Victoria Shoaf, B.A., M.B.A., Ph.D., CPA, Dean and Professor of Accounting and Taxation
R. Mitch Casselman, HBComm, M.A., Ph.D., Associate Dean, Learning and Innovation, Director, Center for Global Business Stewardship, and Associate Professor of Management
Michele Dell’Anno, B.A., Assistant Dean
Reene Hughes, B.S., M.B.A., Assistant Dean and Internship Coordinator
Douglas F. Leary, B.S., M.B.A., Assistant Dean and Director of Undergraduate Programs, Queens Campus
Kristine A. McGovern, B.B.A., M.B.A., Assistant Dean for Planning and Compliance
Donna M. Narducci, B.S., M.S., Ed.D., Associate Dean and Director of TCB Programs, Staten Island Campus
Alma Rivera, Advisement Coordinator, Manhattan Campus
Sheila M. Russell, B.A., M.A., Assistant Dean
Linda M. Sama, B.A., M.B.A., Ph.D., Associate Dean for Global Initiatives, Executive Director, Center for Global Business Stewardship, John F. Adams, and Professor of Management
Laura Vega-Konefal, B.S., M.S.Ed., Assistant Dean and Associate Director of Advisement, Manhattan Campus

Objectives
The Peter J. 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 Peter J. 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 first two years of study for these programs are done at the Queens or Staten Island campus, with the major field coursework being completed in the last two years at the Manhattan campus.

Actuarial Science students are strongly encouraged to take and pass the first two examinations (1/P and 2/FM) prescribed by the Society of Actuaries and the Casualty Actuarial Society. They can continue to pass more examinations while working to become an Associate or Fellow in this professional field.

The Tobin College of Business offers many combined B.S./M.S. and B.S./M.B.A. programs. The combined degrees in accounting, economics, finance, management, and marketing provide a unique opportunity to complete both B.S./M.S. or B.S./M.B.A. degrees typically within five years of full-time study.

Interested students, who have maintained strong grades, should apply to the program in the second semester of the junior year (75 credits completed) of undergraduate study. The GMAT may be required.

Please note: Both the combined Bachelor and Master of Science or Master of Business Administration degrees in accounting or taxation are registered 150 credit hour licensure qualifying programs for Certified Public Accountancy, in the State of New York, and recognized in many other jurisdictions.

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 Peter J. Tobin College of Business is among only 25 percent of business schools with full accreditation by The Association to Advance Collegiate Schools of Business – AACSB and among less than five percent of the world’s business schools to earn dual accreditation for its business and accounting programs.

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
Applicants to the College are encouraged to take the examinations of the Advanced Placement (AP) program. 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.

Credit may be considered for transfer if it was earned at a college/university that is accredited by a regional accrediting organization (e.g. Middle States Association of Colleges and Schools). Students with credit from other countries will be asked to provide a World Education Service evaluation before credits are reviewed. Only courses with grades of C or better will be considered for transfer.

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 macro- and micro-economics and a strong background in mathematics. Students who have not completed pre-calculus or calculus prior to enrollment may be required to take a math placement test to determine their level of mathematical proficiency; additional math...
courses may be needed. Transfer students should take only those business courses that are offered freshman- and sophomore-level courses in the Tobin College of Business. These lower division courses are numbered 1301 through 2399.

A limited number of courses that are offered as upper-division work in the Tobin College of Business may be considered for transfer credit from another four-year, AACSB accredited school.

No remedial work will be accepted for transfer.

Degree Requirements

A minimum of 124 semester hours of credit for non-actuarial science majors; a minimum of 127 semester hours for accounting majors with a dual business major in Economics, Finance, Management, Marketing or Risk Management and Insurance; and a minimum of 130 semester hours for actuarial science majors are required to graduate from their respective programs. A minimum of 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. Accounting majors must maintain a 2.3 major field index through the first 20 credits of accounting in order to progress in the accounting program.

Please refer to the Core Curriculum section in the front of the bulletin and consult the Dean’s Office of The Peter J. Tobin College of Business for most current degree requirements.

Basic Liberal Arts Core

All Majors Except Actuarial Science major and Quantitative Risk and Insurance track in Risk Management and Insurance Major

<table>
<thead>
<tr>
<th>Field of Specialization</th>
<th>Credits</th>
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<tbody>
<tr>
<td>BUS 1100</td>
<td>1</td>
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<tr>
<td>CIS 1332</td>
<td>3</td>
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<tr>
<td>LAW 1310</td>
<td>3</td>
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<td>FIN 2310</td>
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<td>MGT 2301</td>
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<td>MGT 3325</td>
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<td>MGT 4329</td>
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<td>MKT 2301</td>
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<td>RMI 2301</td>
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<tr>
<td>TECH ELEC</td>
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Note: Business Core may vary if pursuing a combined degree program.

Basic Business Core

Non-licensure B.S. Accounting:

<table>
<thead>
<tr>
<th>Course</th>
<th>Credits</th>
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<tbody>
<tr>
<td>BUS 1100</td>
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<tr>
<td>CIS 1332</td>
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<td>LAW 1310</td>
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<td>FIN 2310</td>
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<td>MGT 2301</td>
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<td>TECH ELEC</td>
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</tbody>
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Actuarial Science majors:

<table>
<thead>
<tr>
<th>Course</th>
<th>Credits</th>
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<tbody>
<tr>
<td>ACC 2338</td>
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<tr>
<td>ACC 2339</td>
<td>3</td>
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<tr>
<td>BUS 1100</td>
<td>1</td>
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</table>

Quantitative Risk and Insurance track in Risk Management and Insurance major:

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<tr>
<th>Course</th>
<th>Credits</th>
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<tbody>
<tr>
<td>ACC 2338</td>
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<tr>
<td>ACC 2339</td>
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<td>BUS 1100</td>
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Fields of Specialization section

Please see the TCB Dean’s Office for program and course requirements for the Dual ACC/Business majors in Economics, Finance, Management, Marketing, and Risk Management and Insurance.

Accounting:

(Queens, Staten Island)

ACC 2338, 2371, 3372, 3373, 3354, 4345, 4347, 4348, 4355, Tax 3361.

TOTAL 30

Actuarial Science:

(Manhattan)

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

Business

(Manhattan, Queens, Staten Island)

Professional Electives: 21 credits from 3000 or 4000 level courses offered by Departments within The Peter J. Tobin College of Business.
### Economics:
(Queens)
ECO 3303, 3341, 3343  9

### Professional Electives:
12 credits from the following:
ECO 3306, 3307, 3313, 3323, 3335, 3344, 3346, 3348, 3360, 4340, 4345, 4350, 4399, 4400; not more than six credits from outside of economics; FIN 3311, 3312, 3315, 3316, 3318, 4317, MKT 3312

**TOTAL** 21

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

### Finance:
(Queens, Staten Island)
FIN 3311, 3312  6

### Professional Electives:
15 credits from the following: FIN 3315, 3316, 3318, 4314, 4317, 4327, 4328, 4350, 4399, 4400, ECO 3313, 3323, 3341, 3430, 4345 not more than six (6) credits from Economics.

**TOTAL** 21

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

### Management:
(Queens, Staten Island)
MGT 3331, 3323

### Professional Electives:
15 credits from the following: MGT 3330, 3332, 3337, 3339, 3340, 3341, 3342, 3344, 3346, 3391, 4310, 4311, 4320, 4324, 4326, 4333, 4334, 4335, 4336, 4338, 4347, 4348, 4350, 4399, 4400, IB 3341, 4312.

**TOTAL** 21

### Marketing:
(Queens, Staten Island)
MKT 3311, 3312

### Professional Electives:
15 credits from the following:
MKT 3305, 3306, 3307, 3308, 3309, 3310, 3315, 3317, 3320, 3321, 4305, 4306, 4316, 4318, 4350, 4399, 4400, IB 3341, 4312.

**TOTAL** 21

### Risk Management and Insurance*:
(Manhattan)
RMI 3333, 3355, 3361, 4334, 4390  15

### Professional Electives:
6 credits from the following:
RMI 3335, 3350, 3360, 4364, 4399, 4400

**TOTAL** 21

*Courses may be offered in Queens and Staten Island.*

### Quantitative Risk and Insurance
The Quantitative Risk and Insurance program is a track in the Risk Management and Insurance major.

**COURSES**

- **Fall Semester**
  - RMI 2301 Principles of Risk Management and Insurance
  - RMI 4334 Commercial Liability Risk Management and Insurance
  - RMI 4364 Reinsurance
  - RMI 4390 Insurance Industry Operations

- **Spring Semester**
  - RMI 3333 Commercial Property Risk Management and Insurance
  - RMI 3355 Risk Control
  - RMI 3361 Insurance and Alternative Risk Transfer
  - RMI 3335* Life-Health, Pension and Social Insurance

- **Elective**

  (may be used instead of any asterisked* course if available)
  - RMI 3350, 3360, 4399 (spring)

### 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. Students 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 circumstances.

### Special Programs

#### Minors
Many departments offer minors which are available to The Peter J. 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 the following for-profit and not-for-profit organizations: Broadridge Financial Solutions, Inc., Catholic Medical Mission Board, Cushman and Wakefield, Inc., Goodwill Industries of Greater New York, and Northern New Jersey, Inc., Grant Thornton, Henry Schein, Inc., KPMG, Leerink Swann, National Grid, New York Stock Exchange, Ridgewood Savings Bank, RR Donnelley, Standard and Poor’s, STV Group, United Cerebral Palsy—Suffolk and Weiser LLP.

Invitations to join the program are extended to students entering senior year with 90 credits. Selection is based upon the student’s index (3.4 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.
GLOBE
GLOBE, a student-managed academic program and microfinance fund at St. John’s University, the Peter J. Tobin College of Business, provides loans to entrepreneurs in the developing world. Through GLOBE, students are educated about the world of microfinance while applying their business skills to help the poorest of the poor lift themselves and their families out of poverty. Students with a minimum of a 3.0 cumulative index may apply for this course for their junior or senior year, and may earn 3 credits toward their major or a business elective.

Global Destination Courses
For-credit Global Destination Courses offer students short-term international travel in conjunction with an on-campus business course. During a period of one-to-two weeks’ travel to a global destination, students participate in business site visits, guest lectures and cultural excursions. Courses and travel locations change each semester. Visit stjohns.edu/gdc for further information.

SRM Apprenticeship Program
The School of Risk Management, Insurance and Actuarial Science (SRM) administers the SRM Apprenticeship Program, providing a structured experience that allows students to apply their classroom knowledge to paid professional work with major employers in the insurance and financial services industry.

The program affords students the opportunity to build their industry knowledge, develop workplace competencies, explore careers, increase their marketability and make a valuable contribution to an organization through consecutive semesters of meaningful work assignments. The program incorporates collaboration among SRM, the student and the employer. Each assumes distinct responsibilities for the purpose of enhancing the student’s learning experience. Learning objectives are employed and periodic reviews are conducted, providing important assessment and feedback to the participating student.

The SRM Apprenticeship Program is a selective, competitive program open to undergraduate junior or senior year students majoring in Actuarial Science or Risk Management with a minimum cumulative index of 3.0. Participants are required to attend a pre-placement seminar prior to employer referrals. Students complete work periods of not less than two consecutive academic semesters which may begin during fall, spring or summer. Work schedules may include full-time (35 hours/week) employment during summer and part-time (15-20 hours/week) during spring and fall semesters. Upon successful conclusion of the Apprenticeship Program, participation is noted on the student’s academic transcript.

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
- Actuarial Club
- APICS, The Educational Society for Resource Management
- Advertising Club
- Economics and Finance Society
- Gamma Iota Sigma (Risk Management and Insurance)
- Marketing Club
- National Association of Black Accountants

Academic Information
Pass-Fail Option
This option is available to a student whose current cumulative grade point average is at least a 2.0 and has completed at least 24 semester hours. Students may pass/fail courses in the Liberal Art Core (except DS 2333-Modern Statistics I) or a General Elective, ONLY. Additional courses in the Business Core, major field or minor sequence may NOT be pass/fail.

A maximum of 12 credits may be taken pass/fail, with no more than any one course in a given semester. 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 or minor which are to be used for general elective credit are not eligible for the Pass-Fail Option.

Application for this option may be made online through UIS approximately two weeks prior to 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 CIS 1332 or DS2333 have been completed.
Department of Accounting and Taxation (ACC)

Adrian P. Fitzsimons, Ph.D., C.P.A., C.F.A., C.I.S.A., Chair

ACC 2338 Fundamentals of Financial Accounting (formerly Fundamentals of Accounting I)
Prerequisites: None. This introduction to financial accounting focuses on understanding the basic accounting framework and concepts; evaluating how the accounting process mitigates risks through internal controls; summarizing and reporting cash flows, income, changes in equity, and financial position; analyzing financial statement presentations and preparing informative disclosures in the notes to those statements. Credit: 3 semester hours.

ACC 2339 Fundamentals of Managerial Accounting (Formally Fundamentals of Accounting II)
Prerequisite: ACC 2338. This introduction to managerial accounting focuses on managerial planning and control with respect to budgeting, product pricing and production, profit-volume analysis, direct costing, short-term decision making, and capital budgeting. Credit: 3 semester hours.

ACC 2371 Intermediate Accounting I
Prerequisite: ACC 2338, or an equivalent course. The use of accounting in the control and reporting of business transactions and events are examined using U.S. and international financial reporting standards as a means of communicating necessary information to interested parties. Topics affecting income determination and conformity with GAAP, such as, accounting for current assets, long-term assets, and intangible assets are examined. Credit: 3 semester hours.

ACC 3372 Intermediate Accounting II
Prerequisite: ACC 2371, or an equivalent course. Financial statements, account balances, and business transactions and events are analyzed using U.S. and international financial reporting standards as the means of communicating necessary information to interested parties. Topics affecting income determination and conformity with GAAP, such as, accounting for current liabilities and contingencies, long-term liabilities, stockholders’ equity, dilutive securities and earnings per share, investments, revenue recognition, as well as accounting and the time value of money, are examined. Credit: 3 semester hours.

ACC 3373 Intermediate Accounting III
Prerequisite: ACC 3372. Financial statements, account balances, and business transactions and events are analyzed using U.S. and international financial reporting standards as a means of communicating necessary information to interested parties. Topics affecting income determination and conformity with GAAP, such as, accounting for income taxes, pensions and post-retirement benefits, leases, accounting changes and error analysis, statement of cash flows, full disclosure in financial reporting, partnership: formation, operation, termination, and liquidation; as well as, SEC financial reporting requirements are examined. Credit: 3 semester hours.

ACC 3354 Accounting Information Systems I (Formerly Accounting Information Systems)
Prerequisite: ACC 2338. Various accounting information and communication systems controls used by an entity with complex systems to monitor and to assess system risks are examined. Potential weaknesses in systems are identified to enable students to recognize appropriate mitigation controls. Credit: 3 semester hours.

ACC 4343 Advanced Accounting I
Prerequisite: ACC 3373, or an equivalent course. Accounting theory and problems are applied to the formation, acquisition and liquidation of corporations. International and U.S. accounting principles that are applicable to consolidated financial statements of parents and subsidiaries are reviewed. Credit: 2 semester hours.

ACC 4344 Advanced Accounting II
Prerequisite: ACC 3373, or an equivalent course. Special accounting principles, procedures and problems are applied to such entities as partnerships, estates, trusts, governmental, not for profit, and foreign business entities and their subsidiaries. Credit: 2 semester hours.

ACC 4345 Cost Accounting
Prerequisite: ACC 2338 or an equivalent course. Techniques and methods associated with cost accounting, including product costing; planning and control in both functional-based and activity-based costing systems; as well as, key elements of cost accounting approaches, such as activity-based customer and supplier costing, strategic cost management, activity-based budgeting, process value analysis, and quality costing are examined. Credit: 3 semester hours.

ACC 4346 Advanced Cost Accounting
Prerequisites: ACC 434 or an equivalent course. Advanced topics in strategic, quality, and environmental cost accounting are discussed. Topics include responsibility accounting, performance evaluation, transfer pricing, lean accounting, productivity measurement, balanced scorecard, activity resource usage model and tactical decision making. Credit: 3 semester hours.

ACC 4347 Principles of Auditing
Prerequisite: ACC 3373 or an equivalent course. Auditing theory and techniques are introduced and applied to audits of financial statements and internal controls over financial reporting. Auditing standards promulgated by the AICPA, PCAOB, and IAASB are discussed. Credit: 3 semester hours.

ACC 4348 Advanced Auditing
Prerequisite: ACC 4347 or an equivalent course. The selection and application of auditing procedures to specific assertion objectives, risks, and internal controls relating to balance sheet and income statement accounts, business transactions and events, and overall financial statement presentation and disclosure are examined. Various reports rendered and other services provided by Certified Public Accountants are examined. Credit: 3 semester hours.

ACC 4351 Seminar in Accounting Theory
Prerequisite: ACC 3373, or an equivalent course. The difficulties of preparing generally accepted accounting principles are explored, and current international and domestic promulgated standards, professional literature, selected proposals, and research, are examined. Credit: 3 semester hours.

ACC 4352 Financial Statement Analysis
Prerequisite: ACC 2338, or an equivalent course. The fundamental skills necessary to obtain an adequate understanding of the financial position, results of operations and cash-generating ability of business entities are examined. Credit: 2 semester hours.

ACC 4353 International Accounting
Prerequisite: ACC 2338, or an equivalent course. The financial reporting issues and standards faced by multinational corporations operating in countries with different economic, social, cultural, political and legal systems are examined. Credit: 3 semester hours.

ACC 4355 Accounting Information Systems II (Formerly Information Technology Auditing)
Prerequisite: ACC 3354, or an equivalent course. The various audit procedures used to obtain assurance about the systems of a complex information technology user are reviewed, and the appropriateness of information and communication systems controls are studied. Credit: 3 semester hours.

ACC 4356 Principles of Internal Audit
Prerequisite: ACC 2339 or an equivalent course. The objectives, concepts, principles, and techniques of internal auditing are covered, including the role of the internal auditor, types of audits; enterprise risk management; and the planning, performance, communication, and follow-up of audit. Credit: 3 semester hours.

ACC 4357 Financial Operations Auditing
Prerequisite: ACC 2339 and FIN 2310, or an equivalent course. The specialized accounting for brokers and dealers in securities and for hedge funds are introduced. Internal inspections of brokers and dealers, including regulatory compliance, are examined. Credit: 3 semester hours.
ACC/TAX 4399 Accounting/Tax Internship
The internship provides students with the opportunity to develop accounting or tax skills in an actual work setting outside the classroom. This internship is a one-term, part-time, credit-bearing position within a supervised work environment. This course is open to second semester junior accounting majors with 75 credits completed and a 2.75 cumulative index. Coursework appropriate to the internship and permission of the instructor is required. Credit: 3 semester hours.

ACC/TAX 4400 Accounting/Tax Internship
A second internship, or continuation of ACC/TAX 4399, which may be used as a General Elective, and the earned grade is included in the major field index.

TAX 3361 Federal Income Taxation: Individuals
Prerequisite: None. Federal income tax laws with respect to how individuals and property transactions are taxed are examined from both tax compliance and tax planning perspective. Tax laws governing the rules for income inclusion, income exclusion, and allowed deductions, exemptions and credits are studied. Students will be introduced to tax filing requirements, the Internal Revenue Code, applicable regulations, and court decisions. The AICPA’s Statements on Standards for Tax Services as it applies to a code of professional conduct for tax practitioners is incorporated into the course. Credit: 3 semester hours.

TAX 4362 Federal Income Taxation: Businesses
Prerequisite: TAX 3361, or an equivalent course. Federal income tax law as it applies to the allowance for cost recovery, the alternative minimum tax, tax accounting principles and regular C corporations. The tax rules applicable to corporations are examined with regard to organization, operation, distributions, redemption, liquidations and reorganizations. Credit: 3 semester hours.

TAX 4363 Federal Income Taxation: Special Topics
Prerequisite: TAX 4362, or an equivalent course. Federal tax law as it applies to partnerships, S corporations, exempt entities, tax administration and practice, federal gift and estate taxes, and income taxation of trusts and estates. Emphasis is also placed on tax research and communicating research results. Credit: 3 semester hours.

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

Ahmad Vakil, Ph.D., Chair

CIS 3332 Computer Systems and Software for Business Applications
Prerequisite: None. The course gives a survey on the fundamentals and emerging trends of computer systems including hardware, software, networks and their business applications. The software suite Microsoft Office 2007 (or later) is utilized throughout the course to illustrate the integrated application of productivity tools to solve business problems. Credit: 3 semester hours.

CIS 2331 Introduction to Information Technology
Prerequisite: None. This course will discover and discuss the science behind the construction and development of information technology and communications systems as well as the creation of sophisticated applications. Where appropriate, the concepts will be illustrated with hands-on exercises that will ground the principles in practice. Credit: 3 semester hours.

CIS 3339 Business Applications Software
Prerequisite: CIS1332 or CIS 2331. The course is designed to enhance student’s critical-thinking and problem-solving ability through the intensive applications of software tools to solve real-world projects. Selected software tools include, but not limited to, MS Excel, MS Access, MS Project, MS Visual Basic and XML applications. The course is taught using a hands-on approach with project-based tutorials. Credit: 3 semester hours.

CIS 3345 Web Design and Development
Prerequisite: CIS1332 or CIS2331. This course is designed to help students learn the Web design principles and techniques. In this course, students will learn how to identify topics, develop content, organize presentations, and design interfaces. Upon completion of the course, students will be able to apply the design principles and use a variety of commercially available Web design software packages to create an industrial-grade websites or online learning courses. Credit: 3 semester hours.

CIS 3347 Business Data Communications and Network
Prerequisite: CIS1332 or CIS2331. This course covers the fundamental concepts, business application aspects and emerging trends of data communications and networking. Selected topics include communications, hardware, software, and protocols; network basics; network design and topology; local area networks (LAN); wide area networks (WAN); internet and TCP/IP architecture, intranet and extranet; wireless networks, virtual private networks (VPN); networks security, ethical issues, and management; and web technology. Credit: 3 semester hours.

CIS 3348 Computer and Network Security
Prerequisite: CIS 3347. This is the second course in communications network with the emphasis on network security and computer forensics. The course covers topics including security policies and standards, network vulnerabilities, firewall planning, design, configuration and administration, Virtual Private Network, contingency planning, intrusion detection and prevention systems, digital forensics, ethical issues, and management. Hands-on case application will be used to enhance the various topics of networks security discussed in the course. Credit: 3 semester hours.

CIS 3352 Database Management
Prerequisite: CIS1332 or CIS2331. This course gives an intensive treatment on database processing. Emphasis is centered on the Data Base Management System’s (DBMS) underlying concepts, theories, designs, implementations as well as future trends. Lab exercises and projects on the implementation of the designed data models, utilizing major DBMS packages (Oracle, MS SQL Server, MySQL, MS Access, Visual Basic), will be discussed and assigned throughout the course. Credit: 3 semester hours.

DS 2333 Modern Statistics I
Prerequisite: ECO1302; MATH 1320. The course discusses the introductory descriptive statistical measures and statistical theory of estimation and hypothesis testing relevant to economic problems. Topics include: methods of data presentation, measures of central tendency and dispersion, probability theory and classical probability distributions, sampling distributions, hypothesis testing and estimation, including the use of statistics packages such as EXCEL, MINITAB, and SPSS. Credit: 3 semester hours.

DS 2334 Modern Statistics II
Prerequisite: DS2333. The course discusses the intermediate statistical techniques and emphasizes exploring and estimating relationships among variables. Topics include: analysis of variance, regression and correlation, time series analysis, index numbers, nonparametric statistics and quality management. Application of the aforementioned techniques to solve real-world economic problems using popular statistics packages such as EXCEL, MINITAB, and SPSS will be emphasized. Credit: 3 semester hours.

DS 3350 Business Research Methods
Prerequisite: DS2333 and CIS1332 or CIS2331. The course is offered to honors students as a substitute for DS2334. This is a research-oriented course with an emphasis on quantitative and statistical methods. Topics include: business research and decision making, research design and implementation, data collection and analysis, and report writing. Credit: 3 semester hours.
making, information, research and knowledge management; research design; sampling methods and data collections; analytical procedures; research reporting and evaluation; and ethical considerations in business research. Case studies of quantitative methods applications are discussed and assigned. Credit: 3 semester hours.

CIS/DS Courses to Be Offered Upon Demand

3336 Multivariate Statistical Analysis for Business

3337 Advanced Business Statistics and Forecasting

3338 Operations Research for Business

3346 Linear Programming for Business Decision-Making

3349 Advanced Computing and Methodology

3351 Object-Oriented Programming

4340 Business Simulation and Model Building

4342 Business Software Design and Development

4399; 4400 Computer Information Systems Internship

Department of Economics and Finance (ECO/FIN)

John Neuman, Ph.D., Chair

Economics

ECO 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.

ECO 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.

ECO 1320 Economics of Poverty and Income Inequality
(Global Studies course only) This course provides an overview of the economic issues of poverty and income inequality as they exist in developed countries (USA, Europe). The course will examine the economic, social and political causes of poverty and income inequality, how they are measured, and the role of public policy. The course also examines the cost to individuals and society of persistently high levels of poverty and rising levels of income inequality. Credit: 3 semester hours.

ECO 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.

ECO 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.

ECO 2327 Development of American Business Enterprise
Prerequisite: ECO 1302. An analysis of American industrial framework with emphasis on the diverse forms of market structure and behavior, life cycle of industry and the degree of competition. Credit: 3 semester hours.

ECO 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.

ECO 3313 Public Finance
Prerequisite: ECO 1302. Overview of the role of the national government plays in the economy, with emphasis on spending, taxation, public goods and market failures. Credit: 3 semester hours.

ECO 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.

ECO 3341 Macroeconomic Theory
Prerequisite: ECO 1301, 1302. 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.

ECO 3343 Microeconomic Theory
Prerequisite: ECO 1301, 1302. 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.

ECO 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.

ECO 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.

Economics 3360: Marxian Economics
Prerequisite: ECO 1301 and 1302. The course presents the survey of Marxian economics with a focus on how Marx’s work can shed light on problems with which modern economists continue to grapple. This course will introduce students to analytical traditions that receive scant attention in the standard economics curriculum. Credit: 3 semester hours.

ECO 4340 Managerial Economics
Prerequisite: ECO 1302 and MTH 1320. Explores potential contribution and economic theory to formulation of business policy decisions. Concentrates on those economic concepts which can be applied to management problems. Credit: 3 semester hours.

ECO 4345 Introduction to Econometrics
Prerequisites: DS 2333, ECO 1301, 1302. Review of random variables, probability distributions and hypothesis testing. Introduction of regression analysis and application to time series and cross section data. Credit: 3 semester hours.

ECO 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.

ECO 4399 Economics Internship
The internship provides students with the opportunity to develop applied economic skills in an actual work setting outside the classroom. This internship is a one term, part-time, credit-bearing position within a supervised work environment. This course is open to second semester junior economic majors with 75 credits completed and a 2.75 cumulative index. Coursework appropriate to the internship and permission of the instructor is required. Credit: 3 semester hours.

ECO 4400 Economics Internship
A second internship or continuation of ECO 4399, which may be used as a business elective, and the earned grade is included in the major field index. Credit: 3 semester hours.

ECO courses to be offered upon demand

ECO 3306 Comparative Economics
ECO 3307 Labor Economics
ECO 3335 Mathematical Economics
ECO 3348 Environmental Economics
Finance

FIN 2310 Foundations in Finance
Prerequisite: ECO 1302 and corequisite ACC 2338. Introduces financial markets and institutions, financial risk, time value of money, stock and bond valuation. Credit: 3 semester hours.

FIN 3311 Corporate Financial Analysis
Prerequisite: FIN 2310. Examines problems involved in managing the assets and liabilities of a business. Emphasis is given to capital budgeting, cost of capital, financial structure and dividend policy. Special attention is given to analytical approaches and financial theory. Credit: 3 semester hours.

FIN 3312 Investments
Prerequisite: FIN 2310. The basic theories and techniques of investment are covered within an ethical framework. Emphasis is on valuation models for equity, fixed income and derivatives securities. Credit: 3 semester hours.

FIN 3315 Commercial Banking
Prerequisite: ECO 2309 or FIN 2310. This course covers both theoretical and practical aspects of bank decision-making. Analysis of the operations and management of commercial banks is emphasized. Credit: 3 semester hours.

FIN 3316 Capital and Money Markets
Prerequisite: ECO 2309 or FIN 2310. Study of financial market structures and instruments along with the nature of the financial system. Additional focus on trading, regulation and market crisis. Credit: 3 semester hours.

FIN 3318 International Banking and Finance
Prerequisite: ECO 2309 or FIN 2310. Examines global finance and economic environments, with emphasis on foreign exchange markets. Focus on corporate finance concerns, including currency forecasting and hedging. Credit: 3 semester hours.

Finance 3388: Derivative Markets
Prerequisite: Fin 2310. Students develop an understanding of financial derivative instruments, their markets, and their applications to investment strategy and risk management to create value. We cover forwards, futures, options, and swap contracts, hedging, arbitrage, and derivative-pricing models. The course focuses on risk management decisions from a corporate finance perspective and investors’ perspective. Credits: 3 semester hours.

Finance 4214: Real Estate Finance and Investments
Prerequisite: Finance 2310. Provides an overview of real estate and real estate markets. Focus is on understanding the theory and application of evaluating, valuing and investing in commercial real estate. Credit: 3 semester hours.

FIN 4317 Securities Analysis and Portfolio Management
Prerequisite: FIN 3312. Analysis of the various types of corporate securities and a discussion of the techniques of portfolio management in light of differing investment objectives. Theoretical and applied approaches are examined. Credit: 3 semester hours.

FIN 4327; 4328 Managing Investment Funds
Prerequisite: FIN 3312 or 2310, and permission of instructor. Admission is by application. These courses enable students to manage a “real” investment fund. Students perform functions of a Wall Street securities analyst or mutual fund analyst. Credit: 3 semester hours.

FIN 4350 Seminar in Finance
Prerequisite: FIN 2310. Various topics in finance are covered from semester to semester. A research-oriented course focusing upon selected topics in theoretical and applied finance, where there is more advanced treatment of the issues in finance. Credit: 3 semester hours.

FIN 4399 Finance Internship
The internship provides students with the opportunity to develop applied financial skills in an actual work setting. This internship is a one term, part-time, credit-beariing position within a supervised work environment. This course is open to second semester junior finance majors with 75 credits completed and a 2.75 cumulative index. Coursework appropriate to the internship and permission of the instructor is required. Credit: 3 semester hours.

FIN 4400 Finance Internship
A second internship or continuation of FIN 4399, which may be used as a business elective, and the earned grade is included in the major field index. Credit: 3 semester hours.

Department of Law (LAW)

John P. Clarke, J.D., Chair

LAW 1310 Law in a Business Environment
Examination of the role of law in society, the international legal environment, ethical issues, and the application of the U.S. Constitution. Torts, contracts, business entities, bankruptcy and environmental protection are studied. Credit: 3 semester hours.

LAW 3313 Uniform Commercial Code
Prerequisite: LAW 1310. Study of the legal system relative to commercial transactions, specifically covered by the Uniform Commercial Code including sales, negotiable instruments, and secured transactions. Credit: 3 semester hours.

LAW 4314 Government and Business
Prerequisite: LAW 1310. Regulation of business under federal and state administrative agencies. Examination of issues relative to antitrust securities regulations, and advertising and the work of the S.E.C. and F.T.C. Credit: 3 semester hours.

LAW 4315 Employment Law and Legislation
Prerequisite: LAW 1310. A study of the laws enacted to protect the individual rights of employees focusing on potential discrimination in the workplace based on race, gender, age, and sexual orientation. Emphasis on the civil rights inherent in the hiring, promotion, and retention of employees in the private sector. Credit: 3 semester hours.

LAW 4316 Law of Small and Family-Run Businesses
Prerequisite: LAW 1310. Examination of the legal challenges and opportunities inherent in starting and managing a small business, including family run and new entrepreneurial start-up businesses. Review of the laws applicable, including use of corporations, limited liability companies and limited liability partnerships. Credit: 3 semester hours.

Department of Management (MGT)

John Angelidis, Ph.D., Chair

BUS 1100 Introduction to Business
This course is a general survey of the entire field of business administration, where students will acquire an understanding of and appreciation for business functions and career opportunities. All major aspects of business activity are covered. Credit: 1 semester hour.

IB 4312 GLOBE-International Social Entrepreneurship
Prerequisite: Permission of the instructor. GLOBE, a student-managed academic program and microfinance fund provides loans to entrepreneurs in the developing world. Through GLOBE, students are educated about the world of microfinance while applying their business skills to help the poorest of the poor lift themselves and their families out of poverty. Students with a minimum of a 3.0 cumulative index may apply for this course for their second semester junior year or senior year may earn credit toward their major or a business elective. For more information see Special Programs. Credit: 3 semester hours.

IB 3341 Principles of International Business
Prerequisite: MGT 2301 and MKT 3301. This course provides an introduction to the field of international business. It examines the international environment and provides insights of the world of global corporations. Credit: 3 semester hours.
MG 2301 Administrative and Organizational Behavior
This course is designed to provide an overview of managerial and leadership behaviors relevant to the effective utilization of administrative and human resources in organizational settings. Credit: 3 semester hours.

MG 3323 Organizational Decision Making
Prerequisite: MGT 2301, DS 2334. Focuses on the integration and application of both the quantitative and the qualitative concepts, and tools necessary to the evaluation and selection of alternatives in the administrative decision making process. Credit: 3 semester hours.

MG 3325 Management of Operations
Prerequisite: MGT 2301. 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.

MG 3330 Project Management
Prerequisite: MGT 2301. This course is an introduction to modern project management. It provides a detailed overview of concepts and techniques applied to the management of projects. The ability to plan, implement, and manage activities to accomplish specific organizational objectives is a part of the project management. Specialized functions unique to the project management environment including time management, cost management, human resources management, risk management and others are introduced and explained. Credits: 3 semester hours.

MG 3331 Strategic Leadership in a Global Environment
Prerequisite: MGT 2301. This course is designed to provide an overview of the fundamental concepts of basic leadership models and theories, as well as an in-depth understanding of contemporary issues and perspectives on leadership in a global environment. Credit: 3 semester hours.

MG 3332 Personnel Administration
Prerequisite: MGT 2301. This course examines the problems and processes of the management of human resources, emphasizing the principles and practices of personnel management and the functions of the executive as applied within the context of personnel administration. Credit: 3 semester hours.

MG 3337 Corporate Social Responsibility
Prerequisite: MGT 2301. A conceptual review of the interaction between management and the environment in which it functions is provided. The relationship of the organization with the outside public, community, and society is explored. Credit: 3 semester hours.

MG 3339 Global Organizational Behavior
Prerequisite: MGT 2301. This course is designed to provide a comprehensive and up-to-date introduction to the field of international organizational behavior and managerial requirements in the global context. Credit: 3 semester hours.

MG 3340 Managing the IT Function
Prerequisite: MGT 2301. While maintaining a focus on information technology resources, this course explores alternative approaches for managing IT resources, coordinating business and IT strategies, purchasing IT resources, and what the user-manager and the systems professional need to know to make effective use of IT technologies. Credit: 3 semester hours.

MG 3342 Systems Analysis and Design
Prerequisite: MGT 2301. Students are introduced to the use of tools and techniques typically applied by systems analysts during the development of new business-related information systems. Credit: 3 semester hours.

MG 3344 Decision Support Systems
Prerequisite: MGT 2301. Students learn to make and support managerial decisions by providing a thorough understanding of the support aspect of Decision Support Systems (DSS). Credit: 3 semester hours.

MG 3346 Electronic Commerce
Prerequisite: MGT 2301. This course explores the process of buying and selling goods, services, and information electronically through telecommunications networks, and primarily the internet. Credit: 3 semester hours.

MG 3391 Global Business Strategy
Prerequisite: MGT 2301. This is a course in the development and implementation of global business strategies. It utilizes cases to study strengths and weaknesses of multinational organizations, preparing students to evaluate global strategies that multinational organizations use to position themselves in the global business marketplace. Credit: 3 semester hours.

MG 4310 Entrepreneurship
Prerequisite: MGT 2301. The course teaches students to use the entrepreneurial perspective in business decision making. Students enhance their capacity to envision, anticipate, and orchestrate events in new business ventures. Credit: 3 semester hours.

MG 4311 Small Business Management
Prerequisite: MGT 2301. This course is designed to introduce students to current theory and practice related to managing small firms. It covers basic principles of organization and management appropriate for a small business environment. Skills and activities needed for the successful management of small firms, whether traditional family businesses, franchises or new entrepreneurial ventures are taught. Credit: 3 semester hours.

MG 4320 Management of Service Operations
Prerequisite: MGT 2301 and MGT 3325. This course focuses on the management of service operations within the pure service sector (banking, transportation, travel and the hospitality industry, government, etc.) and within the service functions of manufacturing (after-sales support, financing, etc.). Credit: 3 semester hours.

MG 4322 Management Information Systems
Prerequisite: MGT 2301. The course provides 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.

MG 4324 Advanced Operations Management
Prerequisite: MGT 2301 and 3325. Selected production processes are surveyed and production problems considered in depth. Emphasis is given on the analytical methods used in the design, implementation and control of production systems. Credit: 3 semester hours.

MG 4326 Supply Management
Prerequisite: MGT 2301 and 3325. The principles and practices of supply management are surveyed with emphasis on procurement-its organization and its analytical methods and techniques. Credit: 3 semester hours.

MG 4329 Managerial Strategy and Policy
Prerequisite: Taken in last 12 credits, may take in summer only if graduating. The course concerns enterprise-wide strategic management. In this course students learn how to develop and implement business strategies. Credit: 3 semester hours.

MG 4333 Industrial and Personnel Psychology
Prerequisite: MGT 2301. (Cf. PSY 33) The course studies the psychological aspects of individual differences, efficiency working conditions, accident prevention, human engineering, industrial mental health and counseling. Credit: 3 semester hours.

MG 4334 Managing a Culturally Diverse Workforce
Prerequisite: MGT 2301. This course provides a study of the formal social structures and organizational environments, organizational environments and the factors facilitating and impeding the harmonious integration of culturally diverse workforce personnel. Credit: 3 semester hours.

MG 4335 Management of Compensation
Prerequisite: MGT 2301. This course covers principles underlying management's application of monetary incentives. Generally, wage theory, principles and practices are investigated. Credit: 3 semester hours.
MKT 4336 Development of Human Resources
Prerequisite: MGT 2301. Students learn applications of management and teaching-learning principles 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.

MGT 4338 International Management and Operations
Prerequisite: MGT 2301. The course provides a survey of managerial actions and practices within the global setting. The impact of economic, political, and social-cultural differences on international business management is explored. Credit: 3 semester hours.

MGT 4347 Managing Through Social Media
Prerequisite: MGT 2301. The course is an overview of the emerging opportunities for managers to utilize social media as management tools. In this course students will learn to deploy social media as platforms for collaboration, communication, creative problem solving and project management. Credit: 3 Semester hours.

MGT 4348 Emerging Trends in MIS
Prerequisite: MGT 2301. Current issues and trends in the MIS field are explored through lectures, discussions, and case analyses. Credit: 3 semester hours.

MGT 4399 Management Internship
The internship provides students with the opportunity to develop management skills in an actual work setting outside the classroom. This internship is a one term, part-time, credit-bearing position within a supervised work environment. This course is open to second semester junior management majors with 75 credits completed and a 2.75 cumulative index. Coursework appropriate to the internship and permission of the instructor is required. Credit: 3 semester hours.

MKT 4300 Management Internship
A second internship or continuation of MGT 4399, which may be used as a business elective, and the earned grade is included in the major field index. Credit: 3 semester hours.

Department of Marketing (MKT)

MKT 2301 Principles of Marketing
This course is designed to develop knowledge and understanding about the basic principles of marketing and its role in directing and blending all activities of an organization. Credit: 3 semester hours.

MKT 3301 Principles of Marketing Honors
This course is designed to develop knowledge and understanding about the basic principles of marketing. A service learning project will need to be completed by each honor student. Credit: 3 semester hours.

MKT 3305 Advertising
Prerequisite: MKT 2301. Advertising is surveyed as a major part of a brand’s integrated marketing communications process which presents brand information and spurs consumer behavior. Credit: 3 semester hours.

MKT 3306 Integrated Marketing Communication
Prerequisite: MKT 2301. The course introduces the students to the fundamental principles and theories of sale promotion and integrated marketing communication (IMC). Credit: 3 semester hours.

MKT 3307 Principles of Retailing
Prerequisite: MKT 2301. The student examines the planning, organization, management and operations of the retail (e-tail) firm. Strategic and tactical factors leading to growth in retail (e-tail) sales and earnings are emphasized. Credit: 3 semester hours.

MKT 3309 Event Marketing
Prerequisite: MKT 2301. Marketing is an essential element in the commercial success of entertainment products. This course considers the various mixes of entertainment media and how business uses this media to be successful. Credit: 3 semester hours.

MKT 3311 Consumer Behavior
Prerequisite: MKT 2301. This course addresses issues related to consumer behavior from a number of different viewpoints. It examines the influences of psychological, sociological, and cultural variables on buying behavior and marketing strategy development. Credit: 3 semester hours.

MKT 3312 Marketing Research
Prerequisite: DS 2333, MKT 2301. Marketing Research is a scientific approach commonly used to identify problems and their causes, collect relevant information, analyze and present this information within the management decision making process. Credit: 3 semester hours.

MKT 3317 International Marketing
Prerequisite: MKT 2301. This course is designed to expand the students' perspective of marketing from a domestic to global orientation. Credit: 3 semester hours.

MKT 3320 Service Marketing
Prerequisite: MKT 2301. The course focuses on the unique challenges of managing services and delivering quality service to customers. Credit: 3 semester hours.

MKT 3321 Financial Services
Prerequisite: MKT 2301. In this course we will look to apply marketing principles—especially those related to services marketing—to the financial services industry. Credit: 3 semester hours.

MKT 4305 Advertising/Marketing Research Project
Prerequisite: MKT 2301, and permission of the instructor. This is an advanced, multi-disciplinary course that uses a real-world challenge of a prominent company to teach students how to think through a complex marketing problem. Credit: 3 semester hours.

MKT 4306 Advertising Project
Prerequisite: MKT 4305 and permission of the instructor. This is an advanced course that involves students in hands-on execution of a marketing/advertising campaign, performing all the functions of a contemporary marketing communications agency. Credit: 3 semester hours.

MKT 4316 Marketing Management and Policies
Prerequisite: MKT 2301, MKT 2301. A capstone, case-oriented course, emphasizing the development of marketing management skills. Credit: 3 semester hours.

MKT 4350 Marketing Seminar
A senior-level course focusing on the current and critical marketing issues being addressed by today’s firms. Credit: 3 semester hours.

MKT 4399 Marketing Internship
The internship provides students with the opportunity to develop marketing skills in an actual work setting outside the classroom. This internship is a one term, part-time, credit-bearing position within a supervised work environment. This course is open to second semester junior marketing majors with 75 credits completed and a 2.75 cumulative index. Coursework appropriate to the internship and permission of the instructor is required. Credit: 3 semester hours.
MKT 4400 Marketing Internship
A second internship or continuation of MKT 4399, which may be used as a business elective, and the earned grade is included in the major field index. Credit: 3 semester hours.

MKT courses to be offered upon demand
MKT 3308 Principles of Direct Marketing
MKT 3310 Sales Management
MKT 3315 Product Management
MKT 4318 Export-Import Marketing

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: 3 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: 3 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: 3 semester hours.

MSC LL Leadership Laboratory
Two hours and a half-day of leadership and communication skills essential for success 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 half-day of leadership lab (MSC LL), plus required participation in three one-hour sessions for physical fitness. Credit: 2 semester hours.

MSC 42 Transition to Lieutenant
Prerequisite: MSC 41 and departmental 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 assignment are required. Two hours and a half-day of leadership lab (MSC LL), plus required participation in three one-hour sessions for physical fitness. Credit: 2 semester hours.

MSC LL Leadership Laboratory
Prerequisite: MUS 31, 32 and departmental approval. 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: 3 semester hours.

Department of Risk Management, Insurance and Actuarial Science (RMI and ACT)

RMI 2301: Principles of Risk Management
Prerequisites: None. Surveys fundamental principles of risk and risk management, examines how insurance offers protection for individuals and society and how the insurance market is structured and regulated, and discusses theories in risk management and insurance. Credit: 3 semester hours.

RMI 3333: Commercial Property Risk Management and Insurance
Prerequisite: RMI 2301. Surveys market-based and government-based insurance tools designed to manage risks of premature death, disability and loss of health. Examines social security and retirement funding issues. Credit: 3 semester hours.

RMI 3350: Insurance Leadership in Markets and Society
Prerequisite: RMI 2301. Presents an opportunity to develop familiarity with the global insurance industry and practice in the critical-thinking and communication skills essential for success in that industry, and covers experiential learning, including study abroad possibility. Credit: 2 semester hours.

RMI 3355: Risk Control
Prerequisite: RMI 2301. Surveys risk assessment and treatment processes. Examines techniques used in identifying, assessing and treating risks, and covers handling the consequences of risk that corporations face. Credit: 3 semester hour.

RMI 3360: Corporate Risk Management
Prerequisite: RMI 2301. Through case examples, help students gain experience with the process of managing operational, financial and strategic risks of private and public organizations. Credit: 3 semester hours.

RMI 3361: Insurance and Alternative Risk Transfer
Prerequisite: RMI 2301 and FIN 3310. Presents advanced methods of combining insurance and other financial tools into solutions for funding a firm’s exposure to risk in ways that create and/or improve economic value of the firm. Credit: 3 semester hours.

W. Jean Kwon, Ph.D., CPCU, Chair
RMI 3388: Computer Applications in Insurance  
Prerequisite: None. Provides students with hands-on experience in different computer software to perform various data analysis tasks that are commonly required of entry-level jobs in insurance industry. Basic and intermediate statistics concepts are reviewed in the context of insurance applications. Credit: 3 semester hours.

RMI 4334: Commercial Liability Risk Management and Insurance  
Prerequisite: RMI 2301. Identifies liability loss exposures that corporations commonly face and examines how they manage these exposures, discusses the theories and principles governing insurance contracts, and analyzes the commercial liability insurance industry. Credit: 3 semester hours.

RMI 4364: Reinsurance  
Prerequisite: RMI 2301. Surveys reinsurance products and programs as well as the supply and demand for reinsurance in insurance markets. Credit: 3 semester hours.

RMI 4390: Insurance Industry Operations  
Prerequisite: RMI 2301. RMI 2301. Provides an overview of the industrial organization of the insurance markets, including the competitive and regulatory impacts on both consumers and firms, and examines the interaction between the firm's actuarial, underwriting, claims, investment, marketing functions. Credit: 3 semester hours.

RMI 4399: Internship  
Prerequisite: RMI 2301. Provides students with the opportunity to develop applied skills in a supervised, actual work environment. This internship is a one term, part-time, credit-bearing position within a supervised work environment. This course is open to second semester junior RMI majors with 75 credits completed and a 2.75 cumulative index. Credit: 3 semester hours.

ACT 2334 Actuarial Science 4 (Theory of Interest)  
Develops the concepts of financial mathematics to prepare students for the second actuarial examination (2/FM). Credit: 3 semester hours.

ACT 3335 Actuarial Science 5 (Life Contingences I)  
First of a two-course sequence, promotes students to develop knowledge of actuarial models and apply them. Prepare students for advanced actuarial examination (MLC). Credit: 3 semester hours.

ACT 3336 Actuarial Science 6 (Life Contingences II)  
Second of a two-course sequence, promotes students to develop knowledge of actuarial models and apply them. Prepare students for advanced actuarial examination (MLC). Credit: 3 semester hours.

ACT 3349 Actuarial Science 9 (Applied Statistics) Is a course approved for actuarial society credit under the Validation by Educational Experience (VEE) Program. Credit: 3 semester hours.

ACT 4347 Actuarial Science 7 (Construction and Evaluation of Actuarial Models I)  
First of a two-course sequence, develops the student's knowledge of modeling and actuarial methods with business applications; Prepare students for advanced actuarial examination (4/C). Credit: 3 semester hours.

ACT 4348 Actuarial Science 8 (Construction and Evaluation of Actuarial Models II)  
Second of a two-course sequence, develops the student's knowledge of modeling and actuarial methods with business applications; Prepare students for advanced actuarial examination (4/C). Credit: 3 semester hours.
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