

Business Administration

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The McKenna School's business majors and masters in management are accredited by the Association for Collegiate Business Schools and Programs (ACBSP)—one of the top two premier accrediting agencies for business schools worldwide. With a requirement for faculty professional development (i.e., publications and research) and courses primarily taught by PhDs, the ACBSP is the number one business accreditation program devoted to teaching excellence and service to students. Given the McKenna School's commitment to liberal arts and providing students with a well-rounded education, we believe that the ACBSP is the better match for our business program.

The Business Administration program of the McKenna School of Business, Economics, and Government is designed to provide a thorough academic and professional education in the study of business principles, practices, and systems. The McKenna School's business curriculum combines theoretical, quantitative, technical and case studies and simulations in order to understand business life and activity within a dynamic market economy. The program delineates the nature and functions of the firm and private enterprise and the relationship of business to society as a whole. It seeks to help students learn to apply analytical skills and sound judgment to managerial operations and to solve business problems. Accordingly, the curriculum integrates the scientific method with the functional areas of business, providing students with the methodological tools to describe, predict and explain the varied phenomena surrounding business problems.

The Business Administration program combined with the College's liberal arts curriculum helps students integrate professional goals with an educational foundation for life-long learning and the pursuit of a responsible and rewarding way of life. To further facilitate the development of the written communication skills needed in business settings, there is a writing component requirement in many of the business courses. To improve reasoning, judgment and decision making under uncertainty, students are exposed to data analytic methods and statistical software. Development of teamwork and oral presentation skills are also part of the curriculum.

The McKenna School encourages internships and other work experiences, which may be sought through the College's Career Center. The capstone experience for all business majors is achieved through the Business Policy and Strategy course. Basic civic knowledge, as well as economics, is part of the mission of the McKenna School: all business majors must take Principles of American Politics. In these ways and by working closely with its students, the goal of the Business major is to help prepare students for successful professional careers or graduate studies in business and related fields.

The McKenna School offers the Bachelor of Science degree in Accounting, Business Education, Finance, International Business, Management, and Marketing. Dual majoring in business is possible, but you must complete a minimum of 21 non-overlap-

ping credits from the first business major.

The McKenna School offers a 36-credit master's degree in management. See the relevant section of this Bulletin for a further examination of this graduate program.

Student Portfolio Requirement

As a requirement to graduation, all McKenna School business majors are required to complete a student portfolio. The portfolio will be utilized by the student to construct resumes, to provide evidence of professional skills (including written, oral presentations, quantitative, and analytical skills) relevant to their major, and to serve as a platform for talking points during interviews. The portfolio is also used to assess the student's ethical development, writing ability, competency utilizing newer technologies applicable to business presentations and data analysis, and proficiency in business information systems.

The portfolio contains the following documents:

- 1) business ethics paper written in BA 104 Introduction to Management (First-year);
- 2) updated business ethics paper written in BA 305 Business Ethics (Junior second semester or Senior year);
- 3) a resume (completed during the first year and updated each year);
- 4) at least one experiential project(s) defined by major with a focus on business skill sets;
- 5) information systems analysis project;
- 6) evidence of an oral presentation from a 300 level or above business class;
- 7) term paper written in a 300 level or above business class;
- 8) optional: professional thesis

Unless noted below, all portfolio submissions must come from the portfolio grid (see McKenna School website). New opportunities for submission may be added to the grid overtime. The business ethics component of the portfolio, designed by Dr. William Hisker, is unique and was considered path breaking by our accrediting body, the Association of Collegiate Business Schools and Programs. Businesses want employees who have strong ethical values. The resume will be utilized in internship and job searches. The experiential and information systems analysis projects provide evidence that the student possesses strong writing skills, is comfortable with applications of advanced technologies relevant to his/her business discipline, and demonstrate a high level of understanding of the business discipline and tools utilized. An internship may be used to satisfy the experiential project requirement. Internships require a weekly log of the experience and a short synthesis paper evaluating the experience in light of the goals and objectives established on the Student/Faculty Agreement form completed as part of your application process. The synthesis paper must discuss how the student's internship experience utilized their relevant coursework. Students must register for internship credit (BA 550) with the Career Center and the registrar's office. Evidence of oral communication may be satisfied by oral presentations delivered in a class setting—300 level or above business class or in an approved (by your business advisor) on-campus setting or off-campus activity. The required term paper is in addition to the senior-level business ethics paper. The term paper provides evidence of writing competency and the ability to write effectively and persuasively within the business discipline. The requirements underlying the professional thesis option, written in conjunction with BA 500, will be defined by the supervising professor.

Students may add or replace documents throughout their four years, but the required documents must be in the portfolio at the time of graduation. More than one submission in each defined area is permitted. The reason or purpose of the written work must be clear from the work itself or a copy of the project assignment must be attached to the submission.

Each portfolio will be retained for five years from graduation.

All submissions to the portfolio are electronic and are to be completed in a timely fashion, as designated above, and in full prior to graduation. Questions regarding the portfolio may be addressed to the Executive Assistant to the Dean, Eva Kunkel, or the graduate assistant. A copy of the portfolio requirements may be obtained from the McKenna School website.

Transfer Credit

The College reserves absolute discretion with regard to the transferability of work done at other institutions, and in unusual individual circumstances, waiving an academic requirement. When, in its discretion, and due to the individual circumstances involved, the College elects to make an exception in an individual case, such a waiver shall not be considered to establish a precedent applicable to any other individual. Business classes designated 300 level and above may not be transferred to SVC from community colleges. Transfer credits for BA 200 Intermediate Accounting I and BA 201 Intermediate Accounting II require a challenge exam.

STUDENT GUIDE TO INTERNSHIP PROCEDURES AND REQUIREMENTS

All students are encouraged to take advantage of the opportunity to undertake an internship. The purpose of an internship is to allow you to gain hands-on experience in practical settings. This provides for the application of classroom knowledge and assists you in making career-related decisions.

It is understood that in such placements the student is in a professional setting and should adhere to the highest standards of professional and ethical conduct. This includes, but is not limited to, seeking and following the direction of the site supervisor, as well as the theoretical expectations of the professor.

A vital part of the internship experience includes finding a position. The student is encouraged and expected to find suitable placements and/or sites based on expressed interests, the availability and willingness of the site to supervise a student, and stated career goals. Personnel from the Career Center can assist students in their search for a suitable placement. The student's academic advisor, other McKenna School faculty, and the Dean are available for letters of recommendation and helpful suggestions, but securing the placement is the student's responsibility.

Scheduling an Internship

Students should start thinking about internships during sophomore or junior year, or at least one full semester prior to beginning the internship. Students should consider the types of internships available, when and where the internship might be, etc. This allows time to explore options, prepare a resume, plan to arrange class or work schedules, etc. If a student does an internship during the summer, typically the student registers for credit the following fall semester.

Credit Hours

Each student should meet with his/her academic advisor before you setting up an internship to determine the number of credits required in the program of study. The number of work hours required per credit may vary depending upon the nature of the work. However, as a general rule, 45 hours of work for a period of 15 weeks earns three (3) credits; three credits being a maximum per internship at each employer. There are a maximum of six (6) credits available for internships.

Credit/Grade

A student should register for credit if he/she would like to have the internship appear on his/her transcript. In all cases, the student will receive credit for the internship, but never a grade. McKenna School policy is that internships are graded on a pass-fail basis —

in no case are letter grades (i.e., A, B, ...) to be given for internships. To receive credit, the student must communicate all details of the internship with his/her advisor for approval before beginning the internship.

Academic Requirements for Internships

These are the general academic suggestions for internships for credit, but the specifics are to be determined by the academic advisor:

- a weekly log of the experience
- a short synthesis paper evaluating the experience in light of the goals and objectives established on the Student/Faculty Agreement form completed as part of the application process.
- a more in-depth paper, including evaluating the experience with relevant coursework.

*Completed materials **must** be submitted a minimum of two weeks prior to the end of the term in which a student is registered for credit to assure the credits will be granted. For summer internships, it is **strongly recommended** that the student turn in his/her materials soon after completing the internship while the experience is fresh in his/her mind.*

Weekly Log

The weekly log is a detailed account of weekly activities during the internship. The log should contain a description of what was done, seen, and learned. A student should also note reflections on the meaning of the experience: what you are thinking about the experience, how it is affecting you, etc. To obtain the most value from the internship experience, be sure to write in the log every few days worked. Trying to construct a log at the end of the internship is less meaningful for the student and does not produce a log that is rich in reflection.

The log is simply a notebook with legibly handwritten entries. The log will be returned to the student after the advisor determines if the student has sufficiently reflected upon the experience.

Synthesis Paper

The synthesis paper serves as the final statement of the internship experience and consists of two sections:

Description of the placement: The first section details the particulars of the placement site. It tells about the agency, business, or site, what the functions of the organization are, who the clients or customers are, how the facility is staffed, and other related questions. Also use this section to describe how a student chose this particular organization and the position, department, or function that the student did during the internship.

Summary reflection: The second section of the paper is the most important and should be emphasized during the writing process. The purpose of this section is to describe what was learned and the effect of the experience on current studies and future plans. This section should also be used to evaluate the goals and objectives from the original student/faculty agreement form. Did the internship experience provide the student with insights about his/her major and incorporate relevant coursework?

Learning Objectives

Accounting

- Prepare students for entry-level positions in public accounting, industry, government, or other accounting-related positions;
- Prepare interested students for graduate study in business;
- Prepare students for further study leading to professional certification as a certified public accountant (CPA), certified management accountant (CMA), and other professional certifications.

Finance

- Provides students with strong finance fundamentals but allows them to explore, through its tracks (i.e., Corporate Finance, Investment Management and Computational Finance), a wide breadth of career possibilities;

- Graduates will be well-suited to begin careers at investment-specific firms or finance departments of any business. In addition, students may pursue continued education through Master's or PhD programs;
- Quantitative analysis underscored by a thorough understanding of the "why" and "how" questions in finance;
- Its theoretical roots by deriving equations and reading original works of great finance academics;
- Enable students to apply theoretical models and knowledge in real life settings through case analysis, security selection games and senior level portfolio projects.

Management

- Prepare students for entry level management positions in for-profit, not-for-profit and public agencies;
- Provide the business foundation for education students seeking certification in business education;
- Prepare students for further study in graduate programs such as the Masters in Business Administration (MBA), Masters in Public Administration (MPA) and other Public Policy Programs that demand substantial management undergraduate work;
- Prepare students for graduate programs leading to doctoral level study for students wishing to pursue a career in teaching or research in business management or Public Administration.

Marketing

- Provide students with exposure to both theoretical and applied marketing problems and expose them to the role of the marketing management in a variety of contexts-consumer, industrial, financial, service, profit and non-profit;
- Prepare students for entry level positions in professional sales, marketing research, distribution and purchasing, advertising and promotion, retail and product management;
- Prepare students for entry into top-40 MBA Programs;
- Prepare students for doctoral studies in marketing, social psychology or economics.

Requirements for a Bachelor of Science Degree in Business Administration

Business core courses—required for all Business majors (46 credits):*

BA 100	Elementary Accounting I	3
BA 101	Elementary Accounting II	3
BA 104	Introduction to Management	3
BA 220	Principles of Marketing	3
BA 265	Management Information Systems (sophomore year)	3
BA 305	Business Ethics	3
BA 320	Corporate Finance I (sophomore year)	3
BA 340	Business Law	3
BA 350	Statistics I (sophomore year)	3
BA 351	Statistics II (sophomore year)	3
or		
EC 360	Econometrics	3
BA 495	Business Policy and Strategy	3
EC 101	Principles of Microeconomics	3
EC 102	Principles of Macroeconomics	3
PS 100	Principles of American Politics	3
MA 109/111	Calculus I (firstyear)	4

*Business Education Information Technology (BEIT) majors are exempt from BA 351 and may take MA 208 in place of BA 350. Also, for all business majors, the college's social science and mathematics core are satisfied by the business core.

Typical Schedule for First-Year:	Fall		Spring
Elementary Accounting I & II	3		3
Introduction to Management	3	or	3
Elementary Functions and/or Calculus I (MA 109 or MA 111)	3		4
Exploring Religious Meaning	3	or	3
Language and Rhetoric	3	or	3
Principles of Marketing			3
Principles of Microeconomics and Macroeconomics	3		3
<i>(If you are required to take MA 104 Elementary Functions before Calculus I, take the Principles of Economics classes after completing MA 104.)</i>			
College Core—Foreign Language	3		3
All students will take one course designated as a First-Year Seminar which will satisfy a Core Curriculum requirement.			

Accounting major requirements (24 credits) from the following:*

BA 200	Intermediate Accounting I**	3
BA 201	Intermediate Accounting II**	3
BA 300	Cost Accounting I**	3
BA 301	Cost Accounting II	3
BA 310	Taxes I**	3
BA 311	Taxes II	3
BA 325	Analysis of Financial Statements	3
BA 400	Advanced Accounting	3
BA 405	Auditing**	3
BA 440	Government and Not-for-Profit Accounting	3
BA 470	International Accounting**	3

*For those students pursuing a CPA, the classes chosen beyond those required must be carefully selected. Your advisor will guide you in your selection of courses to optimize your performance on the CPA exam.

**Required course

Total required for the Business Administration Accounting major is 70 credits. After completing this major and the college core, you will have 7 credits for electives.

Business Education Information Technology (18 credits):

(See the Education Department section of the *Bulletin* and your advisor for Education minor and teaching certification requirements.) Students receive Business, Computer, and Information Technology Certification—K-12.

BA 230	Introduction to Entrepreneurship	3
BA 250	Global Business Management	3
or		
BA 251	International Business	3
BA 310	Taxes I	3
BA –	Business Elective 300 level or above	3
CS 110	Computing and Information Science I	3
EL 109	Business Communications	3

BEIT majors must also take CA 235 Introduction to Web Design (*cross-listed as AR 235 for BEIT majors only*) to fulfill their fine arts requirement. The McKenna School's college core recommendation is PL 215 Ethics or PL 216 Ethical Problems. In addition to that portion of the College core satisfied by the business core, three credits of the English requirements are fulfilled by the BEIT required courses. Total required for the Business Education Information Technology major is 64 credits. In addition BEIT students must complete 36 credits of Education requirements and the core curriculum. In total, Business Education majors must complete 141 credits of required classes.

Finance major requirements (25 to 36 credits):

The Finance major offers three possible advisement tracks, which are custom designed for differing career paths. Finance students work closely with their adviser to determine which path is most suitable and preferable. Students completing one of the three following tracks will graduate with a B.S. in Finance.

CORPORATE FINANCE TRACK (25 credits)

BA 200	Intermediate Accounting I	3
BA 321	Corporate Finance II	3
BA/EC 353	International Finance	3
BA 362	Investments I: Securities	3
BA 363	Investments II: Derivatives	3
BA 385	Financial Institutions	3
BA 415	Mergers and Acquisitions	
BA 420	Accounting Information Systems	3
MA 110/112	Calculus II (MA 112 Recommended)	4

Total required for this track of the Business Administration Finance major is 71 credits. After completing this major and the core curriculum, a student will have six (6) credits for electives.

INVESTMENT MANAGEMENT TRACK (25 credits)

BA/EC 353	International Finance	3
BA 362	Investments I: Securities	3
BA 363	Investments II: Derivatives	3
BA 385	Financial Institutions	3
BA 485	CFA Review Level 1	3
BA 488	Portfolio Theory	3
BA 489	Valuations and Modeling	3
MA 110/112	Calculus II (MA 112 Recommended)	4

Total required for this track of the Business Administration Finance major is 71 credits. After completing this major and the core curriculum, a student will have six (6) credits for electives.

COMPUTATIONAL FINANCE TRACK (+MATHEMATICS MINOR) (36 credits)

BA 265	Management Information Systems (sophomore year)	3
BA/EC 353	International Finance	3
BA 362	Investments I: Securities	3
BA 363	Investments II: Derivatives	3
BA 385	Financial Institutions	3
BA 488	Portfolio Theory	3
BA 489	Valuations and Modeling	3
CS 110	Computer and Information Science I	3
MA 112	Calculus II	4
MA 113	Calculus III	4
MA 114	Ordinary and Partial Differential Equations	4
MA 115	Linear Algebra	3

Total required for this track of the Business Administration Finance major is 82 credits. After completing this major, the mathematics minor, and the core curriculum, a student will have zero credits for electives. Students must complete 129 credits to graduate.

International Business major requirements (21 credits):

BA 150	Managerial Accounting	3
BA 250	Global Business Management	3
BA/EC 353	International Finance	3
BA 395	Global Marketing	3
Modern Languages: Two courses beyond the intermediate level or take two intermediate classes of a second foreign language		6
One global/international history class		3
or		
PS 242	International Relations	3

Majors are encouraged, but not required to study abroad for one semester. Three credits of history, if that option is elected, of the College core curriculum are satisfied by the major.

Total required for the Business Administration International Business major is 67 credits. After completing this major and the core curriculum, you will have 10 to 13 credits for electives.

Management major requirements (21 credits):

BA 150	Managerial Accounting	3
BA 170	Organizational Behavior	3
BA 250	Global Business Management	3
or		
BA 251	International Business	3
BA 490	Organizational Theory	3
BA 492	Operations Management	3
BA —	Business Elective	3
BA 232 Human Resources or any management class 300 level or above, except BA 525 or BA 550		
BA —	Business Elective (Any business class except BA 550 and BA 525).	3

Total required for the Business Administration Management major is 67 credits. After completing this major and the core curriculum, a student will have 10 credits for electives.

Marketing major requirements (21 credits):

BA 150	Managerial Accounting	3
BA 330	Advertising and Promotion	3
BA 380	Consumer Behavior	3
BA 395	Global Marketing	3
BA 397	Marketing Research	3
BA 425	Strategic Marketing	3
BA —	Business Elective	3
(Any BA class except BA 525 or BA 550)		

Total required for the Business Administration Marketing major is 67 credits. After completing this major and the college core, you will have 10 credits for electives.

Minors in Business

The Department recognizes that there are many students who wish to major in other departments of the College, but who would like to complete a minor in business. In order to permit these students to complete a minor by earning a minimum of 18 credit hours within the Department, course prerequisites, unless considered to be absolutely essential, are waived for minors. Moreover, most of the courses required for a minor are upper division courses in a particular field, rather than the subjects included within the business core that must be completed by all students majoring within the Department. A student must maintain at least a C (2.0) average in the specific courses required for a minor. Listed below are the courses required for each minor and those course prerequisites that are considered to be essential.

Accounting

Required courses (4)		
BA 100	Elementary Accounting I	3
BA 101	Elementary Accounting II	3
BA 200	Intermediate Accounting I	3
BA 210	Intermediate Accounting II	3
In addition to the above, any two of the following:		
BA 150	Managerial Accounting	3
or		
BA 300	Cost Accounting I	3
BA 301	Cost Accounting II	3
BA 310	Taxes I	3
BA 311	Taxes II	3
BA 325	Analysis of Financial Statements	3
BA 400	Advanced Accounting	3
BA 405	Auditing	3
BA 420	Accounting Information Systems	3
BA 440	Government and Not-for-Profit Accounting	3
BA 470	International Accounting	3

Entrepreneurship

BA 102	Survey of Accounting (non-business majors only)	3
or		
BA 100	Elementary Accounting I	3
and		
BA 101	Elementary Accounting II	3
BA 104	Introduction to Management	3
or		
BA 220	Principles of Marketing	3
BA 230	Introduction to Entrepreneurship	3
BA 265	Management Information Systems (sophomore year)	3
BA 320	Corporate Finance I	3
BA 322	Entrepreneurial Finance	3
BA 465	Management Information Systems	3

Finance

Required courses (3)

BA 100	Elementary Accounting I	3
BA 101	Elementary Accounting II	3
BA 320	Corporate Finance I	3
In addition to the above, any three of the following:		
BA 321	Corporate Finance II	3
BA 325	Analysis of Financial Statements	3
BA/EC 353	International Finance	3
BA 362	Investments I: Securities	3
BA 363	Investments II: Derivatives	3
BA 385	Financial Institutions	3
BA 415	Mergers and Acquisitions	3
BA 485	CFA Review Level I	3
BA 488	Portfolio Theory	3
BA 489	Valuations and Modeling	3

International Business

BA 102	Survey of Accounting (non-business majors only)	3
or		
BA 100	Elementary Accounting I	3
and		
BA 101	Elementary Accounting II	3
EC 101	Principles of Microeconomics	3
EC 102	Principles of Macroeconomics	3
BA 250	Global Business Management	3
BA/EC 353	International Finance	3
BA 395	Global Marketing	3

Management

Required courses (3)

BA 102	Survey of Accounting (non-business majors only)	3
or		
BA 100	Elementary Accounting I	3
and		
BA 101	Elementary Accounting II	3
BA 104	Introduction to Management	3
BA 170	Organizational Behavior	3
In addition to the above, any three of the following:		
BA 150	Managerial Accounting	3
or		
BA 300	Cost Accounting I	3
BA 250	Global Business Management	3
or		
BA 251	International Business	3
BA 490	Organizational Theory	3
BA 492	Operations Management	3
BA 493	Supply Chain Management	3
BA 497	Leadership	3

Marketing

Required courses (4)

BA 102	Survey of Accounting (non-business majors only)	3
or		
BA 100	Elementary Accounting I	3
and		
BA 101	Elementary Accounting II	3
BA 220	Principles of Marketing	3
BA 330	Advertising and Promotion	3
BA 380	Consumer Behavior	3
In addition to the above, any two of the following:		
BA 226	Fashion Marketing	3
BA 335	Internet Marketing	3
BA 336	Sales Force Management	3
BA 395	Global Marketing	3
BA 397	Marketing Research	3
BA 425	Strategic Marketing	3

Operational Excellence

Required courses (5)

BA 102	Survey of Accounting (non-business majors only)	3
or		
BA 100	Elementary Accounting I	3
and		
BA 101	Elementary Accounting II	3
BA 104	Introduction to Management	3
BA 492	Operations Management	3
BA 494	Quantitative Methods, Quality, and Problem Solving in Operational Excellence	3
BA 497	Leadership (Capstone Class)	3
In addition to the above, any one of the following:		
BA 491	Operational Excellence in Service Industry with applications in the Healthcare professions	3
BA 493	Supply Chain Management	3
BA 496	Principles, People, and Value in Operational Excellence	3

Master in Business Administration (MBA)

Business students are eligible to participate in a cooperative program between Saint Vincent College and Duquesne University's Graduate School of Business that allows students to earn their bachelor's degree and MBA degree in five years. Upon successful completion of the fourth year at Saint Vincent College, students will be awarded a Bachelor of Science degree in their respective major (Accounting, Finance, Marketing, Business Education, International Business, or Management). Upon successful completion of the fifth year at Duquesne University Graduate School of Business, students will be awarded a Master of Business Administration. For details, see Dr. William Hisker, McKenna School Director of Graduate Studies in Business.

Course Descriptions

BA 100 Elementary Accounting I

Topics include: a general introduction to accounting principles, basic financial statements, the double entry accounting system, the accounting cycle, worksheets and trial balances, merchandising operations, control accounts and subsidiary ledgers, special journals, and internal control and accounting for assets. Offered every semester. Three credits.

BA 101 Elementary Accounting II

Students examine "generally accepted accounting principles" as it applies to the preparation of financial statements of corporations and partnerships. Students prepare financial statements for corporations and partnerships. Students also prepare and utilize the "statement of cash flow." Students study and discuss federal pay-

roll taxes, especially employer liabilities and all journal entries. The course covers financial ratios to be used in the analysis of financial statements. The course analyzes long-term liabilities and all associated entries and also devotes a good deal of time to accounting for investments. Prerequisite: BA 100. Offered every semester. Three credits.

BA 102 Survey of Accounting

Restricted to non-business majors only. This course examines topics common to BA 100 and BA 101, but at a level that is beneficial for non-business majors. Survey of Accounting is recommended to students who will eventually run their own business or be in an occupation that requires some degree of accounting knowledge. Topics include introduction to financial statements, internal controls, cash and accrual basis of accounting and financial statement analysis. The course was especially designed as a prerequisite for our Entrepreneurial and Operational Excellence minors. Offered every spring semester. Three credits.

BA 104 Introduction to Management

This is an introductory course designed for all first-year students regardless of major. The course introduces the student to the basic concepts of management. Students learn about the culture of management, strategic policy and decision-making, structure and design of organizations, leadership and communication functions, and operations and information systems management. It serves as a valuable elective course for non-majors who anticipate assuming some sort of management role during their chosen vocation in life. Introduction to Management is designed to focus on the specific needs of novice students and the course serves as the first course in an integrated four-year curriculum designed to develop a student's ethical reasoning abilities. Offered every semester. Three credits.

BA 150 Managerial Accounting

A study of the use of accounting information in performing managerial functions including planning, controls, cost and financial analysis, costing behavior, and incremental costing. Emphasis is on the use of accounting as a tool for management decision making. Prerequisite: BA 100. Offered every semester. Three credits.

BA 170 Organizational Behavior

A systematic study of the manager-subordinate relationship as it operates in the environment of an organization. Students develop managerial skills in leadership, motivation, communications, human relations, decision making, and policy formulation. Students learn ways in which these skills can be employed in organizations with established goals, technology and structure. Special attention will be given to how the individual, the work group, and the organization interact to influence the behavior of the business organization and that of its human resources. Offered spring semester. Three credits.

BA 200 Intermediate Accounting I

Topics include: analysis of the balance sheet, cash, inventories, investments, tangible fixed assets, liabilities, intangible assets and miscellaneous topics. Prerequisite: BA 101. Offered fall semester. Three credits.

BA 201 Intermediate Accounting II

This course focuses on the interpretation and analysis of financial statements and addresses topics concerning the corrections of errors, capital stock, retained earnings and dividends. The course includes case studies. Prerequisite: BA 200. Offered spring semester. Three credits.

BA 220 Principles of Marketing

This course is an introduction to the theoretical and practical foundations of marketing in a global-managerial framework. The primary marketing decisions variables (product design, pricing, distribution, sales, advertising, and promotion) are introduced and examined from both managerial and consumer perspectives. The relationships among marketing and the other functional areas of business (accounting, finance, and management) are emphasized. Applied economics, electronic commerce, and ethical decision making are interwoven with the substantive topics. Students are exposed to current events in the Wall Street Journal and participate in case studies, group activities, and marketing simulations. No prerequisites. Offered every semester. Three credits.

BA 226 Fashion Marketing

Fashion Marketing extends the application of sound marketing practices into the fashion industry's highly fluid market-space that is global in nature and execution. The course will provide an overview of fashion industry structure, graphics and design, visual culture and marketing systems. Students will review current trends in the market and how companies are positioning their brands and products to satisfy those trends. The course includes a project and teamwork in developing a campaign that addresses one or more of the trends in accessories, household goods, or apparel that will generate sales at a retail level. Offered fall semester. Three credits.

BA 230 Introduction to Entrepreneurship

This course studies the role played by entrepreneurs and small businesses in the American economy. The course will aid the student in both understanding the entrepreneurial process, as well as learning methods of starting successful businesses. Topics include: entrepreneurial traits, small business creation methods and the innovation process, small business management techniques, small business marketing, and financial issues affecting small businesses. Emphasis will be placed on the role that comprehensive business planning has on the success of a small business. Students assist the SVC Small Business Development Center with research, marketing, and design of small business plans for actual clients from Westmoreland and Fayette counties. Presentation skills, written work, and interaction with SBDC clients are emphasized. No prerequisites. Offered fall semester. Three credits.

BA 250 Global Business Management

Students will be introduced to international trade theory and practical global business applications throughout the term. They will be provided with an overview of the global economy, the globalization debate, country and cultural differences, regional economic integration, and international management decision-making processes. Topics will include globalization, international trade theory, exporting considerations, market research resources and methodology, identification and evaluation of international business customers and/or partners, foreign direct investment, market entry methods, and basic international terms and documentation. Offered spring semester. Three credits.

BA 251 International Business

This course examines the role of the multinational corporation in the global economy. Special attention is placed on the importance of culture in doing business globally. International legal aspects, human resource management, marketing, ethics, environmental concerns and finance are targeted. Political, economic and risk factors are also included. Offered spring semester. Three credits.

BA 265 Management Information Systems and Technology Entrepreneurship

Students are provided with an introduction to the information technology hardware and software platforms, tools, and methodologies utilized in the corporate systems environment. Topics include: hardware, networks, operating systems, databases (e.g. Oracle, IBM DB/2, MySQL), Business Intelligence, Desktop Applications, Business Applications, Electronic Commerce, and Systems Design and Development. The course will also include a detailed examination of the SAP Business One application software. Business majors should take this class during their sophomore year. Offered every semester. Three credits.

BA 300 Cost Accounting I

This course provides a thorough study of the three elements of production cost: direct materials, direct labor, and manufacturing expense. The course also provides an application of the aforementioned three elements to job order, cost systems, standard costs, flexible budgets, and break-even analysis. Stress is placed on cost accounting as a "tool of management." Prerequisite: BA 200. Offered fall semester. Three credits.

BA 301 Cost Accounting II

Cost Accounting II is a study of cost allocation, capital budgeting, joint and by-product costing. The course emphasizes decision making and provides a detailed examination of process costing and transfer pricing. Prerequisite: BA 300. Offered spring semester. Three credits.

BA 305 Business Ethics

This course is designed to focus the business major's critical thinking and ethical reasoning through the lens of contemporary business issues. In addition to completing the theoretical material in the field of business ethics, students complete a series of short written and oral presentations based on the Taking Sides series. Student presentations utilize a range of resources including the Internet, campus network, Blackboard course software, and Microsoft PowerPoint software. Students are also required to plan a service project to be carried out before graduation. Prerequisite: BA 104 or permission of instructor. Offered spring semester. Three credits.

BA 310 Taxes I

This course provides students with an introduction to Federal Income Tax Law. The Internal Revenue code is studied and applied to various tax situations of individuals. Topics include gross income, exclusions, business expenses, non-business deductions, and the realization of gain or loss. Prerequisite: BA 100. Offered fall semester. Three credits.

BA 311 Taxes II

The preparation of returns for partnerships, s-corporations, and corporations constitutes the subject matter of the course. Prerequisite: BA 100. Offered spring semester. Three credits.

BA 320 Corporate Finance I

This course presents an analysis of the principal financial problems involved within the life cycle of the corporation. A large amount of time is also devoted to ratio analysis, cash budgets, financing fixed and working capital requirements, capital budgeting, the cost of capital, and dividend policy. The course utilizes Microsoft Excel to set up financial statements, to compute financial ratios, to develop charts, and to analyze financial trends. Prerequisites: BA 101 and TIBA II plus calculator. Offered every semester. Three credits.

BA 321 Corporate Finance II

Topics include Dividend Policy, capital project financing, business valuations, further ratio analysis and changing corporate governance issues. Case studies will be used to provide a practical application for financial theory. Prerequisites: BA 320 and TIBA II plus calculator. Offered spring semester. Three credits.

BA 322 Entrepreneurial Finance

This course examines the sources of funding available to entrepreneurs to fund their business and options that they can utilize to harvest their investments. The course will focus on the private debt and equity markets that service start-up and rapidly growing entrepreneurial firms. The course will be divided into four parts. Part I will provide an overview of small business financing and how the entrepreneur should prepare to approach the financial community. In Part II, we will examine the private equity markets that specifically provide financing to new ventures in the form of "seed money." Particular attention will be focused on both angel financing and the venture capital market. Part III examines the private debt markets that provide financing to small firms with a particular emphasis on commercial banks and governmental agencies that are supportive of entrepreneurial ventures. Part IV will cover the options to the entrepreneur to monetize his/her investment. Prerequisites: BA 320. Offered spring semester. Three credits.

BA 325 Analysis of Financial Statements

This course emphasizes the use of financial and accounting information. The course is a case study approach to the financial problems of sole proprietorships and corporations. Topics will center around ratio analysis, financial projections, working capital management, capital budgeting, the cost of capital, capital structure and planning, and dividend policy. Prerequisite: BA 320. Offered spring semester. Three credits.

BA 330 Advertising and Promotion

This course provides a basis for understanding the marketing communication process and how it influences consumer decisions. The overriding objective is to provide a sophisticated and thoughtful approach to the management of advertising and promotion activities. The course draws heavily on the extensive research in consumer behavior and social psychology. Special attention is given to ethical considerations in developing the communication process. Students conduct special projects in observational research, critical analysis of advertising, the internet, and media planning. Students complete a comprehensive advertising campaign. Prerequisite: BA 220. Offered fall semester. Three credits.

BA 332 Corporate Communications

This course will help students hone your corporate communication skills. Each class will begin with a professional or business scenario that reflects the importance of excellent corporate communications and ethical considerations when dealing with the public, the press, and corporate stakeholders. In addition, the class addresses the art of searching for a "good" job. Students prepare a resume, cover letter, and receive aid with the delivery of a "knock your socks off" interview. Prerequisite: Junior or senior status. Offered fall semester. Three credits.

BA 335 Internet Marketing

An exploration of various potential applications of Internet marketing in addition to its obvious role of inducing sales or generating sales leads. Topics include the role of electronic commerce in the marketing mix, advantages of using the Internet as a marketing tool, the ethical and legal constraints of Internet marketing, and creative strategies for implementing Internet marketing campaigns. Current publications, online computer exercises, and class discussions are used to examine marketing via the Internet. Prerequisite: BA 220. Offered fall semester. Three credits.

BA 336 Sales Force Management

An overview of the role of the sales manager, both at headquarters and in the field, in managing people, resources, and functions of marketing. The challenges of forecasting, planning, organizing, communicating, evaluating, and controlling sales are analyzed. In addition, the changing role of the customer is examined and sales techniques to meet such changing market demands are evaluated. Prerequisite: BA 220. Offered spring semester. Three credits.

BA 340 Business Law

The course provides the student with an intensive analysis of contract and sales law, as well as the study of bailments and personal property. Legal sources, the court system, torts, and criminal law will be explored. U.C.C. sections on negotiable instruments, banking and secured transactions are studied. Federal bankruptcy, real property and estate planning are presented. A focus on business organizations includes agency, partnerships, limited partnerships, and corporations. Offered every semester. Three credits.

BA 345 Environmental Law

This course presents the case for government intervention at the federal, and to a lesser extent, on the state and local levels to protect the environment as an invaluable public or collective good. The materials presume that water, air and land pollution must be controlled and mitigated, and that the authority of the state must be put behind these efforts through the activity of agencies such as the Environmental Protection Agency and the Pennsylvania Department of Environmental Resources. However, intervention must be fair and the policies and procedures used must incorporate notions of due process. Nor must it stifle the productive capacity of private industry, or private property in general. Speakers from various agencies will be invited to present their perspectives and functions. Cross-listed as PS 390. Offered fall semester. Three credits.

BA 350 Statistics I

This course is an introduction to the study of statistics emphasizing descriptive and inferential statistics. Topics include graphical presentation of data, summary descriptive measures (e.g., mean, median, mode, variance, and standard deviation), statistical sampling, probability, probability distributions, expected value, the normal distribution, statistical estimation, hypothesis testing, regression and correlation. Students develop operational and presentational skills in computer applications through the use of statistical and spreadsheet programs. Offered fall semester. Three credits.

BA 351 Statistics II

The course explores multiple regression and correlation, two-sample inferences, non-parametric statistics, analysis of variance, time series analysis, and index numbers. Use of statistical and spreadsheet programs are an integral part of the business statistics curriculum. Prerequisite: BA 350. Offered spring semester. Three credits.

BA 353 International Finance

The course covers the following topics: recent developments in international financial markets, the utilization of foreign exchange and derivative security markets, exchange rate determination, international asset portfolio theory, and financial risk management strategies. Cross-listed as EC 353. Prerequisite: EC 102. Offered spring semester. Three credits.

BA 362 Investments I: Securities

This course is designed to acquaint the student with the general principles of investment, investment analysis, and portfolio man-

agement. Modern portfolio theory, investment timing and techniques for analyzing investment selections are considered. Prerequisite: BA 320. Offered every semester. Three credits.

BA 363 Investments II: Derivatives

Topics include: the alternative trading strategies; the valuation of options; the efficiency of option markets; commodity futures; spot, forward and future prices; empirical evidence on price relationships; hedging and speculation; the portfolio approach; risk and return on futures contracts; interest rate futures; alternative forward loans; options on futures; and currency futures. Prerequisite: BA 320. Offered spring semester. Three credits.

BA 380 Consumer Behavior

The purpose of this course is to study human responses to products and services by linking the upstream conceptual foundations in consumer psychology with its downstream marketplace applications. Accordingly, the extant research in social psychology will guide the development of marketing strategies. Special attention is given to the scientific method in cognitive psychology. Ethical issues surrounding consumer research are interwoven throughout the course. Students will conduct an experimental research project including hypothesis development, experimental design, data collection and hypothesis testing, and interpretation. This course provides dedicated workshops in SPSS software. Prerequisites: BA 220. Offered fall semester. Three credits.

BA 385 Financial Institutions

The nature and role of financial institutions in the economy. Topics include interest rate structure, regulation, financial markets, and asset and liability management of various types of financial institutions. Emphasis is placed on the relationship between theory and practice. Prerequisite: BA 320. Offered fall semester. Three credits.

BA 395 Global Marketing

This course is an upper-level, managerially-oriented course that offers a systematic treatment of marketing on a global scale. The purpose of the course is to examine the specific issues involved in entering overseas markets and conducting global marketing operations. Special attention is given to analyzing the global economic environment, targeting global markets, sourcing and producing internationally, formulating global marketing strategies, and implementing global marketing mixes. Students are exposed to current events in the Wall Street Journal and participate in case studies and simulations. Prerequisites: BA 220 and EC 102. Offered every semester. Three credits.

BA 397 Marketing Research

This course introduces students to the descriptive, diagnostic, and predictive roles of marketing research by examining both the substantive and technical domains of the marketing research process. Special attention is given to the survey method. The theory driving the design of this course maintains that one must carry-out research in a field setting to fully understand the processes involved in research. Thus, students will conduct a marketing research project including problem definition, design, data collection, analysis, and interpretation. This course also builds on the statistical foundations obtained in BA 350 and provides dedicated workshops in EXCEL and SPSS. Prerequisites: BA 220 and BA 350. Offered spring semester. Three credits.

BA 400 Advanced Accounting

Topics include: income presentation and interim reporting, disclosure of earnings per share and segmental data, business combinations and consolidated statements, partnership ownership changes and liquidation governmental accounting, accounting for non-profit organizations, estates and trusts and insolvency. Prerequisite: BA 201. Offered spring semester. Three credits.

BA 405 Auditing

This course explores the field of auditing and public accounting as a career. Topics include conducting and concluding an audit, working papers, internal control and evidence, and the audit of selected groups of accounts. Prerequisite: BA 200. Offered fall semester. Three credits.

BA 415 Mergers and Acquisitions

This course, Mergers and Acquisitions (M&A), will focus on three general areas. The first is the role M&A plays in corporate America as companies use M&A to achieve short and long-term strategic plans. The second area of focus will be examining and analyzing the strategic business processes that drive M&A activity. The final area of focus is corporate and financial restructuring that leads to the sale of nonstrategic or underperforming business assets. Offered spring semester. Three credits.

BA 420 Accounting Information Systems

This course examines accounting systems as an integral component of a management information system. The student will obtain an understanding of accounting systems theory, information theory, relational databases and system analysis. The course will also include a detailed examination of the SAP Business One application software. Prerequisite: Junior status or permission of instructor. Offered spring semester. Three credits.

BA 425 Strategic Marketing

This senior-level course emphasizes the decisions that marketing managers face in their efforts to bring together the objectives and resources of their organizations with the needs and opportunities in the market place. Building on the fundamentals of marketing and economics, special attention is given to the marketing decisions that students are most likely to confront in their careers. The centerpiece of the course is a marketing simulation. Teams of students will be responsible for the analysis, planning, implementation, and control of an on-going firm. Prerequisites: BA 220, BA 330, BA 350. Offered spring semester. Three credits.

BA 440 Government and Not-for-Profit Accounting

This course focuses on the accounting, financial reporting and auditing issues relevant to the governmental and not-for-profit entities. Topics include the budgeting process (i.e., the recording of the budget and transactions) and the preparation of various statements for governmental units and not-for-profit entities. Additional topics will include the standards of the Government Accounting Standards Board (GASB), the standards of the Financial Accounting Standards Board (FASB), and auditing issues of the "Single Audit" approach as set forth in OMB circular 133. Prerequisite: Senior status or permission of instructor. Offered fall semester. Three credits.

BA 470 International Accounting

This course introduces the global nature of accounting in business. The course examines a variety of topics including: the comparative study of accounting concepts and reporting in various countries, international accounting standards, accounting problems of multinational corporations, and US GAAP requirements for the translation of foreign financial statements. Prerequisite: Senior status or permission of instructor. Offered spring semester. Three credits.

BA 485 CFA Review Level I

This course serves as a preparation for the Chartered Financial Analyst Exam Level I. Course content focuses on the Candidate Body of Knowledge, which encompasses the following ten areas: "ethical and professional standards, quantitative methods, economics, accounting and corporate finance, global markets and instruments, valuation and investment theory, analysis of fixed-income securities, analysis of equity investments, analysis of alter-

native investments, and portfolio management." Prerequisite: Second semester senior business majors or continuing education students with BA/BS in hand. In order to take the CFA exam in the summer, you must graduate within six months of the exam; thus, Juniors may take the course, but are not eligible to take the exam. Offered spring semester. Three credits.

BA 488 Portfolio Theory

This course focuses on portfolio management decisions and strategy; the specification and evaluation of asset management; and the evaluation of portfolio performance. This course will include studies of Mutual Funds and Hedge Funds and will integrate tools acquired in Investment I and Investments II. Prerequisite: BA 361. Offered fall semester. Three credits.

BA 489 Valuations and Modeling

This course presents a set of valuation tools (such as DCF) to properly value companies. The course formally introduces financial modeling, a coveted skill in the modern business world. Prerequisite: BA 362. Offered spring semester. Three credits.

BA 490 Organizational Theory

This course is designed to acquaint the student with the theory of organizational processes. Students will examine how organizations evolve and adapt. A strong emphasis will be placed on the application of systems theory and the guidance role managers must play in the institutions of the late 20th and 21st centuries. This course is an upper division seminar and may not be taken prior to a student's senior year. Continuing education students with sufficient background may be admitted with permission of the professor. Prerequisite: BA 170. Offered spring semester. Three credits.

BA 491 Operational Excellence in the Service Industry with Applications in the Healthcare Professions

This course examines the following topics: challenges facing healthcare, concept of waste and quality in the healthcare environment, application of the Toyota Way to the healthcare industry, and building the healthcare industry of the future. Offered spring semester. Three credits.

BA 492 Operations Management

This course provides an overview of Lean Manufacturing, the Six Sigma Process, the Toyota Production Process, and the Total Quality Management philosophies of continuous improvement of a process and of process variation. For accounting students, this course will include applications to managerial accounting, auditing, and information systems. Prerequisite: Senior status or permission of instructor. Offered every semester. Three credits.

BA 493 Supply Chain Management

This course is designed to help the student acquire an understanding of the most current practices being implemented by businesses as they compete to bring to the market place their products and services in an ever more demanding global economy. Students will be introduced to new, and sometime unconventional, tools companies are currently using in an effort to delete inefficiencies from their manufacturing, expenditure and revenue cycles by improving supply chain relationships. Offered fall semester. Three credits.

BA 494 Quantitative Methods, Quality, and Problem-Solving in Operational Excellence

This course focuses on the quantitative tools utilized in operational excellence. Tools include check sheets, Pareto charts, cause and effect diagrams, run charts, histograms, scatter diagrams, control charts, etc. Students review measures of quality and the implementation of quality improvement techniques.

Students also devote a large measure of time to operational excellence problem techniques. Prerequisite: Statistics I or permission of instructor. Offered fall semester. Three credits.

BA 495 Business Policy and Strategy

This is the capstone course for all business majors and as such covers aspects of the McKenna school curriculum. The class covers the field of strategic management. This course utilizes a multi-performance approach. Each student participates in a simulation where teams operate and control every aspect of a corporation. Each corporation then competes in this virtual reality, utilizing every business course they have taken in various decisions that are required. Students are not only expected to understand the role various levels of management play in strategic planning and control, but are required to demonstrate the abilities throughout the simulation. The course also utilizes case studies to give real-life examples of strategic situations. Students must be able to conduct an internal and external analysis (SWOT, 5 Forces, etc) of the company, which includes an analysis of cultural and political issues. Students must be adept at creating and presenting business applications, cases, etc. on power point technology. Students must demonstrate a fluid facility with major presentation technology, including overhead CD rom, VCR, DVD, Internet, Microsoft PowerPoint and Excel, Blackboard, and Smart Board technology. Prerequisite: Senior status. Every semester. Three credits.

BA 496 Principles, People, and Values in Operational Excellence

This course provides a largely principle-based exploration of issues related to Operational Excellence. Although drawing on a variety of sources, major emphasis is on "Lean," in the manner practiced by Toyota, and its applicability to many types of operational problems in diverse organizations. Using a combination of lectures, Harvard and other case studies, and class discussion the course aims to equip students with the ability and confidence to more clearly and deeply assess problems and develop solutions that aspire to highest standards. Prerequisite: BA 492 or equivalent work experience. Offered as needed. Three credits.

BA 497 Leadership

This course presents a theoretical and applied treatment of a pervasive and challenging task of leading in the new global economy—continuously and successfully dealing with the issues of constant improvement within a framework of ethical leadership. Students will learn the leadership theories, concepts, and applications that will allow them to successfully initiate, analyze, and implement various types of organizational changes. BA 497 is the capstone class for the operational excellence minor. Offered fall semester. Three credits.

BA 500 Independent Study

May be repeated. Offered every semester. Variable credit.

BA 525 Global Experience

Spend your spring break in a city abroad. The curriculum varies according to the city visited, but focuses on the various business and cultural themes. Offered spring semester. Two credits.

BA 550 Cooperative Education

This course pertains to Business Administration Internships where work experience is utilized to extend the student's learning experience. Students are employed in an area related to their academic endeavor. The purpose of the program is to integrate academic studies and employment activities. Offered every semester. McKenna School students have an upward limit of six credits for internships. Pass/fail optional only. Variable credit up to three credits.

Chemistry

Matthew A. Fisher, Chairperson

Bettie A. Davis; Caryl L. Fish; Daryle H. Fish; Steven J. Gravelle; Michael Sierk; Jason Vohs

Adjunct Faculty: Beth Bollinger; Laura Wilkinson

Professor Emeriti: William C. Dzombak and Andrew B. Turner

Undergraduate study in chemistry provides students with the background to pursue numerous career paths and interests. These possibilities include graduate school, employment in a wide variety of industrial research positions, chemical sales and management, professional programs such as medical school and law school, art conservation, science policy, journalism, and forensics. The overall goal of the chemistry curriculum at Saint Vincent is to provide students with a solid foundation in various areas of modern chemistry so that they can pursue a variety of career possibilities. The chemistry program at Saint Vincent is approved by the American Chemical Society.

The Chemistry Department offers students the possibility to earn a B.S. degree in Chemistry, Biochemistry, or Environmental Chemistry. Students receiving the B.S. degree in Chemistry are certified by the American Chemical Society. Minors in Chemistry and Biochemistry are also offered. Specific requirements for each of these programs can be found below.

Students may also obtain certification in Secondary Education by receiving a major in Chemistry and a minor in Secondary Education. Interested students may consult the "Teacher Preparation" section and the requirements for Secondary Education under the Education Department.

No matter which degree program a student chooses, he or she will find the following features common to all of the programs offered by the Department.

- The three majors offered by the Chemistry Department build on a common core of chemistry courses (general, organic, physical, analytical, and biochemical).
- These degree programs differ mainly in the courses taken by students in their junior and senior years. Topics found in these major dependent courses include inorganic, polymer and materials chemistry, physical organic, biochemistry and environmental chemistry.
- There exists a continuous focus on writing as a tool for thinking and a critical skill for chemists to develop. All of the Chemistry faculty have participated in the Interdisciplinary Writing Program at Saint Vincent.
- The Chemistry faculty believe that proficiency in a particular discipline is best accomplished when set in the broad context of liberal arts. Therefore, the degree programs in the Chemistry Department include courses in the humanities, social sciences and other natural sciences.
- The curriculum strongly emphasizes a laboratory experience that reflects chemistry as it is currently practiced. Several of the upper-level laboratory courses are taught as "integrated labs," providing faculty and students the flexibility to explore the interdisciplinary nature of chemistry.
- The courses in the Chemistry Department build toward the senior research project, which serves as a "capstone experience" for students. In preparation for their senior research project, students prepare a proposal for original research during the spring semester of their junior year. The research project is then conducted by the students in their senior year under the guidance of one of the Chemistry faculty members. The research project provides the student with a first-hand experience of the nature of scientific investigation. Upon completion of their project, the students write a thesis and present their results to an outside audience, typically at a National Meeting of the American Chemical Society.