RIT CROATIA PROGRAM OUTLINE – ACADEMIC YEAR 2021/2022

PROGRAM TITLE: BUSINESS ADMINISTRATION: INTERNATIONAL BUSINESS

TYPE OF PROGRAM: Undergraduate professional program

DURATION OF PROGRAM: 4 years /8 semesters

TOTAL NUMBER OF ECTS: 240

SCIENTIFIC AREA: Social Science

SCIENTIFIC FIELD: Economics

EFFECTIVE FOR: Students enrolled in AY 2021/22
1. ENROLLMENT CRITERIA
Admission requirements: Upon completion of a high-school program students are admitted on the basis of results from the State Matura exams (state high-school exit exam) or results from the entrance exam for the undergraduate program.

Application process:
1. Candidates may apply to RIT Croatia using the Central Application System (“Postani student”) and taking the State Matura Exams (state high-school exit exam):
   - Mathematics: B level
   - English language: B level

2. Candidates may apply to RIT Croatia through the entrance exam admission process consisting of written exams in Mathematics and English language. The entrance exam admission process is intended for the following candidates:
   - Candidates who have completed high school education prior to AY 2009/2010
   - Candidates who have completed vocational or art school programs, obtaining a basic or secondary professional high-school degree through in-school final assessments (completion of a final assignment)
   - Candidates who have completed their secondary education outside Croatia, not applying through the Central Application System.

2. CRITERIA FOR ENROLLMENT IN THE NEXT SEMESTER/YEAR LEVEL
A student must maintain a cumulative GPA of 2.00 or above at RIT Croatia in order to remain in good academic standing. Any student whose Term Grade Point Average falls below 2.00 (and is above 1.00) or whose overall Cumulative Grade Point Average falls below 2.00 will be placed on probation (i.e. is eligible to enroll in classes, though specific conditions of enrollment or restrictions will be applied).
   - Any student whose overall Cumulative Grade Point Average falls below 2.00 will be placed on academic warning.
   - Suspension refers to the academic action taken when a student is not permitted to enroll in courses at the university for a determined period of time.
   - Any degree-seeking undergraduate student whose Term Grade Point Average falls below a 2.00 (C average) and for whom suspension is not applicable will be placed on probation. Any student who is on probation and who is not removed from probation in the two succeeding terms (including summer session) in which credit is attempted will be suspended from RIT Croatia for a period of one calendar year.
Any student whose Term Grade Point Average falls below 1.00 will be suspended from RIT Croatia. Students will be able to return the following academic year, in the same term they were suspended.

- A suspended student cannot enroll in any credit or non-credit course at the university while on suspension. This also includes co-ops.
- A suspended student may not be admitted to another program while suspended.
- In special circumstances, a suspended student may apply in writing to the Associate Dean for Academic Affairs for a suspension waiver. This waiver request will be evaluated by the Associate Dean and the academic advisers before submission of the request to the Dean. This waiver must be approved by the Dean of the College.

The waiver carries specific responsibilities on the student’s part. These may include registering in specific courses, achieving a semester GPA of at least 2.5, not withdrawing from any courses in which we will ask the student to enroll, taking a maximum term load of 12 credits, attending bi-weekly meetings with his or her faculty adviser. These responsibilities are stated in a contract the student will be required to sign. Should the student fail to abide by the conditions of the contract, or should the academic performance warrant suspension again, he or she would then be suspended with no opportunity to appeal.

3. TRANSFER PROCEDURE
Credit transfer procedure and transfer procedures generally speaking are defined by The Rulebook on Admission Requirements and Transfer Procedures from other HE institutions to RIT Croatia.

4. GRADUATION REQUIREMENT
IB Graduation requirements
All of the following are required for graduation from a student’s program:
- A Cumulative Grade Point Average (GPA) of 2.00 based on the US credits system
- Satisfactory completion of the Capstone Course
- Completion of 123 US credits for the US degree and 240 ECTS for the Croatian degree
- Satisfactory completion and grade for the required co-ops in duration of 800 working hours
- No outstanding library dues
- Full payment or satisfactory adjustment of all financial obligations

Graduation with Honors
Honors posted to the academic record will be based upon the student’s Cumulative Grade Point Average upon completion of the degree requirements. The numerical criteria for graduation with honors are as follows:

| Summa cum laude | 3.80 Cumulative GPA |
Magna cum laude 3.60 Cumulative GPA
Cum laude 3.40 Cumulative GPA

5. DEGREES UPON COMPLETION OF THE STUDIES
RIT Croatia is the only educational institution in Croatia granting two degrees: an American degree from RIT and a Croatian degree from RIT Croatia. Upon successful completion of the four-year program in Business Administration: International Business students receive a Bachelor of Science (B.S.) degree in Business Administration: International Business from RIT. Studies at RIT Croatia are also accredited by the Croatian Ministry of Science, Education and Sports and meet the requirements of the Bologna Agreement. As a result, all students completing the four-year IB program will receive the degree title of stručni prvostupnik/prvostupnica (baccalaureus/baccalaurea) međunardnog poslovanja. In order to receive a Croatian degree from RIT Croatia students must have either a high school diploma issued by a Croatian high school or a high school diploma recognized by the Ministry of Science, Education and Sports of the Republic of Croatia.

6. LIST OF OTHER STUDY PROGRAMS FROM WHICH THE ECTS POINTS COULD BE EARNED
Web and Mobile Computing Zagreb
Web and Mobile Computing Dubrovnik
Hospitality and Tourism Management

7. PROGRAM LEARNING OUTCOMES

Discipline Specific Learning Outcomes

1. Analytical and Critical Skills: Analyze and evaluate major business issues to make and communicate effective decisions.
   a. Analyze a business problem using one or more theory-based frameworks.
   b. Interpret data using quantitative methods in the decision making process.
   c. Communicate a solution to a business problem and the reasoning behind it.
   d. For a substantive ethical business issue, propose a sustainable course of action that considers the interest of all stakeholders.

2. Applied Focus: Learn course concepts and theories through application and practice.
a. Apply course concepts effectively in a real organizational setting.

b. Successfully complete hands-on business projects.

c. Work effectively with others and in teams.

d. Demonstrate how global cultures and institutions impact businesses.

<table>
<thead>
<tr>
<th>3. Creative Problem Solving: Generate a creative solution to a business problem or opportunity through the application of design thinking.</th>
</tr>
</thead>
<tbody>
<tr>
<td>a. Demonstrate a process for generating a creative solution.</td>
</tr>
<tr>
<td>b. Use design thinking to arrive at a creative solution.</td>
</tr>
<tr>
<td>c. Evaluate alternative solutions to a complex business problem.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>4. Technology: Apply business technology and explain its implications.</th>
</tr>
</thead>
<tbody>
<tr>
<td>a. Explain the impact of technology on business operations.</td>
</tr>
<tr>
<td>b. Apply business technology to solve a problem.</td>
</tr>
<tr>
<td>c. Develop a strategy that includes technological innovation.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>5. Global Environment: Analyze the institutional environment of different countries.</th>
</tr>
</thead>
<tbody>
<tr>
<td>a. Analyze the institutional environment of different countries (e.g., financial environment, regulatory environment, political environment, and labor environment)</td>
</tr>
<tr>
<td>b. Develop corporate global strategies that consider financial, regulatory, political, and labor environments.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>6. Global Fundamental Elements: Analyze the fundamental elements of global business, e.g., trade, Foreign Direct Investment, foreign exchange, and regional integration, and compare them across countries.</th>
</tr>
</thead>
<tbody>
<tr>
<td>a. Analyze fundamental elements of global business, e.g., trade, Foreign Direct Investment, foreign exchange, and regional integration. Develop a corporate strategy considering differences in fundamental elements of global business, e.g., trade, Foreign Direct Investment, foreign exchange, and regional integration, across countries.</td>
</tr>
<tr>
<td>General Education Learning Outcomes</td>
</tr>
<tr>
<td>-------------------------------------</td>
</tr>
<tr>
<td><strong>COMM1</strong></td>
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<tr>
<td><strong>COMM2</strong></td>
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<tr>
<td><strong>CRTHINK1</strong></td>
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<tr>
<td><strong>CRTHINK2</strong></td>
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<tr>
<td><strong>Artistic</strong></td>
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<tr>
<td><strong>Ethical</strong></td>
</tr>
<tr>
<td><strong>Global</strong></td>
</tr>
<tr>
<td><strong>Math</strong></td>
</tr>
<tr>
<td><strong>Natural Science</strong></td>
</tr>
<tr>
<td><strong>Scientific Principles</strong></td>
</tr>
<tr>
<td><strong>Social</strong></td>
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</tbody>
</table>
8. LIST OF COURSES
<table>
<thead>
<tr>
<th>COURSE NO.</th>
<th>COURSE NAME</th>
<th>CREDITS</th>
<th>ECTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>MGMT 331</td>
<td>Business Ethics and Business Planning</td>
<td>3</td>
<td>5</td>
</tr>
<tr>
<td>ACCT 210</td>
<td>Financial Accounting</td>
<td>3</td>
<td>6</td>
</tr>
<tr>
<td>MGMT 212</td>
<td>Computer-Based Analysis</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>ECNS 203</td>
<td>Principles of Microeconomics</td>
<td>3</td>
<td>5</td>
</tr>
<tr>
<td>LAMN 320</td>
<td>Legal and Ethical Writing</td>
<td>3</td>
<td>5</td>
</tr>
<tr>
<td>MATH 381</td>
<td>College Algebra</td>
<td>3</td>
<td>5</td>
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<tr>
<td>YCP 1000</td>
<td>RIT 110: All Connections</td>
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**YEAR 2**

<table>
<thead>
<tr>
<th>COURSE NO.</th>
<th>COURSE NAME</th>
<th>CREDITS</th>
<th>ECTS</th>
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</thead>
<tbody>
<tr>
<td>MGMT 212</td>
<td>Principles of Marketing</td>
<td>3</td>
<td>6</td>
</tr>
<tr>
<td>MGMT 213</td>
<td>Information Systems and Technology</td>
<td>3</td>
<td>6</td>
</tr>
<tr>
<td>MGMT 215</td>
<td>Global Business Environment</td>
<td>3</td>
<td>6</td>
</tr>
<tr>
<td>STAT 245</td>
<td>Introduction to Statistics</td>
<td>3</td>
<td>5</td>
</tr>
<tr>
<td>MATH 321</td>
<td>Beginning Spanish 1</td>
<td>4</td>
<td>6</td>
</tr>
<tr>
<td>MATH 322</td>
<td>Beginning French 1</td>
<td>4</td>
<td>6</td>
</tr>
<tr>
<td>MATH 323</td>
<td>Beginning German 1</td>
<td>4</td>
<td>6</td>
</tr>
<tr>
<td>MATH 324</td>
<td>Beginning Russian 1</td>
<td>4</td>
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**YEAR 3**

<table>
<thead>
<tr>
<th>COURSE NO.</th>
<th>COURSE NAME</th>
<th>CREDITS</th>
<th>ECTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>INTB 201</td>
<td>Cross-Cultural Management</td>
<td>3</td>
<td>6</td>
</tr>
<tr>
<td>DMCS 301</td>
<td>Operations Management</td>
<td>3</td>
<td>6</td>
</tr>
<tr>
<td>MGMT 340</td>
<td>Business Ethics and Corporate Social Responsibility</td>
<td>3</td>
<td>6</td>
</tr>
<tr>
<td>PSYC 310</td>
<td>Introduction to Psychology</td>
<td>3</td>
<td>5</td>
</tr>
<tr>
<td>MATH 321</td>
<td>Intermediate Spanish 1</td>
<td>3</td>
<td>5</td>
</tr>
<tr>
<td>MATH 322</td>
<td>Intermediate French 1</td>
<td>3</td>
<td>5</td>
</tr>
<tr>
<td>MATH 323</td>
<td>Intermediate German 1</td>
<td>3</td>
<td>5</td>
</tr>
<tr>
<td>MATH 324</td>
<td>Intermediate Russian 1</td>
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**YEAR 4**

<table>
<thead>
<tr>
<th>COURSE NO.</th>
<th>COURSE NAME</th>
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<th>ECTS</th>
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<tbody>
<tr>
<td>INTB 330</td>
<td>Strategic Management</td>
<td>3</td>
<td>6</td>
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<tr>
<td>INTB 354</td>
<td>Economic Issues</td>
<td>3</td>
<td>5</td>
</tr>
<tr>
<td>PSYC 325</td>
<td>Cognitive Psychology (Measurement and Psychological Inspection)</td>
<td>3</td>
<td>5</td>
</tr>
<tr>
<td>MATH 321</td>
<td>Heritage and Tourism</td>
<td>3</td>
<td>6</td>
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**YEAR 5**

<table>
<thead>
<tr>
<th>COURSE NO.</th>
<th>COURSE NAME</th>
<th>CREDITS</th>
<th>ECTS</th>
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<tbody>
<tr>
<td>MGMT 430</td>
<td>Advanced Corporate Financial Management</td>
<td>3</td>
<td>6</td>
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<tr>
<td>MATH 330</td>
<td>Advanced Business Calculus</td>
<td>3</td>
<td>6</td>
</tr>
<tr>
<td>MATH 340</td>
<td>Advanced Business Statistics</td>
<td>3</td>
<td>6</td>
</tr>
<tr>
<td>MATH 350</td>
<td>Advanced Business Economics</td>
<td>3</td>
<td>6</td>
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**SPEAKING SEMESTER**

<table>
<thead>
<tr>
<th>COURSE NO.</th>
<th>COURSE NAME</th>
<th>CREDITS</th>
<th>ECTS</th>
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</thead>
<tbody>
<tr>
<td>MGMT 300</td>
<td>Human Resources Management</td>
<td>3</td>
<td>6</td>
</tr>
<tr>
<td>MGMT 320</td>
<td>Organizational Effectiveness Skills</td>
<td>3</td>
<td>6</td>
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</tbody>
</table>
YEAR 1 – COURSE DESCRIPTIONS
Course Description
This is the first of a two-course sequence comprising the freshman integrated experience. In Business 1 students will be introduced to the key functional areas of business, the evaluation of new business opportunities, and the business plan process. By applying the creative process, students will conceive new business ideas that will be developed through the remainder of the sequence.

Learning outcomes
After completing this course, students should be able to:
- Identify and apply creative methods for idea generation
- Evaluate business opportunities
- Understand the role of key business functions
- Understand how a business is managed
- Understand and master business communication process
- Experience business decisions implications
- Present and explain business ideas

Grading

<table>
<thead>
<tr>
<th>Component</th>
<th>Weight</th>
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</thead>
<tbody>
<tr>
<td>Class participation</td>
<td>15%</td>
</tr>
<tr>
<td>Short assignments and quizzes</td>
<td>15%</td>
</tr>
<tr>
<td>Business idea</td>
<td>35%</td>
</tr>
<tr>
<td>Exam</td>
<td>35%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>100%</td>
</tr>
</tbody>
</table>

Class format: Class hours 3 Lab hours 0

Course materials and textbooks:
Additional readings will be distributed in class.
Financial Accounting

Course description
This course acts as an introduction to the way in which corporations report their financial performance to interested stakeholders like investors and creditors. Coverage of the accounting cycle, generally accepted accounting principles, and analytical tools help students become informed users of financial statements.

Goals of the course
The primary objective of this course is to introduce accounting as an information system, which provides data to external parties who are making economic decisions that may affect the wealth of stakeholders. Subsequent course learning objectives include:

● Provide students with the basic concepts of financial accounting.
● Provide an understanding of basic financial statements with emphasis placed on specific components of the balance sheet, income statement, statement of cash flows, and analysis of those components.
● Demonstrate a basic awareness of the underlying accounting system which is used to keep track of the results of transactions and events. This includes knowing the accrual basis of accounting (differences from cash basis in terms of results of operations measurement for example), debit/credit language, using journal entries and T-accounts to explain the consequences of transactions and events as well as their helpfulness as analytical tools.
● Use information in financial statements to help make various types of decisions about an organization (e.g., knowing and being able to calculate and understand the results of ratios associated with basic financial statement analysis).
● Have an introductory knowledge of how to use the available tools of accounting - including such tools as the professional literature, research literature, databases, computer software - to help clarify accounting concepts and issues, analyze options, and make decisions or solve problems.
● Become aware of the importance of ethics, values, and interpersonal skills in dealing with accounting issues.

Grading
The following means of evaluation and assessment will be used to grade students’ performances:
Examinations and Final: Quizzes, midterm examinations plus a final exam

Points associated with each performance evaluation criteria are as follows:
Class format: Class hours 3 Lab hours 0

Course materials and textbooks
Readings will be posted on MyCourses. A reading packet is not required. The primary sources of reading material are:

- Walther, Larry M., (current edition) Principles of Accounting, Utah State University

Other various articles, Internet sites, and audiovisual material may also be utilized. Each student needs an electronic calculator.
Computer-based Analysis

Course Description
This course accompanies the freshman business sequence in which students learn to take a business idea from inception to launch. In this course, students learn how electronic spreadsheet tools can help them assess the operational, financial and market viability of their business idea. Emphasis will be placed on the application of spreadsheet models for supporting business decision making. A variety of spreadsheet-based cases in multiple business domains will be utilized to show how to effectively analyze and solve business problems using the spreadsheet tool.

Course objectives
Upon completing the course, students should be able to:
- Identify components of spreadsheet design that support business decision making.
- Employ spreadsheet based analytical skills to turn data into information.
- Apply spreadsheet-based analysis in a variety of business functional areas.
- Evaluate commercial viability of the new product/service using spreadsheet models.
- Outline the steps for analyzing new product/service feasibility.
- Identify and evaluate target markets of the new product/service using spreadsheet models.

Grading

<table>
<thead>
<tr>
<th>Grading</th>
<th>Percentage</th>
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</thead>
<tbody>
<tr>
<td>Practical Exam 1</td>
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<tr>
<td>Practical Exam 2</td>
<td>30%</td>
</tr>
<tr>
<td>Practical Exam 3</td>
<td>30%</td>
</tr>
<tr>
<td>Group Project</td>
<td>10%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>

Class format: Class hours 0 Lab hours 1

Course materials and textbooks:
Critical Reading & Writing

Course Objectives and Course Description
Critical Reading & Writing is a one-semester, three-credit course designed to help students improve their critical reading and writing skills. Students will learn how to think critically and how to articulate, support, defend, and refute an argument. Furthermore, students will gain insight into the writing process, from choosing the right words, forming effective sentences, and organizing paragraphs, to planning, drafting, and revising their work. Special attention will be given to sentence grammar, clarity, and punctuation. By exploring different genres, students will learn how writers employ basic features and strategies of a genre to reflect different rhetorical purposes. All of this will help students develop their literacy practices that will be further strengthened in their First-Year Writing Seminar. The course also emphasizes the principles of intellectual property and academic honesty. Finally, peer review activities will help students learn how to critique their own and the work of others in order to become more independent and competent readers and writers.

Course objectives
- develop critical thinking
- develop argumentation
- develop critical reading skills
- develop writing skills

Learning outcomes
Students will:
- be able to articulate, support, defend, and refute an argument,
- be able to critically assess different sources of information,
- be able to plan, draft, and revise their written work,
- be able to apply grammar and punctuation rules appropriately and effectively,
- be able to write clearly at sentence and text level and to avoid redundancy,
- be able to write texts from a range of genres and for different audiences,
- understand the importance of academic honesty,
- be able to paraphrase the ideas of other writers and cite carefully selected sources in order to avoid plagiarism,
- receive feedback from their peers and give feedback to their peers.
Grading

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Points</th>
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</thead>
<tbody>
<tr>
<td>Reading Assignment I</td>
<td>5</td>
</tr>
<tr>
<td>Quiz</td>
<td>10</td>
</tr>
<tr>
<td>Punctuation Test</td>
<td>10</td>
</tr>
<tr>
<td>Paper I Draft</td>
<td>10</td>
</tr>
<tr>
<td>Paper I Peer Review</td>
<td>5</td>
</tr>
<tr>
<td>Paper I Final</td>
<td>10</td>
</tr>
<tr>
<td>Reading Assignment II</td>
<td>5</td>
</tr>
<tr>
<td>Writing Assignment I</td>
<td>5</td>
</tr>
<tr>
<td>Reading Assignment III</td>
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</tr>
<tr>
<td>Writing Assignment II</td>
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</tr>
<tr>
<td>Paper II Draft</td>
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<tr>
<td>Paper II Peer Review</td>
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</tr>
<tr>
<td>Paper II Final</td>
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</tr>
<tr>
<td>Class Attendance and Participation</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

**Class format:** Class hours 3, Lab hours 0

**Course materials and textbooks:**

**Required texts and resources:**

**Suggested texts and resources:**
College Algebra

Course Description
This course provides the background for an introductory level, non-trigonometry based calculus course. The topics include a review of the fundamentals of algebra: solutions of linear, fractional, and quadratic equations, functions and their graphs, polynomial, exponential, logarithmic and rational functions, and systems of linear equations.

Course objectives
To learn the essential algebraic concepts and develop the manipulative skills appropriate for students enrolled in business and economics course required by their degree programs:
- to have students learn the basic definitions, concepts, rules, vocabulary, and mathematical notation of algebra
- to provide students with the necessary manipulative skills required for solving problems in algebra
- to provide an opportunity for students to obtain a background in mathematics necessary to a study of business, economics, accounting, management, marketing, information technology, packaging science, hospitality and service management.

Learning outcomes
- Students will learn the basic definitions, concepts, rules, vocabulary, and mathematical notation of algebra.
- Students will master the necessary manipulative skills required to solve problems in algebra.
- Students will be able to use algebra as a tool in solving applied problems in business, economics, accounting, management, marketing, information technology, packaging science, and hospitality and service management.

Grading

<table>
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<tr>
<th>Test</th>
<th>Points</th>
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<td>First Test, week 5</td>
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<td>Midterm, week 10</td>
<td>30</td>
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<tr>
<td>Final test, week 16</td>
<td>30</td>
</tr>
<tr>
<td>First Test, week 5</td>
<td>10</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

The A-F letter grade is computed according to the standard 100% system: A = 90-100; B = 80-89; C = 70-79; D = 60-69; F = 0-59.

Class format: Class hours 3 Lab hours 0
Course materials and textbooks:


Computer packages  Using spreadsheet – Excel
Principles of Microeconomics

Course description
Microeconomics studies the workings of individual markets. That is, it examines the interaction of the demande rs of goods and services with the suppliers of those goods and services. It explores how the behavior of consumers (demanders), the behavior of producers (suppliers), and the level of market competition influence market outcomes. Prerequisite for economics concentration and minor; prerequisite for economic and international studies programs; and a social science core course but no prerequisite for Principle of Macroeconomic course.

Course Rationale and Objectives
The goal of microeconomics is to analyze market mechanisms that establish relative prices among goods and services and allocation of limited resources among many alternative uses. Microeconomics analyzes market failure, where markets fail to produce efficient results, and describes the theoretical conditions needed for perfect competition.

Principles of Microeconomics provides a solid foundation for economic analysis and thinking that can last throughout student education and subsequent professional careers. This course begins with an introduction to supply and demand and the basic forces that determine an equilibrium in a market economy. Next, it introduces a framework for learning about consumer behavior and analyzing consumer decisions. We then turn our attention to firms and their decisions about optimal production, and the impact of different market structures on firms' behavior. The final section of the course provides an introduction to some of the more advanced topics that can be analyzed using microeconomic theory. By the end of the course, student will be able to understand introductory microeconomic theory, solve basic microeconomic problems, and use these techniques to think about a number of policy questions relevant to the operation of the real economy.

Grading
Final grade will depend on the weighted average of the grading components and scaling system is as follows:

<table>
<thead>
<tr>
<th>Component</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quiz 1</td>
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<tr>
<td>Exam 1</td>
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</tr>
<tr>
<td>Quiz 2</td>
<td>15%</td>
</tr>
<tr>
<td>Exam 2</td>
<td>25%</td>
</tr>
<tr>
<td>In-class assignments</td>
<td>20%</td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
</tr>
</tbody>
</table>
Class format: Class hours 3 Lab hours 0

Course materials and textbooks:


Electronic files, links and case studies concerning topics will individually be posted on Mycourses that is why students are not required to have the textbook. All reading materials will be provided and/or posted on myCourses, students that miss the previous class are expected to have read the materials and be prepared for the next class. On occasion students will be expected to bring materials provided in previous sections.
RIT 365: RIT Connections

Course Description
RIT 365 students participate in experiential learning opportunities designed to launch them into their career at RIT, support them in making multiple and varied connections across the university, and immerse them in processes of competency development. The core of this course is the Plan-Do-Reflect Cycle, comprised of strategizing for an impending action, engaging in the action or activity, and thoughtfully considering the implications of the action in which they engaged. Students will receive feedback and develop a personal plan for future action in order to develop foundational self-awareness and recognize broad-based professional competencies.

Learning Outcomes:

- Students are engaged with the RIT community by participating in the following:
  - The Experiential Learning Process (Plan-Do-Reflect) during campus experiences;
  - Dialogue related to Super Speaker events.

- Students have a positive impact on the community by:
  - Engaging in reflective dialogue;
  - Contributing their knowledge and experiences to the group experience.

- Students have a connection to an RIT community member (faculty, staff or alumni) by:
  - Attending and contributing to dialogue related to Super Speaker events;
  - Engaging in reflective dialogue at least once during the semester in coaching appointments.

- Students develop foundational self-awareness through the following activities:
  - Meeting with their RIT 365 facilitator to reflect on their first-year experiences;
  - Documenting skills and competencies gained in their first year in an online portfolio.

- Students are able to use intentional strategies (tools) to enhance their personal growth through:
  - Determine potential tools to aid in personal development, and plan for current and future decisions;
  - Planning to gain skills and competencies in addition to those, they document in an online portfolio, identifying tools necessary to gain those skills and competencies.

- Students will develop a plan to build broad-based professional competencies (including communication, critical thinking and collaboration) by:
  - Identify competencies they intend to build, and create a plan for competency development;
Grading: This is a pass/fail course. Students will receive a passing grade by:

- Attending class and participating
- Attending a Super Speaker event
- Writing a Six Word Story
- Completing 4 Individual Experience Assignments
- Attending a 365 Coaching session

Class format: Class hours 1, lab hours 0

Course materials/resources:
SIS: https://www.rit.edu/infocenter/
MyCourses: https://mycourses.rit.edu/
Wallace Library: https://library.rit.edu/
Study Tool Kit: https://www.rit.edu/studentaffairs/asc/quick-links/study-tool-kit
Introduction to Academic English

Course Objectives and Course Description
In Introduction to Academic English, students increase their knowledge and control of grammatical structures in writing. This course focuses on the content, structure, and organization of sentences and paragraphs. Students will practice and improve their skills in the writing process, including prewriting, writing, revision, and editing techniques.

Course objectives
- improve students’ writing skills
- expand students’ vocabulary

Learning outcomes
Students will:
- be able to use correct word order in a sentence,
- be able to use the right collocations,
- be able to use idioms appropriately,
- be able to use basic tenses to write about past, present, and future events,
- be able to apply punctuation and capitalization rules,
- be able to write simple and compound sentences,
- be able to write short and clear paragraphs,
- be able to understand a variety of shorter texts,
- be able to distinguish the properties of academic style from less formal styles,
- be able to draft and revise their writing,
- be able to hold a public presentation,
- be able to keep a portfolio,
- be able to keep a glossary,
- understand the importance of academic honesty.
Grading

<table>
<thead>
<tr>
<th></th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>E-mail</td>
<td>5</td>
</tr>
<tr>
<td>Response I</td>
<td>5</td>
</tr>
<tr>
<td>Summary I</td>
<td>5</td>
</tr>
<tr>
<td>Response II</td>
<td>5</td>
</tr>
<tr>
<td>Summary II</td>
<td>5</td>
</tr>
<tr>
<td>Response III</td>
<td>5</td>
</tr>
<tr>
<td>Summary III</td>
<td>5</td>
</tr>
<tr>
<td>Response IV</td>
<td>5</td>
</tr>
<tr>
<td>Summary IV</td>
<td>5</td>
</tr>
<tr>
<td>Presentation</td>
<td>10</td>
</tr>
<tr>
<td>Article report I</td>
<td>5</td>
</tr>
<tr>
<td>Article report II</td>
<td>5</td>
</tr>
<tr>
<td>Article report III</td>
<td>5</td>
</tr>
<tr>
<td>Glossary</td>
<td>20</td>
</tr>
<tr>
<td>Portfolio</td>
<td>5</td>
</tr>
<tr>
<td>Class Attendance and</td>
<td>5</td>
</tr>
<tr>
<td>Participation</td>
<td></td>
</tr>
<tr>
<td><strong>Total:</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

**Class format:** 4 classes per week

**Course materials and textbooks:**

Required texts and resources:


Suggested texts and resources:

Business 2: Business Planning and Professional Development

Course Description
This course, the second course in the First-year Business Sequence, applies technology tools to create tangible outcomes for product and marketing ideas from the business plan. Students will develop websites, video marketing tools and other outcomes while refining their plans for business launch.

Course objectives
- Define and finalize the business plan
- Develop a video presentation targeted to various stakeholders
- Research and identify the key technologies impacting the proposed new product or service
- Create business process models that document the new business idea Develop a website to support the new business processes

Grading

<table>
<thead>
<tr>
<th>Component</th>
<th>Weight</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quizzes</td>
<td>10%</td>
</tr>
<tr>
<td>In-class exercises</td>
<td>10%</td>
</tr>
<tr>
<td>Individual Homework – 2 (5% each)</td>
<td>10%</td>
</tr>
<tr>
<td>Group project</td>
<td>40%</td>
</tr>
<tr>
<td>Tests (15% each)</td>
<td>30%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>

Class format: Class hours 3 Lab hours 0

Course materials and textbooks:
Management Accounting

Course Description
Management accounting function within today’s increasingly complex organizations face many challenges – and some valuable opportunities. With this in mind, the main aim for this course is to enable students to understand and critically evaluate the context, relevance and potential impact of accounting/finance information within such entities. This will primarily be achieved by identifying some of the most important management ‘issues’ typically faced by organizations.

Course Objectives

- Comprehend the typical framework and constituent role(s) of organizational accounting/finance functions;
- Demonstrate a reasoned awareness of how key accounting/finance information is obtained, presented and utilized;
- Select and implement a range of accounting/finance tools [such as performance ratios, costing systems, budgeting, project appraisal and working capital management] appropriate to different situations and contexts;
- Present accounting/finance information and related analytical interpretation and discussion in an effective manner;
- Recognize factors associated with the appropriate sourcing of both short and long-term financial funds;
- Appreciate notable behavioral, ethical and social factors associated with the provision of accounting/finance information; and
- Critically evaluate the effectiveness of ‘traditional’ accounting/finance approaches and assess current research and possible future developments

Grading
The following means of evaluation and assessment will be used to grade students’ performances:

Examinations: 3 in-class partial exams

Points associated with each performance evaluation criteria are as follows:

<table>
<thead>
<tr>
<th>Class work 8x3</th>
<th>24 points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Case study</td>
<td>16 points</td>
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<tr>
<td>Examination #1</td>
<td>20 points</td>
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<tr>
<td>Examination #2</td>
<td>20 points</td>
</tr>
<tr>
<td>Final exam</td>
<td>20 points</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>100 points</strong></td>
</tr>
</tbody>
</table>

Class format: Class hours, 3 Lab hours 0
Course materials and textbooks:
Readings will be posted on myCourses. A reading packet is not required. The primary sources of reading material are:


Other various articles and Internet sites and associated material may also be utilized.

Calculator: each student must have their own electronic calculator. A financial calculator is preferable for any business course, but any four-function calculator will be acceptable.
Principles of Macroeconomics

Course Description
The goal of principles of macroeconomics is to provide students with a broad overview of the aggregate economy. One important goal of this course is to provide students with a good understanding of aggregate economic accounts and definitions, principally so that they can read and understand news and television reporting of the aggregate economy. In addition, students will be exposed to theories of economic growth (the “long run”) and theories of the business cycle (the “short run”).

The course should feature a heavy emphasis on the role of economic policy: monetary and fiscal policies aimed at short run stabilization, policies concerning trade and international finance, and policies aimed at promoting long run growth. A common criticism of undergraduate macroeconomic courses is that they feature very little actual economics. The course should clearly highlight the tradeoffs involved in policymaking – e.g. short run stabilization vs. long run growth, efficiency vs. equity, etc.

Given the ubiquity of coverage of macroeconomics in the national and local media, the course should feature an important “real world” component. In particular, instructors should make an effort to draw on recent periodicals and newspapers to discuss the applications of the theories and ideas to the real world.

Course Rationale and Objectives
Macroeconomics studies aggregate economic behavior. The course begins by introduction of economics, economic problem and demand and supply and continues with presenting the production possibilities model. This is followed by a discussion of basic macroeconomic concepts including inflation, unemployment and economic growth and fluctuations. The next topic is national income accounting which is the measurement of macroeconomic variables. Then we continue with Macroeconomic trends and following this the aggregate supply-aggregate demand framework is presented. The latter part of the course focuses on the Expenditure Multipliers: The Keynesian Model, Inflation, Unemployment, and Business Cycle. The course ends with Macroeconomic policy: Fiscal, Monetary and International Trade Policy.

Structure: Combination of lectures, activities, in-class discussions, group projects, and different interactive exercises.

Grading
Final grade will depend on the weighted average of the grading components and scaling system is as follows:
**Quiz 1** 15%
**Exam 1** 25%
**Quiz 2** 15%
**Final Exam** 25%
**In class assignments & homework** 15%
**Final course project** 5%
**Total** 100%

*Extra points:*
Students willing to earn 3 extra points have an option to write research paper based on Macroeconomics topic of own interest 6 000 words - submission (via Dropbox) deadline: April 10th 2019 at 23:59, late submission will not be considered.

**Class format:** Class hours 3 Lab hours 0

**Course materials and textbooks:**
Electronic files, links and case studies concerning topics will individually be posted on My courses that is why students are not required to have the textbook. All reading materials will be provided and/or posted on my Courses, students that miss the previous class are expected to have read the materials and be prepared for the next class. On occasion students will be expected to bring materials provided in previous sections.
Applied Calculus

Course Description
A course stressing applications of calculus concepts to solving problems in business and Allied Health. Topics include the limit concept, differentiation, partial differentiation, and integration.

Course objectives
● To have students learn the basic definitions, concepts, rules, vocabulary, and mathematical notation of calculus.
● To provide students with the necessary manipulative skills required for solving problems in calculus.

Learning outcomes
● Define concepts of calculus. Solve calculus problems.
● Apply calculus to problems in business, economics and the medical sciences.

Grading

<table>
<thead>
<tr>
<th>Exam</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>First Exam</td>
<td>21%</td>
</tr>
<tr>
<td>Second Exam</td>
<td>21%</td>
</tr>
<tr>
<td>Third Exam</td>
<td>21%</td>
</tr>
<tr>
<td>Final Exam</td>
<td>21%</td>
</tr>
<tr>
<td>Class Participation</td>
<td>16%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>100 %</strong></td>
</tr>
</tbody>
</table>

The A-F letter grade is computed according to the standard 100% system: A = 90-100; B = 80-89; C = 70-79; D = 60-69; F = 0-59.

Class format: Class hours 2 Lab hours 2

Course materials and textbooks:
● Tan, Applied Calculus For the Managerial, Life, and Social Sciences, Brooks/Cole, Pacific Grove, CA
Ecology of Dalmatian Coast

Course Description
This course is an introduction to population, community and ecosystem ecology, stressing the dynamic interrelationships of plant and animal communities of the Dalmatian Coast. The course includes such ecological concepts as energy flow and trophic levels in natural communities, population and community dynamics, biogeography and ecosystem ecology. Field trips to local ecosystems are included. Class 2, Lab 2, Credit 4 (S)

Goals of the course
● to explain and synthesize ecological concepts at the individual, population, community, and ecosystem level
● to learn about experimental design and local ecosystems
● to critically read scientific articles
● revise and improve written content

Learning Outcomes
● Identify, explain, and assess different viewpoints, pressures, and conflicts associated with environmental issues
● Develop analytical capabilities through field exercises
● Critically evaluate materials presented in class and during labs.
● Defend claims and solutions using evidence gathered from primary literature
● Identify how human actions impact the concept of sustainability and ways to minimize these impacts
● Demonstrate ability to work on a group assignment
● Improve communication skills

Grading

<table>
<thead>
<tr>
<th>Component</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Attendance</td>
<td>15</td>
</tr>
<tr>
<td>Research Paper</td>
<td>15</td>
</tr>
<tr>
<td>Presentation</td>
<td>10</td>
</tr>
<tr>
<td>Discussion paper</td>
<td>20</td>
</tr>
<tr>
<td>Quiz 1</td>
<td>5</td>
</tr>
<tr>
<td>Quiz 2</td>
<td>5</td>
</tr>
<tr>
<td>Final Exam</td>
<td>30</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

Class format: Class hours 2  Lab hours 2
Course materials and textbooks:
Papers selected from the primary literature (updated annually)
YEAR 2 – COURSE DESCRIPTIONS
Principles of Marketing

Course Description
This course will introduce students to the basic concepts and terminology in the field of marketing. The goal is to provide students with the foundation necessary for understanding the discipline of marketing and its role, impact and influence in society, as well as to prepare students for other courses in the marketing domain. Topics covered will include marketing strategy, types of markets, market research, market segmentation, targeting and positioning, and marketing mix (4 Ps). As an introductory course, the class will cover the large breadth of topics albeit in limited depth.

Course objectives
After completing this course, students should be able to:
- Demonstrate, in written format, the ability to use the language common to marketing management areas.
- Apply marketing concepts/principles to the marketing situations.
- Demonstrate knowledge of marketing information sources.
- Evaluate the major components of the marketing environment and how they may affect the outcomes of a given marketing strategy.
- Demonstrate the variety of skills in analyses of marketing problems through cases, simulations or class reports.
- Demonstrate knowledge of how marketing is conducted in international settings.

Grading

<table>
<thead>
<tr>
<th>Component</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tests (25+25+25)</td>
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</tr>
<tr>
<td>Individual Homework (5+5+5+5+5)</td>
<td>25%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>

Class format: Class hours 3 Lab hours 0

Course materials and textbooks:
Additional materials: All materials will be distributed in the classroom or through myCourses.
Global Business Environment

Course Description
INTB-225 Global Business Environment. Being an informed global citizen requires an understanding of the global business environment. Organizations critical to the development of the global business environment include, for-profit businesses, non-profits, governmental, non-governmental and supranational agencies. This course introduces students to the interdependent relationships between organizations and the global business environment. A holistic approach is used to examine the diverse economics, political, legal, cultural and financial systems that influence both organizations and the global business environment.

Course objectives
The goal of this course if for students to achieve a basic literacy in the issues, institutions and forces that influence the global business environment. Students will be introduced to:

- Legal, political and financial risk analysis;
- Theories of global political economy;
- The central drivers and debates around international trade;
- The international monetary systems;
- International financial markets;
- Supranational organizations;
- Technology; and
- Special topics related to global current events.

Grading
<table>
<thead>
<tr>
<th>Case Studies Written/Oral</th>
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</thead>
<tbody>
<tr>
<td>Written Paper</td>
<td>20%</td>
</tr>
<tr>
<td>Mid Term Exam</td>
<td>20%</td>
</tr>
<tr>
<td>Group Project</td>
<td>20%</td>
</tr>
<tr>
<td>Final Exam</td>
<td>20%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>100%</td>
</tr>
</tbody>
</table>

Class format: Class hours 3 Lab hours 0

Course materials and textbooks: MyCourses
Course Description
To be successful in our globally-networked business environment, contemporary management professionals must have a strong grounding in the principles of information and information technology.
This course provides an introduction to the field of management information systems (MIS), including the tools and techniques for managing information and information technologies within organizations. We place a particular emphasis on the nature of systems, the role of information in business processes, the management of data, and the planning of MIS design projects.

Course Objectives
The primary aim of this course is to provide students with a sound basis for managing information and information technologies effectively.
This course is intended to provide a critical understanding of the context within which business performs and how information can enhance business processes and management decision making across the enterprise.

Learning Outcomes
By course completion, students will be able to:
- Demonstrate an understanding of systems and design thinking principles.
- Explain what an IS is and why IS are so important in contemporary organizations.
- Generate alternative solutions to an IS problem and choose among them.
- Identify the major management challenges to building and using IS and learn how to find appropriate solutions to those challenges
- Identify and evaluate the role of data in IS and business processes.
- Understand the role of business intelligence systems in creating organizational value.

Grading
The following categories will determine your grade:

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Attendance and Class Participation</td>
<td>10%</td>
</tr>
<tr>
<td>Quizzes (best 10 scores out of 12)</td>
<td>45%</td>
</tr>
<tr>
<td>Team Project</td>
<td>45%</td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
</tr>
</tbody>
</table>

Class format: Class hours 3 Lab hours 0
Course materials and textbooks:
No formal text book.
Throughout the semester, students will be directed to Syllabus, MyCourses, the library, or academic databases to obtain articles for this class.
Financial Management

Course Description
This course is designed to enable students to view and value corporate strategy through the lens of corporate finance. The course delivers a deeper understanding of how firms make financing and investing decisions. We will analyze data drawn from across the business from the viewpoint of the investors. After completing this course, students will be provided with financial insight into the decision-making process. More specifically, the course will cover:

- Types of business organizations and the relative advantages of each type
- Overview of financial markets and institutions
- Analysis of financial statements
- Time value of money
- Valuation of stocks and bonds
- Link between risk and return and CAPM
- Evaluating projects using metrics such as NPV, IRR and PI
- Capital structure decisions
- Dividend policy
- Evaluating short-term financing alternatives.

Grading

<table>
<thead>
<tr>
<th>Component</th>
<th>Weight</th>
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</thead>
<tbody>
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<td>3 exams (25% each)</td>
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<tr>
<td>Weekly quizzes</td>
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<tr>
<td>Group assignments</td>
<td>15%</td>
</tr>
<tr>
<td>Individual homeworks</td>
<td>mandatory but not graded</td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
</tr>
</tbody>
</table>

The instructor reserves the right to add or subtract as much as +/- 2% based on student’s exceptional participation, answers to random “cold-calling” throughout the course and in-class conduct (a neutral performance will lead to no adjustment).

Class format: Class hours 3 Lab hours 0

Course materials and textbooks:
Additional material distributed in class and/or via MyCourses
Introduction to Statistics I

Course Description
This course will study the statistical methods of presenting and analyzing data. Topics covered include descriptive statistics and displays, random sampling, the normal distribution, confidence intervals, and hypothesis testing. Microsoft Excel is used to reinforce these principles and to introduce the use of technology in statistical analysis. This is a general introductory statistics course and is intended for a broad range of programs. Note: This course may not be taken for credit if credit is to be earned in STAT-205. (MATH-101 College Algebra or equivalent) Class 3, Credit 3 (F, S, Su)

Goals of the Course:
● To have students learn the basic definitions, concepts, rules, vocabulary, and mathematical notation of Data Analysis.
● To provide students with the necessary manipulative skills required for solving problems.
● To provide an opportunity for students to obtain a background in mathematics necessary to a study of business, economics and medical sciences

Learning outcomes
● Demonstrate a working knowledge of definitions, concepts, rules, vocabulary, and notation of statistics.
● Perform basic statistical calculations
● Describe data sets with statistical measures and displays Formulate simple hypothesis tests and state conclusions

Grading
<table>
<thead>
<tr>
<th></th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>First Test</td>
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<tr>
<td>Midterm</td>
<td>30</td>
</tr>
<tr>
<td>Final test</td>
<td>30</td>
</tr>
<tr>
<td>Attendance</td>
<td>10</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

The A-F letter grade is computed according to the standard 100% system: A = 90-100; B = 80-89; C = 70-79; D = 60-69; F = 0-59. Class

Format: Class hours 3 Lab hours 0

Course materials and textbooks:
Beginning Spanish I

Course description
This course introduces the Spanish language and the culture of Hispanic countries to beginners, and provides a basic foundation in all skills in Spanish (speaking, listening, reading, writing, culture) through intensive practice in a variety of media. Language work progresses from autobiographical information, through the present tense, to preliminary work in the past tenses. Students must take placement exam if this is their first RIT class in Spanish and they have some prior study of Spanish. Class 4, Credit 4 (F)

Course Objectives
The primary aim of this course is to provide students with a sound basis for learning to communicate effectively and accurately in Spanish as it is spoken and written today. Practice is given in all four basic skills - listening, speaking, reading, and writing – with many opportunities for student-student interaction and self-expression in realistic situations.

A second important aim of the course is to introduce students to contemporary life and culture in Spain and Spanish speaking countries. The dialogues, readings, and cultural notes have been written to depict what life is like there today.

Learning Outcomes
By the end of the course, students will be able to: narrate and describe simple things and situations from real life in the present tense
- communicate and understand greetings and daily class conversation and use expressions of common courtesies
- articulate basic needs, emotions, and attitudes in a short question/answer format
- provide autobiographical information, interests, abilities, likes and dislikes
- understand basic spoken Spanish on topics presented in class
- comprehend reading passages from the textbook and homework assignments
- express ideas coherently at beginner level in writing
- gain basic understanding of some aspects of Hispanic life and culture
- acquire an active vocabulary of approximately 1000 words in Spanish and be able to recognize many more in speech and writing

Grading
The following categories will determine your grade:

| Homework and/or Other Written Assignments | 10 points |

<table>
<thead>
<tr>
<th>Category</th>
<th>Points</th>
</tr>
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<tbody>
<tr>
<td>Quizzes (3 quizzes) (3 x 20)</td>
<td>60</td>
</tr>
<tr>
<td>Oral In-class Examination (2 x 5)</td>
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</tr>
<tr>
<td>Final Oral Exam</td>
<td>10</td>
</tr>
<tr>
<td>Class Absences and Class Participation</td>
<td>10</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

**Class format:** Class hours 2, Lab hours 2

**Course materials and textbooks:**

- PLAZAS, Lugar de encuentros, Student Activities Manual, fifth edition
- MindTap for Plazas, fifth edition, Cengage

**Additional books:** Keith Chambers; *Beginner's Spanish Grammar*, teach Yourself Books (or any other grammar of the Spanish language)
Beginning French I

Course description
This course introduces the French language and the culture of French speaking countries to beginners, and provides a basic foundation in all skills in French (speaking, listening, reading, writing, culture) through intensive practice in a variety of media. Language work progresses from autobiographical information, through the present tense, to preliminary work in the past tenses. Students must take placement exam if this is their first RIT class in French and they have some prior study of French. Class 4, Credit 4 (F)

Course Objectives
The primary aim of this course is to provide students with a sound basis for learning to communicate effectively and accurately in French as it is spoken and written today. Practice is given in all four basic skills - listening, speaking, reading, and writing – with many opportunities for student-student interaction and self-expression in realistic situations.
A second important aim of the course is to introduce students to contemporary life and culture in France and French speaking countries. The dialogues, readings, and cultural notes have been written to depict what life is like there today.

Learning Outcomes
By the end of the course, students will be able to: narrate and describe simple things and situations from real life in the present tense
- communicate and understand greetings and daily class conversation and use expressions of common courtesies
- articulate basic needs, emotions, and attitudes in a short question/answer format
- provide autobiographical information, interests, abilities, likes and dislikes
- understand basic spoken French on topics presented in class
- comprehend reading passages from the textbook and homework assignments
- express ideas coherently at beginner level in writing
- gain basic understanding of some aspects of French life and culture
- acquire an active vocabulary of approximately 1000 words in French and be able to recognize many more in speech and writing

Grading
The following categories will determine your grade:

| Homework and/or Other Written Assignments | 10 points |
| Quizzes (3 quizzes) (3 x 20) | 60 points |
| Oral In-class Examination (2 x 5) | 10 points |
| Final Oral Exam | 10 points |
Class format:  Class hours 2  Lab hours 2

Course materials and textbooks:
- Horizons, 6th edition by Manley, Smith, McMinn, and Prévost
- Horizons, Workbook/Lab Manual—available online via QUIA
- Text Audio CDs & Resources available through the Heinle Learning Center (iLrn)

Additional course material:
- Les 500 Exercices de phonétique A1/A2 – Hachette, 2009
Beginning Italian I

Course Description
This is the first course in a two-course sequence. The sequence provides students without prior exposure to the language with a sound basis for learning Italian as it is used today in its spoken and written forms. The goal of the sequence is proficiency in communication skills with an emphasis on oral proficiency. The sequence also acquaints students with contemporary culture and life in the Italian-speaking countries. Students must take a placement exam if this is their first RIT class in Italian and they have some prior study of Italian. Class 4, Credit 4 (F)

Course objectives
The primary aim of this course is to provide students with a sound basis for learning to communicate effectively and accurately in Italian as it is spoken and written today. Practice is given in all four basic skills - listening, speaking, reading, and writing – with many opportunities for student-student interaction and self-expression in realistic situations.
A second important aim of the course is to introduce students to contemporary life and culture in Italy and Italian speaking countries. The dialogues, readings, and cultural notes have been written to depict what life is like there today.

Learning Outcomes
By the end of the course, students will be able to:
- narrate and describe simple things and situations from real life in the present tense
- communicate and understand greetings and daily class conversation and use expressions of common courtesies
- articulate basic needs, emotions, and attitudes in a short question/answer format
- provide autobiographical information, interests, abilities, likes and dislikes
- understand basic spoken Italian on topics presented in class
- comprehend reading passages from the textbook and homework assignments
- express ideas coherently at beginner level in writing
- gain basic understanding of some aspects of Italian life and culture
- acquire an active vocabulary of approximately 1000 words in Italian and be able to recognize many more in speech and writing

Grading
The following categories will determine your grade:

<p>| Homework and/or Other Written Assignments | 10 points |</p>
<table>
<thead>
<tr>
<th>Quiz Types</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quizzes (3 quizzes) (3 x 20)</td>
<td>60</td>
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<tr>
<td>Oral In-class Examination (2 x 5)</td>
<td>10</td>
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<tr>
<td>Final Oral Exam</td>
<td>10</td>
</tr>
<tr>
<td>Class Absences and Class Participation</td>
<td>10</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

**Class format:** Class hours 2  Lab hours 2

**Course materials and textbooks:**

**Additional books**
- Progetto italiano 1 – S. Magnelli, T. Marin – Edilingua
- Italian Grammar in Practice - Susanna Nocchi - Alma Edizioni Firenze
- Ecco! Grammatica italiana - Claudio Manella - Progetto Lingua Firenze
- Grammatica essenziale della lingua italiana – Marco Mezzadri - Guerra edizioni Perugia
- Cantachetipassa, imparare l'italiano con le canzoni, Ciro Massimo Naddeo e GiulianaTrama,
- ALMA Edizioni, 2000
- Cinema italiano, imparare l'italiano con i film, ALMA Edizioni, Firenze, a cura di Ciro Massimo Naddeo e Alessandro De Giuli, EdizioneRedux
Beginning Russian I

Course Description
This is the first course in a two-course sequence. The sequence provides students without prior exposure to the language with a sound basis for learning Russian as it is used today in its spoken and written forms. The goal of the sequence is proficiency in communication skills with an emphasis on oral proficiency. The sequence also acquaints students with contemporary culture and life in the Russian-speaking countries. Students must take a placement exam if this is their first RIT class in Russian and they have some prior study of Russian. Class 4, Credit 4 (F)

Course Objectives
The primary aim of this course is to provide students with a sound basis for learning to communicate effectively and accurately in Russian as it is spoken and written today. Practice is given in all four basic skills - listening, speaking, reading, and writing – with many opportunities for student-student interaction and self-expression in realistic situations.

A second important aim of the course is to introduce students to contemporary life and culture in Russian speaking countries. The dialogues, readings, and cultural notes have been written to depict what life is like there today.

Learning Outcomes
By the end of the course, students will be able to: narrate and describe simple things and situations from real life in the present tense
- communicate and understand greetings and daily class conversation and use expressions of common courtesies
- articulate basic needs, emotions, and attitudes in a short question/answer format
- provide autobiographical information, interests, abilities, likes and dislikes
- understand basic spoken Russian on topics presented in class
- comprehend reading passages from the textbook and homework assignments
- express ideas coherently at beginner level in writing
- gain basic understanding of some aspects of Russian life and culture
- acquire an active vocabulary of approximately 1000 words in Russian and be able to recognize many more in speech and writing

Grading
The following categories will determine your grade:

<table>
<thead>
<tr>
<th>Assignment</th>
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<tbody>
<tr>
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<tr>
<td>Quizzes (3 quizzes) (3 x 20)</td>
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<tr>
<td>Oral In-class Examination (2 x 5)</td>
<td>10</td>
</tr>
<tr>
<td></td>
<td>Points</td>
</tr>
<tr>
<td>--------------------------</td>
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</tr>
<tr>
<td>Final Oral Exam</td>
<td>10</td>
</tr>
<tr>
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</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

**Class format:** Class hours 2, Lab hours 2

**Course materials and textbooks:**
- "Golosa“ – A Basic Course in Russian by Richard Robin et al., fifth edition, Pearson
- "Golosa“ – Student Activity Book
- "Golosa“ - CDs
Beginning German I

Course description
This is the first course in a two-course sequence. The sequence provides students without prior exposure to the language with a sound basis for learning German as it is used today in its spoken and written forms. The goal of the sequence is proficiency in communication skills with an emphasis on oral proficiency. The sequence also acquaints students with contemporary culture and life in the German-speaking countries. Students must take a placement exam if this is their first RIT class in German and they have some prior study of German. Class 4, Credit 4 (F)

Course objectives
The primary aim of this course is to provide students with a sound basis for learning to communicate effectively and accurately in German as it is spoken and written today. Practice is given in all four basic skills - listening, speaking, reading, and writing – with many opportunities for student-student interaction and self-expression in realistic situations.
A second important aim of the course is to introduce students to contemporary life and culture in German speaking countries. The dialogues, readings, and cultural notes have been written to depict what life is like there today.

Learning Outcomes
By the end of the course, students will be able to: narrate and describe simple things and situations from real life in the present tense
- communicate and understand greetings and daily class conversation and use expressions of common courtesies
- articulate basic needs, emotions, and attitudes in a short question/answer format
- provide autobiographical information, interests, abilities, likes and dislikes
- understand basic spoken German on topics presented in class
- comprehend reading passages from the textbook and homework assignments
- express ideas coherently at beginner level in writing
- gain basic understanding of some aspects of German life and culture
- acquire an active vocabulary of approximately 1000 words in German and be able to recognize many more in speech and writing
Grading
The following categories will determine your grade:

<table>
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<th>Points</th>
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</thead>
<tbody>
<tr>
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<td>10</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

Class format: Class hours 2. Lab hours 2

Course materials and textbooks:
- DEUTSCH HEUTE, Student Activities Manual
- http://dict.tu-chemnitz.de/ (Beolingus-Your Online Dictionary)
Essential Study Techniques

Course description
This course begins in the second week of the semester. It is geared towards students who previously have not been successful in their courses due to poor study skills, time management and/or organizational skills. Students enrolled in this course will explore and practice essential study techniques and time management skills as they relate to the current credit courses in which students are enrolled. This course is not designed for students whose success deficiency is caused by lack of attendance.

Course Objectives
- To assist students in gaining a greater sense of awareness for personal habits related to time management, study skills.
- To expose students to time management and study skills tools that will improve their overall academic success.
- To assist students in gaining a greater understanding of key elements of academic success and learning.

Grading
This is a pass/fail course. Students will earn a passing grade by:
- Attending class
- Being prepared
- Participating

Class format:
Timetable: two class lectures per week for seven weeks (from Week #2 to Week #8), no labs.

Course materials and textbooks:
Study skills resources are available through the following links:
Academic Coaching
Math & Physics Support
Reading Support

ASC Schedules:
Study Centers

Other RIT Resources:
Wallace Library
Writing Commons
Tutor for Hire
Disability Services Office
I’m First
Organizational Behavior

Course Description
An introductory course in managing and leading organizations, this course provides an overview of human behavior in organizations at the individual, group, and organizational level with an emphasis on enhancing organizational effectiveness. Topics include individual differences, work teams, motivation, communication, leadership, conflict resolution, organizational culture, and organizational change. Prerequisite: sophomore standing.

Learning outcomes
After completing this course, students should be able to:

- Cite the fundamental factors addressed in explaining individual differences, perceptions and behavior within organizational settings.
- Publicize the most substantiated theories used to understand individual employee motivation and performance.
- Cite the fundamental factors addressed in explaining group and team behavior within organizational settings.
- Publicize the essential differences between the most substantiated theories for understanding organizational leadership.
- Delineate the influence of power and politics in the operation of organizational justice.
- Publicize the interrelation of organizational structure, organizational design, and organizational culture.

In-class version of the course:

Grading

<table>
<thead>
<tr>
<th>Component</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Class Participation</td>
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<tr>
<td>Quizzes (best 5 scores out of 7)</td>
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</tr>
<tr>
<td>Short Assignments</td>
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<tr>
<td>Homework</td>
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<tr>
<td>Team OB project</td>
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</tr>
<tr>
<td>Group presentations of Final papers</td>
<td>10%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>

Class format: Class hours 1, Lab hours 0 / online


Careers in Business

Course Description
This zero credit course consists of a series of workshops and seminars designed to introduce business students to the skills needed to be successful in job and co-op searches and applications to graduate schools. Students will establish their career goals and create material needed to achieve these goals (e.g., resume, cover letter), and become successful interviewers.

Course Objectives
This course provides an introduction to conducting an effective job search based upon a high level of self-awareness. Inherent in any job or internship search, students will identify their qualifications and establish job, internship, or graduate school goals. Participants will engage in experiential activities that simulate the phases of a job search. To this accord, students will attend specified classes or events in proper business attire (unless otherwise noted). Multiple attempts and iterations may be necessary to achieve a level of competency (i.e. resume writing and interview skills).

Learning Outcomes
All students are expected to demonstrate mastery of each learning outcome provided below. Mastery will be demonstrated through one or more assignments and/or examinations during the term.

- Understand one’s personal interests, values, and abilities and relate those to multiple industries and career fields.
- Understand how to establish job, internship, graduate school, or career goals and the role one’s goals play in yielding successful outcomes or developing self-confidence.
- Knowledge of career resources and how to conduct research on business functions and industries and understand the variety of entry-level positions and potential career paths from each.
- Understand and engage in networking to discover how it contributes to a job/internship search.
- Understand the importance and function of informational interviews and how they relate to networking.
- Understand the importance of completing internships or gaining relevant experience prior to graduation.
- Understand the value of proper attire and business etiquette and apply them in various settings.
- Understand the variety of interview styles and questions, as well as how to prepare.
- Understand how to evaluate an employer, internship, or job to determine how it coincides or differs with personal goals, skills, and values.
● Understand the need for, and components of, a targeted resume and create one.
● Understand the components to a well-written cover letter and other forms of job search documentation, and be able to create them.
● Understand the timeline and components for a competitive graduate school application. Students will be able to express when and if they will apply to graduate programs.
● Understand how to identify a graduate program that is appropriate for one’s learning style, interests, academic preparation, and goals.
● Understand what constitutes a job offer and how to respond, accept, or decline.
● Understand how to differentiate between job offers and make a decision.

### Grading

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Resume Assignments</td>
<td>30</td>
</tr>
<tr>
<td>Cover Letter Assignment</td>
<td>20</td>
</tr>
<tr>
<td>LinkedIn profile Assignment</td>
<td>10</td>
</tr>
<tr>
<td>Hit List of Employers Assignment</td>
<td>10</td>
</tr>
<tr>
<td>Career Goals Reflection</td>
<td>20</td>
</tr>
<tr>
<td>Attendance</td>
<td>10</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

**Class format:** Class hours: 1 (workshop / seminar) Lab hours 0

**Course Materials and Textbooks**

Instructor will provide supplemental readings from a variety of sources. Texts and other media will be posted on myCourses. No textbook is required. Guest speakers will bring career experience from various industries and seniority levels to the classroom, including at least one experienced HR specialist.
Writing Seminar

Course Description
This class is an intensive introduction to researched writing. Students will develop proficiency in analytical writing, critical reading and critical thinking, by writing within a variety of contexts and with a variety of purposes. Students will develop writing strategies and research skills that they will draw on throughout their academic careers. There will be particular attention to the writing process including an emphasis on teacher-student conferencing, self-assessment, class discussion, peer review, formal and informal writing, research and revision.

Course objectives
- to have students learn appropriate writing process strategies: pre-writing, composing and revising, editing, and consideration of audience and purpose
- to teach students to employ critical and creative thinking skills for self-assessment and reflection on the writing process
- to provide students with the appropriate grammatical and mechanical structures to support the development of their writing and to successfully express meaning
- to have students read advanced college-level texts for the purposes of discussion and composition
- to teach students to collaborate with peers and learn how to supply effective feedback
- to provide students with the skill for using a range of technologies to address different audiences

Learning outcomes
Students will:
- understand the importance of academic honesty,
- proficiently use APA for citing and referencing,
- be able to paraphrase the ideas of other writers and cite carefully selected sources in order to avoid plagiarism,
- be able to find information and choose the right sources,
- be able to write a research paper,
- receive feedback from their peers and give feedback to their peers,
- be able to present their research.
<table>
<thead>
<tr>
<th>Grading</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Topic Presentation</td>
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<tr>
<td>Credibility Quiz</td>
<td>10</td>
</tr>
<tr>
<td>Working Bibliography</td>
<td>5</td>
</tr>
<tr>
<td>Short Draft</td>
<td>5</td>
</tr>
<tr>
<td>Peer Review 1</td>
<td>5</td>
</tr>
<tr>
<td>Integration Quiz</td>
<td>10</td>
</tr>
<tr>
<td>Annotated Bibliography</td>
<td>15</td>
</tr>
<tr>
<td>Long Draft</td>
<td>10</td>
</tr>
<tr>
<td>Peer Review 1</td>
<td>5</td>
</tr>
<tr>
<td>Paper Presentation</td>
<td>5</td>
</tr>
<tr>
<td>Final Paper</td>
<td>20</td>
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<tr>
<td>Participation</td>
<td>5</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

**Class format:** Class hours, 3 Lab hours 0

**Course materials and textbooks:**
Introduction to Statistics II

Course Description
An elementary introduction to the topics of regression and analysis of variance. The statistical software package Minitab will be used to reinforce these techniques. The focus of this course is on business applications. This is a general introductory statistics course and is intended for a broad range of programs.

Course objectives
- To develop students' understanding of the applications of probability and statistics that supports engineering, science, mathematics and other areas.
- To acquaint students with probability and statistics notation and the basic theory of probability and statistics.
- To develop a capacity for critical and analytical thinking.
- To develop an appropriate level of mathematical and statistical literacy and competency.

Learning outcomes
- Demonstrate a working knowledge of definitions, concepts, rules, vocabulary, and notation of statistics.
- Perform basic statistical calculations
- Describe data sets with statistical measures and displays
- Formulate simple hypothesis tests and state conclusions

Grading

<table>
<thead>
<tr>
<th>Test</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>First Test, week 5</td>
<td>30</td>
</tr>
<tr>
<td>Midterm, week 10</td>
<td>30</td>
</tr>
<tr>
<td>Final test, week 15</td>
<td>30</td>
</tr>
<tr>
<td>Attendance</td>
<td>10</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

The A-F letter grade is computed according to the standard 100% system: A = 90-100; B = 80-89; C = 70-79; D = 60-69; F = 0-59.

Class format: Class hours 4 Lab hours 0

Course materials and textbooks:
Course description
This is the second course in a two-course sequence. The sequence provides students without prior exposure to the language with a sound basis for learning French as it is used today in its spoken and written forms. The goal of the sequence is proficiency in communication skills with an emphasis on oral proficiency. The sequence also acquaints students with contemporary culture and life in French-speaking countries. (MLFR-201 Beginning French I or equivalent proficiency) Class 4, Credit 4 (S)

Course Objectives
The primary aim of this course is to provide students with a sound basis for learning to communicate effectively and accurately in Spanish as it is spoken and written today. Practice is given in all four basic skills - listening, speaking, reading, and writing – with many opportunities for student-student interaction and self-expression in realistic situations.
A second important aim of the course is to introduce students to contemporary life and culture in Spanish speaking countries. The dialogues, readings, and cultural notes have been written to depict what life is like in Spanish speaking countries today.

Learning Outcomes
By the end of the course, students will be able to:
- apply target grammatical structures and vocabulary through storytelling and describing real-life situations in the past
- talk about plans, travel preparations, free time, needs, feelings and attitudes
- understand and interpret different topics related to course material
- independently use target grammatical structures in the present and past tenses
- apply acquired grammatical structures and vocabulary in speaking
- express ideas in writing
- compare and think critically about cultural differences
- connect different contents in written and oral form
- acquire new vocabulary in speaking and writing

Grading
| Homework and/or Other Written Assignments | 10 points |
| Quizzes (3 quizzes) (3 x 20) | 60 points |
| Oral In-class Examination (2 x 5) | 10 points |
| Final Oral Exam | 10 points |
| Class Absences and Class Participation | 10 points |
| **Total** | **100 points** |

Class format: Class hours 2  Lab hours 2

Course materials and textbooks:
• PLAZAS, Lugar de encuentros, Student Activities Manual, fifth edition
• MindTap for Plazas, fifth edition, Cengage

Additional books: Keith Chambers; *Beginner's Spanish Grammar*; teach Yourself Books (or any other grammar of the Spanish language)
Beginning Spanish II

Course Description
This course continues the basic grammatical structures, vocabulary and situations of first-year Spanish. Beginning Spanish 2 continues work in the past tenses and includes work on the subjunctive mood, plus the future and conditional tenses. Students work on paragraph-length speech and writing, and move toward readiness for conversation and composition. (MLSP-201 Beginning Spanish I or equivalent proficiency) Class 4, Credit 4 (S)

Course Objectives
The primary aim of this course is to provide students with a sound basis for learning to communicate effectively and accurately in Spanish as it is spoken and written today. Practice is given in all four basic skills - listening, speaking, reading, and writing – with many opportunities for student-student interaction and self-expression in realistic situations.

A second important aim of the course is to introduce students to contemporary life and culture in Spanish speaking countries. The dialogues, readings, and cultural notes have been written to depict what life is like in Spanish speaking countries today.

Learning Outcomes
By the end of the course, students will be able to:
- apply target grammatical structures and vocabulary through storytelling and describing real-life situations in the past
- talk about plans, travel preparations, free time, needs, feelings and attitudes
- understand and interpret different topics related to course material
- independently use target grammatical structures in the present and past tenses
- apply acquired grammatical structures and vocabulary in speaking
- express ideas in writing
- compare and think critically about cultural differences
- connect different contents in written and oral form
- acquire new vocabulary in speaking and writing

Grading

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</tbody>
</table>

Class format: Class hours 2  Lab hours 2

Course materials and textbooks:
RIT | Croatia

- PLAZAS, Lugar de encuentros, Student Activities Manual, fifth edition
- MindTap for Plazas, fifth edition, Cengage

Additional books:
Keith Chambers; *Beginner's Spanish Grammar*; teach Yourself Books (or any other grammar of the Spanish language)
Beginning Russian II

Course Description
This is the second course in a two-course sequence. The sequence provides students without prior exposure to the language with a sound basis for learning Russian as it is used today in its spoken and written forms. The goal of the sequence is proficiency in communication skills with an emphasis on oral proficiency. The sequence also acquaints students with contemporary culture and life in Russian-speaking countries.

(MLRU-201 Beginning Russian I or equivalent proficiency) Class 4, Credit 4 (S)

Course Objectives
The primary aim of this course is to provide students with a sound basis for learning to communicate effectively and accurately in Russian as it is spoken and written today. Practice is given in all four basic skills - listening, speaking, reading, and writing – with many opportunities for student-student interaction and self-expression in realistic situations.

A second important aim of the course is to introduce students to contemporary life and culture in Russian speaking countries. The dialogues, readings, and cultural notes have been written to depict what life is like in Russian speaking countries today.

Learning Outcomes
By the end of the course, students will be able to:

- apply target grammatical structures and vocabulary through storytelling and describing real-life situations in the past
- talk about plans, travel preparations, free time, needs, feelings and attitudes
- understand and interpret different topics related to course material
- independently use target grammatical structures in the present and past tenses
- apply acquired grammatical structures and vocabulary in speaking
- express ideas in writing
- compare and think critically about cultural differences
- connect different contents in written and oral form
- acquire new vocabulary in speaking and writing

Grading

<table>
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<tr>
<th>Grading Category</th>
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</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

Class format: Class hours 2, Lab hours 2
Course materials and textbooks:

- “Golosa” – A Basic Course in Russian by Richard Robin et al., fifth edition, Pearson
- “Golosa” – Student Activity Book
- “Golosa” – CDs
Beginning Italian II

Course Description
This is the second course in a two-course sequence. The sequence provides students without prior exposure to the language with a sound basis for learning Italian as it is used today in its spoken and written forms. The goal of the sequence is proficiency in communication skills with an emphasis on oral proficiency. The sequence also acquaints students with contemporary culture and life in the Italian-speaking countries. (MLIT-201 Beginning Italian I or equivalent proficiency) Class 4, Credit 4 (S)

Course Objectives
The primary aim of this course is to provide students with a sound basis for learning to communicate effectively and accurately in Italian as it is spoken and written today. Practice is given in all four basic skills - listening, speaking, reading, and writing – with many opportunities for student-student interaction and self-expression in realistic situations.
A second important aim of the course is to introduce students to contemporary life and culture in Italian speaking countries. The dialogues, readings, and cultural notes have been written to depict what life is like in Italy today.

Learning Outcomes
By the end of the course, students will be able to:
- apply target grammatical structures and vocabulary through storytelling and describing real-life situations in the past
- talk about plans, travel preparations, free time, needs, feelings and attitudes
- understand and interpret different topics related to course material
- independently use target grammatical structures in the present and past tenses
- apply acquired grammatical structures and vocabulary in speaking
- express ideas in writing
- compare and think critically about cultural differences
- connect different contents in written and oral form
- acquire new vocabulary in speaking and writing

Grading
<table>
<thead>
<tr>
<th>Homework and/or Other Written Assignments</th>
<th>10 points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quizzes (3 quizzes) (3 x 20)</td>
<td>60 points</td>
</tr>
</tbody>
</table>
Oral In-class Examination (2 x 5)  |  10 points
Final Oral Exam               |  10 points
Class Absences and Class Participation |  10 points
Total                          |  100 points

**Class format:**  Class hours 2  Lab hours 2

**Course materials and textbooks:**


**Additional books**

- Progetto italiano 1 – S. Magnelli, T. Marin – Edilingua
- Italian Grammar in Practice - Susanna Nocchi - Alma Edizioni Firenze
- Ecco! Grammatica italiana - Claudio Manella - Progetto Lingua Firenze
- Grammatica essenziale della lingua italiana – Marco Mezzadri - Guerra edizioni Perugia
- Cantachetipassa, impararel’italiano con le canzoni, Ciro Massimo Naddeo e GiulianaTrama, ALMA Edizioni, 2000
- Cinema italiano, impararel’italiano con i film, ALMA Edizioni, Firenze, a cura di Ciro Massimo Naddeo e Alessandro De Giuli, EdizioneRedux
Beginning German II

Course Description
This is the second course in a two-course sequence. The sequence provides students without prior exposure to the language with a sound basis for learning German as it is used today in its spoken and written forms. The goal of the sequence is proficiency in communication skills with an emphasis on oral proficiency. The sequence also acquaints students with contemporary culture and life in the German-speaking countries. (MLGR-201 Beginning German I or equivalent proficiency) Class 4, Credit 4 (S)

Course Objectives
The primary aim of this course is to provide students with a sound basis for learning to communicate effectively and accurately in German as it is spoken and written today. Practice is given in all four basic skills - listening, speaking, reading, and writing – with many opportunities for student-student interaction and self-expression in realistic situations.
A second important aim of the course is to introduce students to contemporary life and culture in German speaking countries. The dialogues, readings, and cultural notes have been written to depict what life is like in German speaking countries today.

Learning Outcomes
By the end of the course, students will be able to:
- apply target grammatical structures and vocabulary through storytelling and describing real-life situations in the past
- talk about plans, travel preparations, free time, needs, feelings and attitudes
- understand and interpret different topics related to course material
- independently use target grammatical structures in the present and past tenses
- apply acquired grammatical structures and vocabulary in speaking
- express ideas in writing
- compare and think critically about cultural differences
- connect different contents in written and oral form
- acquire new vocabulary in speaking and writing

Grading
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<td>Homework and/or Other Written Assignments</td>
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<td>Quizzes (3 quizzes) (3 x 20)</td>
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<tr>
<td>Final Oral Exam</td>
<td>10</td>
</tr>
<tr>
<td>Class Absences and Class Participation</td>
<td>10</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>100</td>
</tr>
</tbody>
</table>

Class format: Class hours 2, Lab hours 2
Course materials and textbooks:
- DEUTSCH HEUTE, Student Activities Manual

Additional books
- German College Dictionary, Harper-Collins, Second Edition (or any other dictionary of the German language)
- Grammar of the German language
- http://dict.tu-chemnitz.de/ (Beolingus-Your Online Dictionary)
YEAR 3 – COURSE DESCRIPTIONS
Course Description
This course explores the key management issues facing global organizations. The course examines the impact of "culture" on management, employees, counterparties and other stakeholders with the ultimate goal of developing an understanding of how to maximize organizational performance and function effectively in a global environment. Students will develop understanding of leadership, communication, decision-making, negotiation and motivation across international borders.

INTB-225 and third year standing are prerequisites for this course.

Course objectives
At the conclusion of this course, the student should be able to identify, interpret and apply the issues, concepts, theories, frameworks and practices of business in a cross-cultural context. Specific objectives include the ability to:

- Understand the cross-cultural challenges and constraints associated with international management;
- Recognize the importance of cross-cultural differences and values;
- Develop a global mindset;
- Understand the impact of culture on communication, negotiation, decision-making, conflict resolution and motivation;
- Recognize the effects that culture has on leadership, authority and power;
- Understand the impact of culture on team-building, team dynamics and the management of multicultural teams; and
- Appreciate the career paths of international managers.

Grading

<table>
<thead>
<tr>
<th>Component</th>
<th>Points</th>
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<tbody>
<tr>
<td>Cases / Participation</td>
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<tr>
<td>First Exam</td>
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<tr>
<td>Group Projects 1 &amp; 2 Written (12.5 + 12.5)</td>
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<tr>
<td>Group Projects 1 &amp; 2 Presentation (5 + 5)</td>
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<tr>
<td>Second Exam</td>
<td>30</td>
</tr>
<tr>
<td>Total</td>
<td>100</td>
</tr>
</tbody>
</table>

Class format: Class hours 3  Lab hours 0

Course materials and textbooks:
- Other various articles and materials found on myCourses will also be utilized
Course Description
This course applies concepts of ethics to business at the macro level and at the micro level. At the macro level, the course examines competing business ideologies exploring the ethical concerns of capitalism as well as the role of business in society. At the micro level, the course examines the role of the manager in establishing an ethical climate with an emphasis on the development of ethical leadership in business organizations. The following topics are typically discussed: the stakeholder theory of the firm, corporate governance, marketing and advertising ethics, the rights and responsibilities of employees, product safety, ethical reasoning, business’s responsibility to the environment, moving from a culture of compliance to a culture of integrity, and ethical leadership. (Junior status) Class 3, Credit 3 (fall, spring)

Course objectives
- Understand a range of social, political, and ethical issues facing society, businesses, and individuals.
- Explain the reasons for government regulation and intervention and understand the nature of soft law and its implementation in the context of sustainability.
- Develop skills and frameworks to analyze ethical dilemmas.
- Explain the role of a leader in creating a culture of integrity in an organization.
- For a substantive ethical business issue, propose a sustainable course of action that considers the interest of stakeholders.
- Acquire and implement a stakeholder approach in managing business, developing strategies and plans of action and solving issues and crises in business environment.
- Understand and be able to implement the concepts of corporate responsibility, sustainability, shared value, sustainable value and social enterprise model.
- Develop competencies to understand implementation of UNPRME, UNGC, GRI and other relevant frameworks in the business context with a particular accent to the role of business in achieving the SD goals for 2030.

Grading
The student’s final grade will be earned through completion of each of the following:

<table>
<thead>
<tr>
<th>Participation/Discussions</th>
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</tr>
</thead>
<tbody>
<tr>
<td>Group work – Case Simulation</td>
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</tr>
<tr>
<td>Quizzes 12x5</td>
<td>60%</td>
</tr>
<tr>
<td>Group Assignment – Case analysis</td>
<td>10%</td>
</tr>
<tr>
<td>Final Group Assignment-Aim2Flourish</td>
<td>10%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>

Class format: Class hours 3 Lab hours 0
Course materials and textbooks:
- COURSERERA: New Models of Business in Society, Edward R. Freeman, University of Virginia

Additional SUGGESTED resources:
- Student website which accompanies the text study.sagepub.com/stanwick3e)
- COURSERERA: The Age of Sustainable Development, Jeffrey Sachs, Columbia University
Operations Management

Course Description

The aim of the course is to present business operations, their continuous optimization and balancing between efficiency and effectiveness, and operational management strategies used to the students. Students critically reflect on these strategies, develop the conceptual and analytical models needed to implement these strategies, measure and analyze their effects, and provide solutions for continuous improvement.

Course objectives

Students will:
(1) develop an understanding of the concepts of optimization, efficiency and effectiveness, and continuous improvement
(2) learn about and discuss operational management strategies, their interactions, and impacts
(3) create conceptual and analytical models of operational management problems, solve them and interpret solutions
(4) use software to find solutions
(5) develop and continuously improve the ability to make decisions based on the conducted analysis using all available strategies and tools

Grading

Following is how performance is evaluated for this course:

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<table>
<thead>
<tr>
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<tbody>
<tr>
<td>Homework I</td>
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</tr>
<tr>
<td>Homework II</td>
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</tr>
<tr>
<td>Homework III</td>
<td>5%</td>
</tr>
<tr>
<td>Online quizzes</td>
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</tr>
<tr>
<td>Exam I</td>
<td>25%</td>
</tr>
<tr>
<td>Exam II</td>
<td>25%</td>
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<tr>
<td>Exam III</td>
<td>25%</td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
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</tbody>
</table>

Class format: Class hours 1.5 Lab hours 1.5

Course materials and textbooks:
Intro to Psychology

Course Description
The course aims to introduce students to the guiding principles of psychology and its methodology. The course provides an overview of basic concepts, theories, and research methods in psychology. Topics include thinking critically with psychological science; neuroscience and behavior; sensation and perception; learning; memory; thinking, language, and intelligence; motivation and emotion; personality; psychological disorders and therapy; and social psychology.

Goals of the Course
The main goal of the course is to introduce students to the field of psychology, its basic concepts, theories, research methods, and contributions to the understanding of human behavior. Moreover, the goal is to teach students to think as scientists and learn to apply introductory principles, concepts, and terms to everyday life, and to develop critical thinking and problem-solving skills as they relate to the application of psychology and its principles. Finally, the goal is to provide a foundation that will enable students to understand and benefit from advanced courses in psychology.

Course Learning Outcomes
By the end of the course, students should be able to understand core concepts and controversies covered in the course, as well as relationships between individuals, the environment, cognition, and behavior. Moreover, students should demonstrate the ability to think critically about theories and research in psychology and to demonstrate effective written communication skills.

Grading

<table>
<thead>
<tr>
<th>Component</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exams (3 exams x 20)</td>
<td>60</td>
</tr>
<tr>
<td>Research Report</td>
<td>20</td>
</tr>
<tr>
<td>Group presentation</td>
<td>10</td>
</tr>
<tr>
<td>Active Class Participation</td>
<td>10</td>
</tr>
<tr>
<td>Total</td>
<td>100</td>
</tr>
</tbody>
</table>

Class format: Class hours 3 Lab hours 0

Course materials and textbooks
A selection of reading from various sources will be made available by instructor on MyCourses and through the Wallace Library at RIT.
Intermediate Spanish I

Course Description
This is the first course in the Intermediate Spanish sequence (second year). Intermediate Spanish I is a course in conversation, along with grammar review and culture study. Emphasis is on tourist survival situation dialogues, various forms of conversation, grammar review, and both formal and informal culture (the arts and daily behavior). The basic skills learned in the first year courses are now put into practice. (MLSP-202 Beginning Spanish II or equivalent proficiency) Class 3, Credit 3 (F)

Course Objectives
This course is designed to help students improve their vocabulary and better use their knowledge of the Spanish language. The primary goal of the course is to enable them to feel free to discuss various subjects/topics and express their own opinions freely, in Spanish.
Each lesson will cover one area (or one problem) of everyday life. Students will have to make a comparison between different realities: Spanish, their own view of it and their perspective of that situation in their own country. They will learn how to converse in Spanish and exchange their ideas freely. Students will master at least one grammar feature in each lesson in an applied way: they will have to immediately apply various grammatical structures in conversation or written/oral exercises.
In order to give students more opportunity to practice speaking, each of them will also participate in at least one (team-) project during the quarter and will have to make a presentation in Spanish on a chosen topic.
One of the most important objectives of the course is also to teach students how to write better in Spanish, and prepare them to use this language in their professional careers in the future. For this purpose students will have to write a short essay (a paragraph) every week. The theme of the paragraph can also be the theme of the in-class discussion. The instructor will also organize (when necessary, at least once in a semester) writing labs, where students will be correcting each other thus learning from each other’s mistakes.

Learning Outcomes
By the end of the course, students will be able to:
- carry on a short conversation on all cultural topics previously presented in class
- participate coherently in basic every-day situation dialogues related to tourism and travel
- argue for or against a certain position in class discussions
- read and understand a variety of literary and non-literary texts
- write compositions and short essays of increasing complexity in Spanish on a weekly basis
describe and narrate in present and past tenses about autobiographical topics, holidays and celebrations, school and careers, health topics and food topics.
- gain a deeper understanding of Hispanic culture related to: Hispanic family, modes of communication, and leisure time
- gain some insight into differences between different cultures in daily behavior practices at home or at work to avoid possible cross-cultural misunderstandings
- apply grammatical structures in written and oral communication
- deliver a short presentation in Spanish language

Grading

<table>
<thead>
<tr>
<th>Assignment</th>
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</thead>
<tbody>
<tr>
<td>Homework and/or Other Written Assignments</td>
<td>10</td>
</tr>
<tr>
<td>Grammar and Vocabulary Quizzes (3 x 15)</td>
<td>45</td>
</tr>
<tr>
<td>Debates</td>
<td>7</td>
</tr>
<tr>
<td>Course Project/Presentation</td>
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<tr>
<td>Final Oral Examination</td>
<td>10</td>
</tr>
<tr>
<td>Final Writing Exam (Essay)</td>
<td>10</td>
</tr>
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<td>Class Absences and Class Participation</td>
<td>10</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

Class format: Class hours 2  Lab hours 1

Course materials and textbooks:
- Premium website for Mundo 21

Additional books
- Keith Chambers, Beginner’s Spanish Grammar, Teach Yourself Books (or any other grammar of the Spanish language)
- José Siles Artés: Historias para conversar – Nivel Medio; SGEL S.A. 2001
- ¿Adónde? Conocer España y los países hispanohablantes, S.C. Ramírez, Elli, 2005

An English-Spanish/Spanish-English dictionary is strongly recommended
Intermediate Italian I

Course Description
This is the first course of a two-course sequence at the intermediate level. The sequence provides students with the tools to increase their ability to function in Italian. Communicative activities, contemporary texts, and the study of vocabulary and grammar are used to expand all communication skills, especially oral proficiency. This sequence continues to address issues of contemporary Italian life and culture. (MLIT-202 Beginning Italian II or equivalent proficiency) Class 3, Credit 3 (F)

Course objectives
This course is designed to help students improve their vocabulary and better use their knowledge of the Italian language. The primary goal of the course is to enable them to feel free to discuss various subjects/topics and express their own opinions freely, in Italian.
Each lesson will cover one area (or one problem) of everyday life. Students will have to make a comparison between different realities: Italian, their own view of it and their perspective of that situation in their own country. They will learn how to converse in Italian and exchange their ideas freely. Students will master at least one grammar feature in each lesson in an applied way: they will have to immediately apply various grammatical structures in conversation or written/oral exercises.
In order to give students more opportunity to practice speaking, each of them will also participate in at least one (team-) project during the semester and will have to make a presentation in Italian on a chosen topic.
One of the most important objectives of the course is also to teach students how to write better in Italian, and prepare them to use this language in their professional careers in the future. For this purpose students will have to write a short essay (a paragraph) every week. The theme of the paragraph can also be the theme of the in-class discussion.

Learning Outcomes
By the end of the course, students will be able to:
- carry on a short conversation on all cultural topics previously presented in class
- participate coherently in basic every-day situation dialogues related to tourism and travel
- argue for or against a certain position in class discussions
- read and understand a variety of literary and non-literary texts
- write compositions and short essays of increasing complexity in Italian on a weekly basis
- describe and narrate in present and past tenses about autobiographical topics, holidays and celebrations, school and careers, health topics and food topics.
- gain a deeper understanding of Italian culture related to: Italian family, modes of communication, and leisure time
- gain some insight into differences between different cultures in daily behavior practices at home or at work to avoid possible cross-cultural misunderstandings
- apply grammatical structures in written and oral communication
- deliver a short presentation in Italian language

Grading

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<tr>
<td><strong>Total</strong></td>
<td><strong>100</strong></td>
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</tbody>
</table>

Class format: Class hours 2  Lab hours 1

Course materials and textbooks:
- Bar Italia, by Annamaria Di Francesco e Ciro Massimo Naddeo
- Crescendo, Workbook/Lab Manual and Audio CDs

Additional books
- Giocare con la letteratura, by Carlo Guastalla, Alma Edizioni, Firenze
- Ponti, italiano terzo millenio, 3rd editon, by Elissa Tognozzi e Giuseppe Cavatorta, Heinle Cengage Learning, 2013
- Ponti, italiano terzo millenio, 2nd editon, Student Activities Manual, by Elissa Tognozzi e Giuseppe Cavatorta, Heinle Cengage Learning, 2013
- Pro e contro 1/2, conversare e argomenatare in italiano, Pazit Barki e Pierangela Diadori, livello intermedio, libro dello studente, Bonacci editore, seconda edizione, Roma, 1999
- Pro e contro, conversare e argomenatare in italiano, Pazit Barki e Pierangela Diadori, livello intermedio, guida per l'insegnante, Bonacci editore, seconda edizione, Roma, 1999
Course Description
This is the first course of a two-course sequence at the intermediate level. The sequence provides students with the tools to increase their ability to function in Russian. Communicative activities, contemporary texts, and the study of vocabulary and grammar are used to expand all communication skills, especially oral proficiency. This sequence continues to address issues of contemporary Russian life and culture. (MLRU-202 Beginning Russian II or equivalent proficiency) Class 3, Credit 3 (F)

Course objectives
This course is designed to help students improve their vocabulary and better use their knowledge of the Russian language. The primary goal of the course is to enable them to feel free to discuss various subjects/topics and express their own opinions freely, in Russian.

Each lesson will cover one area (or one problem) of everyday life. Students will have to make a comparison between different realities: Russian, their own view of it and their perspective of that situation in their own country. They will learn how to converse in Russian and exchange their ideas freely. Students will master at least one grammar feature in each lesson in an applied way: they will have to immediately apply various grammatical structures in conversation or written/oral exercises.

In order to give students more opportunity to practice speaking, each of them will also participate in at least one (team-) project during the semester and will have to make a presentation in Russian on a chosen topic.

One of the most important objectives of the course is also to teach students how to write better in Russian, and prepare them to use this language in their professional careers in the future. For this purpose students will have to write a short essay (a paragraph) every week. The theme of the paragraph can also be the theme of the in-class discussion. The instructor will also organize (when necessary, at least once in a semester) writing labs, where students will be correcting each other thus learning from each other’s mistakes.

Learning Outcomes

By the end of the course, students will be able to:
- carry on a short conversation on all cultural topics previously presented in class
- participate coherently in basic every-day situation dialogues related to tourism and travel
- argue for or against a certain position in class discussions
- read and understand a variety of literary and non-literary texts
- write compositions and short essays of increasing complexity in Russian on a weekly basis
- describe and narrate in present and past tenses about autobiographical topics, holidays and celebrations, school and careers, health topics and food topics.
- gain a deeper understanding of Russian culture related to: Russian family, modes of communication, and leisure time.
- gain some insight into differences between different cultures in daily behavior practices at home or at work to avoid possible cross-cultural misunderstandings.
- apply grammatical structures in written and oral communication.
- deliver a short presentation in Russian language.

Grading

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</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

Class format: Class hours 2, Lab hours 1

Course materials and textbooks:
- “Golosa“ – Student Activity Book
- “Golosa“ – CDs
Intermediate German I

Course Description
This is the first course of a two-course sequence at the intermediate level. The sequence provides students with the tools to increase their ability to function in German. Communicative activities, contemporary texts, and the study of vocabulary and grammar are used to expand all communication skills, especially oral proficiency. This sequence continues to address issues of contemporary German life and culture. (MLGR-202 Beginning German II or equivalent proficiency) Class 3, Credit 3 (F)

Course objectives
This course is designed to help students improve their vocabulary and better use their knowledge of the German language. The primary goal of the course is to enable them to feel free to discuss various subjects/topics and express their own opinions freely, in German.

Each lesson will cover one area (or one problem) of everyday life. Students will have to make a comparison between different realities: German, their own view of it and their perspective of that situation in their own country. They will learn how to converse in German and exchange their ideas freely. Students will master at least one grammar feature in each lesson in an applied way: they will have to immediately apply various grammatical structures in conversation or written/oral exercises.

In order to give students more opportunity to practice speaking, each of them will also participate in at least one (team-) project during the semester and will have to make a presentation in German on a chosen topic.

One of the most important objectives of the course is also to teach students how to write better in German, and prepare them to use this language in their professional careers in the future. For this purpose students will have to write a short essay (a paragraph) every week. The theme of the paragraph can also be the theme of the in-class discussion. The instructor will also organize (when necessary, at least once in a semester) writing labs, where students will be correcting each other thus learning from each other’s mistakes.

Learning Outcomes
By the end of the course, students will be able to:
- carry on a short conversation on all cultural topics previously presented in class
- participate coherently in basic every-day situation dialogues related to tourism and travel
- argue for or against a certain position in class discussions
- read and understand a variety of literary and non-literary texts
- write compositions and short essays of increasing complexity in German on a weekly basis
- describe and narrate in present and past tenses about autobiographical topics, holidays and celebrations, school and careers, health topics and food topics.
- gain a deeper understanding of German culture related to: German family, modes of communication, and leisure time
- gain some insight into differences between different cultures in daily behavior practices at home or at work to avoid possible cross-cultural misunderstandings
- apply grammatical structures in written and oral communication
- deliver a short presentation in German language

Grading

<table>
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<tr>
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</tr>
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<tbody>
<tr>
<td>Homework and/or Other Written Assignments</td>
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<td>10</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

Class format:  Class hours 2  Lab hours 1

Course materials and textbooks:
- KALEIDOSKOP Kultur, Literatur und Grammatik, Ninth Edition, Moeller, Berger, Wieden

Additional books

An English-German/German-English dictionary is strongly recommended

http://dict.tu-chemnitz.de/
http://wordreference.com/
Intermediate French I

Course Description
This is the first course of a two-course sequence at the intermediate level. The sequence provides students with the tools to increase their ability to function in French. Communicative activities, contemporary texts, and the study of vocabulary and grammar are used to expand all communication skills, especially oral proficiency. This sequence continues to address issues of contemporary French life and culture. (MLFR-202 Beginning French II or equivalent proficiency) Class 3, Credit 3 (F)

Course objectives
This course is designed to help students improve their vocabulary and better use their knowledge of the French language. The primary goal of the course is to enable them to feel free to discuss various subjects/topics and express their own opinions freely, in French.
Each lesson will cover one area (or one problem) of everyday life. Students will have to make a comparison between different realities: French, their own view of it and their perspective of that situation in their own country. They will learn how to converse in French and exchange their ideas freely. Students will master at least one grammar feature in each lesson in an applied way: they will have to immediately apply various grammatical structures in conversation or written/oral exercises.
In order to give students more opportunity to practice speaking, each of them will also participate in at least one (team-) project during the semester and will have to make a presentation in French on a chosen topic.
One of the most important objectives of the course is also to teach students how to write better in French, and prepare them to use this language in their professional careers in the future. For this purpose students will have to write a short essay (a paragraph) every week. The theme of the paragraph can also be the theme of the in-class discussion. The instructor will also organize (when necessary, at least once in a semester) writing labs, where students will be correcting each other thus learning from each other’s mistakes.

**Learning Outcomes**

By the end of the course, students will be able to:
- carry on a short conversation on all cultural topics previously presented in class
- participate coherently in basic every-day situation dialogues related to tourism and travel
- argue for or against a certain position in class discussions
- read and understand a variety of literary and non-literary texts
- write compositions and short essays of increasing complexity in French on a weekly basis
- describe and narrate in present and past tenses about autobiographical topics, holidays and celebrations, school and careers, health topics and food topics.
- gain a deeper understanding of French culture related to: French family, modes of communication, and leisure time
- gain some insight into differences between different cultures in daily behavior practices at home or at work to avoid possible cross-cultural misunderstandings
- apply grammatical structures in written and oral communication
- deliver a short presentation in French language

**Grading**

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<td><strong>Total</strong></td>
<td><strong>100 points</strong></td>
</tr>
</tbody>
</table>

**Class format:**  Class hours 2  Lab hours 1

**Course materials and textbooks:**
- Bravol!. Eight edition, Muyskens, Harlow, Viala, Brière
- Bravol!, Student Activities Manual, , Muyskens, Harlow, Viala, Brière
**Additional books**

- Les 500 Exercices de phonétique A1/A2 – Hachette, 2009
- Les 500 Exercices de grammaire A2-Hachette, 2006
- Grammaire essentielle du français niveaux A1 A2 - Glaud Ludivine, Lannier Muriel, Loiseau Yves, Didier, 2015
- Edito 1 (méthode de français et cahier d'activités) – Marie-Pierre Baylocq Sassoubre, Stéphanie Brémaud, Stefano Campopiano, Clara Cheilan, Erwan Dambrine, Cécile Pinson, Didier, 2016
Exporting and Global Sourcing

Course Description
The practice of international business is detailed-oriented and complex as cross-border trade and investment is subject to various market forces and government regulations. In this course students will study the issues of compliance, risk assessment, sources of international information, logistical complexities and intermediaries, and international payments and financing. The course will develop students with the necessary knowledge base and skills to become successful in the practice of cross border transactions.

Course objectives
By the end of the course, students should be able to …
- Identify, access and apply information relevant to international trade and financing
- Identify and manage international trade and financing intermediaries
- Identify and manage compliance and documentation
- Identify and manage international trade and financing risk

Grading
The course grade will be made up of the following graded items:

<table>
<thead>
<tr>
<th>Item</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mid-term exam 1</td>
<td>20%</td>
</tr>
<tr>
<td>Mid-term exam 2</td>
<td>20%</td>
</tr>
<tr>
<td>Homework / Project</td>
<td>20%</td>
</tr>
<tr>
<td>Participation</td>
<td>10%</td>
</tr>
<tr>
<td>Attendance</td>
<td>10%</td>
</tr>
<tr>
<td>Final exam</td>
<td>20%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>

Total points translate to letter grades per the usual scale: 100-90.0 % = A, 89.9-80.0 % = B, 79.9-70.0 % = C; 69.9-60.0 % = D; 59.9 % and lower = F.

Class format: Class hours 3, in-person or online

Course materials and textbooks
The instructor provides current event news and case studies directly through myCourses. Reading and learning material in the form of articles and or web sites (e.g. https://globaledge.msu.edu/ and https://www.export.gov and similar) are assigned on myCourses or distributed as handouts.
Further reading will may be assigned from Import-Export textbooks which are available electronically from the RIT library, e.g.:
Professional Communication

Course Description
An introduction to professional communication contexts and processes emphasizing both conceptual and practical dimensions. Participants engage in public speaking, small group problem solving and leadership, and professional writing exercises while acquiring theoretical background appropriate to understanding these skills.

Course Objectives
The student who has successfully completed the course will demonstrate the ability to communicate professionally and effectively in a variety of settings and contexts, including:

- Oral presentations, including use of PowerPoint
- Writing targeted professional documents, including memos, e-mails, letters, and reports
- Critical listening and nonverbal communication scenarios group exercises and projects
- Planning and conducting meetings and recording minutes of meetings

The student will develop the ability:

- To use clear, concise, and grammatically correct language and appropriate formats in a variety of documents,
- To select, organize, and deliver information in businesslike and professional presentations, and
- To contribute to team performance and to participate productively in meetings.

Grading
The overall evaluation is based on the following components:

- 14 quizzes
- 5 assignments
- Final report
- Participation (oral, written, individual/group discussion, presentation)

| Quizzes 14x5 | 70% |
Class format: Class hours 3 Lab hours 0

Course materials and textbooks:
ESSENTIALS OF BUSINESS COMMUNICATION, Mary Ellen Guffey, 11th edition
Course Description
Global Marketing is a hands-on course, focusing on developing marketing strategies for entering and competing in foreign countries. Topics include foreign market opportunity assessment, developing commercialization and entry strategies, understanding foreign customers and distribution channels, and communicating value through advertising and promotion in different markets.
Topics that will be covered include, but are not limited to:
- Marketing in the Global Business Environment
- Development of company/product marketing objectives for international markets
- International research, market opportunity assessment, and market selection
- Understanding customer behavior in different countries and regions
- Global commercialization strategies
- Global market entry strategies, including traditional and online strategies
- Global market growth and regional expansion strategies
- Product strategies including standardization vs. adaptation
- Importance and influence of channel partners in foreign markets
- Pricing Strategies in global markets
- Communicating with international customers through advertising and promotion
- Outside resources to facilitate global market entry, growth and expansion.

The course is delivered as a combination of lectures, discussions, business case analysis and exercises of application of theoretical concepts and international best practices from the perspective of an export-marketing manager, in real-life situations.

Course Objectives and learning outcomes
After completion of this course, students will be able to:
- Assess international markets and opportunities
- Compare and contrast global commercialization strategies
- Develop a global market entry plan.

Grading

<table>
<thead>
<tr>
<th>Component</th>
<th>Weight</th>
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<tr>
<td>Exams (30+30+30)</td>
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<tr>
<td>Individual project</td>
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<tr>
<td>Total</td>
<td>100%</td>
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</tbody>
</table>

Class format: Class hours 3 Lab hours 0

Course materials and textbooks:
   Additional reading distributed in class and through MyCourses
Social Psychology

Course Description

This course explores topics related to behaviors and mental processes of individuals in social situations. Topics include: methodology, social perception, social cognition, the self, attitudes, prejudice, attraction, social influence, pro-social behavior, aggression, and behavior in groups.

Course activities include lecture, class demonstrations, and assignments. The flavor of the course is experiential and applications-oriented.

Course Learning Outcomes

The student will be able to:
1. Identify major people, concepts, and theoretical models covered in the course.
2. Discuss major concepts in social cognition (how we think about the social world) and social perception (how we perceive and understand ourselves and others).
3. Explain sources of attitudes, stereotypes, and prejudices including possible ways of reducing stereotypes and prejudice.
4. Explain interpersonal attraction including internal, external and interactive determinants of attraction.
5. Demonstrate understanding of social influence including conformity, compliance, and obedience.
6. Discuss sources and functions of aggression and prosocial behavior (altruism).
7. Use the language of the discipline of Psychology in the area of social psychology with clarity and precision in classroom discussions and, when appropriate, apply the current edition of the APA style to written communications.
8. Demonstrate the ability to think critically about important issues in the area of social psychology through exams, classroom discussions, and projects.

Grading

40 points = Exams
40 points = Final Exam
20 points = Research Report
25 points = Presentation
125 points = TOTAL
<table>
<thead>
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<th>Grade</th>
<th>Percentage Earned</th>
<th># of points earned</th>
<th>Grade</th>
<th>Percentage Earned</th>
<th># of points earned</th>
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</thead>
<tbody>
<tr>
<td>A</td>
<td>94.00 - 100.00</td>
<td>117 - 125</td>
<td>C+</td>
<td>77.00 - 79.99</td>
<td>94 - 98</td>
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<tr>
<td>A-</td>
<td>90.00 - 93.99</td>
<td>111 - 116</td>
<td>C</td>
<td>73.00 - 76.99</td>
<td>88 - 93</td>
</tr>
<tr>
<td>B+</td>
<td>87.00 - 89.99</td>
<td>104 - 110</td>
<td>C-</td>
<td>70.00 - 72.99</td>
<td>84 - 89</td>
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<tr>
<td>B</td>
<td>83.00 - 86.99</td>
<td>99 - 103</td>
<td>D</td>
<td>60.00 - 69.99</td>
<td>70 - 83</td>
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</tbody>
</table>

**Class Format**

Class hours 3  
Lab hours 0

**Course materials and Textbooks**

Readings from various sources on MyCourses. I will also direct you to possible resources available through the Wallace Library at RIT.

**Themes in American Literature**

**Course Description**

*Themes in American Literature* provides a multidisciplinary perspective to discussions on the United States’ history and literature and an introduction to literary texts covering the period between the early decades of the 19th century and the post-World War II period. The major aim of this course is to clarify, demystify, and critically probe the complex socio-political and economic contexts that have shaped the American culture and identity from the first settlers' presence in the New World until today.

**Goals of the course**

2. To develop analytical skills through reading, discussion, and writing  
3. To develop critical thinking skills through close reading of literary texts, cultural artifacts, and critical/analytical essays on these subjects  
4. To develop an awareness of the correlation between literary and cultural artifacts, and their social and cultural contexts  
5. To become familiar with scholarly and popular debates over literary canons, critical analysis, and cultural studies
Learning outcomes
On successful completion of the course the students will be able to:

- skillfully apply their analytical skills through reading, discussion, and writing,
- connect literary genres and the underlying reasons for their development,
- confidently use the skills, principles, and terminology of literary interpretation
- apply critical thinking skills to poetry analyses
- become aware of the importance of grammar, punctuation, and style
- apply research skills and integrate key findings into coherent literary analyses and reviews

Grading

<table>
<thead>
<tr>
<th></th>
<th>Points</th>
</tr>
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<tbody>
<tr>
<td>Quiz</td>
<td>10</td>
</tr>
<tr>
<td>A poem analysis</td>
<td>20</td>
</tr>
<tr>
<td>A crime story</td>
<td>20</td>
</tr>
<tr>
<td>A literary review</td>
<td>20</td>
</tr>
<tr>
<td>A presentation</td>
<td>10</td>
</tr>
<tr>
<td>Participation/Homework/Attendance</td>
<td>20</td>
</tr>
<tr>
<td><strong>Total:</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

Class format: Class hours 3 Lab hours 0

Course materials and textbooks:

- Washington Irving: *The Legend of Sleepy Hollow*
- Edgar Allan Poe: *The Murders in the Rue Morgue, The Purloined Letter*
- Ralph Waldo Emerson: *Essays (selected)*
- Henry David Thoreau: *Walden (selected chapters)*
- Walt Whitman: *Song of Myself, Out of the Cradle, Crossing Brooklyn Ferry*
- Frederick Douglass: *Narrative of the Life of Frederick Douglass*
- Mark Twain: *The Celebrated Jumping Frog of Calaveras County, The £1,000,000 Bank-Note*
- Emily Dickinson: *Poems*
- Jack London: *Stories of Adventure*
- Stephen Crane: *The Monster, The Open Boat*
- Ernest Hemingway: *Hills like White Elephants, The killers*
- James Thurber: *The Secret Life of Walter Mitty*
- William Carlos Williams: *Poems*
- W.H. Auden: *Poems*
- Tennessee Williams: *The Glass Menagerie*
- Isaac Asimov: *The Nightfall*
- Art Spiegelman: *Maus*
- Kurt Vonnegut: *All the King’s Horses*
- Don de Lillo: *The Angel Esmeralda*
- Jeffrey Eugenides: *Baster*
● Deborah Eisenberg, *Twilight of the Superheroes: Stories*
Intermediate Spanish II

Course Description
This is the second course in the Intermediate Spanish sequence (second year). Intermediate Spanish II is a composition course, emphasizing grammar review, composition, business-letter writing, Spanish for the professions, and culture, while also including work in speaking and listening. The basic skills learned in the first year courses are now put into practice. In addition to the language work, there is significant work on cultural topics of Spanish-speaking countries at the intermediate level. (MLSP-301 Intermediate Spanish I or equivalent proficiency) Class 3, Credit 3 (S)

Course objectives
This course is designed to help students improve their vocabulary and better use their knowledge of the Spanish language. The primary goal of the course is to enable them to feel free to discuss various subjects/topics and express their own opinions freely, in Spanish.
Each lesson will cover one area (or one problem) of everyday life. Students will have to make a comparison between different realities: Spanish, their own view of it and their perspective of that situation in their own country. They will learn how to converse in Spanish and exchange their ideas freely. Students will master at least one grammar feature in each lesson in an applied way: they will have to immediately apply various grammatical structures in conversation or written/oral exercises.
In order to give students more opportunity to practice speaking, each of them will also participate in at least one (team-) project during the quarter and will have to make a presentation in Spanish on a chosen topic.
One of the most important objectives of the course is also to teach students how to write better in Spanish, and prepare them to use this language in their professional careers in the future. For this purpose students will have to write a short essay (a paragraph) every week. The theme of the paragraph can also be the theme of the in-class discussion. The instructor will also organize (when necessary, at least once in a semester) writing labs, where students will be correcting each other thus learning from each other’s mistakes.

Learning Outcomes
By the end of the course, students will be able to:
- distinguish between the use of formal and informal language
- integrate formal language vocabulary into the design of business documents and job interviews
- practice the use of formal language in business communication
- analyze critically course material topics
- integrate the acquired knowledge from the course material and use it in speaking and writing
- express different opinions in writing
- analyze and compare critically intercultural differences
- apply complex grammatical structures in everyday language use
- demonstrate the use of speaking skills in presentations

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**Class format:** Class hours 2, Lab hours 1

**Course materials and textbooks:**
- Premium website for Mundo 21

**Additional books**
- Keith Chambers, Beginner’s Spanish Grammar, Teach Yourself Books (or any other grammar of the Spanish language)
- José Siles Artés: Historias para conversar – Nivel Medio; SGEL S.A. 2001
- ¿Adónde? Conocer España y los países hispanohablantes, S.C. Ramírez, Elli, 2005

An English-Spanish/Spanish-English dictionary is strongly recommended
Intermediate Italian II

Course Description
This is the second course of a two-course sequence at the intermediate level. The sequence provides students with the tools to increase their ability to function in Italian. Communicative activities, contemporary texts, and the study of vocabulary and grammar are used to expand all communication skills, especially oral proficiency. This sequence continues to address issues of contemporary Italian life and culture. (MLIT-301 Intermediate Italian I or equivalent proficiency) Class 3, Credit 3 (S)

Course objectives
This course is designed to help students improve their vocabulary and better use their knowledge of the Italian language. The primary goal of the course is to enable them to feel free to discuss various subjects/topics and express their own opinions freely, in Italian.

Each lesson will cover one area (or one problem) of everyday life. Students will have to make a comparison between different realities: Italian, their own view of it and their perspective of that situation in their own country. They will learn how to converse in Italian and exchange their ideas freely. Students will master at least one grammar feature in each lesson in an applied way: they will have to immediately apply various grammatical structures in conversation or written/oral exercises.

In order to give students more opportunity to practice speaking, each of them will also participate in at least one (team-) project during the quarter and will have to make a presentation in Italian on a chosen topic.

One of the most important objectives of the course is also to teach students how to write better in Italian, and prepare them to use this language in their professional careers in the future. For this purpose students will have to write a short essay (a paragraph) every week. The theme of the paragraph can also be the theme of the in-class discussion. The instructor will also organize (when necessary, at least once in a semester writing labs, where students will be correcting each other thus learning from each other’s mistakes.

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Class format: Class hours 2  Lab hours 1
Course materials and textbooks:

- Crescendo, Workbook/Lab Manual and Audio CDs
- Ponti, italiano terzo millenio, 3rd edition, by Elissa Tognozzi e Giuseppe Cavatorta, Heinle Cengage Learning, 2013

Additional books

- Giocare con la letteratura, by Carlo Guastalla, Alma Edizioni, Firenze
- Pro e contro 1/2, conversare e argomenatare in italiano, Pazit Barki e Pierangela Diadori, livello intermedio, libro dello studente, Bonacci editore, seconda edizione, Roma, 1999
- Pro e contro, conversare e argomenatare in italiano, Pazit Barki e Pierangela Diadori, livello intermedio, guida per l’insegnante, Bonacci editore, seconda edizione, Roma, 1999
Intermediate German II

Course Description
This is the second course of a two-course sequence at the intermediate level. The sequence provides students with the tools to increase their ability to function in German. Communicative activities, contemporary texts, the study of vocabulary and grammar are used to expand all communication skills, especially oral proficiency. This sequence continues to address issues of contemporary German life and culture. (MLGR-301 Intermediate German I or equivalent proficiency) Class 3, Credit 3 (S)

Course objectives
This course is designed to help students improve their vocabulary and better use their knowledge of the German language. The primary goal of the course is to enable them to feel free to discuss various subjects/topics and express their own opinions freely, in German.

Each lesson will cover one area (or one problem) of everyday life. Students will have to make a comparison between different realities: German, their own view of it and their perspective of that situation in their own country. They will learn how to converse in German and exchange their ideas freely. Students will master at least one grammar feature in each lesson in an applied way: they will have to immediately apply various grammatical structures in conversation or written/oral exercises.

In order to give students more opportunity to practice speaking, each of them will also participate in at least one (team-) project during the quarter and will have to make a presentation in German on a chosen topic.

One of the most important objectives of the course is also to teach students how to write better in German, and prepare them to use this language in their professional careers in the future. For this purpose students will have to write a short essay (a paragraph) every week. The theme of the paragraph can also be the theme of the in-class discussion. The instructor will also organize (when necessary, at least once in a semester) writing labs, where students will be correcting each other thus learning from each other’s mistakes.

Learning Outcomes
By the end of the course, students will be able to:
- distinguish between the use of formal and informal language
- integrate formal language vocabulary into the design of business documents and job interviews
- practice the use of formal language in business communication
- analyze critically course material topics
- integrate the acquired knowledge from the course material and use it in speaking and writing
- express different opinions in writing
- analyze and compare critically intercultural differences
- apply complex grammatical structures in everyday language use
- demonstrate the use of speaking skills in presentations

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<td><strong>100</strong></td>
</tr>
</tbody>
</table>

**Class format:** Class hours 2  Lab hours 1

**Course materials and textbooks:**
- KALEIDOSKOP Kultur, Literatur und Grammatik, Ninth Edition, Moeller, Berger, Wieden

**Additional books**

An English-German/German-English dictionary is strongly recommended

http://dict.tu-chemnitz.de/
http://wordreference.com/
Intermediate French II

Course Description
This is the second course of a two-course sequence at the intermediate level. The sequence provides students with the tools to increase their ability to function in French. Communicative activities, contemporary texts, the study of vocabulary and grammar are used to expand all communication skills, especially oral proficiency. This sequence continues to address issues of contemporary French life and culture. (MLFR-301 Intermediate French I or equivalent proficiency) Class 3, Credit 3 (S)

Course objectives
This course is designed to help students improve their vocabulary and better use their knowledge of the French language. The primary goal of the course is to enable them to feel free to discuss various subjects/topics and express their own opinions freely, in French.
Each lesson will cover one area (or one problem) of everyday life. Students will have to make a comparison between different realities: French, their own view of it and their perspective of that situation in their own country. They will learn how to converse in French and exchange their ideas freely. Students will master at least one grammar feature in each lesson in an applied way: they will have to immediately apply various grammatical structures in conversation or written/oral exercises.
In order to give students more opportunity to practice speaking, each of them will also participate in at least one (team-) project during the quarter and will have to make a presentation in French on a chosen topic.
One of the most important objectives of the course is also to teach students how to write better in French, and prepare them to use this language in their professional careers in the future. For this purpose students will have to write a short essay (a paragraph) every week. The theme of the paragraph can also be the theme of the in-class discussion. The instructor will also organize (when necessary, at least once in a semester) writing labs, where students will be correcting each other thus learning from each other’s mistakes.

Learning Outcomes
By the end of the course, students will be able to:
- distinguish between the use of formal and informal language
- integrate formal language vocabulary into the design of business documents and job interviews
- practice the use of formal language in business communication
- analyze critically course material topics
- integrate the acquired knowledge from the course material and use it in speaking and writing
- express different opinions in writing
- analyze and compare critically intercultural differences
- apply complex grammatical structures in everyday language use
- demonstrate the use of speaking skills in presentations

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<td><strong>100</strong></td>
</tr>
</tbody>
</table>

**Class format:** Class hours 2, Lab hours 1

**Course materials and textbooks:**

- Bravo! Eight edition, Muyskens, Harlow, Vialet, Brière
- Bravo!, Student Activities Manual, , Muyskens, Harlow, Vialet, Brière

**Additional books**

- Les 500 Exercices de phonétique A1/A2 – Hachette, 2009
- Les 500 Exercices de grammaire A2-Hachette, 2006
- Grammaire essentielle du français niveaux A1 A2 - Glaud Ludivine, Lannier Muriel, Loiseau Yves, Didier, 2015
- Edito 1 (méthode de français et cahier d'activités) – Marie-Pierre Baylocq Sassoubre, Stéphanie Brémaud, Stefano Campopiano, Clara Cheilan, Erwan Dambrine, Cécile Pinson, Didier, 2016
Intermediate Russian II

Course Description
This is the second course of a two-course sequence at the intermediate level. The sequence provides students with the tools to increase their ability to function in Russian. Communicative activities, contemporary texts, the study of vocabulary and grammar are used to expand all communication skills, especially oral proficiency. This sequence continues to address issues of contemporary Russian life and culture. (MLRU-301 Intermediate Russian I or equivalent proficiency) Class 3, Credit 3 (S)

Course Objectives
This course is designed to help students improve their vocabulary and better use their knowledge of the Russian language. The primary goal of the course is to enable them to feel free to discuss various subjects/topics and express their own opinions freely, in Russian.

Each lesson will cover one area (or one problem) of everyday life. Students will have to make a comparison between different realities: Russian, their own view of it and their perspective of that situation in their own country. They will learn how to converse in Russian and exchange their ideas freely. Students will master at least one grammar feature in each lesson in an applied way: they will have to immediately apply various grammatical structures in conversation or written/oral exercises.

In order to give students more opportunity to practice speaking, each of them will also participate in at least one (team-) project during the quarter and will have to make a presentation in Russian on a chosen topic.

One of the most important objectives of the course is also to teach students how to write better in Russian, and prepare them to use this language in their professional careers in the future. For this purpose students will have to write a short essay (a paragraph) every week. The theme of the paragraph can also be the theme of the in-
class discussion. The instructor will also organize (when necessary, at least once in a semester) writing labs, where students will be correcting each other thus learning from each other’s mistakes.

**Learning Outcomes**

By the end of the course, students will be able to:

- distinguish between the use of formal and informal language
- integrate formal language vocabulary into the design of business documents and job interviews
- practice the use of formal language in business communication
- analyze critically course material topics
- integrate the acquired knowledge from the course material and use it in speaking and writing
- express different opinions in writing
- analyze and compare critically intercultural differences
- apply complex grammatical structures in everyday language use
- demonstrate the use of speaking skills in presentations
Grading

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Homework and/or Other Written Assignments</td>
<td>10</td>
</tr>
<tr>
<td>Grammar and Vocabulary Quizzes (3 x 15)</td>
<td>45</td>
</tr>
<tr>
<td>Debates</td>
<td>7</td>
</tr>
<tr>
<td>Course Project/Presentation</td>
<td>8</td>
</tr>
<tr>
<td>Final Oral Examination</td>
<td>10</td>
</tr>
<tr>
<td>Final Writing Exam (Essay)</td>
<td>10</td>
</tr>
<tr>
<td>Class Absences and Class Participation</td>
<td>10</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

**Class format:**  Class hours 2, Lab hours 1

**Course materials and textbooks:**
- „Golosa“ – Student Activity Book
- „Golosa“ – CDs
Course Description
Historically, psychology has been ‘negative’ in orientation. It has narrowly sought to understand and repair human weaknesses and liabilities. The present course will provide a survey of the emerging field of Positive Psychology and will describe how the scope of psychology has recently been broadened beyond exclusive concern with identifying pathology and treating or preventing disorder. Topics covered will include defining and assessing “the good life”; happiness (subjective well-being, positive emotions); optimal performance; personal fulfillment; resilience; the relationships between life satisfaction and personal factors such as wealth, education, and longevity; cross-cultural perspectives; virtues and strengths; creativity; optimism; hope; self-efficacy; wisdom; humility/compassion/altruism; forgiveness; gratitude; love; intrinsic motivation and flow; social support; spirituality, meaning and purpose in life; and biological factors (i.e., genetics and neurological correlates). The focus will be on contemporary empirical psychology literature, though the course will also draw on literature from historical, philosophical, and economic disciplines.

Course Objectives
The primary aim of this course is to provide students new knowledge about Positive Psychology as the discipline of thriving and flourishing. Also how to understand the concept of progressive, life-long realization of potential as human beings who can “stretch” and grow.
Secondary objective is to examine the three main questions: (1) “what does it mean to live a pleasant life”? (2) “what does it mean to live an engaged (full) life”? and (3) “what does it mean to live a meaningful life”. Also how to be able to develop a zest for living a virtuous, satisfying, and meaningful life!

Learning Outcomes
By the end of the course, students should be able to understand the aim and scope of positive psychology. Understand the distinction between positive psychology principles and other theoretical principles of psychology. Acquire insight into their own strengths and virtues and learn strategies to increase their happiness and overall quality of life. Develop an understanding of the dimensions of subjective well-being and the application to their lives. Comprehend research that supports the principles, strategies, and skills of positive psychology.
Grading
The following categories will determine your grade:

<table>
<thead>
<tr>
<th>Category</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Written Assignments – Active Participation Exercise</td>
<td>40</td>
</tr>
<tr>
<td>Quizzes (2 quizzes) (2 x 20)</td>
<td>40</td>
</tr>
<tr>
<td>Active Class Participation</td>
<td>20</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

**Class format:**  Class hours 3, Lab hours 0

**Course materials and textbooks:**
A selection of readings from various sources on MyCourses including:

YEAR 4 – COURSE DESCRIPTIONS
Global Entry and Competition Strategies

Course Description
This course explores the strategic challenges faced by businesses operating in a global environment. It emphasizes the development of strategies under differing perspectives, globalization or regionalization of competitive marketplace, creating value for the firm globally, entry mode management, global CSR and governance.

Course objectives
The capstone experience for IB majors to integrate functional knowledge and examine business and corporate decision making in global and regional business environment. To these end students will learn to:

- Identify, distinguish, classify, and evaluate the unique characteristics, opportunities, challenges, institutions, and approaches associated with corporate and business strategy in global and regional environments.
- Derive and formulate corporate and business strategies in global and regional environments.
- Explain and interpret current and potential future issues that may impact global and regional strategies.

Grading

<table>
<thead>
<tr>
<th>Grade</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Group Project – Part I</td>
<td>15%</td>
</tr>
<tr>
<td>Presentation – Part I</td>
<td>5%</td>
</tr>
<tr>
<td>Exam I</td>
<td>20%</td>
</tr>
<tr>
<td>Group Project - Part II</td>
<td>15%</td>
</tr>
<tr>
<td>Presentation – Part II</td>
<td>5%</td>
</tr>
<tr>
<td>Exam II</td>
<td>20%</td>
</tr>
<tr>
<td>Exam III</td>
<td>20%</td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
</tr>
</tbody>
</table>

Class format: Class hours 3 Lab hours 0

Course materials and textbooks:
- Handouts and readings will be made available to students throughout the semester.
Cognitive Psychology

Course Description

This course will introduce core issues, theories, and experimental findings in cognitive psychology. Topics to be covered include perception, attention, memory, imagery, language, learning, reasoning, problem solving, and expertise. The format will include lecture, class activities, and in-class discussion. The goal of the course is for you to develop a deep understanding of cognitive theories, concepts, and their applications.

Course objectives and learning outcomes

In line with the American Psychological Association’s (APA) Introductory Psychology Initiative (2019), in the Cognitive Psychology course, students are expected to:

- Describe the historical development of cognitive psychology.
- Recognize and explain major terms and concepts in cognitive psychology.
- Explain how different methods of cognitive research can be used as tools to understand mental processes.
- Describe the working of basic cognitive functions from an information processing perspective.
- Discuss the classic experimental findings relating to various cognitive processes such as attention and consciousness, perception, memory, imagery, language, thinking, problem solving and creativity, decision-making, and metacognition.
- For the above processes, compare and contrast alternative theories or approaches in terms of their underlying processes and performance predictions.
- Generate and explain examples that demonstrate or test theories or concepts within various cognitive domains.
- Explain the various neuroscience measures (CT scans, PET scans, fMRI's) and how they are used to provide evidence for cognitive theories.
- Apply theories or findings to real world situations and to one’s own cognitive processes.

Grading

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
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<tbody>
<tr>
<td>Design challenges</td>
<td>25% (30 points)</td>
</tr>
<tr>
<td>Group Presentation</td>
<td>15% (10 points)</td>
</tr>
<tr>
<td>3 Exams (Week 5, Week 10, Week 15)</td>
<td>60% (75 points)</td>
</tr>
<tr>
<td></td>
<td>20% (25 points) each</td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
</tr>
</tbody>
</table>

Class format:

Class hours 3 Lab hours 0
Course materials and textbooks

Scientific Inquiries in Environmental Science

Course Description
This course is part of a two-semester sequence that when combined presents an integrated approach to the interrelated, interdisciplinary principles of environmental science through case studies, site visits, and field work. Through assigned readings, classroom discussion and case studies dealing with global environmental issues as well as the environmental issues related to the Dalmatian coast, students will learn how to critically analyze environmental problems from a multidisciplinary perspective and to propose solutions. (COS-ENVS-150) Class 3, Lab 2, Credit 4 (F)

Course objectives
This course will introduce students to interdisciplinary environmental problems with a focus on the underlying scientific principles surrounding the issues. Students will learn problem solving techniques that integrate concepts and tools across disciplines and learn to conceptualize environmental problems from multiple perspectives.

Learning Outcomes
- Identify, explain, and assess different viewpoints, pressures, and conflicts associated with environmental issues
- Develop analytical capabilities through field exercises
- Critically evaluate materials presented in class and during labs
- Defend claims and solutions using evidence gathered from primary literature
- Identify how human actions impact the concept of sustainability and ways to minimize these impacts
- Demonstrate ability to work on a group assignment
- Improve communication skills

Grading
Exams, papers, group projects, class discussion, oral presentation

Class format: Class hours 2 Lab hours 2

Course materials and textbooks:
- Griffin, J.M. *Global Climate Change: the science, economics and politics*. The Bush School, College Station, TX
Consumer Behavior

Course Description
This course provides an in-depth study of consumer buying behavior from a marketing perspective. All marketing decisions and regulations are based on assumptions about buyer behavior. This course will provide the student with buyer behavior concepts and theories and provide insights how can they be applied to marketing strategy development and business problem solving. The focus of the course will be on internal and external influences on self-concept and lifestyle, and the consumer decision making process.

Course objectives and learning outcomes
After completing this course, students should be able to:

- Demonstrate their understanding of the internal and external influences on consumer self concept and lifestyle.
- Demonstrate their understanding of consumer decision process.
- Demonstrate their ability to formulate consumer behavior marketing strategies based on target markets (defined in terms of demographics and psychographics).

Grading
The following means of evaluation and assessment will be used to grade students’ performance:

<table>
<thead>
<tr>
<th>Evaluation Method</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tests (20% each)</td>
<td>60%</td>
</tr>
<tr>
<td>Research seminar (team)</td>
<td>5%</td>
</tr>
<tr>
<td>Homework (5% each)</td>
<td>20%</td>
</tr>
<tr>
<td>Final project (team)</td>
<td>15%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>

Class format: Class hours 3 Lab hours 0

Course materials and textbooks:
Additional reading materials in class.
Advertising and Promotion Management

Course Description
The focus of this course is on the communications aspects of marketing. Therefore, this course offers an in-depth view of tools of promotion management: advertising, sales promotion, public relations, personal selling, direct marketing and Internet marketing as well as new and alternative media. Basic concepts of how to use print, broadcast, Internet and out-of-home media are studied. Planning, budgeting, creative strategy and the roles of advertising agencies are also covered.

Course objectives and learning outcomes
The main objective of this course is to provide students with the relevant and contemporary theories and pragmatic concepts necessary to master promotion and advertising management.

By course completion, students will be able to:

- critically evaluate the concept of integrated marketing communication and its importance within the marketing process;
- design communication strategies and tactics based on the data about consumers and selected target markets as input variables;
- develop an effective positioning strategy to distinguish a brand or market offering from the competition;
- recommend communication goals, creative strategies and tactics in advertising, in order to achieve communication goals;
- write an effective marketing communications brief;
- recommend the allocation of the promotional budget among different communication tools and to plan, implement and monitor the communication campaign;
- evaluate the communication effect of traditional media, and in particular the different digital platforms.

Grading
<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quizzes</td>
<td>15%</td>
</tr>
<tr>
<td>Tests (20% + 20% + 10%)</td>
<td>50%</td>
</tr>
<tr>
<td>Group project</td>
<td>30%</td>
</tr>
<tr>
<td>Brief</td>
<td>5%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>

Class format: Class hours 3 Lab hours 0

Course materials and textbooks:
Financial Management II

Course Description
The objective of this course is to introduce students to the theory and practice of the management of assets and liabilities. The course includes advanced approach to determining cost of capital and project cash-flow analysis. The course delivers a deeper understanding of optimal capital structure and how firms make payout decisions. It will also include selected special topics in financial management: hybrid financing, mergers and acquisitions, and issues related with bankruptcy.

Course objectives
- Cost of debt and cost of equity; weighted average cost of capital (WACC)
- Capital budgeting: determining relevant cash flow, decision rules in capital budgeting (NPV, IRR, Equivalent Annuity, Profitability Index)
- Sensitivity, scenario and break-even analysis
- Real options in capital budgeting process
- Optimal capital structure (MM theory, the tradeoff between costs and benefits issuing debt)
- Payout policy
- Raising external equity capital
- Lease financing
- Project financing
- Special topics (M&A, bankruptcy…)

Grading

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
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</thead>
<tbody>
<tr>
<td>Exam 1</td>
<td>25%</td>
</tr>
<tr>
<td>Exam 2</td>
<td>25%</td>
</tr>
<tr>
<td>Exam 3</td>
<td>25%</td>
</tr>
<tr>
<td>Homeworks</td>
<td>25%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>

The instructor reserves the right to add or subtract as much as 2% based on students’s exceptional participation, answers to random “cold-calling” throughout the course and in-class conduct (a neutral performance will lead to no adjustment).

Class format: Class hours 3 Lab hours 0

Course materials and textbooks:
Lecture notes will be downloadable from the MyCourses Website. Readings will be provided in class.
Intermediate Investments

Course Description
This course delivers a rigorous study of financial instruments (stocks, bonds, and derivatives), as well as the modern theory of portfolio management and its applications. The course covers portfolio construction, asset pricing models, and mutual fund analysis.

Security valuation and management of investment strategies are major topics present throughout the course. A fundamental objective of the course is to enable students to gain a robust familiarity with approaches that can be used in the analysis of broad classes of financial assets and markets. Such skills are indispensable to investment analysis in an economic environment characterized by an unprecedented amount of financial innovation, both in creation of new securities and in development and evolution of financial institutions.

Course objectives
After completing this course, students will be provided with deeper understanding of fundamental concepts and theories in the investment field. More specifically, the course will include:

- how financial markets work
- modern portfolio theory and asset pricing models
- evaluation of securities (including bonds, stocks, and options)
- Efficient market hypothesis and behavioral finance

Grading

<table>
<thead>
<tr>
<th>Component</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exam 1</td>
<td>22%</td>
</tr>
<tr>
<td>Exam 2</td>
<td>22%</td>
</tr>
<tr>
<td>Exam 3</td>
<td>22%</td>
</tr>
<tr>
<td>Homeworks</td>
<td>22%</td>
</tr>
<tr>
<td>Team project</td>
<td>10%</td>
</tr>
<tr>
<td>Market conditions report</td>
<td>2%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>

The instructor reserves the right to add or subtract as much as 2% based on student’s exceptional participation, answers to random “cold-calling” throughout the course and in-class conduct (a neutral performance will lead to no adjustment).

Class format: Class hours 3 Lab hours 0

Course materials and textbooks:
Course Description
This course is an introduction to the basic concepts in human resource management (HRM), with an emphasis on developing HRM skills that are important to any manager, not only to those who plan to work in the HRM functional area. It is not intended to prepare one to be a human resource specialist, but rather aims to provide one with an overview of human resource management and the context in which it operates.

Course Objectives
The course emphasizes experiential learning and interactive discussions, in order to provide a level of learning beyond simple content knowledge in the HRM field. Upon completion of the course students will be able to understand, critically assess and apply appropriate techniques of managing employees in an organization, including a full circle of planning, recruiting, selecting, training, monitoring performance, managing compensation and managing their careers. Instructional methods will include readings, weekly assignments such as discussions, case analyses, short and long essays and similar.

Grading

<table>
<thead>
<tr>
<th>Component</th>
<th>Weight</th>
</tr>
</thead>
<tbody>
<tr>
<td>Class participation</td>
<td>10%</td>
</tr>
<tr>
<td>Readings notes</td>
<td>30%</td>
</tr>
<tr>
<td>Exam</td>
<td>30%</td>
</tr>
<tr>
<td>HRM Project</td>
<td>20%</td>
</tr>
<tr>
<td>Peer Review of HRM Project</td>
<td>10%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>100%</td>
</tr>
</tbody>
</table>

Class format: Class hours 3 Lab hours 0 / online

Course materials and textbooks:
Additional readings will be distributed in class.
Course Description
This course is focused on analyzing and improving skills of individuals in pursuing effective and efficient completion of business tasks. At its essence, the course will focus on developing a set of skills that is most often used in business environment, hence the name Managerial skills, but the same set of skills can be applied to numerous other life situations, from sports to personal relationships in order to facilitate better outcomes.

Every individual has some innate capabilities that predispose him to excel better in some areas or tasks than in others. Rarely an individual possesses a high level of competence in numerous skills that everyday management practice requires. The purpose of this course is to help students upgrade their level of competence across different managerial skills needed to succeed in challenging and ever-changing contemporary business environment.

Course objectives and learning outcomes
This course aims to introduce students to various skills required in today’s business landscape. Next to introducing different skills required within the business landscape, students will assess their level of proficiency with respect to each skill and they will be exposed to scenario exercises and case study analyses in order to develop and learn the skills in which they need to excel.

By the end of the course, each student will be expected to:

- Increase personal awareness of their emotional intelligence, personal values and moral maturity, cognitive style and orientation toward change.
- Cope with stress, eliminate stressors and develop resiliency.
- Increase proficiency in analytical problem solving, enhance creativity and foster innovation.
- Avoid defensiveness and disconfirmation in interpersonal relationships and build supportive relationships even when delivering negative feedback.
- Enhance personal and positional power, use influence appropriately to accomplish task and neutralize inappropriate influence attempts.
- Diagnose work performance problems and foster a motivating work environment.
- Identify the focus and source of conflicts and utilize appropriate conflict management strategies.
- Empower others through effective delegation of tasks.
- Diagnose and facilitate team development and team leadership.
- Develop the capability to lead positive change.
Grading

<table>
<thead>
<tr>
<th>Activity</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Class participation</td>
<td>10%</td>
</tr>
<tr>
<td>Book Report</td>
<td>20%</td>
</tr>
<tr>
<td>Case Study</td>
<td>25%</td>
</tr>
<tr>
<td>Follow the Leader Report</td>
<td>25%</td>
</tr>
<tr>
<td>Exam</td>
<td>20%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>

**Class format:** Class hours 3 Lab hours 0

**Course materials and textbooks**
All materials distributed in class and/or via MyCourses
Strategic Management (capstone course)

Course Description
Strategy is the art and science of competing and winning. This course is designed to provide you with an understanding of strategy and strategic management, an understanding which allows you to achieve favorable outcomes as you compete in the world of business. You should expect to come away with frameworks (tools) for analyzing, understanding, and successfully managing any enterprise. The course is focused on information and data analysis complemented with skills and business judgment development that managers must use to devise strategies, position their businesses, define firm boundaries and maximize long-term profits in the face of uncertainty and competition. In studying strategy, this course draws together and builds on all the ideas, concepts, and theories from your functional courses such as Accounting, Economics, Finance, Marketing, Organizational Behavior, and Statistics. The skills and principles you learn in this course will apply to any career at every managerial level.

Course objectives
The capstone course for Business Administration: International Business students that combines analytical tools and strategic concepts in order to identify competitive capabilities of a business and formulate viable strategies for achieving business goals. Upon completing this course students will learn to:

- Evaluate business organizations strategically, as integrated ‘wholes’ instead of as sets of discrete business functions.
- Recognize and explain the strategic management aspects of any business or corporate entity.
- Demonstrate the core skills and frameworks necessary for the making of informed strategic decisions.
- Formulate business, corporate, and global strategies using these skills and frameworks.
- Identify and propose relevant control mechanisms such as appropriate organizational structures to address specific strategic issues.
- Explain the role of innovation in successful strategy.

Grading & Evaluation

<table>
<thead>
<tr>
<th>Component</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quiz I</td>
<td>5%</td>
</tr>
<tr>
<td>Exam I</td>
<td>20%</td>
</tr>
<tr>
<td>Quiz II</td>
<td>5%</td>
</tr>
<tr>
<td>Exam II</td>
<td>20%</td>
</tr>
<tr>
<td>Quiz III</td>
<td>5%</td>
</tr>
<tr>
<td>Exam III</td>
<td>20%</td>
</tr>
<tr>
<td>Case Analysis Write-up</td>
<td>12.5%</td>
</tr>
</tbody>
</table>
Case Discussion (related to Case Analysis) 12.5%
Total 100%
Bonus points 15%

Class format: Class hours 3 Lab hours 0

Course materials and textbooks:
- Handouts and readings will be made available to students throughout the semester by the instructor through email and myCourses.

Optional:
Digital Marketing

Course Description
For obvious reasons the internet has become a key technology for the practice of marketing. Internet marketing is the process of building and maintaining customer relationships through on-line activities to facilitate exchange of ideas, products and services that satisfy the goals of both customers and sellers. Internet marketing is a critical component of an organization’s overall strategy. The course focuses on the tactics and strategies that enable marketers to fully leverage the internet. Topics include the overall internet marketing landscape, technologies, customer segmenting and targeting, search, analytics and emerging internet-marketing platforms. The course will include 40% lecture to discuss the basic concepts and theories and 60% hands-on exercises, web-surfing and learning activities that shows application of the theories.

Course objectives and Learning Outcomes
This course aims to introduce students with the marketing strategies and programs marketers apply in the context of internet marketing.

By the end of the course, each student will be expected to:
- Explain how the internet and digital technology offer benefits and challenges to consumers, business, marketers, governments and society.
- Understand the fundamentals of internet marketing and the online marketplace.
- Demonstrate the ability to design and analyze internet advertising and promotional strategies and tactics.
- Develop an understanding of the Web 2.0 marketing strategies and tactics.

Grading

<table>
<thead>
<tr>
<th>Component</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>In-class assignments</td>
<td>35%</td>
</tr>
<tr>
<td>Group projects</td>
<td>35%</td>
</tr>
<tr>
<td>Homework</td>
<td>30%</td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
</tr>
</tbody>
</table>

Class format: Class hours 3 Lab hours 0

Course materials and textbooks:
Course Description
In this course, selling concepts, tools, strategies, and tactics are discussed as they apply to both external and internal customers. Students learn and experience some of the problems faced and rewards earned by those in professional sales. Customer relationship management/partnering with customers and truly seeking to meet their requirements are discussed as key to long-term success.

Topics that will be covered include, but are not limited to:
- Selling as a career
- The long term sell cycle
- Rules and attitudes for making success happen
- Goal setting
- Relationship building/partnering
- The sales presentation—discussion and demonstration
- The sales presentation—role play and critique.

The course is delivered as a combination of selling and negotiating role-playing situations, lectures, discussions and business case analysis of real-life situations in international business.

Course objectives and learning outcomes
After completion of this course, students will be able to:
- Describe and demonstrate the importance of professional selling to the realm of marketing
- Compare and contrast global commercialization strategies
- Explain and apply relationship management and partnering with the customer - both external and internal
- Explain and apply the individual steps of the professional selling process.

Grading

<table>
<thead>
<tr>
<th>Component</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exams (20+20+20)</td>
<td>60%</td>
</tr>
<tr>
<td>In-Class Group Role Playing</td>
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</tr>
<tr>
<td>Final Individual Project Role Playing</td>
<td>20%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>

Class format: Class hours 3, Lab hours 0

Course materials and textbooks:

1. Ingram, LaForge, Avila, Schwepker & Williams (2020) Sell (6th ed.). Cengage Learning. (Older editions of the textbook are a good alternative.)

Additional reading distributed in class and through MyCourses
Course Description
This course focuses on the strategic financial management of the corporation. The course includes advanced approach to financial analysis and evaluation of applied financial problems. Topics include working capital management, financial statement and ratio analysis, valuation, capital budgeting decisions and risk management. Class time may be spent in the computer lab to assist in successful completion of the applied problems.

Course objectives
- Financial ratio analysis for firm and industry analysis
- Using EVA as a performance metric
- Construct financial models in Excel utilizing historical financial statements as source data
- Conduct capital budgeting analysis in Excel utilizing various operating assumptions
- Determine value using DCF and other methods
- Use investment criteria in decision making
- The link between value and strategy
- How to measure the value of an organization as it currently exists
- Financial analytical tools to correctly assess value enhancing investments
- Different approaches to incorporate risk in investment decisions

Grading

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<table>
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<tr>
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<tbody>
<tr>
<td>Exam 1</td>
<td>30%</td>
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<tr>
<td>Exam 2</td>
<td>30%</td>
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<tr>
<td>Exam 3</td>
<td>20%</td>
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<tr>
<td>Team project</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>100%</strong></td>
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</tbody>
</table>

Class format: Class hours 3 Lab hours 0

Course materials and textbooks:

Additional material distributed in class and/or via MyCourses
Finance in a Global Environment

Course Description
This course discusses the problems posed by the international financial environment in which corporations operate. In particular, students learn to quantify and manage risks arising from shifting exchange rates. The course also includes topics such as exchange rate systems, international trade finance, international capital budgeting, country risk analysis and long-term international financing.

Course objectives
Specifically, the course will cover:
- Analysis of the goals of corporate governance from an international perspective
- Comparative analysis of exchange rate regimes
- Measuring and managing foreign exchange exposure
- How a firm can use global capital markets to minimize its cost of capital and maximize its access to capital
- Assessment and management of political risk
- Capital budgeting in a global environment

Grading

<table>
<thead>
<tr>
<th>Component</th>
<th>Weight</th>
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</thead>
<tbody>
<tr>
<td>3 Exams (23% each)</td>
<td>69%</td>
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<tr>
<td>Quizzes</td>
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</tr>
<tr>
<td>Team project</td>
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<tr>
<td>Write-up</td>
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<tr>
<td>Case analysis</td>
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<td><strong>Total</strong></td>
<td><strong>100%</strong></td>
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</table>

Instructor reserves the right to add or subtract as much as +/-2% based on student’s participation, answers to random “cold-calling” throughout the course and in-class conduct (a neutral performance will lead to no adjustment at all).

Class format: Class hours 3 Lab hours 0

Course materials and textbooks:
Eiteman, K., Stonehill, I., Moffett, M. H., Multinational Business Finance, 14th ed., Pearson

Additional material distributed in class and/or via MyCourses
Leading High-Performance Teams

Course Description
This is a course on leading high-performing (HP) teams. The purpose of this course is to provide you the knowledge and skills to both lead and participate in HP teams. Taught in an experiential, team-based format, this class focuses on leading teams and developing strong team dynamics.

Course Objectives
By the end of semester, you should be able to:

- Recognize and describe critical characteristics of HP and dysfunctional teams.
- Understand how contextual factors, actions of leaders, and interactions of team members affect the viability and effectiveness of a team.
- Identify appropriate strategies to improve team functioning and performance.
- Execute a team project and analyze the effectiveness of the team, as well as outline strategies for how to improve the team in future efforts.

Grading & Evaluation:
Following is how performance is evaluated for this course:

<table>
<thead>
<tr>
<th>Component</th>
<th>Weight</th>
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<tbody>
<tr>
<td>Quizzes (4 x 5%)</td>
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<tr>
<td>Leader Report</td>
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<tr>
<td>Case Study Analysis</td>
<td>15%</td>
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<tr>
<td>Individual team member report</td>
<td>20%</td>
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<tr>
<td>Final Course Project</td>
<td>25%</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>100%</strong></td>
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</tbody>
</table>

Class format: Class hours 3 Lab hours 0

Course materials and textbooks

REQUIRED TEXTS AND READINGS

Optional:

Handouts and readings will be made available to students throughout the semester by the instructor.
Additional material distributed in class and/or via MyCourses
Design Thinking and Concept Development

Course Description
This course explores Design Thinking ("DT" from this point on) as a theoretical and practical framework for innovation and problem solving in business settings. During the course, the students will learn not only how the DT was used by some of the world's most successful companies and organizations of all profiles, in the private and the public sector alike, but they will also learn how to apply it to their own lives or projects. Since DT is a philosophy of design approach, it consists of different methodologies which will help students find a better and easier way to creating a human-centered design, promote co-creation with the end users or simply measure the intangible values like user emotions, feelings and beliefs. After successful completion of this course, each student will be able to produce a user-approved prototype of any idea within a week's work.

Course objectives and learning outcomes
- Identifying opportunities to make a unique and positive contribution through design by understanding how to develop empathy for end-users.
- Apply design tools in terms of market impact, value creation, efficiency, and customer responsiveness.
- Apply the process of rapid prototyping of ideas and solutions that address a customer need.
- Demonstrate skills in managing design-based projects.
- Demonstrate the ability to communicate with peers from a wide range of disciplines.

Grading

<table>
<thead>
<tr>
<th>Component</th>
<th>Percentage</th>
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<tbody>
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<tr>
<td>Research project – Part I &amp; II</td>
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<tr>
<td>Presentation</td>
<td>5%</td>
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<tr>
<td>Research project – Part III</td>
<td>20%</td>
</tr>
<tr>
<td>Presentation</td>
<td>5%</td>
</tr>
<tr>
<td>Final Research project – Part IV and V with overview</td>
<td>30%</td>
</tr>
<tr>
<td>Presentation</td>
<td>10%</td>
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<tr>
<td><strong>Total</strong></td>
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</table>

Class format: Class hours 3, Lab hours 0
Course materials and textbooks:


Industrial and Organizational Psychology

Course Description
Industrial and organizational (I/O) psychology is a branch of psychology that is largely directed at applying psychological principles and theories to the workplace. Being concerned with both a good job performance and the wellbeing of the worker, this course deals with personnel (often termed also industrial) and organizational psychology. The topics thus range from career choice, assessment of individual differences in the workplace and performance appraisal at work, to work motivation, job satisfaction, and more organizational topics such as leadership and teamwork. Work organizations in the contemporary world are increasingly multicultural determined so the course will deal also with the cross-cultural perspective to industrial and organizational psychology.

Course objectives and learning outcomes
- Think critically about theories in I/O psychology and their application in the workplace.
- Gain practical knowledge and experience of different methods and instruments of psychological assessment in the workplace.
- Gain knowledge of different areas of I/O psychology that largely connect to human resource management, including selection process and assessment of (potential) workers, job analysis and job performance evaluation.
- Acquire understanding of different areas of I/O psychology that importantly determine social and relational processes and elements in the organization; these being the employees work motivation, their satisfaction with the work and their occupational health and wellbeing.
- Gain insight and basic understanding into some of the highly relevant processes for contemporary organizations, such as leadership, teamwork and group processes, and organizational climate and culture.
- Critically examine issues around workplace diversity, justice and fairness in a dynamic, globalised and largely multicultural work settings.

Grading system

<table>
<thead>
<tr>
<th>Grading system</th>
<th>Points</th>
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<tbody>
<tr>
<td>Applied 3-stage I/O project (I/O portfolio)</td>
<td>30</td>
</tr>
<tr>
<td>Exams (3 exams x 20 points)</td>
<td>60</td>
</tr>
<tr>
<td>Active learning assignment (review of an empirical article)</td>
<td>10</td>
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<tr>
<td>Total</td>
<td>100</td>
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</table>

Class format: Class hours 3 Lab hours 0
Literature:

A selection of reading from various sources will be made available by instructor on MyCourses and through the Wallace Library at RIT.
Course Description

Students will study literary and cultural texts selected from traditional English and American literature to contemporary media and culture (including mythology, poetry, plays, novels, film, graphic novels, television, and digital literature). Students will analyze these texts from a variety of perspectives and become familiar with the history of debates about literature and/or culture as arenas of human experience.

Goals of the course

- to develop analytical skills through reading, discussion, and writing
- to develop critical thinking skills through close reading of literary texts, cultural artifacts, and critical/analytical essays on these subjects
- to introduce the skills, principles, and terminology of literary interpretation
- to gain an appreciation for the art and politics of literary and cultural representations
- to develop an awareness of the correlation between literary and cultural artifacts, and their social and cultural contexts
- to gain a broad understanding of genres—in literary, oral, aural, and visual media—as well as how these genres can interact with one another

Learning outcomes

On successful completion of the course the students will be able to:

- analyze texts and themes in literature, film, and other literary/visual forms through discussion, written assignments, reading responses, journals, or exams
- skillfully apply their analytical skills through reading, discussion, and writing
- critically evaluate literary texts, cultural artifacts, and critical/analytical essays on these subjects
- critically evaluate the results of the analysis of texts and topics from literature, film, and other literary / visual forms
- correlate literary and cultural artifacts and their social and cultural contexts
- connect and recognize literary genres and the underlying reasons for their development
- successfully interpret literary texts
- apply research skills and integrate key findings into coherent literary analyses and research papers

Graded Assignments
Attendance/Class Absences and Class Participation

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<tbody>
<tr>
<td>Attendance/Class Absences</td>
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<td>and Class Participation</td>
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<tr>
<td>Quizzes (3)</td>
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<tr>
<td>Research paper</td>
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<td><strong>Total</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>

**Class format:**  Class hours  3  Lab hours 0

**Course materials and textbooks:**

- William Shakespeare: The Tempest
- H.D. Thoreau: "Resistance to Civil Government"
- R.W. Emerson: "Self-Reliance"
- Native American Trickster Tales: Felix White Sr.’s Introduction to Wakjankaga
- From The Winnebago Trickster Cycle

Readings will be available in myCourses or RIT online library.

[https://library.rit.edu/](https://library.rit.edu/)