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## Objectives

The Tobin College of Business prepares graduates for rewarding managerial and professional careers.

Its educational programs combined with progressive technology provide the practical experience, solid knowledge base, strong ethical foundation and global perspective graduates need to make immediate and valuable contributions as business professionals.

The Tobin College of Business faculty carries out its responsibility for this preparation through excellence in teaching, supported by a commitment to applied business research.

## Programs of Study

The Tobin College of Business offers the Bachelor of Science degree with majors in accounting, actuarial science, economics, finance, management, MIS, marketing, and risk management and insurance.

On June 1, 2001, The College of Insurance (TCI) merged with St. John's University. TCI is now the School of Risk Management, Insurance, and actuarial science, a division of The Peter J. Tobin College of Business. The School of Risk Management offers the B.S. degree in actuarial science and risk management and Insurance. The Tobin College of Business also offers five-year programs in accounting. These programs are available to qualified St. John's undergraduate majors in accounting. The combined B.S./M.S. and M.B.A. programs in accounting provide a unique opportunity to complete both B.S. and M.S. or M.B.A. degrees with five years of full-time study. Interested students should apply to the program in the second semester of the junior year of undergraduate study. Completion of both the Bachelor and Master of Science degrees qualifies the candidate for a one-year waiver of experience for licensure as a CPA in New York State. Careful selection of courses may enable a student to obtain a secondary concentration or minor.

Programs of study in the Tobin College of Business are reviewed from time to time. The faculty expressly reserves the right to make alterations to the curriculum consistent with the needs of business.

## Professional Accreditation

The College of Business is accredited by the AACSB International—the Association to Advance Collegiate Schools of Business. The Tobin College is one of the fewer than 20% of business programs in the United States and Canada that have attained this prestigious accreditation.

Accreditation standards have evolved to meet the contemporary needs of business, the professions, government and graduate and professional schools. By exceeding the quality standards for accreditation in professional education for business and management, the Tobin College of Business constitutes a sound choice for the prospective student. AACSB standards include an evaluation of faculty adequacy and competence, admission standards and performance standards for the student body, library facilities, computer equipment, financial support of the institution and the content and breadth of both the professional and non-professional curricular requirements. The professional curriculum in an AACSB accredited school stresses a working knowledge of the major business disciplines, proficiencies in the use of analytical techniques in arriving at logical solutions to management

problems and an appreciation for and dedication to the social and ethical responsibilities of the business manager.

## Specific Entrance Requirements

16 high school units  
(or appropriate score on the GED):

English	4
History	1
Science	1
Mathematics	3
Academic Electives	7

The recommended sequence of high school mathematics courses includes Elementary Algebra, Plane Geometry or Tenth Year Mathematics, and Intermediate Algebra and Trigonometry or Eleventh Year Mathematics or Mathematics "A" and "B."

Those students who wish to transfer to the Tobin College of Business from another institution or from within the University should consult the appropriate section of the Bulletin.

## Advanced Placement/CLEP

Applicants to the College are encouraged to take the examinations of the Advanced Placement (AP) program, and the College Level Examination Program (CLEP). Those who score sufficiently high may receive credit toward the Bachelor's degree. Test results should be sent to the Office of Admissions.

## Transfer Credit

Undergraduate programs in business administration in an AACSB-accredited school concentrate the professional courses in the last two years of a four-year program. Only a limited amount of work in business courses is offered below the junior year. The objective is to permit the student to acquire a foundation of work in the basic arts and sciences as a prerequisite for professional courses in business.

Students planning to take their first two years of work at a junior college are advised to take a majority of their work in the arts and sciences, including a strong background in mathematics. Junior-college students should take only those courses in business that are offered as freshman- and sophomore- level courses in the Tobin College of Business. These lower division courses are numbered 1301 through 2399.

Courses that are offered as upper division work in the Tobin College of Business must be validated before credits are recognized.

## Degree Requirements

A minimum of 130 semester hours of credit for non-accounting majors and a minimum of 133 semester hours of credit for accounting majors, with a 2.0 cumulative quality point index and a 2.0 major field index, are required for the Bachelor of Science degree in the Tobin College of Business. The following courses are required.

Please refer to the Core Curriculum section in the front of the bulletin and consult the Dean's Office in the Tobin College of Business for additional information.

### Basic Liberal Arts Core— All Majors Except Actuarial Science

	Credits
PHI 1000, 2220, 3000	9
ECO 1301, 1302	6
ECO Elective	3
DNY 1000	3
HIS 1000	3
<b>Language/Culture</b>	<b>6</b>
SPE 1000	3
ENG 1000	3
ENG 1100	3
English Elective	3
MTH 1320	3
SCI 1000	3
THE 1000	3
One course from THE 2200–2500	3
THE 3305	3

#### Liberal Arts Elective

The liberal arts electives should be chosen in consultation with an advisor.

0–6

**TOTAL** **63**

#### General Electives

Students may select credits from professional subjects or from the liberal arts and sciences, in consultation with an advisor.

### Basic Business Core— Varies by Major

#### Fields of Specialization

	Credits
<b>Accounting:</b> (Queens, Staten Island)	
ACC 2338, 2339, 3341, 3342, 3245, 3246, 3254, 4247, 4248, 4251, 4255 and TAX 3261, 4262, 4263	
<b>TOTAL</b>	<b>36</b>

#### Actuarial Science:

ACC: 3322, 3333, 3334, 3335, 4336, 4347,  
4348, 4349

#### Economics: (Queens)

ECO 3303, 3341, 3343 9

#### Professional Electives:

12 credits from the following: 12  
ECO 3306, 3307, 3313, 3323, 3335, 3344,  
3345, 3346, 3347, 3348, 4340, 4350, 4399;  
not more than six credits from outside of  
economics; FIN 3311, 3312, 3315, 3316,  
3318, 4317; DS 3338; MKT 3312

**TOTAL** **21**

*Note: Economics majors are urged to take ECO 4350 among their elective courses.*

Credits

#### Finance: (Queens, Staten Island)

FIN 3311, 3312, 3316 9

#### Professional Electives:

12 credits from the following: 12  
ECO 3323, 3341, 4340, 4345  
(not more than six credits from  
economics) FIN 3311, 3315, 3318, 4317,  
4350, 4399

**TOTAL** **21**

*Note: Finance majors are urged to take FIN 4350 among their elective courses.*

#### Management: (Queens, Staten Island)

MGT 3331, 3323, 6

#### Professional Electives:

15 credits from MGT 15

**TOTAL** **21**

#### Management Information Systems: (Queens)

CIS 3347, 3352 6

MGT 3340, 3342 6

#### Professional Electives:

9 credits from the following:  
ACC 3354; CIS 3339, 3345,  
3349, 3351, 4399; MGT 3344,  
3346, 4348; LAW 4314

**TOTAL** **21**

#### Marketing: (Queens, Staten Island)

MKT 3311, 3312 6

#### Professional Electives:

15 credits from MKT 15

**TOTAL** **21**

#### Risk Management and Insurance\*: (Manhattan)

RMI 2301, 3360, 3361, 4390 12

#### Professional Electives:

9 credits from RMI 9

**TOTAL** **21**

*\*Courses may be offered in Queens.*

## Student Responsibility

It is the responsibility of students to make certain that their academic records are in proper order at the time they make application for the bachelor's degree. Should students be unable for any reason to take a prescribed course in the regular semester, it is their responsibility to take the course later. They should not expect a waiver for the course at a subsequent date, nor should they expect that the course be offered at an unusual time to meet their personal convenience.

## Special Programs

### Minors

Many departments offer minors which are available to Tobin College of Business students. Students may choose a minor as a way of organizing elective courses. Minors must be chosen in consultation with a Tobin College of Business advisor and must be approved by the Dean of the college or school through which the minor is offered. Most minors cannot be completed within the normal credit hour requirements of the baccalaureate degree.

### Professional Honors Program

The College introduced a Professional Honors Program in the Fall of 1967 to promote the talents of outstanding students in business and develop more effective administrators. The program provides an opportunity for selected undergraduate students to enter seminars that enrich classroom experiences.

The major component of the Professional Honors Program is the Executive-in-Residence Program, which is designed to provide a forum for interaction between practicing executives and the business student. Students are helped in developing greater awareness of the numerous implications of upper-level management decisions. Theoretical course work is complemented with practical insights. The program enables students to broaden their perspectives of the management of organizations in various fields. Upper-level executives from private, quasi-public and public organizations meet with students to discuss how they make decisions.

The Executive-in-Residence Program was developed through the cooperation of Borden, Inc. The program has included the participation of executives from Arthur Anderson LLP, Brooklyn Union, Consolidated Edison, Coopers & Lybrand LLP, Deloitte & Touche LLP, Farrell Lines, Inc., Fleet Bank, Genovese, Inc., Merrill Lynch, Price Waterhouse LLP, Sony Corporation and Thompson Corporation.

Invitations to join the program are extended to students entering senior year with 90 credits. Selection is based upon the student's index (3.5 minimum) and faculty recommendations. Participants are required to attend a two-semester, six-credit seminar

during which they develop skills in problem solving and analysis and heightened awareness of upper-level management concerns and problems.

The Honors Program offers the challenge of independent and cooperative research and provides for the development of individual initiative, all of which teach students how to make decisions.

### Co-Curricular Activities

To encourage professional development outside formal coursework, the Tobin College of Business offers its students professional societies in each major field of study. These societies are run by the student members with the guidance of a faculty moderator. Though each society emphasizes a particular business discipline, membership is generally open to all students.

Among the co-curricular activities in the Tobin College of Business are:

- Accounting Society
- APICS, The Educational Society for Resource Management
- Advertising Club
- Economics and Finance Society
- Marketing Club
- National Association of Black Accountants
- Society for the Advancement of Management

## Academic Information

### Attendance Regulations

In all freshman, sophomore and professional courses, regular and prompt attendance is required. Students are responsible for absences incurred as a result of late registration or suspension. Students absent six hours in a two-semester-hour course, nine hours in a three-semester-hour course, 12 hours in a four-semester-hour course, or 15 hours in a five-semester-hour course may be denied credit for the course.

In all junior and senior professional courses, attendance shall be optional at the instructor's discretion.

Absence from class does not excuse the student from class assignments, recitations, readings, term reports, examinations and any other academic work designated by the instructor as a part of the respective courses.

For Military Science courses and drills, attendance regulations are stipulated in the Cadet Handbook and Regulations.

### Pass-Fail Option

This option encourages students to choose challenging courses for their general electives without prejudice to their quality point index.

The option is open to students whose current quality point index is at least 2.0. It is open to the general elective courses and the Liberal Arts electives only. It may not be exercised for other courses. In no case will the quality point index be affected; a Pass will be credited toward the degree. However, courses in the student's major which are to be used for general elective credit are not eligible for the Pass-Fail Option.

Application for this option must be made in the office of the Academic Dean by the withdrawal date. A student may also change the status from the Pass-Fail Option to a regular grade up until the withdrawal date.

## Honor Societies

### Alpha Delta Sigma

This is the national advertising honor society sponsored by the American Advertising Federation.

### Alpha Mu Alpha

Alpha Mu Alpha is a national marketing honor society sponsored by the American Marketing Association to recognize and reward scholarship among students of marketing.

### Beta Alpha Psi

Beta Alpha Psi is the national scholastic honor society in accounting. Its objective is to encourage and recognize scholastic excellence in that field.

### Beta Gamma Sigma

Iota Chapter of Beta Gamma Sigma, the national scholastic honor society for colleges of business administration, was established at St. John's University in 1968, following the accreditation of the College by the American Assembly of Collegiate Schools of Business.

### Omicron Delta Epsilon

Theta Chapter of Omicron Delta Epsilon, the national honor society in economics, was established at St. John's University in 1958.

### Sigma Iota Epsilon

Sigma Iota Epsilon is the national scholastic honor society in management. Its general purpose is two fold: to encourage and recognize scholarly excellence and to promote cooperation between the academic and practical aspects of management.

## Course Offerings

All course credits are listed in semester hours. For descriptions of courses other than those listed here, consult the index for location of other departments.

Each course number has four digits. The first of these digits shows the class level of the course. These are designated as follows:

- 1 designates freshman level
- 2 designates sophomore level
- 3 designates junior level
- 4 designates senior level

The second digit shows the number of credit hours for the course. The last two digits reflect the course number. For example, Management 4322 would be interpreted as follows: The first digit (4) indicates that this is a senior level course. The second digit (3) indicates that this is a 3 credit course. The last two digits indicate that this course is Management 22, i.e., Management Information Systems.

No student is permitted to enroll in any junior-or senior-level business course without the designated prerequisite(s). Additionally, no student is permitted to enroll in any junior-level business course until Math 1320 and DS 2333 have been completed.

## Department of Accounting and Taxation (ACC)

**Adrian Fitzsimons, Ph.D., C.P.A., Chair**

### **2338 Fundamentals of Accounting I**

A user oriented introductory course in accounting that focuses on the link between accounting information and decision making. It emphasizes the strengths and weaknesses of reported accounting information for making different types of business decisions. Topics include the basic accounting framework and concepts; cash flows, income reporting and financial position; the accounting process; and the financial statement elements. *Credit: 3 semester hours.*

### **2339 Fundamentals of Accounting II**

*Prerequisite:* ACC 2338. An introductory course in financial and managerial accounting that focuses on the link between accounting principles and the multiple users of accounting framework and concepts; the accounting process; financial statement preparation and analysis; and financial statement elements for both corporate-and partnership-type organizations. Particular attention will be paid to the ethical and international aspects of accounting. *Credit: 3 semester hours.*

### **3245 Principles of Cost Accounting**

*Prerequisite:* ACC 2339. Examination of techniques and methods of cost accounting: materials control, accounting for labor, nature and application of manufacturing overhead, job order costs and process costs. *Credit: 2 semester hours.*

### **3246 Advanced Cost Accounting**

*Prerequisites:* ACC 3245 and DS 2333. The use of cost accounting principles and practices in managerial planning and control with respect to product pricing and production efficiency: standard costs, joint product and by-product costs, profit-volume analysis, direct costing and capital budgeting. *Credit: 2 semester hours.*

### **3254 Accounting information systems**

*Prerequisite:* ACC 2339. This course provides an overview of various accounting information and communication systems and discusses various controls used by an entity with complex systems to monitor and assess its systems' risks. The course considers various control procedures relating to information systems including database structures, networking, client servers and distributed systems as well as controls affecting such communication systems as electronic data interchange and the Internet. The systems will be discussed in an effort to enable the student to identify potential weaknesses in the systems and recognize the appropriate mitigating controls. *Credit: 2 semester hours.*

### **3341 Intermediate Accounting I (formerly 3441)**

*Prerequisite:* ACC 2339. An introduction to the use of accounting in the control and reporting of business operations. Basic accounting postulates are examined, and the principles applicable to assets and liabilities are explored. Standards promulgated by the Financial Accounting Standards Board and other professional standard setting bodies are integrated into the course. *Credit: 3 semester hours.*

### **3342 Intermediate Accounting II (formerly 3442)**

*Prerequisite:* ACC 3441. Financial statements as a means of communicating necessary information to stockholders, creditors and others interested in the status of the business enterprise; the accounting treatment of assets, liabilities and equity are examined in depth. Special statements and financial ratios are covered. *Credit: 3 semester hours.*

### **4243 Advanced Accounting I (formerly 4343)**

*Prerequisite:* ACC 3442. Advanced Accounting theory applied to the formation, acquisition and liquidation of corporations. Principles applicable to purchase and pooling of interests are explored, and consolidated financial statements of parents and subsidiaries are reviewed. *Credit: 2 semester hours.*

### **4244 Advanced Accounting II (formerly 4344)**

*Prerequisite:* ACC 4243. Special accounting procedures and problems with respect to entities such as partnerships, estates, trusts and governmental not for profit and foreign financial statements and subsidiaries. Also studied are accounting issues relating to disaggregated disclosures, interim financial statements and SEC reporting. *Credit: 2 semester hours.*

### **4247 Principles of Auditing**

*Prerequisite:* ACC 3342. Introduction of auditing theory and techniques used in examination of financial statements, including the generally accepted auditing standards, role of internal control, importance of auditor's independence, effects of electronic data processing and uses of statistical sampling. A study of professional ethics and the possible legal liability of the auditor. *Credit: 2 semester hours.*

### **4248 Advanced Auditing**

*Prerequisite:* ACC 4247. The preparation of detailed audit workpapers, and the selection, scope and application of auditing procedures to specific balance sheet and income statement accounts. A study of the various reports rendered and attest and non-attest services provided by Certified Public Accountants. *Credit: 2 semester hours.*

### **4251 Seminar in Accounting Theory**

*Prerequisite:* ACC 3342. The relationship of accounting and economic theory, the difficulties of preparing precise and universally accepted accounting principles, a review of current professional literature and selected research are examined. A written report on a selected research project is a major requirement in this course. *Credit: 3 semester hours.*

### **4255 Information Technology Auditing**

*Prerequisite:* ACC 3254. Various audit procedures used to obtain assurance about the systems of a complex information technology user are discussed. The course considers the appropriateness of technology controls in mitigating risks in information systems (including database, networking, client servers and distributed systems) and in communication systems (including electronic data interchange and the Internet) and the procedures performed by auditors to obtain assurance. Specific topics covered in the course include systems and application development procedures, contingency planning, management and operations, and physical and data security. Also considered, various audit procedures utilizing computers. *Credit: 2 semester hours.*

### 4352 Financial Statement Analysis

*Prerequisite:* ACC 2338. This course presents non-accounting majors with the fundamental skills necessary to obtain an adequate understanding of the financial position, results of operations and cash-generating ability of any business concern. *Credit: 3 semester hours.*

### 3261 Federal Income Taxation: Individuals

*Prerequisite:* None. Federal income tax law with respect to the nature and classification of gross income, business expenses, non-business deductions, exemptions. Preparation of individual income tax returns. *Credit: 2 semester hours*

### 4262 Federal Income Taxation: Businesses

*Prerequisite:* TAX 3261. Federal income tax law as it applies to partnerships, corporations and business expenses and capital, tax accounting principles, corporate organization and special classes of corporations. *Credit: 2 semester hours.*

### 4263 Federal Income Taxation: Special Topics

*Prerequisite:* TAX 3262. Federal and multi-state income tax law, state sales and use taxes, deferred compensation, estates and trust taxation, tax accounting principles, corporate organization and reorganization, liquidations, and distributions and special classes of corporations. *Credit: 2 semester hours.*

## Department of Actuarial Science

### 3322 Actuarial Science 2

In conjunction with designated courses in accounting, economics, finance and law, prepares students to take the second actuarial science exam.

### 3333 Actuarial Science 3

In conjunction with ACT 3334, ACT 3335 and ACT 4336, prepares students to take the third actuarial science exam.

### 3334 Actuarial Science 4

In conjunction with ACT 3333, AC T3335 and ACT 4336, prepares students to take the third actuarial science exam.

### 3335 Actuarial Science 5

In conjunction with ACT 3333, ACT 3334 and ACT 4336, prepares students to take the third actuarial science exam.

### 4336 Actuarial Science 6

In conjunction with ACT ,3333, ACT 3334 and ACT 3335, prepares students to take the third actuarial science exam.

### 4347 Actuarial Science 7

In conjunction with ACT 4348 and ACT 4349, prepares students to take the fourth actuarial science exam.

### 4348 Actuarial Science 8

In conjunction with ACT 4347 and ACT 4349, prepares students to take the fourth actuarial science exam.

### 4349 Actuarial Science 9

In conjunction with ACT 4347 and ACT 4348, prepares students to take the fourth actuarial science exam.

## Department of Computer Information Systems and Decision Sciences (CIS/DS)

F. Victor Lu, Ph.D., Chair

### 1332 Computer Systems and Software for Business Applications

An introduction to personal computer concepts and applications, emphasizing Microsoft Office (latest available version): Word, Excel, Access and Powerpoint. Other topics covered include Internet and Web applications and Visual BASIC. *Credit: 3 semester hours.*

### 2333 Business and Economic Statistics I

*Prerequisites:* ECO 1302; MATH 1320 or 2310. Descriptive statistical measures and statistical theory of hypothesis-testing relevant to business problems. Topics include measures of central location, dispersion and skewness; Bayesian and classical probability; distributions; testing of hypotheses; sampling. *Credit: 3 semester hours.*

### 2334 Business and Economic Statistics II

*Prerequisite:* DS 2333. Techniques for estimating business data and discerning their relationship. Topics include general linear regression and correlation models (both simple and multiple); curvilinear models; times series models; analysis of variance models; index numbers. *Credit: 3 semester hours.*

## CIS/DS Courses to Be Offered

3336 Multivariate Statistical Analysis for Business Research

3337 Advanced Business Statistics

3338 Operations Research for Business and Public Decision Making

3339 Business Applications Software

3345 Advanced Computer Methodology

3346 Linear Programming for Business Decision Making

3352 Database Management

4340 Business Simulation and Model Building

4342 Business Software Design and Development

4350 Quantitative Business Research and Application Seminar

## Department of Economics and Finance (ECO/FIN)

K. Thomas Liaw, Ph.D., Chair

## Economics

### 1301 Principles of Economics I

General introduction to economic analysis: cause of economic growth, inflation, depression and recession. Impact of government on the national economy via fiscal and monetary policy. *Credit: 3 semester hours.*

### 1302 Principles of Economics II

General introduction to the theory of how business firms determine what goods to produce, prices charged and the wages paid in a free economy. The effects of government regulations and controls. *Credit: 3 semester hours.*

### 1326 Economic History of the Western Community

A survey of socio-economic formations and changes in the organization of economies over time. Special focus on the Industrial Revolution and the diffusion of technological knowledge in newly-industrializing countries. *Credit: 3 semester hours.*

### 2309 Money and Banking

*Prerequisite:* ECO 1301. Survey of principles of money and credit, the role of banks, the Federal Reserve and financial institutions. *Credit: 3 semester hours.*

### 2327 Development of American Business Enterprise

*Prerequisite:* ECO 1302. An analysis of the American industrial framework with emphasis on the diverse forms of market structure and behavior, the evolution of management practices, life cycle of industry and the degree of competition. *Credit: 3 semester hours.*

### 3303 History of Economic Thought

*Prerequisite:* ECO 1302. Survey of the main currents of economic thought. Analysis of classical and neoclassical schools of economics and their major critics. *Credit: 3 semester hours.*

### 3306 Comparative Economic Systems

*Prerequisite:* ECO 1302. An analysis of alternative ways of organizing economic activity with a focus on the ownership rights and coordination mechanisms associated with socialism and capitalism. *Credit: 3 semester hours.*

### 3307 Labor Economics

*Prerequisite:* ECO 1302. The history, the institutions, the problems and the economic significance of the American labor movement. *Credit: 3 semester hours.*

### 3313 Public Finance

*Prerequisite:* ECO 1302. Equity and efficiency aspects of the federal revenue structure; optimal taxation; public-choice theory; allocation, distribution, and stabilization branches; Social Security and health care; deficit finance; taxation of international transactions. *Credit: 3 semester hours.*

### **3323 Economics of State and Local Governments**

*Prerequisite:* ECO 1301 and 1302. Comparative analysis of the efficiency of state and local governments. Emphasis on an empirical study of decision-making in New York State and New York City. *Credit: 3 semester hours.*

### **3341 Macroeconomic Theory**

*Prerequisite:* ECO 1301, 1302 and MTH 1320. National income accounting as a tool of economic analysis. Presentation of the pure theory of income, with emphasis on the expenditures approach, analysis of consumer and business spending decisions and saving. *Credit: 3 semester hours.*

### **3343 Microeconomic Theory**

*Prerequisite:* ECO 1301, 1302 and MTH 1320. Presentation of pure theory of prices, with stress on comparison of the utility and indifference curve approaches to value and distribution. *Credit: 3 semester hours.*

### **3344 International Economics**

*Prerequisite:* ECO 2309. International trade, flow of commodities and capital across national boundaries, impact of international organizations on flow of trade. Analysis of foreign investment and balance of payments. *Credit: 3 semester hours.*

### **3346 Economic Growth and Development**

*Prerequisite:* ECO 1302. An empirical and analytical study of the difference in economic growth and performance among various countries, both developed and less developed. Major theories of economic development are examined. *Credit: 3 semester hours.*

### **4327; 4328 Managing Investment Funds**

*Prerequisite:* Permission of instructor. These courses enable students to manage a "real" investment fund. *Credit: 3 semester hours.*

### **4340 Managerial Economics**

*Prerequisite:* ECO 1302 and MTH 1320. Explores potential contribution of economic theory to formulation of business policies and decisions. Concentrates on those economic concepts which can be measured and applied to management problems such as demand functions, cost functions and profit maximization. *Credit: 3 semester hours.*

### **4345 Introduction to Econometrics**

*Prerequisites:* DS 2333, ECO 1301, 1302 and MTH 1320. Review of random variables, probability distributions and hypothesis testing. Introduction of regression analysis and application to time series and cross section data. Problems of formulating and estimating economic and financial models and introduction to simultaneous equations. *Credit: 3 semester hours.*

### **4350 Seminar in Economics**

*Prerequisites:* ECO 3341 or permission of the instructor. A research-oriented course focusing on selected topics in theoretical and applied economics, in which emphasis is given to a more advanced treatment of economic issues. *Credit: 3 semester hours.*

### **4399 Economics Internship**

The internship provides students with the opportunity to develop applied economic skills in an actual work setting outside the classroom. Each internship is a one term, part-time, credit-bearing position within a supervised work environment. *This course may be taken only once, open only to senior economics majors with a 3.25 major index and 3.0 cumulative index. Course-work appropriate to the internship and permission of the instructor is required. Credit: 3 semester hours.*

## **ECO Courses to Be Offered**

### **3319 Personal Finance**

### **3335 Mathematical Economics**

### **3347 Urban Economics**

### **3348 Environmental Economics**

## **Finance**

### **3310 Foundations in Finance**

*Prerequisite:* ECO 1302 and ACC 2338. Organization and operating problems of corporate financial management; the shaping of the capital structure to fit the circumstances of ownership, control and risk; the instruments of corporate finance; working capital management; dividend policies, mergers and consolidation. *Credit: 3 semester hours.*

### **3311 Corporate Financial Analysis**

*Prerequisite:* FIN 3310. Examines problems involved in managing the assets and liabilities of a business. Emphasis is given to control of financial structure, capital budgeting, valuation and financing options. Special attention to analytical approaches and financial theory. *Credit: 3 semester hours.*

### **3312 Investments**

*Prerequisite:* FIN 3311. The basic theories and techniques of investment are covered. Emphasis is on valuation models and trading environments of various types of assets. Enhancing and maintaining the highest standards of ethical practice are emphasized. *Credit: 3 semester hours.*

### **3315 Commercial Banking**

*Prerequisite:* ECO 2309. A consideration and analysis of the practical operation and management of commercial banks. *Credit: 3 semester hours.*

### **3316 Capital and Money Markets**

*Prerequisite:* ECO 2309. Introduction to financial markets, different instruments traded on these markets and the nature of the financial system. Development and structure of the system, the relationship between money and interest rates and the characteristics and trading practices of money and capital market securities. *Credit: 3 semester hours.*

### **3318 International Banking and Finance**

*Prerequisite:* ECO 2309. Analysis of the increasing involvement of the U.S. in international finance, role of American international banking in the context and development of U.S. international banking. Analysis of regulatory framework for international banking. Comparisons with international banking role played by banks in other countries. *Credit: 3 semester hours.*

### **4317 Securities Analysis and Portfolio Management**

*Prerequisite:* FIN 3312. Analysis of the various types of corporate securities and a discussion of the technique of portfolio management in light of differing investment objects. *Credit: 3 semester hours.*

### **4327; 4328 managing investment funds**

*Prerequisite:* Permission of instructor. These courses enable students to manage a "real" investment fund. *Credit: 3 semester hours.*

### **4350 Seminar in Finance**

Selected topics in Finance. A research-oriented course focusing upon selected topics in finance in which emphasis is given to a more advanced treatment of issues in finance. A second important objective is the study of research methodologies used in finance. *Credit: 3 semester hours.*

### **4399 Finance Internship**

The internship is a program which provides a student with the opportunity to develop applied financial skills in an actual work setting outside the classroom. Each internship is a one term, part-time, credit bearing position within a supervised work environment. The application of financial theories and techniques is emphasized. *This course may be taken only once, open only to senior finance majors with a 3.25 major index and 3.0 cumulative index. Coursework appropriate to the internship and permission of the instructor is required. Credit: 3 semester hours.*

## Department of Law (LAW)

John S. Manna, J.D., *Chair*

### 1310 Law in a Business Environment

The legal environment of business is explored by examining the role of law in society, the international legal environment, ethical issues, the application of the U.S. Constitution and the process of dispute resolution. Business law in the areas of torts, contracts, business entities, bankruptcy and environmental protection is studied. *Credit: 3 semester hours.*

### 4314 Government and Business

*Prerequisite:* LAW 1410 or 2211. Regulation of business under federal and state administrative agencies including enforcement of decisions and remedies. Examination of particular problems relative to the antitrust laws, securities regulations and advertising with emphasis on the work of the Federal Trade Commission and the Securities Exchange Commission. *Credit: 3 semester hours.*

### 4315 Labor Law and Labor Legislation

*Prerequisite:* MGT 3301. Developments in regulation of wages and hours and emergence of labor legislation, collective bargaining, arbitration, mediation and union-management relations. Exploration of issues, including employee privacy rights, equal employment opportunity legislation and workplace safety. *Credit: 3 semester hours.*

## Department of Management (MGT)

John Angelidis, Ph.D., *Chair*

### 2301 Administrative and Organizational Behavior

Emphasis is placed on the principles and practices of management and the functions of the executive as applied within the context of organizational behavior. *Credit: 3 semester hours.*

### 3323 Organizational Decision Making

*Prerequisites:* MGT 3301, DS 2334. Focuses on the integration and application of both the quantitative and the qualitative aspects, concepts, and tools of managerial action necessary to the evaluation and selection of alternatives in the administrative decision-making process. *Credit: 3 semester hours.*

### 3325 Production and Operations Management

*Prerequisite:* MGT 3301. Introduction to the fundamentals of operations management. Areas of study include aggregate planning, scheduling, inventory control, quality control, production control, productivity. *Credit: 3 semester hours.*

### 3331 Leadership: Management of Human Resources

*Prerequisite:* MGT 3301. Human problems involved in leadership. Dealing with formal and informal groups; the psychological and social aspects of cooperation, conflict, motivation, job satisfaction, morale and organizational change. *Credit: 3 semester hours.*

### 3332 Personnel Administration

*Prerequisite:* MGT 3301. Organization and administration of the personnel function, surveying policies, and practices governing recruitment, selection and placement, employee evaluation and union-management relations. *Credit: 3 semester hours.*

### 3337 Management and the External Environment

*Prerequisite:* MGT 3301. Conceptual review of the interaction between management and the environment in which it functions. The relationship of executive organization with the outside public, community and society is explored. *Credit: 3 semester hours.*

### 4322 Management Information Systems

*Prerequisite:* MGT 3301. An investigation of principles governing the design, testing, and implementation of business procedures and information systems within the framework of computerized environment. *Credit: 3 semester hours.*

### 4324 Operations Management

*Prerequisite:* MGT 3323. Selected production processes are surveyed and production problems considered with emphasis on the analytical methods used in the design, implementation and control of production systems. *Credit: 3 semester hours.*

### 4326 Materials Management

*Prerequisites:* MGT 3301. The principles and practices of materials management are surveyed with emphasis on industrial procurement—its organization and its analytical methods and techniques. *Credit: 3 semester hours.*

### 4329 Managerial Strategy and Policy

An integrative senior course that studies the formulation and implementation of top-managerial strategies in business environments; designed to develop problem-solving and decision-making skills in business situations that involve the organization as a whole. *Open only to graduating seniors in their last term in attendance. Credit: 3 semester hours.*

### 4333 Industrial and Personnel Psychology

*Prerequisite:* MGT 3301. (Cf. PSY 33) Psychological aspects of individual differences, efficiency, working conditions, accident prevention, human engineering, industrial mental health and counseling. *Credit: 3 semester hours.*

### 4334 Managing Culturally Diverse Workforce

*Prerequisite:* MGT 3301. A study of the formal and informal social structures and organizational environments and the factors facilitating and impeding the harmonious integration of culturally diverse workforce personnel. *Credit: 3 semester hours.*

### 4335 Management of Compensation

*Prerequisite:* MGT 3332. Principles underlying management's application of monetary incentives. Generally, wage theory, principles and practices, are investigated. Specific emphasis is given to job evaluation, wage determination, merit and incentive rating, wage supplementals. *Credit: 3 semester hours.*

### 4336 Development of Human Resources

*Prerequisite:* MGT 3332. Application of management and teaching-learning principles to problems of job training, supervisory development, executive growth and the role of business in meeting urban personnel needs, organization and administration of programs, methods of instruction evaluation and research. *Credit: 3 semester hours.*

### 4338 International Management and Operations

*Prerequisite:* MGT 3301. A survey of managerial actions and practices within the global setting. The impact of economic, political and socio-cultural differences on international business management is explored. *Credit: 3 semester hours.*

### 4350 Research Methodology in Management

A senior-level course for students interested in pursuing graduate management studies; various tools, processes and concepts dealing with management research are discussed. Descriptive, empirical and normative research methodology are examined. *Credit: 3 semester hours. Open only to senior Management Majors.*

### 4399 Management Internship

*Prerequisite:* Management major, senior standing, nine credits in management courses and approval by the Internship Committee (after a formal screening process and permission of the instructor). Minimum grade point average of 3.25 in the major and 3.0 cumulative index. Students develop management skills in an actual work setting outside the classroom. Each internship is a one term, part-time, credit-bearing management position within a supervised work environment. Practical application of management practices and theories is emphasized. *This course may be taken only once. Credit: 3 semester hours.*

## Department of Marketing (MKT)

John W. Dobbins, Jr., Ph.D., *Chair*

### 3301 Principles of Marketing

The role of marketing and marketing management in the operation of an economic system is studied. Marketing principles, trends and policies are emphasized. *Credit: 3 semester hours.*

### 3305 Advertising

*Prerequisite:* MKT 3301. Advertising is surveyed as a communications system that presents brand information and spurs consumer behavior. Emphasis is placed on the various institutions of advertising and how the efforts of each are combined in the advertising campaign. *Credit: 3 semester hours.*

### 3306 Sales Promotion

*Prerequisite:* MKT 3301. Consumer promotion, trade promotion, event marketing and data-based marketing are analyzed as important elements in the marketing mix. *Credit: 3 semester hours.*

### **3307 Principles of Retailing**

*Prerequisite:* MKT 3301. The student examines the planning, organization and management structure of the retail firm. Strategic and tactical factors leading to growth in retail sales and earnings are emphasized throughout the course. *Credit: 3 semester hours.*

### **3308 Principles of Direct Marketing**

*Prerequisite:* MKT 3301. The student examines the scope, opportunities and strategies of direct mail/marketing. Areas of consumer goods, industrial and service direct marketing are studied. Recent trends and developments in research, message creation, print and broadcast media and delivery mechanics are reviewed. *Credit: 3 semester hours.*

### **3310 Sales Management**

*Prerequisite:* MKT 3301. Focuses on the planning and strategic framework of the sales manager's job. The relationships between company goals, marketing strategies and the sales force are emphasized and developed. Techniques for solving sales management problems in planning, supervision, and control are presented. *Credit: 3 semester hours.*

### **3311 Consumer Behavior**

*Prerequisite:* MKT 3301. A study of the components that influence and comprise the consumer decision-making process and how marketers can optimize their efforts in view of these components. *Credit: 3 semester hours.*

### **3312 Marketing Research**

*Prerequisites:* MKT 3301, DS 2334. This course examines various research procedures, including survey design, sampling, data-collection techniques and analysis and reports. The student is exposed to the application of these procedures to specific aspects of marketing, such as consumer product testing, advertising and consumer behavior. *Credit: 3 semester hours.*

### **3315 Product Management**

*Prerequisite:* MKT 3301. Subject matter includes the meaning, importance, corporate objectives and planning for new products; and forms of new products, organization of the new product activity; activities in each stage of new product development; and the process of new product adoption by consumers. *Credit: 3 semester hours.*

### **3317 International Marketing**

*Prerequisite:* MKT 3301. The problems of marketing U.S. produced goods in foreign markets. The course emphasizes the foreign market environment and the required modifications of marketing organization and practices. *Credit: 3 semester hours.*

### **3320 Service Marketing**

*Prerequisite:* MKT 3301. This course focuses on the unique challenges of marketing business and personal services, showing the adaption and application of marketing principles and methods in the service industries. *Credit: 3 semester hours.*

### **4305 Advertising/Marketing Research Project**

*Prerequisites:* MKT 3301, 3305, 3312 and/or instructor's permission. This advanced course combines principles of marketing research and advertising to a real-life marketing problem presented in a "case study" by a major marketer. Students organize, conduct, analyze and interpret marketing research. *Course is a prerequisite for MKT 4306.* *Credit: 3 semester hours.*

### **4306 Advertising Project**

*Prerequisites:* MKT 3301, 3305 and one additional marketing course. *Permission of instructor is also required.* This is an advanced course that involves students in a hands-on marketing-advertising project. Students organize, manage and perform all functions of an advertising agency. *Credit: 3 semester hours.*

### **4316 Marketing Management and Policies**

*Prerequisites:* MGT 3301; MKT 3301 and six additional marketing credits. A capstone, case-oriented course, emphasizing the development of marketing management skills. The student will apply previously gained marketing knowledge to discovering, sorting and analyzing the significant factors in actual marketing problems. *Credit: 3 semester hours.*

### **4318 Export-Import Marketing**

*Prerequisite:* MKT 3301. The principles and techniques of the export and import business, of international freight forwarding in all modes, of financing this business and settling international payments are explained. Includes the preparation of documentary instruments in export and import business, letters of credit, bills of exchange and foreign drafts, export and customs declaration for U.S. and foreign regulating authorities, import and export as well as foreign exchange permits, bills of lading. *Credit: 3 semester hours.*

### **4350 Marketing Seminar**

*Prerequisites:* MKT 3301, and nine additional marketing credits. A research-oriented course involving the intensive investigation of selected topics in marketing theory and practice. *Credit: 3 semester hours.*

### **4399 Marketing Internship**

*Prerequisites:* Marketing major, senior standing, nine credits in marketing courses and approval by the Internship Committee (after a formal screening process and permission of the instructor). Minimum grade point average of 3.25 in the major and 3.0 cumulative index. Students develop marketing skills in an actual work setting outside the classroom. Each internship is a one-term, part-time, credit-bearing marketing position within a supervised work environment. Practical application of marketing practices and theories is emphasized. *Credit: 3 semester hours.*

## **Department of Military Science (MSC)**

(Queens campus)

### **Objectives**

To prepare students to serve as Second Lieutenants in the United States Army on either Active Duty or with the Reserves Components.

### **Basic Courses**

#### **MSC 11 Introduction to ROTC**

Increase self-confidence and knowledge through team study and activities in basic drill, physical fitness, rappelling, leadership reaction course, first aid, and map reading. *Credit: 1 semester hour.*

#### **MSC 12 Organization of the U.S. Army and Introduction to Leadership**

Learn and apply principles of effective leadership and Army ethics. Develop communications skills to improve individual performance and group interaction. Learn rifle marksmanship. *Credit: 1 semester hour.*

#### **MSC 21 Military Leadership**

Continue to develop individual abilities and contribute to the building of effective teams. Prepare, present and analyze a military battle using the Principles of War. *Credit: 1 semester hour.*

#### **MSC 22 Military Skills and Team Development**

Introduction to individual and team aspects of small unit operations using Troop Leading Procedures (TLP) and the Military Decision-Making Process. Examine staff functions. *Credit: 1 semester hour.*

#### **MSC 31 Small Unit Tactics and Procedures 1**

A detailed study into leader responsibilities, TLPs, operations orders and small-unit tactics. Students complete physical fitness training in preparation for the National Advanced Leaders Camp. *Credit: 2 semester hours.*

#### **MSC 41 Leadership Challenges and Goal Setting**

Assess organizational cohesion and develop strategies to improve it. Emphasis is placed on the Officer Evaluation System, the Army legal system, and training management doctrine. *Credit: 2 semester hours.*

#### **MSC 42 Transition to Lieutenant**

An advanced study of military leadership involving the U.S. Constitution and civilian control of the military. Emphasis on understanding Army doctrine and tactics. *Credit: 2 semester hours.*

*Note: Students must also register for the leadership lab for each class listed above. The leadership lab provides hands-on training in skills taught in the classroom.*

### **MSC 41 Leadership Challenges and Goal Setting**

*Prerequisite:* MUS 31, 32 and departmental approval. Plan, conduct and evaluate activities of the ROTC cadet organization. Articulate goals, put plans into action to attain them. Assess organizational cohesion and develop strategies to improve it. Develop confidence in skills to lead people and manage resources. Emphasis is placed on the officer evaluation system; advanced discussions of the challenges of platoon-level leadership; detailed study of the Army's legal system; an introduction to the Army's training management and logistics systems. Field trips, a written after-action report and battle analysis are required. *Two hours and a required leadership lab (MSC LL), plus required participation in three one-hour sessions for physical fitness. Credit: 2 semester hours.*

### **42 Transition to Lieutenant**

*Prerequisite:* MSC 41 and department approval. An advanced study of military leadership designed to transition the student from cadet to Lieutenant. Emphasis is placed on understanding Army doctrine and tactics at the squad level and higher; introduction to military operations other than war; study of the Battle of Gettysburg including a field trip to the site; debates on the role of the U.S. Constitution and civilian control of the military. Field trips, a battle analysis and a military letter to the students' first assignments are required. *Two hours and a required leadership lab (MSC LL), plus required participation in three one-hour sessions for physical fitness. Credit: 2 semester hours.*

### **MSC LL Leadership Laboratory**

Practical exercise on topics discussed in class to aid in developing leadership skills. The advanced students are offered the opportunity to plan, prepare and execute the laboratories. Basic course students participate in the training and are given opportunity to learn new skills and develop team cohesion. Students develop, practice and refine leadership skills by serving and being evaluated in a variety of responsible positions. *Laboratory is conducted once weekly, usually on Thursdays.*

## **Department of Risk Management and Insurance (RMI)**

**Nicos A. Scordis, Ph.D., Chair**

### **2301 Principles of Risk Management**

*Prerequisites:* ACC 2338, ECO 1301, ECO 1302, DS 2333, LAW 1310. Promotes intuitive understanding of fundamental economic principles of risk and the use of insurance as a systematic approach to transfer and finance risk. *Credit: 3 semester hours.*

### **3334 Property and Liability Insurance**

*Prerequisite:* RMI 2301. Surveys the liability and property insurance needs of businesses and households and examines the available insurance tools. *Credit: 3 semester hours*

### **3335 Life, Health, Pension and Social Insurance**

*Prerequisite:* RMI 2301. Surveys market-based and government-based insurance tools for funding premature death, medical care costs, unexpected loss of wealth from catastrophes and retirement. *Credit: 3 semester hours.*

### **3350 Risk Seminar**

*Prerequisite:* RMI 2301. Students collaborate to examine through research more advanced issues in risk management and insurance. *Credit: 3 semester hours.*

### **3360 Corporate Risk Management**

*Prerequisite:* RMI 2301. Through real-life examples students combine skills from the decision and social sciences to understand the process of managing risk organizations face. *Credit: 3 semester hours.*

### **3361 Insurance and Alternative Risk Transfer**

*Prerequisites:* RMI 2301 and FIN 3310. Combines insurance and other financial tools into solutions for funding a firm's exposure to risk in ways that create economic value for the firm's owners. *Credit: 3 semester hours.*

### **4362 Property Insurance**

The objective of this course is to familiarize the student with concepts of property risk control and how to design a property insurance contract. *Credit: 3 semester hours.*

### **4364 Reinsurance**

*Prerequisites:* RMI 2301. Surveys the structure, functions and products of the reinsurance industry, introduces underwriting and ratemaking for common reinsurance tools and examines the impact of the reinsurance transaction on insurance firms. *Credit: 3 semester hours.*

### **4364 Reinsurance**

This course provides a history of reinsurance and the reinsurance market. *Credit: 3 semester hours.*

### **4368 Employee Benefits**

This course provides an overview of the issues facing employers and plan participants with respect to employee benefit plans. *Credit: 3 semester hours.*

### **4369 Life and Health Insurance**

The purpose of this course is to give students a thorough knowledge of life insurance and an introduction to health insurance. *Credit: 3 semester hours.*

### **4390 Insurance Industry Structure and Operations**

*Prerequisite:* RMI 2301. Analyzes the industrial organization of the evolving insurance and financial services markets and examines the structure and performance of insurance firms. *Credit: 3 semester hours.*

### **4391 Essentials of Loss Control**

The objective of this course is to familiarize the students with the concepts of risk control and how production and risk control work together to create economic value. *Credit: 3 semester hours.*

# Faculty

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