests and needs of all organizational members. Prerequisite: HRM 350. Offered on as as-needed basis.

### **HRM 460 Human Resource Management Capstone (3 credits)**

Culminating experience requiring student to utilize theories and concepts; such as, compensation and benefits, training and development, and strategic planning in Human Resource Management. Prerequisites: Senior Status; HRM 420; HRM 430. Offered on as as-needed basis.

## **MANAGEMENT AND LEADERSHIP COURSES**

### **MGT 210 Management Principles (3 credits)**

A review of the classical management functions of planning, organizing, directing, and controlling. Provides a systematic analysis of management's responsibilities in profit and non-profit organizations. The student gains a thorough understanding of what it means to be a manager and the functions and duties of managers within the managerial hierarchy. Prerequisite: BSA 100 (may be taken concurrently). FA, SP, SU

**MGT 220 Negotiation Skills in Business (2 credits)**

This course introduces the theory and practice of effective negotiations. Focus is placed on the human responses to negotiations, planning for negotiations, and bargaining techniques. FA

**MGT 310 Public Administration and Nonprofit Management (3 credits)**

Compares and contrasts business administration and public administration. Details the job of the public administrator and explains how the public's interest differs from the stockholder's interest. Explains the importance of public administration as a profession and the many jobs available in the various public sectors. Prerequisite: MGT 210. SP

**MGT 320 Organizational Behavior (3 credits)**

This course will focus on the theory and application of individual, group, and organizational processes which shape the dynamics of an organization. Topics in attitudes, job satisfaction, individual differences, perceptions, individual decision making, motivation, group and team dynamics, leadership, organizational culture, organizational change, stress management, and human resource management will be emphasized.

Prerequisite: MGT 210. FA, SP

**MGT 330 Management and Business Ethics (3 credits)**

A study of the process and criteria for forming and testing values and relating them to ethical obligations. Personal values are examined in relation to organizational values. Ethical systems are studied and applied to organizational and public policy issues. FA, SP

**MGT 335 Elements of Supervision (3 credits)**

An examination of the role of first-line supervisors within the framework of the organizational setting. The course brings into clear focus the critical function of first-line supervision as the organization's "front line" management team. The importance of the directing function and the balance of relationships are investigated. Prerequisite: MGT 210. Offered on an as-needed basis.

**MGT 340 Management and Information Systems (3 credits)**

This course covers the use and management of information technologies to enhance business processes, improve business decision making, and gain competitive advantage. Additional emphasis is on the essential role of technologies proving a platform for business, commerce, and collaboration processes among all business stakeholders in today's network enterprises and global markets. Prerequisites: CIS 100. FA

**MGT 350 Production/Operations Management (3 credits)**

A review of production, operations and supply chain management, that focuses on manufacturing environments. Special emphasis is given to quality management, inventory control, logistics, process design, forecasting, and lean production techniques used to achieve profitable and efficient operations. Prerequisite: MGT 210; MTH 115. FA, SP, SU

**MGT 360 Entrepreneurship (3 credits)**

This course will examine the definition and characteristics of entrepreneurship and how it manifests itself in small businesses, within existing corporate structures and social movements. In addition, the course will examine the key characteristics of entrepreneurship: including, recognizing, and creating opportunities, strategies and markets. FA, SP

**MGT 370 International Management (3 credits)**

An examination of management practices in a changing global market. Topics include culture, politics, planning, organizing, international human resource management, decision making, market entry and expansion, and information management. This course will include case study analysis and discussion. Prerequisites: MGT 210; BSA 310. FA

**MGT 410 Advanced Concepts in Management (3 credits)**

This course analyzes advanced and specialized topics of current concern in the field of management. In addition to providing more depth in terms of content, this course provides the student with considerable practical experience through the use of class exercises, case studies, and group discussions. Prerequisite: MGT 210. SP

**MGT 430 Case Studies/Readings in Management (1-3 credits)**

Provides the student with an opportunity to review and research a variety of topics within the current literature and to study specific management problems through the case study method. Prerequisite: MGT 210. FA, SP, SU

**MGT 440 Leadership: Managing in a Changing Environment (3 credits)**

A study of leadership techniques with a particular emphasis on managing change. This course will go beyond the basic principles of management (BUS 230) and concentrate on the skills needed to develop effective leadership in modern organizational settings. Material will draw on both research in the social sciences and case studies oriented toward organizational situations and specific leaders/skills. Prerequisite: MGT 210 or MGT 350. FA

### **MGT 450 Special Project for Social Entrepreneurship (3 credits)**

The Special Project for Social Entrepreneurship will allow students to bring disciplinary expertise to working on a specific interdisciplinary concern, demonstrating their ability to collaborate across disciplines and apply their skills and talents to serving a world in need. This will be a problem-based learning experience focused on Social Entrepreneurship. Prerequisites: Students may complete an Insight Project at any point after they have completed at least 64 credit hours (including 9 credit hours in their major and 9 credit hours in the concentration in Social Entrepreneurship). Offered on an as-needed basis.

### **MGT 460 Strategic Management (3 credits)**

This is the business administration core curriculum capstone course that primarily uses a computer-based business simulation model that requires group and individual performance. This performance will require the student to draw upon all previous coursework in the application of critical thinking skills. Each will demonstrate their business decision making as they formulate and implement strategies, plans, and policies for the improvement of organizational performance. Presentation and written skills will be required in all work performed. Prerequisite: Senior status. FA, SP, SU

## **MARKETING COURSES**

### **MKT 210 Marketing Principles (3 credits)**

Presents principles, methods and problems within the marketing discipline focusing on product development, distribution channels, promotion techniques and pricing strategies. Topics include market segmentation, buying motivation, branding, customer service, marketing research, and international marketing considerations. Prerequisite: BSA 100 (may be taken concurrently). FA, SP, SU

### **MKT 310 Retail Management (3 credits)**

A study of relevant merchandising, pricing, promotional, and control techniques in the retail field of distribution. Prerequisite: MKT 210. Offered on an as-needed basis.

### **MKT 320 Advertising & Promotion Management (3 credits)**

This course increases students' understanding of advertising concepts as well as structure and functions of different "players" within the industry. Course material integrates marketing and advertising theory with application in advertising decision-making. Prerequisite: MKT 210. SP

### **MKT 325 Social Media Management (3 credits)**

Analysis and application of social media advertising and marketing practices through the development and management of brand voice across multiple platforms. Course will cover content creation and optimization, monitoring, and analytics tools, lead generation, and social media strategy. Students will be required to create and

manage a social media campaign for a client using multiple platforms including Facebook, Twitter, Tumblr, Instagram, Pinterest, and WordPress blogs, among others. Prerequisite: MKT 210. SP

### **MKT 330 Principles of Selling (3 credits)**

An introduction to the art of selling. Topics include types of selling and sales training, communications, and the psychology of selling and sales management (compensation and organization). Both the customer and the business perspective are considered. Prerequisite: MKT 210. SP

### **MKT 340 Consumer Behavior (3 credits)**

Explores the application of the principles of psychology and other social sciences to consumer behavior. The impacts of interpersonal dynamics and social influences are studied in depth. Course material is oriented to the practical application of the basic concepts. Prerequisite: MKT 210. FA

### **MKT 350 Sales Management (3 credits)**

This course examines such topics as personal selling techniques and prospecting; role playing in the sales process; evaluation of career opportunities in sales; selecting, training, compensating, and motivating a sales force; distribution methodologies, and impact on sales. Prerequisite: MKT 330. Offered on an as-needed basis.

### **MKT 360 Industrial/Organizational Marketing (3 credits)**

Examines the full range of business-to-business marketing, including commercial enterprises, institutions, and government, as well as traditional industrial marketing issues. It focuses on market dynamics and stresses the strategies industries employ in developing and implementing their methods to industrial buyer behavior, market selection, product planning, product positioning, reseller's market, and pricing. Prerequisite: MKT 210. Offered on an as-needed basis.

### **MKT 410 Marketing Research (3 credits)**

Presentation of the analytical techniques required to identify target markets, consumer needs, and motivations. Includes problem discovery techniques, research design, interpretation of data, and forecasting. Attention is also given to research techniques for the smaller business enterprise. Prerequisite: MKT 210. SP

### **MKT 420 International Marketing (3 credits)**

An introduction to managing marketing operations in a foreign marketplace. This course focuses on principles, policies, techniques and ethics used in international marketing strategies, and involves gathering and analyzing information in order to solve business problems on a global realm. Prerequisites: MKT 210; BSA 310. SP

### **MKT 430 Case Studies/Readings in Marketing (1-3 credits)**

Provides the student with an opportunity to review a variety of topics within the current literature and to study specific marketing problems through the case study method.

Prerequisite: MKT 210. FA, SP, SU

### **MKT 460 Marketing Management (3 credits)**

An investigation into the managerial responsibilities, as expressed in cases, of the modern marketing executive. Marketing strategy and planning are stressed. Emphasis is placed on the techniques used to assemble the marketing mix and satisfy the needs of consumer in identified target markets. Prerequisites: MGT 210; MKT 210; Senior Status. FA

## **SPORTS MANAGEMENT COURSES**

### **SPT 101 Introduction to Sports Management (3 credits)**

An introduction to management principles with application to the field of sports management. The course also surveys selected topics in marketing, ethics, and law as they pertain to sports. Also explored are career paths in sports management. FA

### **SPT 102 Intercollegiate Athletic Participation (1-7 credits)**

Students participating for Fontbonne University in an intercollegiate sport have the opportunity to register for this one-credit elective course. Completion of the course includes both completion of the competitive season and an acceptable required paper on a topic to be agreed upon by the student and the instructor. This course is repeatable up to four times for a total of seven credits. Prerequisite: Sports management major or approval from the director of the sports management program. FA, SP

### **SPT 205 Sport Accounting and Finance (3 credits)**

This course provides a student with an extensive overview of the financial and accounting skills necessary to succeed in the sports industry. The first section of the course examines the sports industry from a macro perspective, surveying the business models of the major sports leagues, organizations, and various business sectors (such as media, licensing, facilities, etc.). The second section examines the sports industry on a micro level by teaching the practical financial and accounting skills used in day-to-day operations of sports organizations. By course end, a student will have a solid comprehension of sports finance and accounting and be able to successfully apply this knowledge to issues routinely faced by sports managers. Prerequisite: ACT 210. SP

### **SPT/FCS 213 Nutrition for Fitness and Physical Performance (3 credits)**

Introduction to basic nutrition concepts related to fitness and physical performance of athletes at all levels. Students will also explore current issues in nutrition for athletes including ergogenic aids and weight management practices. SP

### **SPT 240 Sport Facility and Event Management (3 credits)**

The course provides students with an understanding of the complexity involved in sport facility and event management. Sport facility management includes a variety of activities such as planning and designing a sports facility, staff management, facility marketing, developing revenue streams, and facility scheduling and operating. Sport event management consists of identifying goals of the event and coordinating people in the organizations involved to achieve those goals with the resources available. Prerequisite: SPT 101. SP

### **SPT 250 Case Studies and Readings in Sports Management (1-3 credits)**

Provides students with an opportunity to review and research a variety of topics within the current literature and to study specific issues within the field of sports management. Prerequisite: SPT 101; approval from the director of the sports management program. FA, SP, SU

### **SPT 260 Sports Marketing (3 credits)**

A study of the elements in the sports marketing field. Topics include sports marketing strategy, sports consumer behavior, technology as it applies to sports marketing, sports market segmentation, sports brand equity, licensing and branding merchandise, pricing, promotion, sales, sponsorship, public relations, and the future of the sports marketing industry. Prerequisite: SPT 101; MKT 210. FA

### **SPT 300 Legal Issues in Sports (3 credits)**

This course explores several areas of potential liability as it deals with litigation in the sports field. Topics will include sports franchise rights, league issues, sports agents, anti-trust laws, intercollegiate sports and title IX, alternatives to litigation, and paths of response when confronted by a lawsuit. Prerequisite: SPT 101; BSA 210. FA

### **SPT 310 Social Aspects of Sports (3 credits)**

An introduction to sports sociology, this course will address the social, political, and economic significance of sports in society. A variety of topics such as race, class, gender, violence, and disability in relation to American sports will be covered. Students will learn theory in analyzing sports and examine research in sports sociology. Prerequisite: SPT 101; SOC 100. FA

**SPT 320 Sports Psychology (3 credits)**

An overview of the psychological aspects of sports. This course focuses on the thought processes and attitudes of athletes and individuals involved in sports or exercise activities. Theoretical perspectives in relation to empirical research will be explored. Topics considered include psychological issues that confront coaches, organizations, physical educators, athletes, and teams. Prerequisites: SPT 101; PSY 100. SP

**SPT 330 Leadership and Governance in Sports (3 credits)**

This course places an emphasis on the introduction to management theory and how it can guide practical applications in sports industries. The course will address management philosophy, management tasks, responsibilities, organization structures, leadership, motivational techniques, decision making, and factors that influence governance, such as environmental influences, power and politics. The student will be responsible for engaging in an in-depth look at various sports governing bodies, which include such organizations as the International Olympic Committee, Arena Network, and the National Collegiate Athletic Association. Prerequisite: SPT 101. FA

**SPT 460 Strategic Management in the Sports Industry (3 credits)**

This capstone course addresses the strategic decision making process specific to sports organizations. Through a case study analysis, students will investigate and analyze problems, policies, duties, and ethics as they relate to sports business management and strategic planning. Prerequisite: Senior Status. SP

**SPT 494 Special Topics in Sports Management (3 credits)**

Provides the student with an opportunity to explore specific issues within the sports industry and the field of sports management. Opportunities for experiential and service learning are at the core of this course. Prerequisite: SPT 300. Offered on an as-needed basis.

**SPT 495 Internship in Sports Management (3-9 credits)**

A supervised experiential-learning course that requires the student to apply the theoretical knowledge obtained in their coursework to an actual work environment. The course will include seminar sessions and comprehensive written and oral reports. The student must clock a minimum of 150 hours and a maximum of 320 hours in the actual work environment and during the semester in which he/she is registered for this course.

Prerequisite: Instructor's Permission. FA, SP, SU

**TRANSPORTATION COURSES****TRN 210 Introduction to Transportation (3 credits)**

An introduction to the transportation industry, with focus on history, foundation and importance. This course will examine the operational nature of rail, marine, pipeline, motor, air and intermodal transport.

**TRN 310 Transportation Management (3 credits)**

An examination of the managerial aspects of transportation as a function of logistics management. Provides a basic understanding of the operations performed and tactical decisions made by transportation managers. Prerequisite: TRN 210.

**TRN 320 Business Logistics (3 credits)**

Focuses on the planning, implementation, and control of logistics functions, including inbound and outbound transportation management, fleet management, warehousing, network design, and inventory management.

**TRN 330 Transportation Economics and Public Policy (3 credits)**

An examination of the role and function of transportation in the national and global economy, with special focus public policy issues, supply chain relationships, and environmental impact. Prerequisite: TRN 210.

**TRN 350 International Transportation and Logistics (3 credits)**

An analysis of transportation and logistical activities in international and global environments. Content will focus on international procurement and sourcing strategies, international and global distribution channels, international transportation tactics and strategies, intermodal operations, and import and export policies and procedures. Special attention is placed on current global events and their effect on international transportation and logistics management. Prerequisite: TRN 210.

**TRN 460 Seminar in Transportation (3 credits)**

A seminar providing an in-depth review and analysis of the industry evolution and application of various modes of transportation via the review of current literature and interaction with industry professionals. In addition, case studies will be utilized to bring a focus on the value phenomenon of the transportation industry and its' key role in the pursuit of not only just-in-time strategies, but also the organizational efficiencies of the complete supply chain function. This course will also apply planning and management tools to define and solve a credible transportation problem. Verbal and written skills will be required to present and defend these proposed solutions. Prerequisites: TRN 210; Junior or Senior Status.