RIT CROATIA PROGRAM OUTLINE

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
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.

a. 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.
b. 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.

c. 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.

d. A suspended student cannot enroll in any credit or non-credit course at the university while on suspension. This also includes co-ops.

e. A suspended student may not be admitted to another program while suspended.

f. 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
- Satisfactory completion of the Capstone Course
- Completion of 124 credits for the B.S. degree (240 ECTS for the Croatian four-year degree)
- Satisfactory completion and grade for the required co-ops in duration of 800 working hours
- A completed Application for Graduation returned to Student Services
- A completed “Statistički list” form returned to Student Services
- 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. PROGRAM OUTCOMES

Students majoring in Business Administration: International Business at RIT Croatia, learn how to serve customers in international markets. They also learn how to take a local business global. Immersion in another nation’s culture, values, and business practices is the key to international business success. Students gain an understanding of how people in other countries live and develop business strategies that meet the needs and wants of customers. Specific courses may include topics in strategic planning, marketing, government relations, and policy analysis.

A successful product in one country does not guarantee success in another. At RIT Croatia, we teach our students what it really means to have a global business. We stress the values of diversity and understanding – students graduate with the ability to take a problem and solve it while also factoring in variables such as language, customs and government policy.

This program is designed to challenge students with unique problems and situations. It is the only program within RIT Croatia to require a co-major. The purpose behind the co-major is to allow students to focus on a specific area of business within the realm of international business. All students must also complete a cooperative education experience in duration of 800 working hours.

Students take the core business classes offered at RIT Croatia, however Business Administration: International Business students also take related classes oriented toward the global environment, including Global Business, Global Marketing, Global Entry and Competition Strategies, and Finance in a Global Environment. Students in the program also choose a co-major to develop expertise in a specific area which can then be applied to their International Business knowledge base. Student can co-major in Finance, Marketing or Management.

In addition to their core training, each student also must choose a foreign language. Students are expected to be fluent in at least one other language aside from their native tongue so as to effectively communicate in the global arena.
7. LIST OF COURSES WITH ASSIGNED CREDITS (class and credit hours) and ECTS POINTS PER SEMESTER/YEAR LEVEL

**YEAR 1**

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<th>Course no.</th>
<th>Name</th>
<th>Class Hours</th>
<th>Lab hours</th>
<th>Credit Hours</th>
<th>ECTS</th>
<th>Instructor</th>
</tr>
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<tbody>
<tr>
<td>ENGL-411</td>
<td>Topics in American Literature</td>
<td>3</td>
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<td>3</td>
<td>6</td>
<td>Matea Butković</td>
</tr>
<tr>
<td>INTB-315</td>
<td>Exporting and Global Sourcing</td>
<td>3</td>
<td>0</td>
<td>3</td>
<td>6</td>
<td>Peter Schmidt</td>
</tr>
<tr>
<td>MGMT-340</td>
<td>Business Ethics and Corporate Social</td>
<td>3</td>
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<td>3</td>
<td>6</td>
<td>Majda Tafra</td>
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<td>Responsibility</td>
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<td>INTB-489</td>
<td>Seminar in International Business</td>
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<td>PSYC-239</td>
<td>Positive Psychology</td>
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<td>3</td>
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<tr>
<td>MLSP-302</td>
<td>Intermediate Spanish II</td>
<td>3</td>
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<td>3</td>
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<td>MLIT-302</td>
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<td>MLRU-302</td>
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<td>MLFR-302</td>
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### YEAR 4

#### FALL 4

<table>
<thead>
<tr>
<th>Course no.</th>
<th>Name</th>
<th>Class Hours</th>
<th>Lab Hours</th>
<th>Credit Hours</th>
<th>ECTS</th>
<th>Instructor</th>
</tr>
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<tbody>
<tr>
<td>INTB-550</td>
<td>Global Entry and Competition Strategies</td>
<td>3</td>
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<td>6</td>
<td>Milivoj Marković</td>
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<tr>
<td>PSYC-236</td>
<td>Personality</td>
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<td>Ana Havelka Meštrović</td>
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<td>ENVS-151</td>
<td>Scientific Inquiries in Environmental Science</td>
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<td>Staša Puškarić</td>
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<td>MKTG-350</td>
<td>Consumer Behavior</td>
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<td>MKTG-370</td>
<td>Advertising and Promotion Management</td>
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<tr>
<td>FINC-352</td>
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<td>FINC-362</td>
<td>Intermediate Investments</td>
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<tr>
<td>MGMT-380</td>
<td>HR Management</td>
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<tr>
<td>MGMT-320</td>
<td>Managerial Skills</td>
<td>3</td>
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#### SPRING 4

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<th>ECTS</th>
<th>Instructor</th>
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<tr>
<td>MGMT-560</td>
<td>Strategic Management (capstone course)</td>
<td>3</td>
<td>0</td>
<td>3</td>
<td>6</td>
<td>Milivoj Marković</td>
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<tr>
<td>PSYC-234</td>
<td>Industrial and Organizational Psychology</td>
<td>3</td>
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<td>3</td>
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<td>Anja Wertag</td>
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<tr>
<td>ENGL-210</td>
<td>Literature, Culture, and Media</td>
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<td>0</td>
<td>3</td>
<td>6</td>
<td>Matea Butković</td>
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<tr>
<td>MKTG-320</td>
<td>Internet Marketing</td>
<td>3</td>
<td>0</td>
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<td>6</td>
<td>Nikola Drašković</td>
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<tr>
<td>MKTG-360</td>
<td>Professional Selling</td>
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<td>3</td>
<td>6</td>
<td>Jasminko Pintarić</td>
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<tr>
<td>FINC-430</td>
<td>Advanced Corporate Financial Planning</td>
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<td>6</td>
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<tr>
<td>FINC-420</td>
<td>Finance in a Global Environment</td>
<td>3</td>
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<td>Iva Čondić-Jurkić</td>
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<tr>
<td>MGMT-310</td>
<td>Leadership in Organizations</td>
<td>3</td>
<td>0</td>
<td>3</td>
<td>6</td>
<td>Jasminka Samardžija; Milena Kužnin</td>
</tr>
</tbody>
</table>
YEAR 1 – COURSE DESCRIPTIONS
# Business 1: Ideas and Business Planning

## 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>Percentage</th>
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</thead>
<tbody>
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<td>Class participation</td>
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<tr>
<td>Business idea</td>
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</tr>
<tr>
<td>Rochester collaboration project</td>
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</tr>
<tr>
<td>Quizzes</td>
<td>8%</td>
</tr>
<tr>
<td>Short assignments</td>
<td>12%</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:**


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:

<table>
<thead>
<tr>
<th>Criterion</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quizzes</td>
<td>20%</td>
</tr>
<tr>
<td>Midterm Examinations</td>
<td>40%</td>
</tr>
<tr>
<td>Group Project</td>
<td>6%</td>
</tr>
<tr>
<td>Final Examination</td>
<td>20%</td>
</tr>
<tr>
<td>Attendance, Participation</td>
<td>14%</td>
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<tr>
<td><strong>TOTAL</strong></td>
<td>100%</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:

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

Other various articles and Internet sites and audiovisual 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.
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

Practical Exam 1 30%
Practical Exam 2 30%
Practical Exam 3 30%
Group Project 10%
Total 100%

Class format: Class hours 0 Lab hours 1

Course materials and textbooks:

Critical Reading and 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>COMPONENT</th>
<th>POINTS</th>
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</thead>
<tbody>
<tr>
<td>Quiz</td>
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</tr>
<tr>
<td>Punctuation Test</td>
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</tr>
<tr>
<td>Reading 1</td>
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</tr>
<tr>
<td>Paper 1 Draft</td>
<td>5</td>
</tr>
<tr>
<td>Paper 1 Peer Review</td>
<td>5</td>
</tr>
<tr>
<td>Paper 1 Final</td>
<td>10</td>
</tr>
<tr>
<td>Reading 2</td>
<td>10</td>
</tr>
<tr>
<td>Paper 2 Draft</td>
<td>10</td>
</tr>
<tr>
<td>Paper 2 Peer Review</td>
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<tr>
<td>Paper 2 Final</td>
<td>15</td>
</tr>
<tr>
<td>Portfolio</td>
<td>5</td>
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<tr>
<td>Class Attendance and Participation</td>
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<td><strong>Total:</strong></td>
<td><strong>100</strong></td>
</tr>
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Class format: 3 classes per week

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, hospitality and service management.

**Grading**

First Test (30 points), week 5,
Midterm (30 points), week 10
Final test (30 points), week 16,
Attendance (10 points).

**TOTAL 100 points**

The A-F letter grade is computed according to the standard 100% system: A = 91-100; 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 demanders 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:

- Quiz 1 = 15% of grade
- Exam 1 = 25% of grade
- Quiz 2 = 15% of grade
- Exam 2 = 25% of grade
- Group presentation = 5 % of grade
- In class assignments = 15% of grade
- Total = 100 %

*Team presentation* = *winner, all team members 5 % extra*

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

Michael Parkin, *Microeconomics*, 11th Global Edition, (Pearson Education Limited: 2014). 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.
YearOne Seminar is a course for first-year students designed to provide an introduction to college life and to support you as you adjust to your life at RIT Croatia. YearOne meets once per week for 12 weeks during the Fall semester. It includes lecturing, classroom discussions, and many guest speakers from the Zagreb, Dubrovnik, and Rochester campuses and will introduce you to many RIT resources.

Goals of the course:

- Vital resources: Introduce you to vital resources and services within the RIT community in order to navigate your way around in college life and to make most of your college experience.
- Academic preparedness: Familiarize with college level academic expectations and the resources to assist you in being academically successful.
- Inclusiveness: We address the issue of inclusiveness: Respecting and appreciating the complex and diverse perspectives within the RIT community. Increase your sense of belonging by providing opportunities for you to connect to one another and to the greater RIT community.
- Self-discovey: Explore and articulate your individual aspirations and values. Increase your awareness of your decision-making, of your daily choices, and resources that may help you.
- Engagement: You are expected to participate in campus events to integrate into the campus community (e.g. in Community Service Day, but also in party events like Fall BBQ or Holiday Auction).

Grading

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<th>Points</th>
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<td>Career Exploration Assignment</td>
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</tr>
<tr>
<td>Interview Assignment</td>
<td>15</td>
</tr>
<tr>
<td>Quiz and Student Handbook</td>
<td>25</td>
</tr>
<tr>
<td>End-of-Course In-Class Writing Assignment</td>
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</tr>
<tr>
<td>Attendance</td>
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<tr>
<td>Class participation</td>
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<td><strong>TOTAL</strong></td>
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</tr>
</tbody>
</table>

Class format: Class hours 1 Lab hours 0

Course materials and textbooks: NO
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,
- understand the importance of academic honesty,
- receive feedback from their peers and give feedback to their peers.
## Grading

<table>
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<th>Component</th>
<th>Points</th>
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<td>Quiz 3</td>
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<td>Quiz 4</td>
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<td>Quiz 5</td>
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<td>Quiz 6</td>
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<tr>
<td>Quiz 7</td>
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<td>Quiz 8</td>
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<td>Quiz 9</td>
<td>5</td>
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<td>Quiz 10</td>
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<td>Quiz 11</td>
<td>5</td>
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<tr>
<td>Portfolio</td>
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<tr>
<td>Class Attendance and Participation / Homework</td>
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</tr>
<tr>
<td><strong>Total:</strong></td>
<td>100</td>
</tr>
</tbody>
</table>

**Class format:** 4 classes per week

**Course materials and textbooks:**

**Required texts and resources:**

**Suggested texts and resources:**
Essential Study Techniques

Course Description

This course is designed to start at the beginning of the term (Week #2) and continue through Week #8. It is geared toward students who previously have not been successful in their courses due to study skills, time management, and/or academic organization. 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 attendance or participation challenges.

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:

This course meets twice a week. Through lecture, class discussion, activities, and projects, students apply recently introduced tools and techniques to credit course materials. Out of class assignments will be submitted either to the myCourses drop box or at the start of class. Late work will not be accepted. Please note – assignments and due dates are subject to change at the discretion of the instructor. Advance notice will be provided if changes are made.

Course materials and textbooks:

Resources for this course are available through following links:

ASC Resources:

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
Business 2: Technology-enabled Launch

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>Percentage</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>Criteria</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Class work</td>
<td>6x4 points</td>
</tr>
<tr>
<td>Case study</td>
<td>16 points</td>
</tr>
<tr>
<td>Examination #1</td>
<td>20 points</td>
</tr>
<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:

- Prentice Hall Press, Paramus, NJ.

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:

<table>
<thead>
<tr>
<th>Component</th>
<th>Percentage of Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quiz 1</td>
<td>15%</td>
</tr>
<tr>
<td>Exam 1</td>
<td>25%</td>
</tr>
<tr>
<td>Quiz 2</td>
<td>15%</td>
</tr>
<tr>
<td>FINAL EXAM</td>
<td>25%</td>
</tr>
<tr>
<td>In class assignments &amp; homework</td>
<td>15%</td>
</tr>
<tr>
<td>Final course project</td>
<td>5%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>

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:

Michael Parkin, Macroeconomics, 12th Global Edition, (Pearson Education Limited: 2016). 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

First Test (30 points), week 5,
Midterm (30 points), week 10
Final test (30 points), week 16,
Attendance (10 points).
TOTAL 100 points

The A-F letter grade is computed according to the standard 100% system: A = 91-100; B = 80-89; C = 70-79; D = 60-69; F = 0-59.

Class format: Class hours 4 Lab hours 0

Course materials and textbooks:


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 3, 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 3  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:

- Describe the role of marketing in the firm and its impact on society
- Identify integral concepts and practices of contemporary marketing and become fluent in the terminology of marketing
- Critically analyze the buying process of both consumers and organizations
- Explain the components of the marketing mix (4 Ps) and their relevance
- Recognize the differences between marketing of goods and marketing of services
- Identify the relevance of marketing within corporate strategy and planning
- Analyze market segments and apply different marketing mixes in different environments
- Demonstrate an understanding of market research and the data driven nature of marketing
- Recognize their roles as ethical consumers and managers.

Grading

Tests (20+20+15+15) 70 %
Individual Homework (5+10+10) 25 %
Team Homework 5 %
Total 100 %

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

Case Studies Written/Oral 20%
Written Paper 20%
Mid Term Exam 20%
Group Project 20%
Final Exam 20%
Total: 100%

Class format: Class hours 3 Lab hours 0

Course materials and textbooks: MyCourses
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

3 Exams 30% each
In-class exercises 10%
Total 100%

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. The statistical software MINITAB 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

First Test 30 points
Midterm 30 points
Final test 30 points
Attendance 10 points

TOTAL 100 points

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:


Information Systems and Technology

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:

- Attendance and Class Participation: 10%
- Midterm exam: 35%
- Team Project: 20%
- Final exam: 35%
- TOTAL: 100%
**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.
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 should be able to use with confidence the basic structures of the language, to have mastered an active vocabulary of approximately 1,200 Spanish words and to recognize many more words in speech and writing. They should have mastered the basic features of the sound system and be able to communicate orally and in writing on everyday topics. Students should also have gained an appreciation for varied aspects of culture in Spanish speaking countries.

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 Absences and Class Participation 10 points
TOTAL 100 points

Class format: Class hours 4  Lab hours 0

Course materials and textbooks:
PLAZAS, Lugar de encuentros, Robert Hershberger, Susan Navey-Davis, Guiomar Borrás Álvarez, Fifth edition, HEINLE CENGAGE Learning

Additional books: Keith Chambers; Beginner's Spanish Grammar; teach Yourself Books (or any other grammar of the Spanish language)
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 should be able to use with confidence the basic structures of the language, to have mastered an active vocabulary of approximately 1,200 German words and to recognize many more words in speech and writing. They should have mastered the basic features of the sound system and be able to communicate orally and in writing on everyday topics. Students should also have gained an appreciation for varied aspects of culture in German speaking countries.

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 Absences and Class Participation 10 points
TOTAL 100 points

Class format: Class hours 4 Lab hours 0
Course materials and textbooks:

DEUTSCH HEUTE, INTRODUCTORY GERMAN, Tenth Edition,
Moeller, Adolph, Hoecherl-Alden, Berger, Huth, Heinle, Cengage Learning
DEUTSCH HEUTE, Premium Website
DEUTSCH HEUTE, Student Activities Manual
http://dict.tu-chemnitz.de/ (Beolingus-Your Online Dictionary)
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 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 should be able to use with confidence the basic structures of the language, to have mastered an active vocabulary of approximately 1,200 Italian words and to recognize many more words in speech and writing. They should have mastered the basic features of the sound system and be able to communicate orally and in writing on everyday topics. Students should also have gained an appreciation for varied aspects of culture in Italian speaking countries.

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 Absences and Class Participation 10 points
TOTAL 100 points

Class format: Class hours 4  Lab hours 0
Course materials and textbooks:


Additional books

Progetto italiano 1 – S. Magnelli, T. Marin – Edilingua

Italian Grammar in Practice - Susanna Nocchi - Alma Edizioni Firenze

Eccol 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 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 should be able to use with confidence the basic structures of the language, to have mastered an active vocabulary of approximately 1,200 Russian words and to recognize many more words in speech and writing. They should have mastered the basic features of the sound system and be able to communicate orally and in writing on everyday topics. Students should also have gained an appreciation for varied aspects of culture in Russian speaking countries.

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 Absences and Class Participation 10 points
TOTAL 100 points

Class format: Class hours 4 Lab hours 0
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 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 should be able to use with confidence the basic structures of the language, to have mastered an active vocabulary of approximately 1,200 French words and to recognize many more words in speech and writing. They should have mastered the basic features of the sound system and be able to communicate orally and in writing on everyday topics. Students should also have gained an appreciation for varied aspects of culture in French speaking countries.

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 Absences and Class Participation 10 points

TOTAL 100 points

Class format: Class hours 4  Lab hours 0

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

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>
</tr>
</thead>
<tbody>
<tr>
<td>Class Participation</td>
<td>20 %</td>
</tr>
<tr>
<td>Quizzes (best 5 scores out of 7)</td>
<td>10 %</td>
</tr>
<tr>
<td>Short Assignments</td>
<td>20 %</td>
</tr>
<tr>
<td>Learning Journal</td>
<td>10 %</td>
</tr>
<tr>
<td>Group virtual team OB project</td>
<td>30 %</td>
</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 3 Lab hours 0
Online version of the course:

Grading

<table>
<thead>
<tr>
<th>Component</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Weekly Assignments</td>
<td>50%</td>
</tr>
<tr>
<td>Group virtual team OB project</td>
<td>30%</td>
</tr>
<tr>
<td>Final Paper</td>
<td>15%</td>
</tr>
<tr>
<td>Peer Review of Final Papers</td>
<td>5%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>

Class format: asynchronous, completely online delivered.

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

First Test (30 points), week 5,
Midterm (30 points), week 10
Final test (30 points), week 15,
Attendance (10 points).

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:


Agresti and Franklin, Statistics, The Art and Science of Learning from Data, Pearson
Courses 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>15</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 Paper</td>
<td>30</td>
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<tr>
<td>Class Participation</td>
<td>5</td>
</tr>
<tr>
<td><strong>Total Points</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 an experienced HR specialist.
FYW: 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:
- practice the appropriate writing process strategies: pre-writing, composing and revising, editing, and consideration of audience and purpose
- employ critical and creative thinking skills for self-assessment and reflection on the writing process
- apply the appropriate grammatical and mechanical structures to support the development of their writing and to successfully express meaning
- read advanced college-level texts for the purposes of discussion and composition
- collaborate with peers and learn how to supply effective feedback
- use a range of technologies to address different audiences


Grading

<table>
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<tr>
<th>Component</th>
<th>Points</th>
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<tbody>
<tr>
<td>Short proposal</td>
<td>10</td>
</tr>
<tr>
<td>Summary</td>
<td>10</td>
</tr>
<tr>
<td>Working Bibliography</td>
<td>10</td>
</tr>
<tr>
<td>Annotated Bibliography</td>
<td>15</td>
</tr>
<tr>
<td>Draft</td>
<td>10</td>
</tr>
<tr>
<td>Presentation</td>
<td>15</td>
</tr>
<tr>
<td>Final draft</td>
<td>20</td>
</tr>
<tr>
<td>Participation/Homework</td>
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</tr>
<tr>
<td>Attendance</td>
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<tr>
<td><strong>Total:</strong></td>
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</tr>
</tbody>
</table>

The A-F letter grade is computed according to the standard 100% system: A = 91-100; 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 II

Course Description
This course continues the basic grammatical structures, vocabulary and situations of first-year Spanish. Beginning Spanish II 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 should be able to use with confidence the basic structures of the language, to have mastered an active vocabulary of approximately 1,200 Spanish words and to recognize many more words in speech and writing. They should have mastered the basic features of the sound system and be able to communicate orally and in writing on everyday topics. Students should also have gained an appreciation for varied aspects of culture in Spanish speaking countries.

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 4  Lab hours 0

Course materials and textbooks:

PLAZAS, Lugar de encuentros, Robert Hershberger, Susan Navey-Davis, Guiomar Borrás Álvarez, Fifth edition, HEINLE CENGAGE Learning

Additional books: Keith Chambers; Beginner's Spanish Grammar; teach Yourself Books (or any other grammar of the Spanish language)
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 should be able to use with confidence the basic structures of the language, to have mastered an active vocabulary of approximately 1,200 German words and to recognize many more words in speech and writing. They should have mastered the basic features of the sound system and be able to communicate orally and in writing on everyday topics. Students should also have gained an appreciation for varied aspects of culture in German speaking countries.

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 4 Lab hours 0

Course materials and textbooks:

DEUTSCH HEUTE, Premium Website
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)
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 should be able to use with confidence the basic structures of the language, to have mastered an active vocabulary of approximately 1,200 Italian words and to recognize many more words in speech and writing. They should have mastered the basic features of the sound system and be able to communicate orally and in writing on everyday topics. Students should also have gained an appreciation for varied aspects of culture in Italian speaking countries.

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 4  Lab hours 0

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 Giuliana Trama,
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 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 should be able to use with confidence the basic structures of the language, to have mastered an active vocabulary of approximately 1,200 Russian words and to recognize many more words in speech and writing. They should have mastered the basic features of the sound system and be able to communicate orally and in writing on everyday topics. Students should also have gained an appreciation for varied aspects of culture in Russia.

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 4 Lab hours 0

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 French 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 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 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 French speaking countries. The dialogues, readings, and cultural notes have been written to depict what life is like in French speaking countries today.

Learning Outcomes
By the end of the course, students should be able to use with confidence the basic structures of the language, to have mastered an active vocabulary of approximately 1,200 French words and to recognize many more words in speech and writing. They should have mastered the basic features of the sound system and be able to communicate orally and in writing on everyday topics. Students should also have gained an appreciation for varied aspects of culture in French speaking countries.

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 4 Lab hours 0
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

YEAR 3 – COURSE DESCRIPTIONS
Global Marketing

Course Description

This course focuses on marketing management and strategy development within the context of multinational, international and global markets. The course recognizes the complexity of global environment and the need to investigate its various economic, social, political, cultural and legal dimensions from conceptual, methodological and applications perspectives. It then considers how these environmental factors should affect, and can be integrated into, marketing programs and strategies.

The course is real-life based and consists of a combination of lectures, discussions and business cases. Additionally, students will have an opportunity to apply theoretical concepts and international best practice from the perspective of an export-marketing manager through a group project. Students will have an opportunity to develop a marketing plan for the introduction of one selected product on an export market.

Course Objectives

This course aims to introduce students with the marketing strategies and programs marketers apply in a global market. Globalization is the process of growing interdependence of national economies, which primarily involves customers, producers, suppliers and governments in different markets. Global marketing therefore reflects the trend of companies distributing their products and services in foreign markets around the world. It is associated with governments reducing trade and investment barriers, firms manufacturing in multiple countries and foreign firms increasingly competing in domestic markets. The main role of international marketing managers is to design and execute effective marketing programs in various countries, which is a significantly complex task. Marketing programs must, in these situations, adapt to the needs and preferences of customers that have different levels of purchasing power as well as different climates, languages and cultures.
Learning outcomes

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

- Have mastered the basic concepts and principles that govern global marketing activities, as well as the contextual issues (cultural, regulatory, infrastructural, etc.) that affect decision making in global marketing.
- Recognize, understand, and analyze issues that are relevant to global marketing, and with the analysis of case studies, understand how international corporations and organizations approach these issues.
- Understand strategic decision making in the context of global marketing, all aspects of integrated global marketing organizations, and ethical issues that arise in global marketing.

Grading

A. Quizzes 15%
B. Tests 60% (20% + 20% + 20%)
C. Group project 20%
D. In-class assignments 5%
TOTAL 100%

Class format: Class hours 3 Lab hours 0

Course materials and textbooks:

Intro to Psychology

Course Description

This course is focused on acquiring guiding principles of psychology and its methodology. It provides a survey of basic concepts, theories, and research methods. 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

This course aims to introduce students to the field of psychology, its basic concepts, theories, research methods, and contributions to the understanding of human behavior. It also aims to teach students to think as scientists and learn to apply introductory principles, concepts, and terms to everyday life. To develop critical thinking and problem solving skills as they relate to the application of psychology and its principles and to provide a foundation that will enable students to understand, and benefit from, advanced courses in psychology.

Learning outcomes

By the end of the course student should be able to understand core concepts and controversies covered in the course. Understand relationships between individuals, the environment, cognition, and behavior. Be familiar with the major critical debates in psychology and the evidence used by the different sides of each debate. 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)</td>
<td>85</td>
</tr>
<tr>
<td>Final Exam</td>
<td>30</td>
</tr>
<tr>
<td>Research Report</td>
<td>20</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>135</strong></td>
</tr>
</tbody>
</table>

Class format: Class hours 3 Lab hours 0

Course materials and textbooks

A selection of reading from various sources on MyCourses and resources available through the Wallace Library at RIT including:

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.

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 3  Lab hours 0
Course materials and textbooks:


**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. Ramirez, 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.

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>
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<tr>
<td>Grammar and Vocabulary Quizzes (3 x 15)</td>
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<td>10</td>
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<td>Final Writing Exam (Essay)</td>
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<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 3  Lab hours 0

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


*Pro e contro 1/2*, conversare e argomentare in italiano, Pazit Barki e Pierangela Diadori, livello intermedio, libro dello studente, Bonacci editore, seconda edizione, Roma, 1999

*Pro e contro*, conversare e argomentare in italiano, Pazit Barki e Pierangela Diadori, livello intermedio, guida per l’insegnante, Bonacci editore, seconda edizione, Roma, 1999
## 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.

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<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>
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</tr>
<tr>
<td>Debates</td>
<td>7</td>
</tr>
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<td>Course Project/Presentation</td>
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<td>Final Writing Exam (Essay)</td>
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<tr>
<td>Class Absences and Class Participation</td>
<td>10</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:

- KALEIDOSKOP, Eighth Edition, Premium Website

Additional books


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

http://dict.tu-chemnitz.de/

http://wordreference.com/
Intermediate Russian 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 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.

Grading

Homework and/or Other Written Assignments 10 points
Grammar and Vocabulary Quizzes (3 x 15) 45 points
Debates 7 points
Course Project/Presentation 8 points
Final Oral Examination 10 points
Final Writing Exam (Essay) 10 points
Class Absences and Class Participation 10 points
TOTAL 100 points
**Class format:** Class hours 3 Lab hours 0

**Course materials and textbooks:**


„Golosa“ – Student Activity Book

„Golosa“ – CDs
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.

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<table>
<thead>
<tr>
<th>Component</th>
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<tr>
<td>Grammar and Vocabulary Quizzes (3 x 15)</td>
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<tr>
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</tr>
<tr>
<td>Final Oral Examination</td>
<td>10</td>
</tr>
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<td>Final Writing Exam (Essay)</td>
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<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 3 Lab hours 0
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

**Génération A2** (méthode de français) – P.Dauda, L.Giachino, C. Baracco, Didier, 2016
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

<table>
<thead>
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<th>Component</th>
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<td>Mid-term review Quiz</td>
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<tr>
<td>Informative or persuasive presentation</td>
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<td>Group presentation</td>
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<tr>
<td>Writing</td>
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<tr>
<td>Final Exam</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:

ESSSENTIALS OF BUSINESS COMMUNICATION, Mary Ellen Guffey, 8th edition, Thomson-Southwestern.
Operations Management

Course Description

A survey of operations and supply chain management that relates to both service- and goods-producing organizations. Topics include operations and supply chain strategies; ethical behavior; forecasting; product and service design, including innovation and sustainability; capacity and inventory management; lean operations; managing projects; quality assurance; global supply chains; and the impacts of technology. Credit 3

Course objectives

● Students will improve their decision-making in order to implement productivity improvements using competitive strategy.
● Students will understand and be able to discuss the important role of quality and its implementation in today's business organizations
● Students will discuss and implement simple design decisions related to product & service design, product reliability, process selection, capacity planning, facility layout, and location planning.
● Students will understand the roles of inventories and basics of managing inventories in various demand settings.

Grading

Following is how performance is evaluated for this course:

Homework I 8%
Homework I 9%
Homework I 8%
Exam 1 25%
Exam 2 25%
Exam 3 25%
Total: 100%

Class format: Class hours 3 Lab hours 0

Course materials and textbooks:
Exporting and Global Sourcing

Course Description

This course introduces the most important and the fast growing regional economic entities to the students, such as the countries of the European Union, the Americas, Southeast Asia, East Asia and others. The course introduces the typical competitive environment in major economies, unique local business models, and business opportunities and risks in these markets, using selected topics. The course will help students develop the knowledge base and skills to compete with and in major economies. Students will practice their research, writing and presentation skills in a regional business related topic of their choice.

Course objectives

- Develop a comprehensive picture of business development and models in major regions, such as Europe, Asia, and America.
- Identify growth opportunities and potential threats in major markets around the world.
- Research a chosen regional business topic and produce a research paper following college-level standards (research project assignment).
- Refine presentation skills by presenting the findings to the class in an iterative 2-step process with a feedback loop.
- Develop the relevant knowledge base and the necessary skills to compete successfully in these major markets, take advantage of the opportunities, and hedge the inherent risks.

Grading

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

<table>
<thead>
<tr>
<th>Percentage points</th>
<th>(weight in %)</th>
</tr>
</thead>
<tbody>
<tr>
<td>6 Quizzes (5% each)</td>
<td>30</td>
</tr>
<tr>
<td>Research project, consisting of several individually graded steps</td>
<td>40</td>
</tr>
<tr>
<td>Participation</td>
<td>18</td>
</tr>
<tr>
<td>Attendance</td>
<td>12</td>
</tr>
<tr>
<td><strong>Total percentage points</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

There will be no extra credit opportunities at the end of this course. Credit can only be earned through the above graded items. There is no make-up for any missed quiz, exam, or project deadline. Late submissions are not accepted. Exceptions may be granted for medical emergencies.

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 Lab hours 0
Course materials and textbooks:

The main textbook for the first half of the course is Royal Berglee, World Regional Geography: People, Places, and Globalization. It is available free of charge under a creative commons license by the Saylor foundation. Please refer to myCourses > Content for detailed instructions on how to find the text. For review of Global Business concepts, we will occasionally return to Carpenter Mason / Sanjyot P. Dunung, International Business: Opportunities and Challenges in a Flattening World, which is also accessible via myCourses.

Textbook readings will be supplemented by current scholarly or newspaper articles, which will be posted on myCourses. You are expected to prepare for class discussion ahead of time by reading the assigned articles.

As a matter of habit students should read international newspapers and periodicals such as The Economist, Wall Street Journal, Fortune, Financial Times, Business Week, and many others. Privredni Vjesnik International, an international business newsletter from Croatia in English, can be found at http://www.privredni.hr/pvint/
**Business Ethics and Corporate Social Responsibility**

**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:

- Test 1 25 points
- Test 2 25 points
- Case presentation 10 points
- Simulation 10 points
- Final Project 20 points
- Participation 10 points
Class format: Class hours 3 Lab hours 0

Course materials and textbooks:


COURSERA: 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
- COURSERA: The Age of Sustainable Development, Jeffrey Sachs, Columbia University
Seminar in International Business

Course Description

Entrepreneurship is recognized as providing many benefits, including economic growth, job creation, and innovation, to regions and economies. This course, structured as a seminar, will provide an introduction and overview to entrepreneurship and the creation of new enterprises at the international, national, firm and individual levels. Various models and case studies will be employed to analyze opportunities and to provide real world examples of relevant issues. This course will provide particular attention to venture financing and entrepreneurial marketing. A course project will allow groups to employ methods employed by expert entrepreneurs to develop a new offer.

Course objectives

Business and marketing textbooks have traditionally focused on large, established organizations. This course, instead, will expose students to new entrepreneurial firms and their associated practices, activities that allow them to operate in uncertain and turbulent environments. Gaining an understanding of the role of opportunities and their evaluation, students will possess the tools necessary to identify promising new ventures. Additionally, students will be introduced to funding and marketing principles well suited to the unique characteristics of challenging environments, providing them with an array of activities to operate successfully.

This course directs students to apply expert entrepreneurial (effectual) methods in an effort to develop new ventures. The focus will be to develop skills that will help students better understand aspects of defining a new venture concept, starting and successfully building a new venture.

Grading

<table>
<thead>
<tr>
<th>Category</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cases and Participation</td>
<td>15</td>
</tr>
<tr>
<td>Two Examinations (23 points each)</td>
<td>46</td>
</tr>
<tr>
<td>Group Project</td>
<td>15</td>
</tr>
<tr>
<td>Final Examination</td>
<td>24</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:


Other various articles and Internet sites will also be utilized.
**Topics in American Literature**

**Course Description**

*Topics 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**

- 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 develop an awareness of the correlation between literary and cultural artifacts, and their social and cultural contexts
- 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
Graded Assignments

Attendance – 15%

Participation in class – 15%

Quizzes (6) – 65%

Poetry Reading – 5%

**TOTAL: 100%**

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

**Course materials and textbooks:**

John Smith, *The Generall Hisotire of Virginia by Captain John Smith, 1624* (selected pages)

Washington Irving, *The Legend of Sleepy Hollow*

Edgar Allan Poe, The Raven

Stephen Crane, *The Red Badge of Courage*

Ernest Hemingway, *The Old Man and the Sea*

Richard Wright, *The Ethics of Living Jim Crow*

Isaac Asimov, *The Last Question*

Donald Barthelme, *The School*
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.

Grading

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<th>Description</th>
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<tbody>
<tr>
<td>Homework and/or Other Written Assignments</td>
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</tr>
<tr>
<td>Grammar and Vocabulary Quizzes (3 x 15)</td>
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<tr>
<td>Debates</td>
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</tr>
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<td>Course Project/Presentation</td>
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<td>Final Writing Exam (Essay)</td>
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</tr>
<tr>
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<td>100</td>
</tr>
</tbody>
</table>
**Class format:** Class hours 3  Lab hours 0

**Course materials and textbooks:**


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

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


*Crescendo*, Workbook/Lab Manual and Audio CDs


**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.

Grading

<table>
<thead>
<tr>
<th>Grade Category</th>
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<td>10</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:

- KALEIDOSKOP, Eighth Edition, Premium Website

Additional books


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

http://dict.tu-chemnitz.de/

http://wordreference.com/
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.

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Grading

Homework and/or Other Written Assignments 10 points
Grammar and Vocabulary Quizzes (3 x 15) 45 points
Debates 7 points
Course Project/Presentation 8 points
Final Oral Examination 10 points
Final Writing Exam (Essay) 10 points
Class Absences and Class Participation 10 points
TOTAL 100 points

Class format: Class hours 3  Lab hours 0

Course materials and textbooks:


„Golosa“ – Student Activity Book

„Golosa“ – CDs
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.

Grading

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

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

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>Component</th>
<th>Weight</th>
</tr>
</thead>
<tbody>
<tr>
<td>Group Project - Module I</td>
<td>15%</td>
</tr>
<tr>
<td>Presentation – Module I</td>
<td>5%</td>
</tr>
<tr>
<td>Exam I</td>
<td>20%</td>
</tr>
<tr>
<td>Group Project - Module II</td>
<td>15%</td>
</tr>
<tr>
<td>Presentation – Module 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:

3. Handouts and readings will be made available to students throughout the semester.
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
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:

- Demonstrate understanding of the internal and external influences on consumer self-concept and lifestyle
- Demonstrate understanding of consumer decision making process
- Be able to apply consumer behavior concepts to marketing strategy development and problem solving
- Improve ability to execute the marketing process
- Enhance skills in analytical and critical thinking and business writing.

Grading

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

<table>
<thead>
<tr>
<th>Component</th>
<th>Weight</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tests (15% each)</td>
<td>45 %</td>
</tr>
<tr>
<td>Group project</td>
<td>30 %</td>
</tr>
<tr>
<td>Homework</td>
<td>25 %</td>
</tr>
<tr>
<td>TOTAL</td>
<td>100 %</td>
</tr>
</tbody>
</table>

Class format: Class hours 3 Lab hours 0

Course materials and textbooks:

Literature, Culture, and Media

Course Description

*Literature, Culture, and Media* provides a cross-cultural perspective to the critical analyses of fictional and non-fictional production. The purpose of this course is to explore how literature can be used as a window into the changing cultural landscape and political intricacies, as well as political propaganda. The course will take a historical and anthropological approach to discussions on gender, race, ethnicity, equality, immigration, and identity.

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
- 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,
- critically evaluate literary texts, cultural artifacts, and critical/analytical essays on these subjects,
- correlate literary and cultural artifacts and their social and cultural contexts,
- connect literary genres and the underlying reasons for their development,
- successfully use the skills, principles, and terminology of literary interpretation
• apply research skills and integrate key findings into coherent literary analyses and research papers

**Graded Assignments**

Attendance – 10%

Participation in class – 15%

Quizzes (3) – 45%

Research paper – 30%

**TOTAL: 100%**

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

**Course materials and textbooks:**

Required readings will be announced by the professor. Students will be expected to download, print, read and save these texts.
Professional Selling

Course Description

This course focuses on the sales process, especially from the personal selling aspects. Selling concepts, tools, strategies, and tactics will be discussed as they apply to both external and internal customers. Students will learn, through both didactic and experiential learning, about some of the problems faced as well as the rewards earned by those in professional sales. Customer relationship management/partnering with customers and truly seeking to meet their requirements/delight them will be discussed as key to successful long-term selling.

Course objectives

The aim of this course is to provide students with the relevant marketing theories applied within the context of professional selling.

Learning outcomes

By course completion, students will be able to:

- Discuss the buying behavior of professional buyers (customers), organizations, and internal customers.
- Explain and apply relationship management and partnering techniques with the customer – both externally and internally.
- Apply strategies for generating leads and prospecting, which includes: the pre-approach; achieving and maintaining credibility; probing; qualifying; needs assessments; technical assessments; writing the proposal; making the presentation; handling objections; negotiating; closing the sale; follow-up and follow-through; identifying key accounts writing the key account plan; and team selling.
- Apply a self-management process, including: diagnosis, prognosis, objectives, strategy, tactics, and control.
- Apply ethical and legal issues, international issues, and career management with respect to professional selling.
- Demonstrate confidence in her/his competence.

Grading

Tests 50% (15% + 15% + 20%)
Sales Call Presentation 50%
TOTAL 100%

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.

Specifically the course will cover:

- 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

3 Exams (25% each) 75%
In-class exercises 10%
Homework 15%
Total 100%

I reserve the right to add or subtract as much as 2% based on your 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

Exam 1 25%
Exam 2 25%
Exam 3 25%
Homeworks 12%
In-class exercises 6%
Team project 7%
Total 100%

I reserve the right to add or subtract as much as 2% based on your 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

Weekly assignments 50 %
HRM Project in four parts 40 %
Peer Review of HRM Project 10 %
Total 100 %

Class format: online, asynchronous

Course materials and textbooks:


Additional readings will be distributed in class.
Leadership in Organizations

Course Description

Tasks are managed but people require authentic and inspiring leadership. It sets the successful business people apart. Successful leaders are celebrated for their ingenuity and competitiveness, while leaders with ethical shortcomings are vilified for all that is wrong with business. We tend to think of famous people when we think of leadership, but is leadership restricted to a select few? More importantly, what is leadership? Are leaders born or made? What separates successful and unsuccessful leaders?

In this course, we will consider these and other questions by considering leadership as a social scientific field. That is, we will study leadership by examining scientifically validated theories and research that will enable us to help separate fact from fiction. We will explore the character, personal attributes and behaviors of effective leaders in organizations.

Course objectives and learning outcomes

The objective of this course is for students to develop their leadership skills and know how that will support effective and efficient completion of entrusted business tasks. Students will learn about major impediments to effective leadership behavior and approaches on how to cope with them. The knowledge and skills acquired throughout this course will have a much wider appeal than purely within the business landscape.

Upon completion of this course, the student will be expected to:

This course aims to improve students understanding of the concepts, principles, problems, and practices of leadership. After completing this course, you should be able to:

- Identify and demonstrate your understanding of the nature and importance of leadership.
- Identify and discuss the importance of leadership theories.
- Discuss leadership development, succession of leaders, why a leader needs to be a good follower.
- Identify and discuss the pitfalls leaders face, including team dynamics.
- Understand cross-cultural leadership differences.
- Explain the need for a leader to serve the role of a coach and a mentor within global organizations.
- Discuss exchange-based relationships that reward followers.
- Acknowledge the importance and characteristics of leadership in small business and entrepreneurship.
- Recognize the effects of charisma on motivating employees.
- Explain the need for trust and the effect it has on organizations.
• Understand the need for leadership to motivate, and bring a company to higher level.
• Discuss how a leader attracts the right human capital.

Grading & Evaluation:

Following is how performance is evaluated for this course:

<table>
<thead>
<tr>
<th>Percentage</th>
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</thead>
<tbody>
<tr>
<td>Exam I</td>
</tr>
<tr>
<td>Exam II</td>
</tr>
<tr>
<td>Case Study Analysis</td>
</tr>
<tr>
<td>Assignments &amp; participation</td>
</tr>
<tr>
<td>Final Course Project</td>
</tr>
<tr>
<td>Exam III</td>
</tr>
<tr>
<td>Total</td>
</tr>
</tbody>
</table>

Class format: Class hours 3 Lab hours 0

Course materials and textbooks

REQUIRED TEXTS AND READINGS

3. Handouts and readings will be made available to students throughout the semester by the instructor.

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
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, globalized and largely multicultural work settings.

Grading system

<table>
<thead>
<tr>
<th>Component</th>
<th>Weight</th>
</tr>
</thead>
<tbody>
<tr>
<td>I/O portfolio (practical work on I/O instruments, reports of assessment)</td>
<td>50%</td>
</tr>
<tr>
<td>3 exams</td>
<td>50%</td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
</tr>
</tbody>
</table>
**Class format:** Class hours 3 Lab hours 0

**Literature:**

- Paul Levy, Industrial Organizational Psychology (4 edition)
- Handbook of Industrial, Work and Organizational Psychology

A selection of reading from various sources will be made available by instructor on MyCourses and through the Wallace Library at RIT.
Strategic Management (capstone course)

Course Description

Strategy is the art of winning. This course is designed to provide you with an understanding of strategy and strategic management, an understanding which allows you to win as you compete in the world of business. You should expect to come away with a framework for analyzing, understanding, and successfully managing any enterprise. The skills and principles you learn in this course will apply to any career, at every managerial level. This course is a capstone course for the International Business program.

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:

- Define specific business unit they are managing, which strategy is that business unit currently using, why it is doing whatever it is doing;
- Analyze business units using multiple frameworks in order to identify strengths, weaknesses, opportunities, and threats, and create SWOT matrix;
- Formulate business strategy based on the information collected during the definition and analysis phases;
- Implement and redefine formulated business strategy.

Grading

<table>
<thead>
<tr>
<th>Component</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exam I and II</td>
<td>60% (30% each)</td>
</tr>
<tr>
<td>Exam III</td>
<td>20%</td>
</tr>
<tr>
<td>Business Case Analysis - write-up</td>
<td>15%</td>
</tr>
<tr>
<td>Business Case Analysis – discussion</td>
<td>5%</td>
</tr>
<tr>
<td><strong>Total possible:</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>

Class format: Class hours 3 Lab hours 0

Course materials and textbooks:

Internet Marketing

Course Description

Internet marketing is critical to an organization’s business and marketing strategy. This course focuses on tactics and strategies that enable marketers to fully leverage the Internet. Topics include the overall Internet marketing landscape and development of Internet based technologies, customer segmenting and targeting, search engine marketing, analytics and emerging Internet-marketing platforms.

Course objectives

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

Learning outcomes

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>20%</td>
</tr>
<tr>
<td>Tests</td>
<td>60% (20% + 20% + 20%)</td>
</tr>
<tr>
<td>Group project</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:


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:

- Understand the concept of integrated marketing communications and its significance within the marketing process
- Use knowledge and insights about consumers and selected target markets as a critical input for the development of marketing communications strategies and tactics.
- Develop an effective positioning strategy to distinguish a brand or market offering from the competition.
- Understand the role of marketing communications consultants and service providers.
- Develop communications objectives, creative strategy and tactics for advertising that will best achieve the communication objectives.
- Write an effective marketing communications brief.
- Understand a marketing communications budget and how companies allocate media resources within a budget.
- Plan, manage and measure an advertising campaign.
- Understand the strategic role of various promotion mix tools for the integrated marketing communication process.
- Compare and use different media, particularly social media, in order to maximize communication effectiveness.
### Grading

<table>
<thead>
<tr>
<th>Component</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:**


Advanced Corporate Financial Planning

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 management investment decisions

Grading

Exam 1 30%
Exam 2 30%
Exam 3 20%
Team project 20%
Total 100%

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

3 Exams 69% (23% each)
Quizzes 10%
Team project 10%
Write-up 6%
Case analysis 5%
Total 100%

The 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
Managerial Skills

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

Portfolio analysis of personal managerial skills (Part I) 17.5%
Portfolio analysis of personal managerial skills (Part II) 20%
Portfolio analysis of personal managerial skills (Part II) 17.5%
Exam I 15%
Exam II 15%
Exam III 15%
TOTAL 100%

Class format: Class hours 3 Lab hours 0

Course materials and textbooks

Additional material distributed in class and/or via MyCourses