

BUSINESS ADMINISTRATION

The business administration department prepares students to become successful businesswomen and focuses on developing ethical women business leaders who can take companies, emerging businesses, government entities and non-profits to the next level.

Majors

- Accounting - BA, BS (catalog.stkate.edu/undergraduate/business-professional-studies/business-administration/accounting-ba-bs)
- Business Administration - BA, BS (catalog.stkate.edu/undergraduate/business-professional-studies/business-administration/bus-admin)
- Business Management - BA, BS (catalog.stkate.edu/undergraduate/business-professional-studies/business-administration/business-management-ba-bs)
- Business-to-Business Sales - BA, BS (catalog.stkate.edu/undergraduate/business-professional-studies/business-administration/business-to-business-sales-ba-bs)
- Healthcare Management - BA, BS (catalog.stkate.edu/undergraduate/business-professional-studies/business-administration/healthcare-management-ba-bs)
- Healthcare Sales - BA, BS (catalog.stkate.edu/undergraduate/business-professional-studies/business-administration/healthcare-sales-ba-bs)
- Marketing - BA, BS (catalog.stkate.edu/undergraduate/business-professional-studies/business-administration/marketing)

Minors

- Accounting - Minor (catalog.stkate.edu/undergraduate/business-professional-studies/business-administration/accounting-minor)
- Business Administration - Minor (catalog.stkate.edu/undergraduate/business-professional-studies/business-administration/business-administration-minor)
- Finance - Minor (catalog.stkate.edu/undergraduate/business-professional-studies/business-administration/finance-minor)
- Healthcare Sales - Minor (catalog.stkate.edu/undergraduate/business-professional-studies/business-administration/healthcare-sales-minor)
- Integrated Marketing Communications and Design - Minor (catalog.stkate.edu/undergraduate/business-professional-studies/business-administration/integrated-marketing-communications-design-minor)
- Sales - Minor (catalog.stkate.edu/undergraduate/business-professional-studies/business-administration/sales-minor)

Certificates

- Healthcare Sales - Certificate (catalog.stkate.edu/undergraduate/business-professional-studies/business-administration/healthcare-sales-certificate)
- Sales - Certificate (catalog.stkate.edu/undergraduate/business-professional-studies/business-administration/sales-cert)

ACCT 2112 Financial Accounting I – 2 credits

This course is an introduction to accounting, which will enable students to achieve a basic working knowledge of accounting and its uses. Emphasis is placed on the need to read and interpret financial statements. Accounting theory and uses of accounting information are integrated with the conceptual framework and social role of accounting. Offered in the College for Women and the College for Adults.

ACCT 2130 Managerial Accounting – 4 credits

This course emphasizes the use of accounting information to help make managerial decisions. It also covers the basics of cost accounting techniques, budgeting and the use of accounting information for management planning and control. This course helps students develop their critical-thinking and computer-spreadsheet skills. Offered in the College for Women and the College for Adults.

Prerequisite: ACCT 2112 with a grade of C- or better.

ACCT 2312 Financial Accounting II – 2 credits

This course will provide a solid foundation for financial accounting. It will emphasize the accounting cycle, preparation of financial statements, and computational and theoretical aspects of transaction analysis and accrual adjustments. Offered in the College for Women and the College for Adults.

Prerequisite with concurrency: ACCT 2112.

ACCT 2682 Directed Study – 2 credits

Directed study is provided for students whose unusual circumstances prohibit taking a regularly scheduled course but who need the material of that course to satisfy a requirement. Availability of this faculty-directed learning experience depends on faculty time and may be limited in any given term and restricted to certain courses.

Prerequisites: Faculty, department chair and dean approval.

ACCT 3110 Intermediate Accounting I – 4 credits

Students will study accounting theory as it relates to principles and the processes of accounting for, and reporting on, business operations. All categories of assets and liabilities are covered. Students are required to do a practice set, research work, and perform problem solving. Students will employ critical thinking, Excel and ethical decision-making skills. Offered in the College for Women and the College for Adults.

Prerequisites: ACCT 2112 or ACCT 2312, and ACCT 2130. (On an exception basis, students earning a B or better in ACCT 2112 or ACCT 2312 may be allowed to enroll in ACCT 3110 without ACCT 2130.)

ACCT 3120 Intermediate Accounting II – 4 credits

A continuation of ACCT 3110. Students will study the remaining balance sheet accounts with special emphasis on the capital structure of corporations. In addition, complex accounting matters such as investments, tax allocation, pension applications, lease capitalization, accounting changes and error corrections are reviewed. One of the key objectives is to provide students with the opportunity to develop skills in the analysis of technical accounting issues. Offered in the College for Women and the College for Adults.

Prerequisite: ACCT 3110 with a grade of B- or better.

ACCT 3150 Income Tax – 4 credits

In this course students will take a theoretical review and analysis of federal individual income tax laws. Tax research and planning are emphasized. Students will study applications that stress theoretical understanding and secondarily, the preparation of income tax returns. Offered in the College for Women and the College for Adults.

Prerequisite: ACCT 3110 with a grade of C- or better.

ACCT 3202 Business Finance – 2 credits

This course deals with financial decisions that corporate management must make to maximize stockholder wealth. Key topics include interpretation and analysis of financial information, present value and future value analysis techniques, valuation of bonds and stocks, and impact of financial decisions on a firm's expected return and risk.

Prerequisite: ACCT 2130.

ACCT 3210 Financial Management – 4 credits

This course deals with financial decisions that corporate management must make to maximize stockholder wealth. Key topics students will study include capital budgeting, valuation of financial assets, determination of a firm's cost of capital, interpretation and analysis of financial information, working capital management and impact of financial decisions on a firm's expected return and risk. Offered in the College for Women and the College for Adults.

Prerequisite: ACCT 2130.

ACCT 3212 Advanced Finance – 2 credits

This course deals with financial decisions that corporate management must make to maximize stockholder wealth. Key topics include capital budgeting, determination of a firm's cost of capital, and working capital management.

Prerequisite with concurrency: ACCT 3202.

ACCT 4100 Advanced Accounting – 4 credits

In this course students will focus on consolidations and accounting for state and local governments and other not-for-profit organizations. Students will cover the basics of consolidations with an emphasis on the differences between profit and not-for-profit accounting and the preparation of financial statements for state and local governments and other not-for-profit organizations. This class is particularly beneficial for students interested in working for state and local governments, other not-for-profits, public accounting firms that audit governmental or other not-for-profit entities or students planning to take the CPA exam. Students will broaden their accounting skills so that they are prepared to work in a variety of organizations. Offered in the College for Women and the College for Adults.

Prerequisites: ACCT 2130, ACCT 3110.

ACCT 4120 Cost Accounting – 4 credits

Students will study the elements of product costs, including job, process, standard and variable costing systems and procedures. A managerial emphasis is added through inclusion of cost-volume-profit relationships, management uses of financial and cost data, and introduction to Balanced Score Card theory and practice for strategic analysis, CASB pronouncements and other selected topics. Students will increase their Excel skills and further develop their decision-making and critical-thinking skills. Offered in the College for Women and the College for Adults.

Prerequisites: ACCT 2130, ACCT 3110.

ACCT 4130W Auditing – 4 credits

This course will focus on the independent examination of the financial statements and all aspects of a financial audit in accordance with generally accepted auditing standards. Particular emphasis will be placed on the engagement risk assessment, analysis of internal controls, the gathering and the analysis of evidence in preparation for the audit report. The focus is on analytical thinking, the exercise of judgment, and evaluation of risks. Students will complete a variety of written projects related to auditing. Writing Intensive. Offered in the College for Women and the College for Adults.

Prerequisite: ACCT 3120 with a grade of C- or better.

ACCT 4140 Accounting Systems – 4 credits

Accounting systems introduces students to the use of relational databases and enterprise resources systems in the creation of Accounting Information Systems (AIS). The design of accounting information systems is covered in detail; modeling techniques such as simple entity relationship diagrams (ERDs), Data Flow Diagrams (DFDs) and Flowcharts are used to create high-level views and conceptual schemas of an AIS. The capture and manipulation of accounting transactions in revenue, purchasing and payroll accounting cycles are covered in detail. MS Visio is used for modeling and MS Access for implementation of models into databases. Microsoft office Accounting 2001 ERP Software is used for exposure to AIS implementation. Offered in the College for Women and the College for Adults.

Prerequisite: ACCT 3110.

ACCT 4200 Fraud and Forensic Accounting Seminar – 4 credits

Concepts related to fraud and forensic accounting will be analyzed and examined. These concepts will include: the fraud triangle, fraud prevention, fraud detection techniques, fraud investigation, management (white collar crime) fraud and specific fraud schemes. Guest speakers and real word cases will be utilized to supplement the textbook concepts. Students will develop heightened awareness of fraud in organizations as well as analytical skills that can be used to identify fraud in financial statement and key internal controls for fraud prevention. Offered in the College for Women and the College for Adults.

Prerequisite: ACCT 3110.

Recommended: ACCT 4130W.

ACCT 4602 Internship – 2 credits

Structured out-of-class learning experience that takes place on or off campus and includes a substantial work component. An internship involves the student in a particular profession in an exploratory way to test career interests and potential. To initiate an internship experience, the student must meet with the internship coordinator in the Career Development Office.

Prerequisites: Faculty sponsorship and approval by department chair.

ACCT 4604 Internship – 4 credits

Structured out-of-class learning experience that takes place on or off campus and includes a substantial work component. An internship involves the student in a particular profession in an exploratory way to test career interests and potential. To initiate an internship experience, the student must meet with the internship coordinator in the Career Development Office.

Prerequisites: Faculty sponsorship and approval by department chair.

ACCT 4682 Directed Study – 2 credits

Directed study is provided for students whose unusual circumstances prohibit taking a regularly scheduled course but who need the material of that course to satisfy a requirement. Availability of this faculty-directed learning experience depends on faculty time and may be limited in any given term and restricted to certain courses.

Prerequisites: Faculty, department chair and dean approval.

ACCT 4684 Directed Study – 4 credits

Directed study is provided for students whose unusual circumstances prohibit taking a regularly scheduled course but who need the material of that course to satisfy a requirement. Availability of this faculty-directed learning experience depends on faculty time and may be limited in any given term and restricted to certain courses.

Prerequisites: Faculty, department chair and dean approval.

ACCT 4752 Accounting Practicum – 2 credits

This course complements students' academic work by giving them the opportunity to apply textbook theory to an actual business practice in an internship. Through an internship, students discover more about a particular profession and learn about their career interests. Once offered an internship position, the next step is to start the process of enrolling in the Business Practicum course. This class is designed for both traditional internships and for "stretch assignments." If students are working at/near full-time, they may be able to negotiate a "stretch assignment" or "career development" project, which is above and beyond current work responsibilities, in their workplace. Whether a traditional internship or a "stretch assignment," students will participate once every two weeks (check the published annual schedule of class meetings) in structured class sessions with peers and instructor, who is also the Faculty Internship Advisor, to discuss and evaluate what students are learning in their internships. Class discussions and readings will focus on internship and career-related topics. Offered in fall, spring and summer sessions. Register under ACCT for accounting or BUSI for other business-related internships. Offered in the College for Women and the College for Adults.

Prerequisites: A minimum of three business courses completed, junior standing, and a work situation approved by the instructor.

ACCT 4753 Accounting Practicum – 3 credits

This course complements students' academic work by giving them the opportunity to apply textbook theory to an actual business practice in an internship. Through an internship, students discover more about a particular profession and learn about their career interests. Once offered an internship position, the next step is to start the process of enrolling in the Accounting Practicum course. This class is designed for both traditional internships and for "stretch assignments." If students are working at/near full-time, they may be able to negotiate a "stretch assignment" or "career development" project, which is above and beyond current work responsibilities, in their workplace. Whether a traditional internship or a "stretch assignment," students will participate once every two weeks (check the published annual schedule of class meetings) in structured class sessions with peers and instructor, who is also the Faculty Internship Advisor, to discuss and evaluate what they are learning in their internships. Class discussions and readings will focus on internship and career-related topics. Offered in fall, spring and summer sessions. Register under ACCT for accounting or BUSI for other business-related internships. Offered in the College for Women and the College for Adults.

Prerequisites: A minimum of three business courses completed, junior standing, and a work situation approval by the instructor.

ACCT 4754 Accounting Practicum – 4 credits

This course complements students' academic work by giving the opportunity to apply textbook theory to an actual business practice in an internship. Through an internship, students discover more about a particular profession and learn about their career interests. Once offered an internship position, the next step is to start the process of enrolling in the Business Practicum course. This class is designed for both traditional internships and for "stretch assignments." If students are working at/near full-time, they may be able to negotiate a "stretch assignment" or "career development" project, which is above and beyond current work responsibilities, at their workplace. Whether a traditional internship or a "stretch assignment," students will participate once every two weeks (check the published annual schedule of class meetings) in structured class sessions with peers and instructor, who is also their Faculty Internship Advisor, to discuss and evaluate what they are learning in their internships. Class discussions and readings will focus on internship and career-related topics. Offered in fall, spring and summer sessions. Register under ACCT for accounting or BUSI for other business-related internships. Offered in the College for Women and the College for Adults. **Prerequisites:** A minimum of three business courses completed, junior standing, and a work situation approved by the instructor.

ACCT 4952 Independent Study – 2 credits

Independent study offers students the opportunity for specialized research not covered in a course offering, by the action project or thesis. Students work with a faculty advisor to develop a learning contract, which specifies the content and objectives of the study as well as the requirements and procedures for evaluation. The amount of credit earned for the study also is included in the learning contract.

Prerequisites: Permission of the faculty and department chair or program director.

ACCT 4954 Independent Study – 4 credits

Independent study offers students the opportunity for specialized research not covered in a course offering, by the action project or thesis. Students work with a faculty advisor to develop a learning contract, which specifies the content and objectives of the study as well as the requirements and procedures for evaluation. The amount of credit earned for the study also is included in the learning contract.

Prerequisites: Permission of the faculty and department chair or program director.

ACCT 4994 Topics – 4 credits

The subject matter of the course is announced in the annual schedule of classes. Content varies from year to year but does not duplicate existing courses.

BUSI 2000 Leadership Perspectives – 2 credits

This course combines the work completed in the Leadership Institute program, Leadership Perspectives, with academic assignments. Through reading, critical reflection and analysis, each student explores relevant leadership topics that apply to organizational leadership and his/her own personal and professional leadership development. Leadership Perspectives begins with an intensive two-day session followed by six monthly four-hour classes. The course concludes with a six-hour intensive session. Using the Transformation Trilogy model, assessment tools and instructor advising, each student develops a individual strategic leadership action plan with measurable outcome-based personal and professional goals. The class explores in depth the process of leadership, change management and employee engagement. Contact the Continuing Education Office for more information.

BUSI 2012 Business Analytics – 2 credits

Business analytics are applied in many areas within business including management, marketing, accounting, finance, sales, operations, and strategic planning. It is now critical for managers to be able to make sense of the increasing availability of extremely large amounts of information called "Big Data." In this course, students will learn basic analysis and business modeling methods to analyze data while utilizing Microsoft Excel®. Emphasis will be placed on students acquiring the ability to apply, analyze, and evaluate data to make sound and strategic business decisions by thinking critically about the analysis or model constructed. Offered in the College for Women and the College for Adults.

BUSI 2502 Global Business – 2 credits

Globalization has become an integral part of the business landscape. This course is an introduction to international business aimed at familiarizing students with the basic concepts and theories relevant to conducting business in the international arena. Throughout the course, students will become familiar with the context of international business and the major trends and challenges that impact global business strategies. Among the topics to be examined are sociocultural and political forces influencing global business decisions, international trade and economic policies, international marketing, and global leadership issues and practices. Case studies, group exercises, lectures, quizzes, and classroom interactions are used to assist students in acquiring an understanding of how to succeed in international contexts. Offered in the College for Women and the College for Adults.

BUSI 2652 Legal Environment of Business – 2 credits

In this course students will survey the legal process and principles as applied in the areas that concern business. Topics covered include courts, court procedures, constitutional law, torts, contracts, agency, commercial paper, and business organizations.

BUSI 2992 Topics – 2 credits**BUSI 2994 Topics – 4 credits**

The subject matter of the course is announced in the annual schedule of classes. Content varies from year to year but does not duplicate existing courses. Courses are also offered as ACCT 2994 for accounting, MGMT 2994 for management, MKTG 2994 for marketing, or SALE 2994 for sales.

BUSI 3650 Business Law – 4 credits

In this course students will study the legal process and principles as applied in the areas that concern business. Topics covered include contracts, sales and commercial paper. Offered in the College for Women and the College for Adults.

Prerequisite: Junior or senior standing or instructor permission.

BUSI 3652 Business Law - Contracts – 2 credits

In this course students will continue study of the legal process and principles as applied in the areas that concern business with more depth on contracts, the uniform commercial code, and business ethics.

Prerequisite with concurrency: BUSI 2652.

BUSI 3900W Social Entrepreneurship – 4 credits

This course provides a hands-on case approach to understanding how to develop sustainable business sales plans for a specific international product. A primary focus of the class is up-front work to analyze a product and its potential impact, and identify a target market segment that will benefit. Students will then determine how to best position this product within this market segment for greatest acceptance. This is followed by a sales plan to reach the market. Mentors will be available to provide advice in terms of how to approach this challenging problem. These mentors will be subject matter experts on an area of significance to the project: the developing country, the product, on nutrition and agriculture, and/or sales and business professionals. The outcome of the class is a business plan including value proposition to the customer, pricing, sales channel, distribution channel, cost model and implementation plan. The teams are expected to use sales process design, combined with actual input from research, in solving the challenge. Students will learn how to position and market a product while considering the range of sales, marketing, management, political, social, ethical and cultural factors encountered in the international arena. Offered in the College for Women.

BUSI 4490W Strategic Management – 4 credits

This course is a culminating capstone course in which students will use an integrative case approach to the formulation and implementation of policy within business- and administrative-type organizations. Students will draw upon the analytic tools and managerial concepts and techniques developed in previous business administration, economics and quantitative methods courses. Offered in the College for Women and the College for Adults.

Prerequisites: ACCT 3202 or ACCT 3210, MKTG 2302, MGMT 2400.

BUSI 4602 Intership – 2 credits

Structured out-of-class learning experience that takes place on or off campus and includes a substantial work component. An internship involves students in a particular profession in an exploratory way to test career interests and potential. To initiate an internship experience, meet with the internship coordinator in the Career Development Office. Also offered in the College for Adults. Register under ACCT for accounting, MGMT for management, MKTG for marketing or SALE for sales.

Prerequisites: Faculty sponsorship and approval by department chair.

BUSI 4604 Internship – 4 credits

Structured out-of-class learning experience that takes place on or off campus and includes a substantial work component. An internship involves students in a particular profession in an exploratory way to test career interests and potential. To initiate an internship experience, meet with the internship coordinator in the Career Development Office. Also offered in the College for Adults. Register under ACCT for accounting, MGMT for management, MKTG for marketing or SALE for sales.

Prerequisites: Faculty sponsorship and approval by department chair.

BUSI 4684 Directed Study – 4 credits

Directed study is provided for students whose unusual circumstances prohibit taking a regularly scheduled course but who need the material of that course to satisfy a requirement. Availability of this faculty-directed learning experience depends on faculty time and may be limited in any given term and restricted to certain courses. Available in the College for Women and the College for Adults. Register under ACCT for accounting, MGMT for management, MKTG for marketing or SALE for sales.

Prerequisites: Faculty, department chair and dean approval.

BUSI 4752 Business Practicum – 2 credits

This course complements students' academic work by giving them the opportunity to apply textbook theory to an actual business practice in an internship. Through an internship, students discover more about a particular profession and learn about their career interests. Once offered an internship position, the next step is to start the process of enrolling in the Business Practicum course. This class is designed for both traditional internships and for "stretch assignments." If students are working at/near full-time, they may be able to negotiate a "stretch assignment" or "career development" project, which is above and beyond current work responsibilities, in their workplace. Whether a traditional internship or a "stretch assignment," students will participate once every two weeks (check the published annual schedule of class meetings) in structured class sessions with peers and instructor, who is also the Faculty Internship Advisor, to discuss and evaluate what they are learning in their internships. Class discussions and readings will focus on internship and career-related topics. Offered in fall, spring and summer sessions. Register under ACCT for accounting or BUSI for other business-related internships. Offered in the College for Women and the College for Adults.

Prerequisites: A minimum of three business courses completed, junior standing, and a work situation approval by the instructor.

BUSI 4753 Business Practicum – 3 credits

This course complements students' academic work by giving them the opportunity to apply textbook theory to an actual business practice in an internship. Through an internship, students discover more about a particular profession and learn about their career interests. Once offered an internship position, the next step is to start the process of enrolling in the Business Practicum course. This class is designed for both traditional internships and for "stretch assignments." If students are working at/near full-time, they may be able to negotiate a "stretch assignment" or "career development" project, which is above and beyond current work responsibilities, in their workplace. Whether a traditional internship or a "stretch assignment," students will participate once every two weeks (check the published annual schedule of class meetings) in structured class sessions with peers and instructor, who is also the Faculty Internship Advisor, to discuss and evaluate what they are learning in their internships. Class discussions and readings will focus on internship and career-related topics. Offered in fall, spring and summer sessions. Register under ACCT for accounting or BUSI for other business-related internships. Offered in the College for Women and the College for Adults.

Prerequisites: A minimum of three business courses completed, junior standing, and a work situation approval by the instructor.

BUSI 4754 Business Practicum – 4 credits

This course complements students' academic work by giving them the opportunity to apply textbook theory to an actual business practice in an internship. Through an internship, students discover more about a particular profession and learn about their career interests. Once offered an internship position, the next step is to start the process of enrolling in the Business Practicum course. This class is designed for both traditional internships and for "stretch assignments." If students are working at/near full-time, they may be able to negotiate a "stretch assignment" or "career development" project, which is above and beyond current work responsibilities, in their workplace. Whether a traditional internship or a "stretch assignment," students will participate once every two weeks (check the published annual schedule of class meetings) in structured class sessions with their peers and instructor, who is also their Faculty Internship Advisor, to discuss and evaluate what they are learning in their internships. Class discussions and readings will focus on internship and career-related topics. Offered in fall, spring and summer sessions. Register under ACCT for accounting or BUSI for other business-related internships. Offered in the College for Women and the College for Adults. **Prerequisites:** A minimum of three business courses completed, junior standing, and a work situation approval by the instructor.

BUSI 4800 Business Portfolio – 0 credits

All business majors are required to complete a business portfolio in order to fulfill graduation requirements. The portfolio is the vehicle that enables students to integrate the life skills and knowledge they bring with them and the knowledge, skills and values learned within the courses and field experiences throughout the program. This portfolio allows students to validate their experiences at St. Catherine University. The portfolio is cumulative in nature; most aspects are completed as part of course work. The portfolio must be presented to the student's advisor no later than September 30 for December graduates or February 15 for May graduates. For specific portfolio requirements, please refer to the Professional Portfolio Handbook. Offered in the College for Women and the College for Adults.

Prerequisite: Senior standing.

BUSI 4952 Independent Study – 2 credits

Research and analysis of a field of business. Also offered in Evening/Weekend/Online Program. Register under ACCT for accounting, MGMT for management, MKTG for marketing or SALE for sales.

Prerequisites: Permission of department chair after arranging with a sponsoring instructor.

BUSI 4954 Independent Study – 4 credits

Research and analysis of a field of business. Also offered in Evening/Weekend/Online Program. Register under ACCT for accounting, MGMT for management, MKTG for marketing or SALE for sales.

Prerequisites: Permission of department chair after arranging with a sponsoring instructor.

BUSI 4992 Topics – 2 credits

The subject matter of the course will be announced in the annual schedule of classes. Content varies from year to year but does not duplicate existing courses. Courses are also offered as ACCT 4992 for accounting, MGMT 4992 for management, MKTG 4992 for marketing, or SALE 4992 for sales.

BUSI 4994 Topics – 4 credits

The subject matter of the course will be announced in the annual schedule of classes. Content varies from year to year but does not duplicate existing courses. Courses are also offered as ACCT 4994 for accounting, MGMT 4994 for management, MKTG 4994 for marketing, or SALE 4994 for sales.

MGMT 2400 Principles of Management – 4 credits

This course provides students with an understanding of effective management practices and structures. It emphasizes leadership requirements for managers, as well as three additional primary functions of management: planning, organizing and controlling. Students will explore the ethical foundation for business practices. Offered in the College for Women and the College for Adults.

MGMT 3400 Leadership, Effective Teams and Change Management – 4 credits

This course concentrates on four critical aspects of management: leadership, organizational change, ethics and teams. Students will explore a wide range of theories on effective leadership and apply these theories to their own experience. Students will examine ethics as a philosophical foundation in managing a company. Students will learn and apply organizational change theories/principles and effective team management practices. Case studies and group exercises are used throughout the course. Offered in the College for Women and the College for Adults.

Recommended: MGMT 2400.

MGMT 3460 Managing a Diverse Workforce – 4 credits

This course provides a hands-on approach to understanding how to work with people from different cultures. Students are asked to examine their own values and perspectives, to become aware of your own biases, and through examining different cultural orientations, to work towards greater understanding and acceptance of difference. The course focuses on the impact of diverse cultures on the work environment and management practices that enhance the full utilization of human diversity. Students will learn about belief systems, attitudes and conditioning and how these cognitive processes interact with the management of a diverse workforce. The management functions, organization behavior, change and productivity are examined in relation to issues of diversity. Anyone planning to work outside the home, regardless of discipline or field, can benefit from this course. Offered in the College for Women and the College for Adults. Also offered as CRST 3460.

MGMT 3850 Healthcare Policy – 4 credits

Healthcare professionals work in a system in transition due to healthcare reform. Policy makers and healthcare professionals must address issues such as high costs, improving quality, access for the uninsured, and new technologies. Emerging leaders need to understand the underlying dynamics of health care reform at the federal and state levels. Course goals include understanding key aspects of the U.S. healthcare system and healthcare reform, especially the Affordable Care Act and also insights into international system comparisons. Students will analyze reform strategies, including strengths and weaknesses of strategies. Offered in the College for Women and the College for Adults.

MGMT 4400 Operations Management – 4 credits

Operations Management familiarizes students with the concepts of operations management – the functions and processes involved in the production and delivery of goods and services. Students will learn how effective administration of business practices creates efficiency within organizations. Topics include measuring performance, strategy, supply chain design, supply chain management, resource management, quality control, and project management. More advanced topics of queuing analysis, forecasting, linear optimization, and decision analysis will also be introduced.

Prerequisites: ECON 1090 (or equivalent stats class), BUSI 2012.

MGMT 4490W Strategic Management – 4 credits

This course is a culminating capstone course in which students will use an integrative case approach to the formulation and implementation of policy within business- and administrative-type organizations. Students will draw upon the analytic tools and managerial concepts and techniques developed in previous business administration, economics and quantitative methods courses. Offered in the College for Women and the College for Adults.

Prerequisites: Senior standing, ACCT 2212 or ACCT 3210, MKTG 2300 or MKTG 2302, MGMT 2400.

MGMT 4684 Directed Study – 4 credits

Directed study is provided for students whose unusual circumstances prohibit taking a regularly scheduled course but who need the material of that course to satisfy a requirement. Availability of this faculty-directed learning experience depends on faculty time and may be limited in any given term and restricted to certain courses.

Prerequisites: Faculty, department chair and dean approval.

MGMT 4850W Senior Seminar in Healthcare Management – 4 credits

Using case studies and problem solving learning, you will integrate and apply theory, knowledge, and skills critical to success in health care management. This course prepares students to think clearly and critically as well as to use written communication skills essential for working in today's healthcare environment. Topics include regulatory mechanisms in health care, ethics in health information and health care delivery, HIPAA regulations, health care financing, and project analysis and management. Cases will include complex situations involving groups, individuals, and organizations. Students will learn to identify, locate, retrieve and use sources of information to problem solve issues as they resolve specific health care management cases. This course is designated as a St. Catherine University writing intensive course. Offered in the College for Adults.

Prerequisites: ACCT 2110 or ACCT 2112, ACCT 2130, MGMT 3850 and senior status.

MKTG 2302 Introduction to Marketing – 2 credits

This introductory course examines the role of marketing in organizations. Students will explore the process of identifying customer needs, segmenting and targeting markets and developing a marketing mix (product, place, promotion, pricing). Offered in the College for Women and the College for Adults.

MKTG 2350W Integrated Marketing Communications – 4 credits

This course is an introduction to the promotion element in the marketing mix, focusing on the integration of all elements, including advertising, personal selling, public relations, sales promotion, sponsorship, interactive marketing, and other marketing channels. Students will master new web-based technologies, such as Twitter, LinkedIn, WordPress and other social media. As a writing intensive course, students will write - individually and as a team - a wide variety of marketing communication pieces using standard technology (i.e., desktop word processing) and web tools, such as Google Docs and online blogging. Offered in the College for Women and the College for Adults.

MKTG 3300 Interactive Marketing: Social Networks, Multi-Media and SEO (Search Engine Optimization) – 4 credits

Interactive Marketing: Social Networks, Multimedia, and Search Engine Optimization (SEO) examines Internet marketing activities used by all industries in for-profit and non-profit models to advertise their brand, interact with customers, and ultimately convert searchers into buyers. This course focuses on four fundamental areas of interactive marketing: SEO, multimedia technologies such as graphic design, audio and video production; social networks, and mobile computing. This course is built on experiential education where by students work on real world projects for actual clients such as branded podcasts, videos and Twitter profiles. Offered in the College for Women.

MKTG 3350 Buyer Behavior and Market Research – 4 credits

In this course students will learn fundamental business research strategies, including the use of primary and secondary data sources, the application of marketing theory and methodologies to understand customer needs, and fundamental market research tools including survey questionnaires and focus groups. Students will explore key concepts in consumer behavior and corporate buying, including influences on customer decision making. Offered in the College for Women and the College for Adults.

Prerequisite: MKTG 2302.

MKTG 3500 International Marketing and Management – 4 credits

This course is an introduction to international marketing and management aimed at familiarizing students with the range of marketing, management, political, social, ethical and cultural factors encountered in the international arena. Among the topics to be examined are globalization, international trade organizations, modes of entry, country risk analysis, product adaptations and approaches to intercultural negotiating. Students will also examine cultural norms and values in key world regions and use this knowledge to find successful solutions to real life management and marketing situations through case studies. In addition to case studies, group exercises, lectures and role plays are used to assist students in acquiring an understanding of how to succeed in international contexts. Offered in the College for Women and the College for Adults.

Prerequisite: MGMT 2400.

Recommended: MKTG 2302.

MKTG 4300 Strategic Marketing – 4 credits

Students will gain an in-depth understanding of important marketing concepts, including market and customer analysis, competitive analysis, environmental analysis, portfolio analysis and the value proposition. Students will learn methods for developing a sustainable competitive advantage for a company. Using case studies, students will learn to apply methods, analyze data and develop effective market strategies. Offered in the College for Women and the College for Adults.

Prerequisites: ACCT 2112, MKTG 2302.

Recommended: a statistics course, ECON 2610, ACCT 2130, MKTG 2350W, MKTG 3350, MGMT 3400.

SALE 2332 Introduction to Selling – 2 credits

Business people use selling principles all the time. Everyone sells – when interviewing for a job or seeking a raise. Everyone sells. The sales techniques used to inform and persuade others are used by everyone in business. Personal selling is a strategy of developing strategic relationships, discovering customer needs, matching appropriate products with these needs, and communicating benefits. This course covers the role of sales in business, the sales process, and introduces negotiation. Offered in the College for Women and the College for Adults.

SALE 3212 Finance for Sales – 2 credits

Financial intelligence is one of the keys to creating an effective sales strategy. Students will gain basic financial acumen as it relates to the sales function. Students will be able to leverage this intelligence to develop and practice effective sales strategies.

Prerequisites: ACCT 2112, SALE 2332.

SALE 3330 Professional Sales: Customer Centered Selling – 4 credits

Managing the sales process from the perspectives of time, territory, and technology play an equal role to understanding buyer's needs. This course focuses on building long-term partnerships with customers through consultative selling. Students will examine and practice sales communication methods including effective listening, critical questioning, sales presentation, communicating value, responding to concerns and creating action via buyer role-plays both in person and via SpeakEasy. Offered in the College for Women.

Prerequisite: SALE 2332.

SALE 3430 Customer Intelligence and Business Analytics – 4 credits

In the business environment, the key to effective sales strategy is detailed intelligence. Students will gain influence and presentation skills as well as a working knowledge of Customer Relationship Management (CRM) software to leverage data to develop effective buying strategies. Upon completing this course, students will have developed significant skill in using technology to understand financial metrics and business processes important to organizations today. Offered in the College for Women.

Prerequisites: SALE 2332, MKTG 2302.

Prerequisite with concurrency: SALE 3330.

Recommended: COMM 1030.

SALE 3432 Customer Intelligence – 2 credits

Customer knowledge or intelligence is one of the keys to creating an effective sales strategy. Students will gain research, influence and presentation skills as well as a working knowledge of Customer Relationship Management (CRM) software. Students leverage this intelligence to develop and practice effective sales strategies.

Prerequisites with concurrency: SALE 2332, SALE 3330.

SALE 3530 Selling in Healthcare – 4 credits

Medical sales requires a unique professional sales skill set. Students will learn fundamentals and the structure of decision making in healthcare organizations, healthcare reimbursement, buying groups and formularies. Offered in the College for Women.

Prerequisite with concurrency: SALE 3330.

Recommended: MGMT 3850.

SALE 3630 Ethics and Integrity in Selling – 2 credits

This course challenges students to grapple with issues of professional ethics and integrity in sales, including accurately portraying company and competitor products, services and capabilities, ethical communication, building trust, ethical dilemmas in sales and using sound business practices. Students will explore special issues for women in sales. Case studies are the foundation for exploration of these topics. Offered in the College for Women.

Recommended: SALE 3330.

SALE 3632 Ethics and Integrity in Selling – 2 credits

This course challenges students to grapple with issues of professional ethics and integrity in sales, including accurately portraying company and competitor products, services and capabilities, ethical communication, building trust, ethical dilemmas in sales and using sound business practices. Students will explore special issues for women in sales. Case studies are the foundation for exploration of these topics. Offered in the College for Women.

Recommended: SALE 3330.

SALE 4430 Advanced Sales: Strategic Account Management – 4 credits

Sales professionals need to work strategically with their key account customers. This course addresses strategic account management and negotiation. Students will learn how to identify, analyze, and maximize sales opportunities in an effective and ethical manner. As a strategic account manager, the goal is to build professional relationships based upon trust, and to create value for customers. Through comprehensively mapping the customer's account and industry, synthesizing trends, and creating opportunities, students will learn how to deliver value for their key accounts. Offered in the College for Women.

Prerequisite: SALE 3330.

Recommended: ACCT 2130, BUSI 4752 or BUSI 4754.

SALE 4602 Internship – 2 credits

An internship is a structured out-of-class learning experience that takes place on or off campus and includes a substantial work component. An internship involves the student in a particular profession in an exploratory way to test career interests and potential. To initiate an internship experience meet with the internship coordinator in the Career Development Office and then with a faculty advisor.

Prerequisites: Instructor and department chair permission.

SALE 4604 Internship – 4 credits

An internship is a structured out-of-class learning experience that takes place on or off campus and includes a substantial work component. An internship involves the student in a particular profession in an exploratory way to test career interests and potential. To initiate an internship experience meet with the internship coordinator in the Career Development Office and then with a faculty advisor.

Prerequisites: Instructor and department chair permission.

SALE 4630W Sales Force Leadership – 4 credits

Effective sales force leadership is a major growth engine for an organization and provides an important source of market intelligence. Students will explore how to motivate and compensate salespeople, coach employees for improved performance, provide evaluative and developmental feedback, and build a vision for the sales force. This course examines current issues, both domestically and internationally, in depth. Offered in the College for Women.

Prerequisite: SALE 4430 or permission of instructor.

SALE 4682 Directed Study – 2 credits**SALE 4684 Directed Study – 4 credits**

Directed study is provided for students whose unusual circumstances prohibit taking a regularly scheduled course but who need the material of that course to satisfy a requirement. Availability of this faculty-directed learning experience depends on faculty time and may be limited in any given term and restricted to certain courses. Register under ACCT for accounting, MGMT for management, MKTG for marketing or SALE for sales.

Prerequisites: Faculty, department chair and dean approval.

SALE 4952 Independent Study – 2 credits

Independent study offers students the opportunity for specialized research not covered in a course offering, by the action project or thesis. Students work with a faculty advisor to develop a learning contract, which specifies the content and objectives of the study as well as the requirements and procedures for evaluation. The amount of credit earned for the study also is included in the learning contract.

Prerequisites: Permission of the faculty and department chair or program director.

SALE 4954 Independent Study – 4 credits

Independent study offers students the opportunity for specialized research not covered in a course offering, by the action project or thesis. Students work with a faculty advisor to develop a learning contract, which specifies the content and objectives of the study as well as the requirements and procedures for evaluation. The amount of credit earned for the study also is included in the learning contract.

Prerequisites: Permission of the faculty and department chair or program director.

SALE 4994 Topics – 4 credits

The subject matter of the course is announced in the annual schedule of classes. Content varies from year to year but does not duplicate existing courses.