Accounting

ACCT 211 - Financial Accounting 3 hours. Introduces financial reports and the underlying concepts and processes. Financial reports are a major way in which a business enterprise communicates its activities and their results to owners, government authorities and the general public.

ACCT 212 - Managerial Accounting 3 hours. Internal accounting reports are used by management to assess results, plan further operations and make decisions as to capital projects, product lines, and pricing. Illustrates the use of such interpretive techniques as cost-volume-profit analysis, variance analysis, cash forecasting, and rate of return to develop managerial decisions based on accounting data. Prerequisite: ACCT 211.

ACCT 361 - Financial Accounting II 3 hours. A transitional course in theory of financial accounting with heavy emphasis on the proper presentation of accounting information for external reporting purposes. Prerequisites: ACCT 211, Jr. standing.

ACCT 362 - Financial Accounting III 3 hours. An advanced course in theory of financial accounting. Special topics include: pensions-service cost, interest on liability, actual vs. expected return on plan assets, prior service cost amortization, unexpected gains and losses on plan assets, corridor amortization, minimum liability computation; leases-bargain purchase options and residual value considerations, direct financing and sales type leases, initial direct costs, sale-leaseback; earnings per share-for the complex capital structure-basic, primary and fully diluted EPS, materiality and anti-dilution, common stock Equivalents, modified treasury stock method, effective yield test; income tax accounting-deferred taxes, deferred tax liability, deferred tax asset and the valuation account, revision of future tax rates. Prerequisite: ACCT 361.

ACCT 371 - Personal Income Tax 3 hours. Income taxes, payroll taxes and estate and gift taxes. The importance of income taxation relating to business decisions and the need for tax research and planning emphasized. Preparation of individual, partnership, and corporate returns with detailed analysis of the underlying tax concepts. The burdens and benefits of social security taxes and unemployment taxes. The tax aspects of family estate planning. Prerequisites: ACCT 211, junior standing.

ACCT 372 - Cost Accounting 3 hours. Analysis of cost behavior, cost-profit volume analysis, budgeting, job order and process cost systems, standard costs and cost control. Quantitative methods and behavioral developments are applied to cost accounting data. The objective is improvement of the quality of the cost information provided for managerial decision making. Prerequisites: ACCT 212, ECON 201, junior standing.

ACCT 441 - Auditing Theory and Practice 3 hours. Current auditing practices and objectives of independent accounting firms examined in detail. Particular emphasis placed on auditing theory and procedures and the ethical and legal responsibilities of auditing. Prerequisite: ACCT 362 either previously or concurrently.

ACCT 450 - Independent Study 1-4 hours. Permission of instructor and Plan of Study required.

ACCT 451 - Financial Reporting and Analysis 3 hours. A course covering a variety of complex topics in financial reporting. These include accounting for income taxes, employee compensation, disclosures, earnings per share, accounting changes, and statement analysis. Prerequisite: ACCT 362.
ACCT 460 - Seminar in Accountancy 3 hours. Details major issues in the field of accountancy with primary topics changing from semester to semester. May include taxes, financial accounting theory, managerial accounting theory, C.M.A. and C.P.A. problems, or international accounting problems. Primary resource material: library research and outside readings which are used as the basis for seminar presentation. Prerequisite: 6 hours of accounting. May be taken more than once for credit.

ACCT 462 - Applications of Advanced Accounting Principles 3 hours. An advanced course in the theory of financial accounting with heavy emphasis on special problem areas in accounting such as partnership accounting, home office and branch accounting, mergers and acquisitions, consolidated statements, bankruptcy, estates and trusts, fund accounting and international accounting problems. The current pronouncement of the major authoritative bodies reviewed and illustrated. Prerequisite: ACCT 362.

Business

BUSI 100 - Special Topics in Business 1-3 hours.

BUSI 101 - Campus Life Leadership Skills 1 hour. This course focuses on improving communication skills in working with both individuals and groups. Topics to be covered include: group dynamics, trust, valuing, the building of relationships, listening skills, assertiveness, confrontation skills, and resolving interpersonal conflicts.

BUSI 102 - Career and Professional Success 1 hour. In this course students will develop and hone their job search skills. This includes creating and implementing a job search plan, resume and cover letter development, professional etiquette and business protocol, company research, effective networking, "dressing for success," interviewing and salary negotiation, and transitioning from college to the world of work. Students will have an opportunity to connect both formally and informally with employers, alumni, and students through dinners, networking receptions, career events, and panel discussions.

BUSI 113 - Business Statistics 3 hours. The elements of basic statistical theory and technique are introduced with an emphasis on applications to business situations. Computer-based software packages complement these objectives.

BUSI 201 - Family Business Management 3 hours. The course builds on seven segments of focused study related to family business management. The course looks at the family and business systems and the special role of the entrepreneur. Also explores the dual relationships of family and business and its challenges.

BUSI 205 - Student Managed Investment Fund 1 hour. A lecture course designed to introduce the student to topics that will facilitate the student's ability to participate in the management of the Student Managed Investment Fund. Topics to be covered in lecture course include but are not limited to the following: History of Equity Ownership; Debt and Equity Securities; Ratio Analysis; Risk and Return (beta and portfolio analysis), Financial Publications, Research Tools and Databases, Analysis of Financial Statements, Stock and Bond Valuation Techniques; Financial Markets and Stock Screening. Prerequisite: at least Sophomore standing or permission of instructor.
Courses of Instruction: College of Business

**BUSI 261 - Operations Research** 3 hours. Scientific approach to the analysis and solution of economic and business problems to provide a quantitative basis for model building and decision making. Mathematics is applied to business decision making through techniques such as linear programming, queuing theory, network models, Markov analysis, etc. Prerequisites: MATH 107 and BUSI 113; ECON 201 either previously or concurrently.

**BUSI 300 - Special Topics** 1-3 hours. Topics not covered in other Business courses are presented.

**BUSI 410 - Introduction to Financial Planning** 3 hours. Introduction to the concepts of estate and financial planning. Provides the student with a firm grounding in the basic lifetime financial planning process along with an overview of the tax advantages of proper estate planning. (Cross-listed as LAW 410 and FIN 410)

**BUSI 439 - Entrepreneurship in the 21st Century** 3 hours. The primary objectives of this course are twofold: 1) provide students with an introduction to the theoretical and practical aspects of entrepreneurship and small business development, and 2) identify, probe and gain insights into the role family based business plays in socio-economic development and private enterprise.

**BUSI 450 - Independent Study** 1-4 hours. Permission of instructor and Plan of Study required.

**BUSI 457 - International Business** 3 hours. The volume, composition, and pattern of worldwide trade; the significance of international trade to the American economy. An introductory description of the international payments mechanism, an elementary analysis of the balance of payments, and a survey of U.S. continental policies, the role, impact and structure of the multinational enterprise and the government policies towards it, firms, marketing, accounting and management responses to the international environments. Prerequisite: Junior standing.

**BUSI 460 - Seminar in Business** 3 hours. A seminar that focuses on special topics in the field of management and business administration. Topics vary from one semester to another. May be repeated for credit.

**BUSI 485 - Internship** 1-4 hours. Faculty-supervised experience in which the student applies theoretical knowledge in practical situations. Each student submits a paper outlining the experience and is responsible for procuring an on-site supervisor's evaluation of his/her work. A minimum of 80 hours of practical experience is required for each credit. A maximum of four (4) internship credits can be included in the 120 academic credits required for graduation. The internship may be offered for a letter grade or on a pass/fail basis at the instructor's discretion.

**BUSI 499 - Policy Formulation and Administration** 3 hours. An integrating course approaching the fields of policy making and strategy from the point-of-view of top management. The course also covers the new tools and emerging concepts in the policy area. By means of the case study approach, the student is taught to develop the habit of solving strategic management problems from a systemic perspective. Prerequisites: MGMT 328, FIN 348, MKTG 221; Senior standing.
Courses of Instruction: College of Business

Economics
ECON 201 - Introduction to Economics and Markets 4 hours. Introduction to the principles of microeconomics and a survey of contemporary economic issues. Includes study of market systems and structures, government regulation of business, labor markets and income distribution, strategic behavior, and market failure. Prerequisite: sophomore standing. (E)

ECON 202 - Principles of Macroeconomics 3 hours. Study of the factors involved in the problems of unemployment, inflation, economic growth, and the role of fiscal and monetary policies. Includes coverage of the money and banking system and international trade. Prerequisite: ECON 201.

ECON 300 - Special Topics 1-4 hours. Topics not covered in other Economics courses are presented.

ECON 312 - Environmental Economics 3 hours. Examines human interactions with the environment from economic perspectives. Topics include externalized costs, other market failures, resource economics, time discounting of environmental legacies, intra/inter-generational resource allocation, and implications of macro-economically inappropriate thermodynamic/ecosystem understandings. Explores theoretical and practical solutions to issues. Prerequisite: ECON 201 or permission of instructor. (Cross-listed as ENVS 312)

ECON 331 - Money and Banking 3 hours. The principles and organization of the monetary and banking system and importance of the money supply. The structure of the banking system and the techniques used by the Federal Reserve are covered, along with monetary theory, other factors affecting income, employment and inflation, the controversies surrounding the use of monetary and fiscal policies and the international dimensions of the issues. Prerequisites: ECON 201/202, junior standing.

ECON 412 - International Economics 3 hours. An introduction to the workings of the world economic system and the interactions among different countries. It consists of three parts: Trade, which asks how and why different countries engage in the process of exchanging goods and services and the consequences of such interactions on the country itself and on others; International financial and monetary system, which looks at a country's balance of payments account, exchange rate determination, and open macroeconomic analysis and policy; International development, which surveys experiences of developing countries, including their relationship with developed countries. Builds upon students' earlier knowledge of economic models and analytical tools, tailoring them to analyzing developments in the world economy, and using them to judge the soundness and/or appropriateness of government actions. Prerequisites: ECON 201/202, junior standing.

ECON 445 - Managerial Economics 3 hours. Emphasizes the application of fundamental theoretical and analytical tools of economics useful in managerial decision making. Empirical studies and cases involving actual managerial situations at the levels of industry and firms are examined. Prerequisite: FIN 348 or permission of instructor. (Cross-listed as FIN 445)

ECON 450 - Independent Study 1-4 hours. Permission of instructor and Plan of Study required.
**Courses of Instruction: College of Business**

**ECON 460 - Seminar in Economics** 3 hours. An introduction to current work in economics. The focus is on particular topics of special interest within the discipline. Students are responsible for presenting, discussing, and writing about ideas expressed in the professional literature. Prerequisite: One course in Economics numbered 300 or above.

**ECON 462 - Industrial Organization** 3 hours. In this course, the theory of the firm is extended using the structure-conduct-performance paradigm and more recent theories of industrial organization. An important portion of the course is allocated to presentation of factual and institutional material on market structure, firm conduct, industry performance, and antitrust policy. Prerequisites: ECON 201/202 and junior standing.

**ECON 465 - Public Finance** 3 hours. The course analyzes the effect on the economy of different forms of taxation and expenditure patterns at the federal, state, and local level. Attention is given to the effects of government policy on the distribution, composition and size of total income and to the political bases for budgetary decisions. Prerequisites: ECON 201/202, junior standing. (Alternate years)

**ECON 466 - Benefit Cost Analysis** 3 hours. Covers the practice of economic evaluation of public and private projects and programs. Includes use of case studies for both conducting and evaluating BCA. Prerequisite: ECON 201. (Alternate years)

**Finance**

**FIN 348 - Managerial Finance** 3 hours. An introductory course explaining the tools and the new responsibilities modern financial managers deal with in a rapidly changing world environment characterized by uncertainty. The course identifies and examines the financing needs of the firm, its cost of capital, and assets and liabilities management using modern decision support systems for the application of new financial innovations, such as contingent claims and securitization of assets. Prerequisites: ACCT 211/212, ECON 201/202.

**FIN 410 - Introduction to Financial Planning** 3 hours. Introduction to the concepts of estate and financial planning. Provides the student with a firm grounding in the basic lifetime financial planning process along with an overview of the tax advantages of proper estate planning. (Cross-listed as LAW 410 and BUSI 410)

**FIN 445 - Managerial Economics** 3 hours. Emphasizes the application of fundamental theoretical and analytical tools of economics useful in managerial decision making, through an examination of empirical studies and cases involving actual managerial situations at the levels of industry and firms. Prerequisite: FIN 348 or permission of instructor. (Cross-listed as ECON 445)

**FIN 450 - Independent Study** 1-4 hours. Permission of instructor and Plan of Study required.

**FIN 453 - Financial Markets and Institutions** 3 hours. Surveys the dynamic roles played by financial intermediaries in transforming traditional financial institutions to a modern financial services industry responding to new institutions and individual investors in channeling savings and investments. The course focuses on the role played by non-bank financial institutions, the structure of interest rates, the flows of loanable funds and the measurement and management of risk in a regulated and deregulated financial system, using financial instruments such as SWAPS and asset securitization. Prerequisite: FIN 331 or permission of instructor.
FIN 454 - Security Analysis 3 hours. Provides a comprehensive introduction to the application of the techniques of security analysis and portfolio management. Relates economic-industry-company analysis to evaluate individual securities: bonds, preferred stocks, common stocks, and options. Considers the procedures involved in the selection of securities portfolio along the concept of risk-return tradeoffs. Prerequisite: FIN 348.

FIN 455 - Business Financial Decisions 3 hours. Examines the question of how financial resources available to the firm should be allocated to many possible investment projects. Emphasizes developing analytical techniques which make it possible to answer questions such as: Should a new plant be built? Equipment replaced? Bonds refunded? A new product introduced? Should a merger or divestment take place? Prerequisites: FIN 348 and BUSI 261.

FIN 457 - Portfolio Management 3 hours. This course emphasizes individual and institutional investors' selection, diversification of securities through appropriate asset-allocation strategies resulting in optimal portfolios. Both fixed income securities and equity portfolios are examined in a domestic and worldwide context. Prerequisite: FIN 348.

FIN 458 - International Financial Management 3 hours. Emphasizes the practical relevance of the microelements of international finance which influence the profit and loss accounts and balance sheets of corporations with overseas operations. Factors such as the impact of exchange rate fluctuations, major alternative non-traditional sources of financing and regional investment decisions, imperfections in world product, factor and financial markets along with country risk-return profiles are examined. Prerequisite: FIN 348 or permission of instructor.

FIN 460 - Seminar in Finance 3 hours. Examines financial theory both at the macro and micro-levels and attempts to develop the interdependency between security analysis and the cost of funds to the firm with emphasis on capital structure and dividend policies and portfolio analysis. Prerequisites: FIN 454/455 and permission of instructor.

Law

LAW 241 - The Legal Environment of Business 3 hours. An introduction to the body of law associated with the business environment. Topics include the judicial system and court procedure, business torts and crimes, contracts, bailments, forms of business structure, bankruptcy, an overview of securities regulations and the antitrust laws and consumer protection statutes.

LAW 405 - Real Estate Law 3 hours. An overview of the legal framework of the real estate business. Topics of study include co-ownership of property, acquisition of title, recording, land contracts, real estate brokers, landlord and tenant, escrow, zoning, eminent domain and government regulation of the real estate business. Also included is an introduction to mortgages and mortgage financing. Prerequisites: LAW 241, junior standing.

LAW 410 - Introduction to Financial Planning 3 hours. Introduction to the concepts of estate and financial planning. Provides the student with a firm grounding in the basic lifetime financial planning process along with an overview of the tax advantages of proper estate planning. (Cross-listed as FIN 410 and BUSI 410)
Courses of Instruction: College of Business

LAW 442 - Commercial Law 3 hours. An overview of the common law principles and statutory law affecting commercial transactions. Topics include agency, partnerships, corporations, commercial paper and sales. Prerequisites: LAW 241, junior standing.

Management

MGMT 328 - Management and Organizational Behavior 3 hours. This course builds an understanding of individual and group behavior within organizations, the means of assessing such organizational behavior and specific techniques for managing behavior toward improved performance. The goal for the course is for students to develop skills grounded in behavioral science that are essential for assuming a leadership position in organizational environments. Prerequisite: Junior standing.

MGMT 431 - Organization Theory 3 hours. Development of a procedure for systematic analysis to determine the most suitable organizational structure for efficient operation. Organization structure examined as a tool which may be controlled and modified by management in order to improve the performance of individuals in the organization. Prerequisite: MGMT 328.

MGMT 450 - Independent Study 1-4 hours. Permission of instructor and Plan of Study required.

MGMT 460 - Seminar in Management 3 hours. Seminar in management considers major issues in the management field in detail. These issues change from year to year. Examples of topics include corporate culture, creativity, computer based simulations, total quality management, managing strategic change, and human capital development. Prerequisites: MGMT 328 and senior standing. May be repeated for credit.

MGMT 472 - Human Resource Management 3 hours. Examines the contribution that a properly functioning personnel department makes to the effectiveness of a business. Covers internal organization and workings of the personnel department, its relationship to the rest of the enterprise, major problem areas, and the legal environment defining the employer-employee relationship. Prerequisite: MGMT 328.

MGMT 484 - Operations Management 3 hours. Introduces students to functions, problems, and techniques associated with management of production operations in manufacturing firms and service organizations. The problem oriented approach focuses on analytical techniques so students learn to recognize problems arising in operations management areas and to apply analytic techniques meaningfully. Topics include plant location, plant layout and design, inventory control, quality control, production planning and control (including PERT), production scheduling, queuing, mathematical programming, simulation, and forecasting. Prerequisites: BUSI 113, BUSI 261, ACCT 212, MGMT 328.

Management Information Systems

MIS 101 - Business Perspectives 3 hours. This course helps students develop a sense of business systems, methods and issues. It is designed to raise sensibilities about the business environment, ethics, and decision making. It also acknowledges the importance of fundamental computer concepts for business, covering spreadsheet, database, presentation software, as well as website design.
MIS 190 - Introduction to Management Information Systems 3 hours. This first course in information theory covers the subjects of computer hardware and software, the system development process, principles of data management and modern computer-based information systems. Emphasis is placed on business problem analysis and determining how automation can contribute to satisfying business needs. Development of computer-based business applications. Prerequisite: MIS 101 or equivalent.

MIS 290 - Computer Programming 3 hours. An introduction to the fundamentals of computer programming. The course is offered using Visual Basic and Java in alternate years, and may be repeated once for credit. Topics covered include programming concepts, program design and development, debugging and testing.

MIS 400 - Special Topics 1-4 hours. Special topics in management information systems which may vary from year to year.

MIS 440 - Inter-Networking Fundamentals 3 hours. This course stresses a top-down, business oriented approach to understanding, evaluating, and selecting network technology. Topics covered include IP addressing, network hardware and software, media and design, ARP/RARP, network topology, cabling, OSI model and network management issues. Concepts of Wide Area Network (WAN) are presented. Prerequisite: MIS 190 or permission of instructor.

MIS 450 - Independent Study 1-4 hours. Permission of instructor and Plan of Study required.

MIS 460 - Seminar in Information Theory 3 hours. Seminar course serving as a capstone for the information theory emphasis. The course emphasizes information theory as related to planning, organizing and controlling information systems in the business environment. Prior seminar topics include Neural Networks, Expert Systems, Artificial Intelligence, and Web Development. Prerequisite: MIS 190 or permission of instructor.

MIS 465 - Data Base Management Systems 3 hours. Providing a comprehensive coverage of organizational data base systems, this course is structured around the data base development life cycle which provides the framework for conceptual data base design, for data base implementation, and for the management of data base systems. Using a strategic and tactical management framework, issues covered include data base planning, data base management system selection, data base administration, security and integrity, and distributed data bases. Prerequisite: MIS 190 or permission of instructor.

MIS 466 - System Analysis and Design 3 hours. Information system development beginning with a study of the decision making process and the levels of decision making to provide a framework for the information system. Emphasis is on information analysis and logical system design. Topics covered include information need analysis and information systems development methodology. Prototyping and development software are addressed and used. Prerequisite: MIS 190 or permission of instructor.

MIS 468 - Data Visualization 3 hours. This course is an introduction to multi-dimensional information analysis. It stresses a business oriented approach to using information technology (software and hardware) to explore the hidden value in databases. Topics covered include data warehousing, data mining and visual statistical analysis. Prerequisite: MIS 190 or permission of instructor.
Marketing

**MKTG 221 - Marketing Principles and Management** 3 hours. A survey of marketing concepts, principles, techniques and theories. Emphasizes the development and implementation of an effective marketing strategy, and control of the marketing function within the firm. The role of marketing in society and the efficient distribution of goods and services are addressed. Prerequisite: Sophomore standing.

**MKTG 400 - Special Topics** 1-4 hours. An open course varying in content from term to term.

**MKTG 450 - Independent Study** 1-4 hours. Permission of instructor and Plan of Study required.

**MKTG 452 - Market Research** 3 hours. Emphasizes planning, organization and application of marketing research in making marketing decisions. Topics include: marketing information systems, research design, data collection and analysis, and evaluating research results. Emphasis given to sampling methods, hypothesis testing, market measurement and forecasting, use of models in marketing, decision making techniques, and behavioral research methodologies. Cases are used as part of the course. Prerequisite: MKTG 221.

**MKTG 453 - Marketing Practicum** 3 hours.

**MKTG 460 - Seminar in Marketing** 3 hours. Intensive investigation of marketing techniques, theories and issues. Students are required to investigate specific topics, make class presentations and submit reports. Prerequisites: MKTG 221 and senior standing.

**MKTG 479 - Consumer Behavior** 3 hours. Deals with changing markets and the influence of environmental and interpersonal factors on consumer behavior. Integrates concepts, theories and tools from social science and quantitative disciplines to provide a framework of understanding consumers and forecasting market demand. Different strategies and techniques of consumer research are presented and evaluated. Prerequisite: MKTG 221.

**MKTG 482 - Sales Management** 3 hours. Concerned with the management of the personal selling function, this course uses theories and tools of behavioral sciences for developing an effective sales force through recruiting, selection, training, compensating and evaluation of sales performance. Emphasizes sales forecasting, establishment of sales quotas, and sales analysis. Prerequisite: MKTG 221.

**MKTG 486 - Promotion Strategy** 3 hours. Investigates current theory and methods of promotion. The major elements of the promotional mix are analyzed in detail with emphasis on using pertinent decision theory models when allocating scarce resources to the defined elements of the total promotional mix. Prerequisite: MKTG 221.

**MKTG 489 - International Marketing** 3 hours. Emphasizes marketing management problems, techniques and strategies in the global marketing environment and the culture dynamics involved in international marketing. Strategies are developed for product, price, promotion and distribution functions given the complex international legal environment and consumer customs in foreign business. Prerequisite: MKTG 221.
MKTG 499 - Strategic Marketing Management 3 hours. This capstone course offers students the opportunity to focus their experience and knowledge of marketing on an aggressively competitive environment. The course will explore ways in which corporate strategy can be executed by marshalling marketing-oriented resources, and directing them to the achievement of marketing goals.

Reserve Officers Training Corps Military Science Program
Seneca Battalion - St. Bonaventure University

MS 101 - Foundations of Officership 2 hours. This course introduces students to the United States Army, Army Reserve and Army National Guard, and provides a general examination of the roles and contributions these organizations offer to society. Fundamental leadership, management, problem solving and decision making techniques are presented and practiced. (Fall Semester)

MS 102 - Basic Leadership 2 hours. A continuation of MS 101 furthering students’ knowledge and broadening practical experience. Military customs and courtesies are introduced and various Army career fields are previewed. (Spring Semester)

MS 201 - Individual Leadership Studies 2 hours. This course builds on the leadership skills taught in MS 101 and MS 102. Students are taught various methods of conducting military training. They then prepare, conduct, and evaluate military training sessions themselves, using military first aid techniques as a training medium. Students are expected to demonstrate competency in the first aid subjects. (Fall Semester)

MS 202 - Leadership and Teamwork 2 hours. Students learn military written communications formats and briefing techniques. Using these skills, they write papers and present briefings. The subjects covered include geopolitics, strategic concepts, mobilization and other national security issues. (Spring Semester)

MS 301/302 - Leadership and Problem Solving/Leadership and Ethics 2 hours each. These courses qualify students for the rigorous six week summer leadership camp at Fort Bragg, North Carolina. Intensive studies in military skills and techniques are tested and evaluated in performance oriented scenarios throughout the year. Spring semester adds a demanding leadership dimension as the students plan, organize, instruct and lead the Base Course lab exercises. At least three overnight field exercises are required. (Fall and Spring Semesters)

MS 401/402 - Leadership and Management/Officership 2 hours each. These courses complete the General Military Science curriculum and qualify the student for commissioning as an officer in the U.S. Army. Classroom instruction and leadership requirements are a prelude to initial officer training at one of the various Army service schools after commissioning. Classroom/seminar topics include military justice, command and staff functions, problem resolution, decision making, ethical conduct, and a continued examination of the duties and responsibilities of an Army officer. (Fall and Spring Semesters)