

Business Administration

Alex G. McKenna School of Business, Economics, and Government
 Gary Quinlivan, **Dean, McKenna School and Program Chairperson**

Thomas W. Cline; Robert J. DePasquale; Charles Fazzi; William J. Hisker; Thomas C. Holowaty; Peter Hutchinson; Myron Kirsch, O.S.B.; Rodger Lewis; Daniel P. Mertens; James Teague

Adjunct Faculty: A. Mark Abramovic; Scott Avolio; David Cofer; David Dahlman; Kenneth Dupre; Dawn Edmiston; Füsün Gonül; William Kimbro; James Kunkel; Richard Kunkle; Brian Long; John Malone; Robert Markley; Joseph Scarpo; Constantine Vishnevsky; Thurman Wingrove

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 curriculum of the program 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 faculty encourages internships and other work experiences, which may be sought through the College's Career Services Office. 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. All of our undergraduate business majors are accredited by the Association of Collegiate Business Schools and Programs. The McKenna School offers a thirty credit master's degree in accountancy. See the relevant section of this **Bulletin** for a further examination of this graduate program.

Student Portfolio Requirement

In addition to the course requirements for graduation listed below, students are required to complete a business portfolio. The portfolio is used to assess the student's writing ability, competency utilizing newer technologies applicable to business presentations and data analysis, and proficiency in business information systems. The portfolio includes documents that prepare business majors for future employment. Student submissions to his/her portfolio are to be presented to the Assistant to Dean. Submissions to the portfolio can be made at any time, but the minimum timetable for submissions is once

per academic year. A copy of the portfolio requirements may be obtained from the Assistant to the Dean.

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.

Requirements for a Bachelor of Science Degree in Business Administration

Business core courses—required for all Business majors (43 credits):*

BA 100	Elementary Accounting I	3
BA 101	Elementary Accounting II	3
BA 104	Introduction to Management	3
BA 220	Marketing Management	3
BA 305	Business Ethics	3
BA 320	Corporation Finance	3
BA 340	Business Law	3
BA 350	Statistics I	3
BA 351	Statistics II	3
or		
EC 360	Econometrics	
BA 495	Business Policy and Strategy	3
EC 101	Principles of Economics: Micro	3
EC 102	Principles of Economics: Macro	3
PS 100	Principles of American Politics	3
MA 109/111	Calculus I	4

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

Typical Schedule for Freshman Year:

	Fall	Spring
Elementary Accounting I & II	3	3
Principles of Economics: Micro & Macro	3	3
(If the mathematics section of your SAT is less than 550, take Principles of Economics in your sophomore year.)		
Principles of American Politics		3
College Core—Foreign Language	3	3
Introduction to Management	3	or 3
Marketing Management	3	or 3
Exploring Religious Meaning	3	or 3
Language and Rhetoric	3	or 3

All students will take one three (3) credit course designated as a Freshman Seminar which will satisfy a Core Curriculum requirement.

Accounting major requirements (27 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 I**	3
BA 406	Auditing II	3
BA 420	Accounting Information Systems**	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 (21 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	International Management	3
or		
BA 251	International Business	
BA 275	Intro to Geographical Information Systems	3
BA 310	Taxes I	3
BA 465	Management Information Systems	3
or		
BA 421	Entrepreneurial Business Technology	3
CS 110	Computing and Information Science I	3
EL 109	Business Communications	3

College core recommendation: PL 215 Ethics or PL 216 Ethical Problems.

In addition to that portion of the core satisfied by the business core, three credits of the English requirements of the college core curriculum are fulfilled by the major.

Total required for the Business Administration Education Major is 64 credits. After completing major requirements, Education requirements (34 credits), and the college core, Business Education majors will have completed 139 credits.

Finance major requirements (31 credits):*

BA 200	Intermediate Accounting I	3
BA 325	Analysis of Financial Statements	3
BA 370	Futures, Swaps, Options, and Stock Analysis	3
BA 410	Investments	3
BA 465	Management Information Systems	3
or		
BA 420	Accounting Information Systems	
BA 480	Financial Institutions	3
BA 485	CFA Review Level I (elective)	3
BA 488	Asset Allocation	3
EC 353	International Finance	3
MA 110/112	Calculus II	4

*Students planning to seek a PhD or Masters in Finance should strongly consider taking Calculus III, Differential Equations, Real Analysis I, Linear Algebra, CS 110, Econometrics, Intermediate Macroeconomics, and Advanced Microeconomics. Students who will eventually pursue an MBA in Finance are strongly advised to take Calculus III, Differential Equations, and Econometrics.

Total required for the Business Administration Finance major is 71 credits. After completing this major and the college core, you will have 6 credits for electives.

International Business major requirements (24 credits):

BA 150	Managerial Accounting	3
BA 250	International Management	3
BA 395	Global Marketing	3
BA 465	Management Information Systems	3
or		
BA 421	Entrepreneurial Business Technology	3
EC 353	International Finance	3
Modern Languages:	Two courses beyond the intermediate level	6
or take two intermediate classes of a second foreign language		
One global/international history class		3
or		
PS 242	International Relations	

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 college core, you will have 10 to 13 credits for electives.

Management major requirements

(24 credits):*

BA 150	Managerial Accounting	3
BA 170	Organizational Behavior	3
BA 250	International Management	3
or BA 251	International Business	
BA 275	Intro to Geographic Information Systems	3
BA 465	Management Information Systems	3
or		
BA 421	Entrepreneurial Business Technology	3
BA 490	Organizational Theory	3
BA 492	Operations Management	3
BA —	Business Elective	3

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

Marketing major requirements (24 credits):

BA 150	Managerial Accounting	3
BA 275	Introduction to Geographical Information Systems	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

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 approximately 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	
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 I	3
BA 406	Auditing II	3
BA 420	Accounting Information Systems	3
BA 440	Government and Not-for-Profit Accounting	3

BA 470 International Accounting 3

Entrepreneurship

BA 104 Introduction to Management 3
or
BA 220 Marketing Management
BA 102 Survey of Accounting (non-business majors only)3
or
Principles of Accounting I and II
BA 230 Introduction to Entrepreneurship 3
BA 320 Corporate Finance 3
BA 322 Entrepreneurial Finance 3
BA 421 Entrepreneurial Business Technology 3

Finance

Required courses (3)
BA 100 Elementary Accounting I 3
BA 101 Elementary Accounting II 3
BA 320 Corporation Finance 3
In addition to the above, any two of the following:
BA 325 Analysis of Financial Statements 3
BA 370 Futures, Options, Swaps, and Stock Analysis 3
BA 410 Investments 3
BA 415 Mergers and Acquisitions 3
BA 480 Financial Institutions 3
BA 488 Asset Allocation 3
EC 353 International Finance 3

International Business

BA 102 Survey of Accounting (non-business majors only)3
or
Principles of Accounting I and II
EC 101 Principles of Economics: Micro 3
EC 102 Principles of Economics: Macro 3
In addition to the above, any two of the following:
BA 250 International Management 3
BA 395 Global Marketing 3
EC 353 International Finance 3

Management

Required courses (3)
BA 102 Survey of Accounting (non-business majors only)3
or
Principles of Accounting I and II
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
BA 250 International Management 3
or
BA 251 International Business
BA 490 Organizational Theory 3
BA 492 Operations Management 3
BA 497 Leadership 3

Marketing

Required courses (4)
BA 102 Survey of Accounting (non-business majors only)3
or
Principles of Accounting I and II
BA 220 Marketing Management 3
BA 397 Marketing Research 3
BA 425 Strategic Marketing 3
In addition to the above, any two of the following:
BA 330 Advertising and Promotion 3

BA 335 Internet Marketing 3
BA 336 Sales Force Management 3
BA 380 Consumer Behavior 3
BA 395 Global Marketing 3

Operational Excellence

Required courses (5)
BA 102 Survey of Accounting (non-business majors only)3
or
Principles of Accounting I and II
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. Charles Fazzi, McKenna School Director of Masters Programs in Business.

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 payroll 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 freshman 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 Fall 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 Marketing Management

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 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 International Management

Students cover applied international business techniques and are assigned a small group project through the SVC Center for Global Competitiveness to assist an area firm in the export/import markets. Topics include the following: cultural issues when trading or attending meetings abroad, U.S. export restrictions, foreign import restrictions, international marketing assessment techniques, global market research, transportation, packaging and labeling, documentation, pricing, letters of credit and bankers acceptances, shipping and insurance, trade shows, data sources for trade matches, agents and distributors, and quality standards and regulations. Groups of four to five students do intensive research for an area firm. At the end of the semester, the group presents a Power Point presentation of their marketing/research plan to the president and officers of the area firm, SVC's trade specialists, and McKenna School faculty. Several special lectures are given by international trade practitioners from the private and public sector and from the U.S. and abroad. 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 Fall semester. Three credits.

BA 275 Introduction to Geographical Information Systems

This course provides an introduction to the basics of GIS with emphasis on the application of GIS to problem solving. Students will learn how to manipulate tabular data, query GIS databases, and present data in charts and maps. GIS is an entirely computer based course, which incorporates the use of color laser printers and plotters. Students utilize GIS to propose solutions to a variety of real world problems concerning the environment, marketing, and public policy. Offered Spring 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 presenta-

tions 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 Corporation Finance

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. Prerequisite: BA 101. Offered every 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. Prerequisite: 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 in the Fall of odd-numbered years. 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 342 Advanced Management Law

The study of the legal regulatory environment faced by today's managers. Emphasis on Human Resources issues and Employment law including employee handbooks and policies, codes of conduct, employment and non-competition agreements, state and Federal laws governing all aspects of the employment relationship from hiring to termination, employment discrimination, harassment, workers compensation, unemployment compensation, health and safety. Other topics include anti-trust and fair competition, advertising and product liability. Offered Spring 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 correla-

tion. 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 370 Futures, Option, Swaps, and Stock Analysis

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 Fall semester. Three credits.

BA 375 Seminar in Geographic Information Systems

This is a second-level applications course in the use of Geographic Information Systems. Students complete projects linked directly to their major course of study. Emphasis will be placed on the use and applications of tabular data, querying GIS databases, and presenting data in charts and maps appropriate for real-world business decision making. Using their knowledge of GIS, students will complete and present publicly a real world GIS application in education, the environment, management, or marketing. Prerequisite: BA 275. Offered Fall 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 in the Spring of odd-numbered years. 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 in the Fall of even-numbered years. 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 in the Spring of odd-numbered years. 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 200. Offered Spring semester. Three credits.

BA 405 Auditing I

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 406 Auditing II

Topics include: the audit of selected groups of accounts, audit reports and special engagement, and problems in the field of auditing. Prerequisite: BA 405. Offered Spring semester. Three credits.

BA 410 Investments

This course is designed to acquaint the student with the general principles of investment, investment analysis, and portfolio management. Modern portfolio theory, investment timing and techniques for analyzing investment selections are considered. Prerequisite: BA 320. 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 Fall 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, data bases and system analysis. The course will also include a detailed examination of specific accounting applications. Cross-listed as GCBA 620. Prerequisite: Junior status or permission of instructor. Offered every semester. Three credits.

BA 421 Entrepreneurial Business Technology

Students are provided with an introduction to the information technology platforms, tools, and methodologies utilized in the corporate environment. Topics include: management information systems, hardware, networks, operating systems, databases (e.g. Oracle 9i/10g, IBM DB/2, Microsoft SQL*Server, etc.), Business Intelligence, Desktop Applications, Business Applications, Electronic Commerce, and Systems Design and Development. Offered every other 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 of even-numbered years. Three credits.

BA 440 Government and Not-for-Profit Accounting

This course focuses on the accounting, financial reporting and auditing issues relevant to 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. Cross-listed as GCBA 640. Prerequisite: Senior status or permission of instructor. Offered Spring semester. Three credits.

BA 465 Management Information Systems

This course provides an understanding of various applications and limitations of the computer and other technologies in the management process. It includes instruction in concepts such as file structure, data storage and retrieval, networking, and telecommunications. Students address the internal controls that ensure the accuracy, integrity, and the confidentiality of information. The course also emphasizes the use of information for effective management. Cross-listed as GCBA 665 and CS 265. Offered every 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. Cross-listed as GCBA 670. Prerequisite: Senior status or permission of instructor. Offered Spring semester. Three credits.

BA 480 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 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 alternative investments, and portfolio management." Prerequisite: 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 Asset Allocation

This course focuses on portfolio management decisions and strategy; the specification and evaluation of asset management; and the

evaluation of portfolio performance. Prerequisite: BA 320 and senior status. Offered Spring of even-numbered years. 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. Cross-listed as SO 490. 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. Cross-listed as GCBA 692. 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. Cross-listed as GCBA 693. Offered every 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 Spring semester. Three credits.

BA 495 Business Policy and Strategy

This is the capstone course for all business majors. The class covers the field of strategic management. It is a true seminar class—students are required to prepare two class presentations on a case study involving a global corporation. Students must be able to conduct a SWOP analysis 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. The course is about management and leadership of global companies. The text features a mini case with each chapter.

Students are expected to identify leadership styles, corporate strategies, their impact on the company and the market in which the company operates. Students are also expected to understand the role various levels of management play in strategic planning and control. The role of marketing in planning is also addressed. Prerequisites: Senior status or permission of instructor. Offered 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 Fall semester. 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. Academic credits are awarded by individual departments according to the extent of the work experience. Students may or may not be paid depending on the site. The purpose of the program is to integrate academic studies and employment activities. May be repeated. Offered every semester. Variable credit.

Chemistry

Matthew A. Fisher, Chairperson

Bettie A. Davis; Caryl L. Fish; Daryle H. Fish; Robert Fischer; Steven J. Gravelle; Jason Vohs

Adjunct Faculty: Beth Langham; Laura Riddle

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.