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## 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, Business, Business Analytics, Economics, Finance, International Management, Management, Marketing, and Risk Management and Insurance.

The School of Risk Management, Insurance and Actuarial Science, a division of The Peter J. Tobin College of Business 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 B.S. in Business is an interdisciplinary program that allows the student to select seven advanced courses from the major disciplines in the Tobin College of Business. Thus, the student is able to create an independent, yet focused major within the B.S. in Business.

The Tobin College of Business offers many Fast Track B.S./M.S. and B.S./M.B.A. programs. The Fast Track programs in Accounting, Business, Business Analytics, Economics, Finance, International Management, Management, Marketing, and Risk Management and Insurance 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.

Please note: The Fast Track Bachelor of Science in Accounting leading to a Master of Business Administration in Accounting, or a Master of Science in Accounting, Risk and Financial Advisory, Finance 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. Likewise, Bachelor of Science degrees with majors in Economics, Finance, Management, Marketing, and Risk Management and Insurance, leading to a Master of Science in Accounting, are registered/licensure qualifying programs.

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 accredited 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 accountancy 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	3-4
Academic Electives	6-7

The recommended sequence of high school mathematics courses includes Algebra, Geometry, and Intermediate Algebra and Trigonometry.

For strong consideration, a twelfth year of mathematics, including pre-calculus or calculus or statistics is preferred.

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 and College Extension Courses

Applicants to TCB are encouraged to take examinations of the Advanced Placement (AP) program, as well as college extension courses. Credit is reviewed and awarded based on the scores/ grades earned, and the applicability to their selected degree program. Test results and/or transcripts should be sent to Office of Admission.

## Transfer Student Policy

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 credential evaluation from a NACES-member organization before credits are reviewed. Only courses with grades of C or better will be considered for transfer.

Students who wish to be considered for admission to the Actuarial Science major must have a cumulative GPA of a 3.0, or higher, and must take and have a "B" or better average in Calculus I and II.

Students planning to take their first two years of work at a community 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. For strong consideration, it is recommended that students have pre-calculus or calculus complete prior to enrollment. 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. A grade of "B" or better is required for any major course consideration.

No remedial work will be accepted for transfer.

## Degree Requirements

A minimum of 120 semester hours of credit for non-actuarial science majors; a minimum of 123 semester hours for Accounting majors with a dual business major in Business, Business Analytics, Economics, Finance, International Management, Management, Marketing or Risk Management and Insurance; a minimum of 122 semester hours for Actuarial Science and the Risk Management: Quantitative Risk and Insurance track 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.

Actuarial Science majors must maintain an average GPA of 3.0, or higher, in MTH 1730, 1740, ACT 2322, 2333, and 2334 in order to progress in the Actuarial Science program, (or in order to register for ACT courses of 3000-level or higher.)

Please refer to the Core Curriculum section in the front of the bulletin and consult the TCB Office of Undergraduate Programs for most current degree requirements.

*We reserve the right to make program changes, as necessary.*

## Basic Liberal Arts Core

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

BUA 2333	3
DNY 1000C*	3
ECO 1301	3
ECO 1302	3
ECO ELEC	3
ENG 1100C	3
FYW 1000C	3
HIS 1000C**	3
Language or Culture***	6
Liberal Art Elective	6
MTH 1320	3
PHI 1000C	3
PHI 2220C	3
Phi 3000C****	3
SCI 1000C	3
SPE 1000C	3
THE 1000C	3
One Course form THE 2200-2800****	6
THE 3305	3

### Actuarial Science majors and Quantitative Risk and Insurance track in Risk Management and Insurance Major only: Instead of MTH 1320, must take:

MTH 1730	4
MTH 1740	4
(BUA 2333 is not required for the ACT major or the QRI track.)	

**Total 60-62**

\* External transfer students transferring less than 24 credits may be required to complete DNY 1000C. If transfer social science credit was not already awarded to substitute this credit, students should see the TCB Office of Undergraduate Programs to determine an alternate course to complete this credit requirement.

\*\* External transfer students who have taken an applicable history course may receive 3 credits for HIS 1000C.

\*\*\* International Management majors must complete 2 semesters of foreign language only,

specific to their Global Experience country, in consultation with their Dean or Advisor.

\*\*\*\* External transfer students who have earned an associate degree (outside of STJ), prior to enrollment, may be waived from THE 2200-2800 and/or PHI 3000C, provided they have sufficient liberal art transfer credit to substitute these requirements.

## Basic Business Core

### B.S. Accounting:

ACC 2370	3
ACC 2371	3
AIS 2354	3
BUA 2334	3
FIN 2310	3
General Elective	6
LAW 1310	3
MGT 2301	3
MGT 4329	3
MKT 2301	3
RMI 1301	3

Note: Business Core may vary if pursuing a Fast Track program.

### Actuarial Science majors:

ACC 2320	3
FIN 3311	3
FIN 3388	3
LAW 1310	3
MGT 2301	3
MGT 3325	3
MGT 4329	3
MKT 2301	3
RMI 1301	3
RMI ELEC	3
TECH ELEC	3

Note: Business Core may vary if pursuing a Fast Track program.

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

ACC 2320	3
BUA 2334	3
FIN 3311	3
FIN 3388	3
General Elective	3
LAW 1310	3
MGT 2301	3
MGT 3325	3
MGT 4329	3
MKT 2301	3
RMI 1301	3
TECH ELEC	3

Note: Business Core may vary if pursuing a Fast Track program.

### Non-Accounting, Non-Actuarial Science and Non-Quantitative Risk and Insurance track majors:

ACC 2320	3
BUA 2334	3
FIN 3310	3
General Elective	6
LAW 1310	3
MGT 2301	3
MGT 3325	3

MGT 4329	3
MKT 2301	3
RMI 1301	3
TECH ELEC*	3

\*This requirement will be replaced with a BUS ELEC for BUA majors, **only**.

**Note:** Business Core may vary if pursuing a FastTrack program.

**Total** **36–39**

### Fields of Specialization section

Please see the TCB Office for Undergraduate Programs for program and course requirements for the Dual Accounting/Business majors in Business, Business Analytics, Economics, Finance, International Management, Management, Marketing, and Risk Management and Insurance.

#### Accounting:

(Queens, Staten Island)

ACC: 3372, 3373, 4345; AIS 3355;  
TAX 3361 15

#### Professional Electives:

6 credits from 3000 or 4000 level ACC/AIS/TAX courses.

**TOTAL** **21**

#### Actuarial Science:

(Manhattan)

ACT: 2322, 2333, 3334, 3335, 3336, 3349, 4347, 4348.

**TOTAL** **24**

#### Business

(Distance, 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.

*Students in the B.S. Business degree program may select the coursework of any minor as a track within this major.*

**TOTAL** **21**

#### Business Analytics:

(Manhattan, Queens)

BUA 3330, 3336, 3337, 3350, and one of the following courses: BUA 3311, 3338, 3346, or IS 3351. 15

#### Professional Electives:

Choose one course from Analytics Electives:

BUA 3310, 3311, 3312, 3313, 3338, 3346, IS 1332, 3339, 3347, 3351, 3352 3

Choose one course from Applied Electives:

ACC 3352, ECO 4345, Fin 3388, MGT 4324, MKT 3313, RMI 3388 3

**TOTAL** **21**

#### Economics:

(Queens)

ECO 3303, 3341, 3343 9

#### Professional Electives:

12 credits from the following: 12  
ECO 3306, 3313, 3328 3335, 3344, 3346, 3348, 3349, 3360, 3361, 4340, 4345, 4350, 4399, 4400; no more than three 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, 3319, 3351, 3388, 4314, 4317, 4319, 4327, 4328, 4339, 4350, 4351, 4399, 4400, and ECO 4345.

**TOTAL** **21**

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

#### International Management

(Queens)

*(Students must select their Global Experience country upon enrollment, chosen in consultation with their Dean or Advisor.)*

IB 3341, MGT 3391; and one (1) of the following: Global Destination course (GDC), or Global Internship, or IB 4312 9

#### Professional Electives:

3 credits from the following: Business/Language Culture (chosen in consultation with Dean) 3

9 credits from the following:  
IB 4312; MGT 3339, 4326, 4334, 4338;  
MKT 3317; GDC 9

**TOTAL** **21**

#### Management:

(Queens, Staten Island)

MGT 2331, 3323

#### Professional Electives:

15 credits from the following: MGT 3310, 3330, 3332, 3336, 3337, 3339, 3340, 3342, 3344, 3346, 3353, 3391, 4311, 4320, 4324, 4326, 4333, 4334, 4335, 4336, 4338, 4347, 4348, 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, 3313, 3314, 3315, 3316, 3317, 3318, 3319, 3320, 3321, 3322, 3324, 3325, 3326, 3327, 3328, 3330, 3331, 3332, 3350, 4305, 4306, 4316, 4318, 4350, 4399, 4400, IB 3341, 4312.

**TOTAL** **21**

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

RMI 3333, 3335, 4334, 4360, 4390 15

#### Professional Electives:

6 credits from the following:

RMI 3350, 3361, 3388, 4311, 4364, 4399, 4400

**TOTAL** **21**

#### Quantitative Risk and Insurance Track:

ACT 2322, 2333, 2334 9

RMI 3388, 3335 6

#### Professional Electives:

6 credits from the following:

RMI 3333, 3350, 4311, 4334, 4364 6

**TOTAL** **21**

## Certificate in Risk and Insurance

The Certificate in Risk and Insurance is a two semester 24-credit certificate program, based at the Manhattan campus, and admits students in the Fall semester. Students take four courses in each of the Fall and Spring semesters. While an undergraduate degree is not a prerequisite for admission, most people who enroll in this certificate program possess a minimum of an Associate degree, significant college level study and/or industry experience. For additional consumer information, the applicant may refer to the website at [stjohns.edu/academics/undergraduate/tobin/risk](http://stjohns.edu/academics/undergraduate/tobin/risk).

## Certificate Courses

### Fall Semester

RMI 1301	Principles of Risk Management and Insurance
RMI 3333	Commercial Property Risk Management and Insurance
RMI 3335	Life, Health and Employee Benefits
RMI 3361	Insurance and Alternative Risk Transfer
RMI 4334	Commercial Liability Risk Management and Insurance
RMI 4360	Corporate Risk Management
RMI 4364	Reinsurance
RMI 4390	Insurance Industry Operations

## Minors

In addition to The Peter J. Tobin College of Business minors offered below, TCB students may choose a minor from another college within St. John's University. All minors must be chosen in consultation with a Tobin College of Business Advising Dean. Most minors cannot be completed within the normal credit hour requirements of the baccalaureate degree. Students may declare a minor upon completion of 24 credit hours at St. John's University. All prerequisites, including MTH 1320, or equivalent, must be met.

There may be no overlap of courses between major and minor. In addition, for Tobin students, only one course may overlap with the minor and the Business Core.

### Accountancy Minors

#### Accounting

12 credits  
ACC 2320 or ACC 2370, ACC 4345, TAX 3361, and 3 credits ACC or AIS Elective at 3000 or greater level.

#### Accounting Information Systems

12 credits  
ACC 2320 or ACC 2370, AIS 2354, AIS 3355, and 3 credits AIS Elective at 3000 or greater level.

### Business Analytics Minor

12 credits  
BUA 2334, plus 9 credits (3 courses) from: BUA 3310, 3311, 3312, 3313, 3336, 3337, 3338, 3346, 3350, IS 3339, 3347, 3351, 3352.

### Business Law Minor

12 credits  
LAW 1310, plus 9 credits (3 courses) from the following: a minimum of 6 credits must be taken from TCB course offerings:  
TCB courses: LAW 4313, 4314, 4315, 4316, 4317.

### Finance Minor

12 credits  
Fin 2310, plus 9 additional credits of 3000 or 4000-level Finance Courses.

### Management Minors

#### Entrepreneurship and Small Business Management

12 credits  
MGT 2301, MGT 4310, MGT 4311; and choose 3 credits (1 course) from ACC 2320 (non-Tobin students only), LAW 4316, MKT 3322, MGT 3346.

#### Global Supply Chain Management

12 credits  
MGT 3325, plus 9 credits (3 courses) from: MGT 3330, 3344, 4326, 4338; IB 3341.

### Human Resource Management

12 credits  
MGT 2301, MGT 3332, MGT 4335, plus 3 credits (1 course) of MGT 4333, 4334, 4336.  
Upon successful completion of the above coursework, students will have the opportunity to sit for certification exam offered by the Society for Human Resource Certificate Institute (HRCI).

### International Management

12 credits  
MGT 2301, plus 9 credits (3 courses) from the following: MGT 3339, 3391, 4334, 4338, IB 3341.

### Organizational Management

12 credits  
MGT 2301, MGT 2331, plus 6 credits from the Management department course offerings other than the MGT core.

### Sustainability and Social Enterprise

15 credits  
MGT 2301, 3336, 3653; plus 3 credits (1 course) from the following: IB 4312 or MGT 3337, or ACC 3358..

### Marketing Minors

#### Experiential Marketing

12 credits  
MKT 2301, 3309; plus 6 credits (2 courses) from the following: MKT 3313, 3314, 3316, 3318, 3319, 3320, 3322, 3350, 4399.

#### General Marketing

12 credits  
MKT 2301, plus 9 credits (3 courses) of 3000- or 4000-level Marketing courses.

#### Human-Centered Business Design

12 credits  
MKT 2301, plus 9 credits (3 courses) from: 3309, 3311, 3322, 3331, or 3350.

#### Marketing Analytics

12 credits  
MKT 2301, 3313, plus 6 credits (2 courses) from: 3312, 3319, 3330, or 4399.

#### Marketing of Services

12 credits  
MKT 2301, plus 9 credits (3 courses) from: MKT 3309, 3313, 3320, 3321, or 3350.

### Sports Leadership and Branding Minor

13 credits  
BUS 1101, MGT 3331 MKT 3319, plus 6 credits (2 courses) from MGT 2360, 4310, MKT 3314, or SPM 1036.

## 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 circumstances.

## Special Programs

### Applied Finance Institute

The Applied Finance Institute (AFI) provides the opportunity for high-performing finance majors and minors to distinguish their achievements by joining the Applied Finance Fellows Program. AFI Fellows benefit from applied and experiential finance curricular and co-curricular activities, relevant for careers in finance. Scholarships are available to AFI Fellows for CFA prep course and sponsorship, finance GDC course, and finance conferences. AFI Fellows receive preferential access to many finance-related events. A graduation medallion and Certificate of Completion are earned after meeting all the AFI Fellows program requirements: taking an applied experiential-designated finance course (which may also fulfill your major/minor requirement), participating in the required set of applied/experiential activities, and maintaining adequate grades.

Undergraduate students are encouraged to apply after taking Foundations of Finance (FIN 2310), in their sophomore or junior year. The requirements to apply are 3.3 overall GPA and at least a grade of B- in every finance course. To inquire about joining the Applied Finance Fellows program, please contact AFI Executive Director, [afi@stjohns.edu](mailto:afi@stjohns.edu).

### Executive-in-Residence Program

The Executive-in-Residence Program (EIRP) builds from the overall mission of the Tobin College of Business: to provide students with experiential learning opportunities that prepare them to be effective leaders in business and in society. Under the guidance of select Tobin faculty, EIRP students execute real-world business strategy and management consulting engagements for prominent organizations in the New York City metro area. Students in the program develop expertise in how to critically analyze the strategic challenges and opportunities that their clients confront. They use these analyses to generate actionable recommendations that EIRP student teams communicate back to clients through professional presentations and written reports.

Student participation in EIRP is highly competitive and generally open to Tobin's top senior undergraduates who have attained a cumulative GPA of at least 3.5/4.0. Students who satisfy EIRP prerequisites are invited to interview for the program during their junior year. Those selected into the program are organized into cohorts of 18 students who participate in EIRP over two semesters. Participation in EIRP satisfies the requirements of MGT 4329 – Managerial Strategy and Policy (i.e., which is required for all undergraduate business students).

### Thomas J. Cox, Jr. Honor's Program

The Dean's Distinguished Scholars Program brings together a limited number of high performing students in specific courses designed to challenge, enhance, and improve the learning experience delivered by Tobin. Students will be expected to conduct research with professors, complete internships, participate in co-curricular activities geared towards improving business acumen, and participate in a college-sponsored global destination course. This program seeks to produce graduates that can readily contribute to an organization at a high level or proceed to advanced study at the graduate level. Students must maintain a 3.5 GPA within both their major and overall average to remain in the program.

### 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.

### GSRM Apprenticeship Program

The Ellen Throver Center for Career Services at The Greenberg School of Risk Management, Insurance and Actuarial Science (GSRM) administers the GSRM Internship & Apprenticeship Program, allowing students to apply their classroom knowledge to paid professional work with major employers in the insurance, risk and financial services industry.

The program helps students prepare and connect with employers who are offering one semester internships or multiple semester "apprenticeship" opportunities. The program is open to undergraduate students in Risk Management & Insurance and Actuarial Science with a minimum cumulative index of 3.0. Participants attend a pre-placement session prior to employer referrals. Work schedules may include full-time (35 hours/week) employment during summer and part-time (15-20 hours/week) during spring and fall semesters. Students who complete a multiple semester apprenticeship will have the experience noted on their academic transcript. Students may also pursue academic credit through an internship course after consulting with their Tobin

### Student Managed Investment Fund

The undergraduate Student Managed Investment Fund (SMIF) allows students an opportunity to manage a real equity portfolio, valued at close to \$5 Million dollars. The fund is currently offered to undergraduate students through two courses (FIN 4327 & 4328), allowing students to partake in the fund for up to two semester. The courses are among the flagship offering of the department, and as demand for the courses is high, students must submit an applications in order to gain admission. Applications are available from all student advisors in the Undergraduate Programs Office, and from the SMIF Instructors, and are due on the third Friday in November (for spring classes) and April (for fall classes).

The courses are designed to give students hands-on experience at performing investment research, investing money and managing a real portfolio prior to entering the work force. Students are expected to generate investment ideas, research investment opportunities and make recommendations based on their analysis. Some of the research is performed individually while most of the work is conducted in teams. Students make heavy use of the FactSet and Bloomberg software tools as part of their work. Upon completion of their research, student analyst teams deliver presentations to their classmates and may recommend the purchase or sale of securities. The class votes on the recommendations, and, if approved, a second presentation is delivered to the funds Investment Committee comprised of Tobin College of Business faculty, a representative from Business Affairs, and various guest business executives. If the Investment Committee approves the recommendation, the transaction is executed.

### Volunteer Income Tax Assistance Program

The Volunteer Income Tax Assistance Program (VITA) at St. John's University is a "virtual" tax preparation center housed in the Tobin College of Business. The VITA program is partnered with the Food Bank for New York City. Each tax season, student volunteers are required to pass an e-learning course and exam administered by the Internal Revenue Service (IRS), participate in an eight-hour tax software training session, and volunteer approximately 4 hours per week during tax season.

The VITA program is open to all University students who meet the IRS requirements and allows for application of technical and communication skills to real income tax scenarios. The VITA program exemplifies the University's Vincentian mission by providing valuable services to clients who could not otherwise afford professional tax services. VITA clients typically receive tax refunds through the refundable Earned Income Tax Credit, which can be used to pay for essentials such as food, clothing, and housing. Annually, KPMG through matched alumni gifts awards scholarships to VITA student volunteers.

### 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
- Ascend–Pan Asian Student Organization
- 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 BUA 2333-Modern Statistics I*) or a General Elective, **ONLY**. Additionally, courses in the Business Core, major field or minor sequence may **NOT** be pass/failed.

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.

### Academic Standing

A full-time student's program may range from a minimum of 12 to a maximum of 18 hours (credits) per semester. Freshman programs are usually 15 semester hours (credits). A student who receives a grade of F for a required course must take the course again. Please refer to the Office of the Registrar section of this bulletin for more information.

To remain in good academic standing, a student must maintain a minimum grade point average of 2.0 both cumulatively and in their major area. A student who fails to meet these standards is placed on academic probation and limited to a program of 15 credits (five courses) maximum until he/she attains satisfactory academic standing.

The minimum acceptable performance for continued study at The Peter J. Tobin College of Business is a cumulative index of 1.5 at the end of the first year, 1.75 at the end of the second year and 1.9 at the end of the third year. A cumulative and major grade point average of 2.0 is required for graduation.

Academic standing for consideration of progression within each program, progression on probation or dismissal for poor scholarship is based on review of students' progress. Additional standards for progression in each program must be met. Please contact the Office of Undergraduate Advisement for information concerning these requirements.

## 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 4329 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 29, i.e., Managerial Strategy and Policy.

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 has been completed.

## Department of Accountancy

**Joseph Trainor, PH.D., MBA, C.P.A., CFE,**  
*Chair*

### ACC 2320, Fundamentals of Accounting

This course introduces financial and managerial accounting principles to non-accounting majors. The course explains how financial information is communicated to management, stockholders, and creditors. This course also focuses on managerial planning and control with respect to budgeting, product pricing and profit-volume analysis, and decision making.  
*Credit: 3 semester hours.*

### ACC 2370 Financial Accounting and Reporting

This introduction to financial accounting includes such topics as the basic accounting framework and concepts; cash flows, income reporting and financial position; the accounting process; and financial statement elements.  
*Credit: 3 semester hours.*

### ACC 2371 Intermediate Accounting I

*Prerequisite: ACC 2370, 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 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: 3 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: 3 semester hours.*

#### **ACC 4345 Cost Accounting**

*Prerequisite:* ACC 2370 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 4358 Sustainability Accounting and Reporting**

*Prerequisite:* ACC 2320 or ACC 2370 or an equivalent. This course introduces students to (a) the fundamental concepts of corporate sustainability and how sustainable development issues influence company accounting and reporting practices, (b) the systems and procedures that help ensure sustainability issues are considered in decision making and reporting, (c) the accounting tools to help assess and manage the social and environmental impact of business operations, as well as, (d) contemporary approaches and techniques to account for a company's social, economic, and environmental impacts. *Credit: 3 semester hours.*

#### **ACC 4360 Sustainability Implementation and Disclosures**

The background and subject matter of sustainability information reporting, sometimes referred to as Corporate Social Responsibility (CSR), reporting are examined. Publicly available and internationally recognized guidelines and standards are introduced and how firms can best select, organize and present their CSR disclosures. *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 junior accounting majors with 60 credits completed and a 2.75 cumulative index and at least one semester of academic credit completed at St. John's University. Coursework appropriate to the internship and permission of the Department 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. *Credit: 3 semester hours.*

## Assurance and Information Systems (AIS)

#### **AIS 2354 Accounting Information Systems I**

This course provides a comprehensive overview of information technology applications used in the accounting profession. These applications allow the accountant to gather and transform data into useful decision-making information. *Credit: 3 semester hours.*

#### **AIS 3355 Accounting Information Systems II**

*Prerequisite:* ACC 2370. 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.*

#### **AIS 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.*

#### **AIS 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.*

#### **AIS 4356 Principles of Internal Audit**

*Prerequisite:* ACC 2320 or 2370 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.*

#### **AIS 4360, Fraud Examination**

*Prerequisite:* ACC 2320 or ACC 2370 or an equivalent course. This course will help students understand the ways business-related fraud and occupational abuse occur and identify areas of exposure. Various prevention, detection, and investigation techniques will be explored. The course will focus on frauds that have occurred in recent years and addresses: (a) the nature of the scheme and how the fraud was perpetrated, (b) how the fraud was covered up, (c) why the auditors, the board of directors, and the regulators did not discover the fraud, (d) what should have been done by auditors, board members and regulators to prevent and detect the fraud, and what weaknesses in controls existed to allow the situation to occur. *Credit: 3 semester hours.*

#### **AIS 4361 Advanced Fraud Examination**

*Prerequisite:* AIS 4360. This course will introduce undergraduate business students to regulations and rules related to fraud, in particular the Sarbanes-Oxley Act. This advanced course will also explore specialized areas in fraud, such as Tax Fraud, Bankruptcy Fraud, Divorce Fraud, and Identity theft. The fraud examiner's role in matters such as White Collar Crime, Organized Crime, Counterterrorism, and Anti-Money Laundering will be addressed. Various prevention, detection, and investigation techniques will be explored. *Credit: 3 semester hours.*

#### **AIS 4364 Accounting Information: Cyber-Security Processes**

*Prerequisite:* AIS 4347/AIS 4356 or an equivalent course. This course provides an understanding of information security fundamentals, and key system security engineering, analysis and assessment techniques, tactics and procedures that are internationally accepted information security practices. The course will also prepare students to handle security incidents more effectively leading to improved business response and reduced adverse impact. *Credit: 3 semester hours.*

#### **AIS 4367 Accounting Information: Enterprise Resource Planning**

*Prerequisite:* None. This course is based in SAP, an enterprise resource planning system commonly used by businesses. Students will obtain a working knowledge of transaction flow in SAP ECC 6.0 modules: Procurement

Logistics (MM), Sales Logistics (SD), Financial Accounting (FI), Controlling (CO), Human Capital Management (HCM), Enterprise Asset Management (EAM), and Warehouse Management (WM). *Credit: 3 semester hours.*

**AIS 4368 Accounting Information: Analytics and Forensics**

*Prerequisites: AIS 4347/AIS 4356 or an equivalent course.* This course addresses the theories, concepts, and applications related to accounting information and the use of analytics to monitor and detect information technology frauds. The course reviews how different substantive and rigorous tests can be used to detect fraud, errors, estimates, or biases in financial data using data analytics. The tests range from high-level data overviews to assess the reasonableness of data, to highly focused tests that give small samples of highly suspicious transactions.  
*Credit: 3 semester hours.*

**AIS 4382 Sustainability Accounting Attestation**

*Prerequisite: ACC 2320 or ACC 2370 or an equivalent course.* This course, provides background on the subject matter of sustainability information, defines the objectives of an examination or review of sustainability information under AICPA attestation standards, provides guidance on applying the engagement preconditions of AICPA attestation standards to a potential attestation engagement on sustainability information, as well as guidance on agreeing to the terms of the engagement and requesting a written assertion with respect to sustainability information.  
*Credit: 3 semester hours.*

**AIS 4385 Advanced Internal Auditing**

*Prerequisite: AIS 4356 or an equivalent course.* This course builds on the principles of Internal Auditing curriculum to provide students with additional introduction to topics related to the management of the Internal Audit function. Topics that are included in this course are: corporate governance, enterprise risk management, quality assurance review process, environmental and process quality audits, and value added activities.  
*Credit: 3 semester hours.*

**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.*

## Department of Business Analytics and Information Systems (BUA/IS)

**Ahmad Vakil, Ph.D., Chair**

**BUA 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.*

**BUA 2334 Modern Statistics II**

*Prerequisite: BUA 2333.* 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.*

**BUA 3310 Data Visualization Principles and Techniques**

*Prerequisite: BUA 2333 or equivalent.* This course is primarily focused on data visualization for business. Increasingly, business practitioners are being asked to use data as a crucial component of everyday decisions. In this course, students learn about the fundamentals and best practices of data visualization analysis. Students will focus on data visualization techniques through applied, hands-on projects.  
*Credit: 3 semester hours.*

**BUA 3311 Fundamentals of Machine Learning**

*Prerequisite: BUA 2333.* This course provides an introduction to machine learning techniques and their applications in the business environment. In this course, students will learn about the most effective machine learning techniques applicable in business settings, and gain practical and hands-on experience implementing them. *Credit: 3 semester hours.*

**BUA 3312 Sport Analytics: A Managerial Perspective**

*Prerequisite: BUA 2333.* This course is designed to introduce students to various analytical tools useful in decision making in different areas of sport. Students will learn how to apply analytical techniques and principles in a wide range of applications such as evaluating performance, identifying directions of causation, and quantifying the magnitude of various effects. Students will gain practice applying analytical tools to various sport data sets. *Credit: 3 semester hours.*

**BUA 3313 Applied Text Analysis for Business**

*Prerequisite: BUA 3330.* This course focuses on advanced techniques of data analytics. Students are introduced to analytical techniques for business decision making that are suitable for free-text data. Popular data mining techniques like decision trees, neural networks, and cluster detection are also introduced. *Credit: 3 semester hours.*

**BUA 3330 Introduction to Business Analytics**

*Prerequisite: BUA 2333 or equivalent.* This course is designed as an introduction to Business Analytics. Business Analytics is an area of business that concentrates on the extensive use of data, methods, and fact-based decision making. Furthermore, business analytics uses data and models to explain the performance of a business and how it can be improved. This course discusses the benefits of utilizing business analytics and its structured approach to problem-solving in different business disciplines. Major business analytics software would be utilized throughout this course.  
*Credit: 3 semester hours.*

**BUA 3336 Big Data and Data Mining for Business**

*Prerequisite: BUA 2333 or equivalent.* This course serves as an introduction to Data Mining for students who are interested in Business Analytics. Students will learn about many commonly used methods of data mining techniques. These techniques help students to acquire knowledge from large data sets. Specifically, this course introduces methods such as association, clustering, classification, classification and regression trees, visualization, etc. Students utilize a hands-on approach by using different specialized data mining software programs such as XLMiner.  
*Credit: 3 semester hours.*



**BUA 3337 Predictive Analytics and Business Forecasting**

*Prerequisite:* BUA 2334 or equivalent. This course provides an extensive coverage of major topics used in developing predictive modeling and statistical forecasting models that are extremely important to business analytics. These topics assist business professional in utilizing historical data and patterns to develop quantitative models for predicting the future events in business. Modern forecasting techniques are extensively covered in this course. Major business analytics software would be utilized throughout this course. *Credit: 3 semester hours.*

**BUA 3338 Optimization and Simulation Methodology**

This course introduce students to modeling, optimization and simulation, as they apply to the study and analysis of decision making. The introduction of optimization models and algorithms provide a framework for decision making under different restrictions. Different simulation methods are examined and implemented in this course. Applications of optimization and applications of simulation and advanced business analytics are emphasized in this course. *Credit: 3 semester hours.*

**BUA 3346 Optimization for Business Decision Making**

*Prerequisite:* BUA 2334 or BUA 3310. This course provides the student with the knowledge, concepts, techniques and software application to optimize the objectives of a wide variety of business problems. Throughout the course, the student will be taught how to apply optimization techniques in the context of decision making. Practical examples from different business disciplines are covered throughout this course. *Credit: 3 semester hours.*

**BUA 3350 Business Research Methods**

*Prerequisite:* BUA 2333. 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; 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.*

**IS 1332 Computer Systems and Software for Business Applications**

*Prerequisite:* None. This course will provide students with a solid foundation on which to build a strong and hands-on experience in business software applications. The software suite includes Microsoft Excel and Microsoft Access 2019 (or later), and is used throughout

the course to illustrate the spreadsheet computations and database management for business activities. Special attention is dedicated to hands-on Excel and Access demonstration, class practice, projects and computer assignments. *Credit: 3 semester hours.*

**IS 3339 Business Applications Software**

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.*

**IS 3345 Web Design and Development**

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.*

**IS 3347 Business Data Communications and Network**

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.*

**IS 3348 Computer and Network Security**

*Prerequisite:* IS 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.*

**IS 3351 Object Oriented Programming**

This course will prepare students with little programming background a solid foundation in programming methodology using (at the instructor's discretion) one of the commercially popular OOP languages such as Python, JAVA and C + +. The course uses sound

programming techniques through hands-on exercises and offers real-world business-related examples. *Credit: 3 semester hours.*

**IS 3352 Database Management**

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.*

**Courses to be offered upon demand****IS 3349 Advanced Computing and Methodology****IS 4340 Business Simulation and Model Building****IS 4342 Business Software Design and Development****IS 4399; 4400 Computer Information Systems Internship****Department of Economics and Finance (ECO/FIN)**

Jason Berkowitz, 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**

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 with special emphasis on policy. *Credit: 3 semester hours.*

### **ECO 1326 Historical Development of the Global Economy**

A survey of the changes in the organization of economies over time. Course examines how technology, institutions, culture, migration and markets change economies and societies. Special emphasize on the Industrial Revolution and Globalization. *Credit: 3 semester hours.*

### **ECO 3303 History of Economic Thought**

*Prerequisite: ECO 1302.* This course looks at the history of economic ideas, with special emphasis on the major economists (Smith, Ricardo, Marx, Keynes) and schools of thought (Classical Political Economy, Neoclassical Economics) as well as various heterodox schools. *Credit: 3 semester hours.*

### **ECO 3306 Comparative Economic Systems**

*Prerequisite: ECO 1302.* A survey of the structure and functioning of different economic systems used to coordinate economic activity, focusing especially on the varieties of market capitalist systems, and on the post-communist economies in transition. *Credit: 3 semester hours.*

### **ECO 3313 Public Finance**

*Prerequisite: ECO 1301 and 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 3328 (co listed as MKT 3328) Behavioral Economics**

*Prerequisite: MKT 2301 or ECO 1302.* Behavioral economics integrates insights from psychology to better understand how people make decisions in the real-world, supported by findings from laboratory and field experiments. The course will investigate how the principles of behavioral economics may guide economic activity and outcomes. *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 and 1302.* Advanced presentation of price determination and individual and firm decision making. Topics include: theory of value and distribution, consumer behavior, partial and general equilibrium analysis, analysis of competitive and monopolistic markets, welfare economics and externalities. *Credit: 3 semester hours.*

### **ECO 3344 International Economics**

*Prerequisite: ECO 1301 and 1302.* 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 1301 and 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.*

### **ECO 3348 Environmental Economics**

*Prerequisite: ECO 1302.* Environmental economics involves using evidence to understand the overlapping relationship between society and nature as humans undertake the process of social provisioning. Topics include: externalities and market failures; cost/benefit analysis; the environment and well-being; climate change and sustainability. *Credit: 3 semester hours.*

### **ECO 3349 Business Economics**

*Prerequisite: ECO 1301, 1302.* This course helps students to develop analytically robust and structurally sound methods of producing an economic report, which encompasses understanding and evaluation of variables and data sets. While the focus is on the U.S. economy, the methodology used is also relevant in cross-country analysis. *Credit: 3 semester hours.*

### **ECO 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 3361 Economics of Global Inequality**

*Prerequisites: Eco 1301, 1302, 3341*  
The issue of distribution is central to economic theory and to many contemporary economic issues. This course examines how inequality is measured and the various policies that have been proposed to reduce inequality. Students will conduct empirical research on various data sets to evaluate theories and policy proposals. *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: BUA 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 1301, 1302 and 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 junior economic majors with 60 credits completed and a 2.75 cumulative index, and at least one semester of academic credit completed at St. John's University. *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 2327 Development of American Business Enterprise**

### **ECO 3306 Comparative Economics**

### **ECO 3307 Labor Economics**

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

### **ECO 3335 Mathematical Economics**

## **Finance**

### **FIN 2310 Foundations in Finance**

*Prerequisite: ECO 1302 and corequisite ACC 2320.* An introductory course. Topics include time value of money, stock and bond valuation, financial analysis, optimum capital structure, working capital management and financial markets and institutions. *Credit: 3 semester hours.*

### **FIN 3311 Corporate Financial Analysis**

*Prerequisite: FIN 2310.* This course provides the tools for making business investment decisions (capital budgeting and cost of capital); how the firm should finance these investments (capital structure); and how the firm distributes profits to its owners (dividend policy). *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:* 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:* FIN 2310. Study of financial markets, instruments and institutions. Additional focus on market crisis, central banking and financial risk management. *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.*

### **FIN 3319 FinTech in Financial Services**

*Prerequisite:* FIN 2310. Introduces and explores the fundamentals of financial technology, including P2P lending, equity crowdfunding, robo advising, blockchain technology and basic understanding of machine learning and textual analytics based financial service. *Credit: 3 semester hours.*

### **FIN 3351 Applied Finance Analysis**

*Prerequisite:* FIN 2310. Covers contemporary topics in business and finance with projects and readings. Students gain experience in conducting data analyses as well as critical thinking. This discussions-based course provides the opportunity to enhance oral and written communication skills. *Credit: 3 semester hours.*

### **FIN 3388 Derivative Markets**

*Prerequisite:* FIN 2310. Introduces students to financial derivative instruments (forwards, futures, options, and swaps), their markets, derivative-pricing models, and their applications to investment strategy, hedging, and risk management to create value. *Credits: 3 semester hours.*

### **FIN 4314 Real Estate Finance and Investments**

*Prerequisite:* FIN 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 4319 Application of Machine Learning in Finance**

*Prerequisites:* BUA 2333; *Corequisite or Prerequisite:* Fin 3319  
This course covers the application of machine learning models in the financial sector. This class seeks to equip students with important new techniques to analyze the big financial data and obtain a leading edge in the marketplace. Topics to be covered include: financial modeling, including credit risk modeling, bankruptcy risk modeling, return forecasting, default risk analysis, supervised learning and major machine learning algorithms. The class will be based on R. *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 4339 Fixed Income Markets and Instruments**

*Prerequisites:* FIN 2310 and 3312.  
This course examines the major categories of fixed income instruments and markets, and the users of these instrument. Students will learn how to value the securities, as well as analyze the major factors that impact the prices of these financial instruments. Students will also learn how to create portfolios from fixed income instrument, and how to evaluate such portfolio. *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 4351 Applied Finance Research Seminar**

*Prerequisite:* FIN 2310. Students conduct qualitative research that emphasizes critical thinking, and quantitative research that utilizes standard data analysis techniques. This discussion-based course focuses on contemporary topics and enhances oral and written communication skills. *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-bearing position within a supervised work environment. This course is open to junior finance majors with 60 credits completed and a 2.75 cumulative index, and at least one semester of academic credit completed at St. John's University. 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 Business**

*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.*

### **LAW 4317 Introduction to Real Estate Law**

*Prerequisite: LAW 1310.* This course offers undergraduate students an overview of the manner in which legal issues arise in the course of the selection, acquisition, development, financing, ownership, and management of real estate; the nature of those legal issues; and how they may best be identified and addressed. This course focuses on informing students about how an array of federal, state, and local laws impact, directly and indirectly, a variety of real estate transactions and issues, while also addressing the use of a wide variety of legal agreements to govern the particular relationships between the parties.  
*Credit: 3 semester hours.*

## Department of Management (MGT)

**John Angelidis, Ph.D.,** *Chair*

### **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.*

### **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.*

### **MGT 2301 Management 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.*

### **MGT 2331 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.*

### **MGT 2360 Managing Sports Careers**

*Prerequisite: None.* This course enables students to acquire skills in managing individual and team sports. *Credits: 3 semester hours.*

### **MGT 3310 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.*

### **MGT 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.*

### **MGT 3325 Managing 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.*

### **MGT 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.*

### **MGT 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.*

### **MGT 3336 Social Enterprise Management**

*Prerequisite MGT 2301.* This course explores the concept of social enterprise in relation to social entrepreneurship and corporate social responsibility. It presents ways and means for scaling the impact of high-performing social enterprises, be they nonprofit, for-profit or hybrid organizations. Reasons and methods for using business to address social problems and seize social opportunities are described as are concepts for leveraging impact investing and driving social change through organizational practices. *Credit: 3 semester hours.*

### **MGT 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.*

### **MGT 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.*

### **MGT 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.*

### **MGT 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.*

### **MGT 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.*

### **MGT 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.*

### **MGT 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.*

### **MGT 3353 Sustainable Management**

*Prerequisite: MGT 2301.* The increasing risk engendered by climate change for the world and its people and businesses has been burgeoning. Though, individual businesses can adhere to sustainable practices that might well increase the likelihood of their achieving their strategic objectives. This course will cover the issues and opportunities associated with managerial recognition of this epochal challenge. *Credit: 3 semester hours.*

### **MGT 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.*

#### **MGT 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.*

#### **MGT 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.*

#### **MGT 4324 Advanced Operations Management**

*Prerequisite: MGT 2301, MGT 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.*

#### **MGT 4326 Global Supply Chains**

*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.*

#### **MGT 4329 Strategic Management**

*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.*

#### **MGT 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.*

#### **MGT 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.*

#### **MGT 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.*

#### **MGT 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 junior management majors with 75 credits completed and a 2.75 cumulative index, and at least one semester of academic credit completed at St. John's University. *Coursework appropriate to the internship and permission of the instructor is required. Credit: 3 semester hours.*

#### **MGT 4400 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)

**Iris Mohr, Ph.D., Chair**

#### **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 2301 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 3308 Principles of Direct and Interactive Marketing**

*Prerequisite: MKT 2301.* This course aims to provide an in-depth and critical perspective of direct and interactive online media within an overall integrated marketing communications mix. Specifically, the course covers the planning, design, and execution of direct marketing programs, including methods for utilizing databases and targeting techniques. Students will learn how to design direct mail, telephone, catalog, email, and internet-based marketing programs for consumer goods, services, and industrial markets, and, the principles of database design for marketing, as well as gain an overview of the basic data analysis for targeting and testing. *Credit: 3 semester hours.*

#### **MKT 3309 Experiential and Event Marketing**

*Prerequisite: MKT 2301.* This course is designed to introduce students to the various aspects of event marketing. In the course, students learn to identify and use various marketing and media tools—from the traditional to the emerging to successfully promote different type of events. The course reviews the concepts



and tools used to design and implement a successful event marketing strategy, which are applicable to festivals, fashion events, movie premieres, sporting events, award ceremonies, community celebrations, cultural events, and other events. *Credit: 3 semester hours.*

### **MKT 3310 Sales Management**

*Prerequisite: MKT 2301.* This course is a comprehensive survey of sales force management; organizing, staffing, and training a sales force; directing sales force operations; sales planning; and evaluating sales performance. This course is designed to be a hands-on introduction to sales management. Speakers, films, case studies, class participation and team projects offer students a “real world” experience. *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: BUA 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 3313 Analytics for Consumer Insight**

*Prerequisite: BUA 2333 and MKT 2301.* This course is designed to introduce students to current theory and practice related to analytics and consumer insights/behavior. It covers analysis and interpretation of advanced analytic techniques, including price sensitivity, regression analysis, principal components analysis, and principal components regression. Skills and activities needed for the successful analysis of consumer data and to identify priorities for improvement (i.e. key drivers analysis) are taught. Topics include basics in approaching data, outliers and significance testing, basics of pricing, price sensitivity, and regression analysis for consumer insights. *Credit: 3 semester hours.*

### **MKT 3314 Sports Marketing and Media**

*Prerequisite: MKT 2301.* The purpose of the Sports and Media course is to provide an overview of various aspects of the sports marketing, sponsorship and media industry with an experiential marketing aspect. This includes an introduction to the broad sports marketing environment; the marketing strategies for multiple sports properties, platforms, sponsorships and events; the current issues regarding the marketing of sports products, leagues, teams and athletes; the interaction between sports marketing and media; and the application of course concepts to contemporary market planning, strategy and decision making. *Credit: 3 semester hours.*

### **MKT 3315 Product and Brand Management**

*Prerequisite: MKT 2301.* This course offers students with an overview of new product management planning techniques, and explores branding from a consumer perspective. Specifically, the course provides insight into how profitable product strategies are created for the purposes of attracting and maintaining customers, and the implications for brand management professionals. Overall, this course is designed to develop knowledge, skills, and perspectives to support the application of managing products and developing brand strategies in today's marketing environment. *Credit: 3 semester hours.*

### **MKT 3316 Film and TV Marketing**

*Prerequisite: MKT 2301.* Making a film is creative, but just like any other product or service, the goal is to make it marketable. Film marketing is a comprehensive and informative course designed to give students a basic overview and understanding of all aspects of a domestic and international specialized theatrical film marketing campaign. The focus will be on film positioning, branded entertainment, promotional tie-ins, publicity, word of mouth, social media, competitive landscapes, media plans, festival positioning, theatrical distribution opportunities, and sales and award campaigns. This course will also examine the business of television, the rise of digital platforms, and their impact on film marketing. *Credit: 3 semester hours.*

### **MKT 3317 Global 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 3318 Fashion Marketing**

*Prerequisite: MKT 2301.* Fashion Marketing introduces students to the fundamentals of fashion marketing and prepares them for a marketing career in the field of fashion. Students will develop skills in such areas as fashion economics, marketing segmentation and target marketing, promotion, and, retailing and distribution. Besides covering fashion marketing fundamentals, the course addresses the latest business and retail trends, technology innovations, and new retail formats and business models related to fashion for satisfying the ever-changing fashion market, as well as much talked about issues related to fashion, including social and environmental challenges for the clothing industry. *Credit: 3 semester hours.*

### **MKT 3319 Digital Marketing**

*Prerequisite: MKT 2301.* The purpose of the course is to introduce students to the complex world of digital marketing. In this course, students learn how digital has revolutionized the interactions between firms and consumers. Digital marketing offers powerful tools to reach consumers. The course covers digital marketing from its inception to the present time and provides an overview of the major technologies and platforms, ecosystem participants, measurement and other services that support

marketing, and also reviews consumer privacy concerns which have grown over time. *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 3322: Creativity and Innovation for Business and Society**

*Prerequisite: MKT 2301.* Taking a broad, service-oriented view of the marketplace, this course examines the relationship between creativity/innovation and positive change with an emphasis on what it takes to conceive, nurture and birth sustainable ideas that create value for firms, customers and other marketplace actors. Individual, community and organizational aspects of creative problem solving are explored through hands-on exercises and community-based projects designed to provide students with the tools and skills they need to approach complex challenges in new ways. *Credits: 3 semester hours.*

### **MKT 3324 Food Marketing**

*Prerequisite: MKT 2301.* The purpose of this course is to provide students with an understanding of the considerations that are unique to the marketing of foods. Applying solid marketing principles to the context of foods, this course will explore how consumers make food-related decisions, the impact of marketing efforts on consumption behaviors, how food preferences vary across groups and time, the ethics of marketing foods (e.g., its role in the obesity epidemic, marketing to children, fast-food sponsorships of athletics, misleading labeling), and decisions relating to the marketing mix. *Credit: 3 semester hours.*

### **MKT 3325 Integrated Public Relations**

*Prerequisite: MKT 2301.* The purpose of this course is to provide students with an understanding of the role of public relations in the context of marketing and to establish a foundational understanding of best practices of public relations. Adopting an integrated marketing communications perspective, this course will explore topics such as how to develop public relations communications to achieve strategic marketing objectives, how to effectively communicate with various stakeholders, and how marketing and public relations practitioners can tear down organizational silos to work more seamlessly. *Credit: 3 semester hours.*



**MKT 3326 Political Marketing**

*Prerequisite:* MKT 2301. This course will provide students with a basic understanding of the Political Marketing concept; how candidates, parties, elected officials and governments around the world utilize marketing concepts and tools win elections and remain in office. This course examines a wide range of political marketing topics including the rise of the political consumer, market intelligence and segmentation, market strategy, branding, marketing in government, etc. In addition, students will have the opportunity to evaluate and formulate political marketing strategies, build and manage strong political brands, and measure political competitiveness and performance. *Credit: 3 semester hours.*

**MKT 3327 Socially Responsible Marketing**

*Prerequisite:* MKT 2301. This course examines the marketing function of organizations and their engagement in CSR and sustainability issues. Specific topics will cover how these issues are influenced by consumer trends and how they are communicated to consumers. Marketing problems found in the non-profit, for-profit and public sectors will be examined, and socially responsible and irresponsible practices will be explored. Guest speakers, case studies, class discussions and a group project will help students build knowledge and the skillset to be a positive social and sustainability change agent through ethical reasoning in marketing management. *Credit: 3 semester hours.*

**MKT 3328 Behavioral Economics**

*Prerequisite:* MKT 2301 or ECO 1302. This course will introduce students to the field of behavioral economics. Whereas traditional economic theory assumes that human beings are rational, utility maximizers, behavioral economics makes no such assumptions. Instead, behavioral economics integrates insights from psychology to better understand how people actually make decisions in the real-world where they regularly violate the assumptions of traditional economics. Supported largely by findings from laboratory and field experiments, this course will help students understand how and why human beings make seemingly irrational decisions and how the principles of behavioral economics may be applied to guide the behaviors of others. *Credit: 3 semester hours.*

**MKT 3330 Pricing Strategies and Tactics**

*Prerequisite:* MKT 2301 and ECO 1302. This course introduces students to the fundamentals of pricing strategy, and to a variety of pricing research and analytical techniques. *Credit: 3 semester hours.*

**MKT 3331 Social Media Content Creation**

*Prerequisite:* MKT 2301. The purpose of this course is to provide students with an understanding of how to develop a social media strategy and the ability to create social media content that will achieve

strategic objectives. In this course, students will come to understand the role of Social Media Marketing within a broader Integrated Marketing Communications campaign, learn how to identify and effectively communicate with target audiences across various social media platforms, monitor social media for brand mentions using social listening tools, and measure the performance of social media efforts according to various social media metrics. *Credit: 3 semester hours.*

**MKT 3332 Entrepreneurial Marketing**

*Prerequisite:* MKT 2301. Startups face challenges with customer acquisition at stages from customer discovery to scaling. This course will explore these issues and learn about the models, frameworks, processes, and tools that can help entrepreneurs succeed during these stages. It is crucial for startups to understand and navigate the relevant buyer journey(s) while conserving scarce capital and moving from early adopters to early traction and then more mainstream customer groups. This course is an introduction to the current best practices and how to put these practices into place at the early start-up stage of a venture. *Credit: 3 semester hours.*

**MKT 3350 Strategic Service Design**

*Prerequisite:* MKT 2301. Building upon an understanding of product and service marketing, this course takes an interdisciplinary view of what it takes to conceive, nurture and birth services that customers want/need, while sustaining profitably. Topics covered include: qualitative and quantitative research methods, value co-creation with multiple stakeholders in complex service ecosystems, identification of customer and employee "pain points" and visualization of intangible service experience such as service blueprints, customer journey maps, storyboards and other tools that are commonly used in service design practice. *Credit: 3 semester hours.*

**MKT 4305, Advertising Research**

**MKT 4306, Advertising Project**  
*Prerequisites:* MKT 2301 and 4305, respectively. As part of the National Student Advertising Competition (NSAC), students gain real-world experience developing a strategic marketing campaign for a corporate client. Facing-off against schools from across the country, the American Advertising Federation (AAF) sponsored competition culminates with students pitching their campaigns to esteemed industry professionals. *Credits: 3 semester hours each.*

**MKT 4316 Marketing Management and Policies**

*Prerequisite:* MGT 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 junior marketing majors with 60 credits completed and a 2.75 cumulative index, and at least one semester of academic credit completed at St. John's University. *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 4318 Marketing Seminar in International Topics**

## Maurice S. Greenberg School of Risk Management, Insurance and Actuarial Science

Mark J. Browne Ph.D., *Chair*

**RMI 1301 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 1301. Identifies property 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 property insurance industry. *Credit: 3 semester hours.*

**RMI 3335 Life, Health, and Employee Benefits**

*Prerequisite:* RMI 1301. 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.*

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**RMI 3350: Insurance Leadership in Markets and Society**

*Prerequisite:* RMI 1301. 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 1301. Overviews the 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 3361 Insurance and Alternative Risk Transfer**

*Prerequisite:* RMI 1301 and FIN 2310. 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.*

**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 4311 Cases in Insurance Research**

*Prerequisite:* RMI 1301, and permission of the instructor. Students obtain familiarity with a set of current financial service sector issues and hone their ability to think creatively about risk issues. The course is conducted as a hybrid course, namely a combination of face-to-face meetings of the entire class, student-led research paper discussions and feedback forums, research presentations by the most recognized scholars and significant on-line activities, plus individual or small group synchronous tutorials.

**RMI 4334 Commercial Liability Risk Management and Insurance**

*Prerequisite:* RMI 1301. 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 4360 Corporate Risk Management**

*Prerequisite:* RMI 1301. 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 4364: Reinsurance**

*Prerequisite:* RMI 1301. 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 1301. 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 1301. 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 junior RMI majors with 60 credits completed and a 2.75 cumulative index, and at least one semester of academic credit completed at St. John's University. *Credit: 3 semester hours.*

**RMI 4400 Internship**

*Prerequisite:* RMI 1301. A second internship or continuation of RMI 4399, may be used as a business elective. The earned grade is included in the major field index. *Credit: 3 semester hours.*

**ACT 2322 Actuarial Science 2 (Mathematical Statistics)**

*Prerequisite:* MTH 1740. Provides an introduction to mathematical statistics; approved for Society of Actuaries Validation by Education Experience (VEE) credits. *Credit: 3 semester hours.*

**ACT 2333 Actuarial Science 3 (Probability Theory)**

*Prerequisite:* MTH 1740. Provides a review and extension of probability theory to prepare students for the first actuarial examination (1/P). *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 long term actuarial models and apply them. Prepare students for advanced actuarial examination (LTAM). *Credit: 3 semester hours.*

**ACT 3336 Actuarial Science 6 (Life Contingences II)**

Second of a two-course sequence, promotes students to develop knowledge of long term actuarial models and apply them. Prepare students for advanced actuarial examination (LTAM). *Credit: 3 semester hours.*

**ACT 3349 Actuarial Science 9**

**(Applied Statistics)** This course introduces methods and models for analyzing data; Prepares students for advanced actuarial examinations on statistics (MAS/SRM). *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 (MAS/STAM). *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 (MAS/STAM). *Credit: 3 semester hours.*

**Norean R. Sharpe**, *Dean, Joseph H. and Maria C. Schwartz Chair and Professor of Business Analytics and Information Systems*, B.A., Mount Holyoke College; M.S., University of North Carolina; Ph.D., University of Virginia.

**Ivan Abel**, *Associate Professor of Marketing*, BEE., The City College, City University of New York; M.B.A., Baruch College; Ph.D., City University of New York.

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