FDU-Vancouver

Bachelor of Science in Business Administration - International Business concentration

Course Descriptions

ACCT 2021 – Intro Financial Accounting
An introduction to the concepts underlying an accounting information system. Transactions are analyzed, recorded, and summarized into a balance sheet, income statement, and cash flow statement. Additional topics include fixed asset acquisitions and disposals, patents, franchises, goodwill, bond amortization, bond premiums and discounts, common and preferred stock issuance, dividends, and treasury stock issuance and retirement.

Prerequisites: none.

ACCT 2022 – Intro Managerial Accounting
An introduction to the concepts of managerial accounting, including fixed/variable product cost analysis, cost-volume-profit analysis, make vs. buy and other variable cost analysis, transfer pricing, budgeting and variance analysis.

Prerequisites: ACCT 2021.

BUSI 1000 – Business in a Global Society
Survey of the functions and operations of business organizations in a global marketplace. Organizational structure, operations and financing of business firms are studied in light of the legal, social, regulatory and environmental issues affecting business on a global basis. Critical thinking, communication, research and problem-solving skills are emphasized in individual and group settings.

Prerequisites: none.

BUSI 1160 – Business Ethics Forum
Survey of approaches to resolving ethical dilemmas in a variety of business settings and disciplines. The course includes presentations given by faculty members in various disciplines throughout the College of Business Administration. Students are required to demonstrate competence in a variety of communication skills and work both individually and collectively. This course should be completed by all College of Business students before proceeding to sophomore-level course work.

Prerequisites: BUSI 1000.

BUSI 2160 – Interpersonal Skills in Organizations
The purpose of this course is to help students better understand and manage interpersonal and professional relationships in a business context. This skill-based course involves learning about aspects of interpersonal and organizational effectiveness, practicing these skills, receiving feedback, and using this feedback to demonstrate improved abilities. Further, each student will be coached by a professional mentor throughout this course to better learn about the business environment and receive feedback from the work world. Topics to be covered include: self-awareness; written, oral, and persuasive communication; group dynamics; team leadership; networking; and conflict management.

Prerequisites: Second year standing, BUSI 1000.
BUSI 3160 – Business Planning Forum (Junior Business Forum)
This course focuses on the venture planning process, creating a business plan and stages of organizational development. Students will learn how to plan a new business venture and make intelligent "go/no go" decisions. They study the design and purposes of a business plan and create a basic business plan as a group project. Students also will learn about what happens as a new venture is created and begins to grow. This process called the corporate life cycle, highlights changes in organizational structure, strategy, leadership styles and reward programs that are often required to maximize the health and performance of the developing organization.

Prerequisites: ACCT 2021, BUSI 2160, FIN 3045, MKTG 2120.

BUSI 4160 – Strategic Management Forum (Senior Business Forum)
This is a capstone course for all College of Business Administration students. The course integrates aspects and approaches to business problem solving from the entire curriculum. Case studies reflect the integration of managerial principles and strategies to situations confronting a variety of firms ranging from small businesses to large multinationals.

Prerequisites: BUSI 3160.

DSCI 2029 – Intro to Statistics
An introduction to basic statistical methods to collect, summarize and analyze numerical data. Topics include descriptive statistics, basics of probability, binomial and normal distributions, and sampling and sampling distributions. Excel spreadsheets are frequently employed to both graphically illustrate a topic and provide computational capabilities.

Prerequisites: DSCI 1128, QUANT 1128 or MATH 1128; DSCI 1239, QUANT 1239 or MATH 1239; MIS 1045.

DSCI 2130 – Business Statistics
Second semester of a two-semester sequence in business statistics. Topics include confidence interval, hypothesis testing, simple and multiple regression, and analysis of variance. Business data is analyzed using Excel spreadsheets. Emphasis is on understanding, interpreting statistical information and explaining statistical ideas to non-specialists.

Prerequisites: DSCI 2029 or QUANT 2029.

DSCI 3152 – Operations Management
The course provides concepts and knowledge on how firms design and deliver products and services to their customers. Decision models and tools are used to improve quality, increase productivity, and reinforce supply-chains with suppliers and distributors of business firms. Operations management problems are analyzed through case studies and OM software.

Prerequisites: DSCI 2029, DSCI 2130.

DSCI 3450 – Management Science
This course is to introduce quantitative reasoning skills and analytical methods to make better business management decisions. The topics covered generally involve decision modeling, optimization, simulation, and the applications of these techniques to solving problems in finance, marketing, human resources, and service operations. The course involves an extensive use of Excel spreadsheet and related software.

Prerequisites: DSCI 2029, DSCI 2130, DSCI 3152.

ECON 2001 – Intro to Microeconomics
Problems of consumer behavior and demand, the allocation of resources of production, factor pricing and market conduct under pure competition, imperfect competition, oligopoly and monopoly.

Prerequisites: none.
ECON 2102 – Intro to Macroeconomics
A comprehensive introduction to macroeconomics. The concept of national income analysis, the theory of determination of income and employment, problems of fiscal and monetary policy and aspects of international economic activity.
**Prerequisites:** ECON 2001.

ECON 4208 – International Trade (Major course*)
Theoretical and practical aspects of world trade, studies of comparative cost advantages, tariff policies, balance of payments, foreign exchange market, foreign investments, foreign trade promotion and trade agreements.
**Prerequisites:** ECON 2001, ECON 2102.

FIN 3045 – Business Finance I
Domestic and international duties of the financial manager; sources and uses of funds; analysis of financial condition, financial planning; management of current assets and liabilities.
**Prerequisites:** ACCT 2021, ECON 2001.

FIN 3146 – Business Finance II
Time value of money and principles of valuation. Techniques for capital budgeting, risk analysis, cost of capital, capital structure decisions, dividend policy, leasing, convertible securities, corporate reorganizations including mergers.
**Prerequisites:** FIN 3045, ACCT 2122, ECON 2001, ECON 2102, DSCI 2029

IBUS 3201 – Fundamentals of International Business (Major course*)
Provides an awareness of the environmental and managerial aspects of international business. Explores the complexities and implications of exposure to international competition and technology.
**Prerequisites:** none.

LAW 2276 – Business and the Law
The background and evolution of the American legal system. Special problems of the law and litigation that apply to business. Ethical constraints on business. Basic contract and tort law.
**Prerequisites:** none.

MGMT 3371 – Concepts of International Management (Major course*)
Emphasis on cultural, operational, political and behavioral distinctions. Planning, organization, direction and control in the multinational firm.
**Prerequisites:** none.

MIS 1045 – Information Technology for Business
This course provides students with the knowledge and skills to solve analytical business problems using computer based spreadsheet and other software tools. The goals of this course include the development of software and analytical competency, exploring applications in various areas of business, and providing students with an overview of IT/IS concepts and terminology.
**Prerequisites:** none.
MIS 2001 – Management Information Systems
This course provides an overview of information systems with a focus on the current information technologies and the role of information systems in achieving the operational and strategic goals of business organizations. The students also learn to utilize information technology tools to support business operations and enhance business decision making.
Prerequisites: MIS 1045.

MKTG 2120 – Principles of Marketing
Principles of Marketing is an introductory course that is designed to enable the student to understand the basic concepts and tools of modern marketing practice and appreciate the importance of marketing decisions dealing with product, price, distribution and promotion. The course will emphasize the interplay between these marketing decisions and environmental forces (competitive, economic, technological, socio-cultural, and legal-regulatory). The course will also provide the student with an understanding of consumer behavior, market research, market segmentation and positioning.
Prerequisites: Second year standing or completion of 32 credits.

MKTG 3371 – Principles of International Marketing (Major course*)
Students are introduced to marketing considerations in international markets. Some of the topics include: cultural differences, social patterns, economic and legal environment, and channels of distribution. Product attributes, pricing policies and promotional strategies are all examined with respect to international considerations.
Prerequisites: MKTG 2120.

Electives**:

ENTR 2200 – Family Business Management
Family businesses are an important force in the economy, they employ more than 50 percent of the workforce, account for nearly 50 percent of the Gross National Product (GNP) and represent more than one-third of the Fortune 500. These businesses also can be found in all sizes and every industry. Family businesses are two very different social dynamics and synergies combined into one. This creates strengths and weaknesses, opportunities and difficulties, and rewards and conflicts that are unique to them. The course is designed to be participatory. Besides lectures, class time will be devoted to discussions of the daily topic, case studies and readings; interaction with guest speakers; and in-class negotiation, role playing and conflict resolution exercises. The skills learned and fostered in class will be carried over into the students’ personal lives and future business careers.
Prerequisites: none.

ENTR 3101 – Small Business Management: An Entrepreneurial Perspective
This course focuses on the special problems and the nature inherent in the management of a small entrepreneurial firm. This broad principles course will lay the foundation for the entrepreneurial approach and perspective of managing a business. This course is taught in a lecture format with a substantial amount of time devoted to class discussions, guest lecturers and speakers, and case studies.
Prerequisites: none.
FIN 3371 – International Business Finance
The balance of payments, foreign exchange, direct investments, international capital markets, managing working capital, taxation, financing international trade, exchange, exposure and international financial controls.
Prerequisites: FIN 3146.

FIN 4341 – Financial Markets and Institutions
Study of the structure, operations and regulations of financial intermediaries; flow of funds analysis; theories of interest rate determination; instruments and operations of short and long-term capital markets.
Prerequisites: FIN 3045.

FIN 4343 – Securities and Investments
Basic principles underlying investment decisions. The structure and operations of the stock exchanges and over-the-counter markets, as well as the functions of securities dealers and brokers. Examination of the various types of stocks and bonds, government obligations, investment companies, financial statement analysis, forecasting techniques and portfolio management problems.
Prerequisites: FIN 3146.

FIN 4350 – Derivative Securities and Options
An introduction to the valuation of options and futures. The primary goal is to explain how option and futures are priced and derived in competitive markets. The course demonstrates how arbitrage is driving forces behind derivatives. The first half of the course is devoted to exploring the underlying mechanisms of pricing and hedging mechanisms for derivative securities. The second half of the course includes the investigation of applications and methods used to engage in option pricing. Since most financial transactions today contain some form of option-like feature, the material covered in this course should be useful to anyone planning a career in trading, corporate finance, risk management, management consulting, executive compensation, or any other field involving financial decision-making.
Prerequisites: FIN 3146, FIN 4341, FIN 4343.

FIN 4405 – Analytical Methods in Finance
Review and extension of the principles and techniques of corporate finance; advanced topics in financial management, including case studies and spreadsheet modeling.
Prerequisites: DSCI 2130, FIN 3146, FIN 4343.

MGMT 3361 – Organizational Behavior
Students will be exposed to a broad range of individual, group, and organizational level theories, empirical research, and effective management practices in organizations. The emphasis is on the application of theories and the development of managerial skills, such as understanding individual differences, effectively working in teams, motivating and influencing others, active listening, leadership techniques, and managing organizational change.
Prerequisites: BUSI 2160.

MKTG 3344 – Marketing Research
Course is designed to expose students to the theory and practice of marketing research. Beginning with an overview of the marketing research process, this course provides students with the skills to identify and solve marketing problems. The concepts will be reinforced by requiring students to define a marketing problem, identify the data requirements, gather and analyze data and make marketing recommendations based on the findings.
Prerequisites: DSCI 2029, MKTG 2120.
**MKTG 4272 – Consumer Behavior**

Course will provide students with a conceptual understanding of the fundamentals of buyer behavior and its role in the development of marketing strategy. This course will examine the psychological, sociological and economic foundations of the field and consumer behavior and the relationship of these theories to managerial decisions. The course will be taught from the perspective of the marketing manager who needs knowledge of buyer behavior to develop, evaluate and implement effective marketing strategies.

**Prerequisites:** MKTG 2120.

**MKTG 4345 – Sports and Events Marketing**

Course examines the marketing implications involved in promoting sports activities. The unique aspects of each type of sporting activity are considered.

**Prerequisites:** MKTG 2120.

* Major courses are the requirements of International Business concentration.

** This list consists of elective courses previously offered at FDU-Vancouver. THREE business elective courses should be chosen from any permissible courses offered in other SCB majors. Permissible means the student has satisfied all prerequisites for any course in which he/she wishes to enroll. Students can select **no more than three courses in the same discipline.**