# 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.

**Mission:**

Grounded in the liberal arts and Catholic social teaching, the Department of Business Administration at St. Catherine University delivers a transformative business education, empowering students to develop performance-ready expertise, adaptability, and confidence to become ethical and effective leaders in their chosen field.

## Common Aspects of All Business Majors

St. Kate's offers a values-based business education built upon a foundation of liberal arts and guided by the following mission:

> *Grounded in Catholic social teaching, the Department of Business Administration at St. Catherine University delivers a transformative business education, empowering students to develop performance-ready expertise, adaptability, and confidence to become ethical and effective leaders in their chosen field.*

In the classroom, students work to successfully master business fundamentals and gain an appreciation for the interrelated nature of business functions—tools necessary for navigating a global, competitive business environment. By conducting online research and preparing computer-based presentations, students learn to incorporate technology into solutions for business problems and become prepared for careers in worldwide, decentralized organizations. Examples of this type of essential, highly-relevant coursework are collected in each student's business portfolio, serving as a showcase of academic accomplishments required for graduation.

St. Kate's business majors benefit from abundant resources as they move through the program towards their career goals. Exceptional instructors, both full-time professors and practicing professionals with a broad range of experience, provide a balanced theoretical and applied business curriculum. Outstanding women role models and accomplished executives participate on-campus as guest speakers, mentors, and recruiters.  Many of them are St. Kate's alumnae and employees of the 60+ companies attending St. Kate's annual on-campus job fair—the largest of any Minnesota private college or university.

St. Kate's business administration department, part of the School of Liberal Arts and Business Leadership, offers the following programs:

### Majors:

- Accounting - BS (https://catalog.stkate.edu/undergraduate/labl/business-administration/accounting-ba-bs/) (CFW & CFA)
- Business Administration - BS (https://catalog.stkate.edu/undergraduate/labl/business-administration/bus-admin/) (CFW)
- Business Management - BS (https://catalog.stkate.edu/undergraduate/labl/business-administration/business-management-ba-bs/) (CFA)
- Healthcare Management - BS (https://catalog.stkate.edu/undergraduate/labl/business-administration/healthcare-management-ba-bs/) (CFA)
- Marketing and Digital Strategy - BS (https://catalog.stkate.edu/undergraduate/labl/business-administration/marketing-and-digital-strategy/) (CFW & CFA)

### Minors:

- Accounting - Minor (https://catalog.stkate.edu/undergraduate/labl/business-administration/accounting-minor/) (CFW & CFA)
- Business Administration - Minor (https://catalog.stkate.edu/undergraduate/labl/business-administration/business-administration-minor/) (CFW & CFA)
- Business Analytics - Minor (https://catalog.stkate.edu/undergraduate/labl/business-administration/business-analytics-minor/) (CFW)
- Finance - Minor (https://catalog.stkate.edu/undergraduate/labl/business-administration/finance-minor/) (CFW)
- Healthcare Leadership & Management - Minor (https://catalog.stkate.edu/undergraduate/labl/business-administration/healthcare-management-minor/) (CFW & CFA)
- Integrated Marketing Communications and Design - Minor (https://catalog.stkate.edu/undergraduate/labl/business-administration/integrated-marketing-communications-design-minor/) (CFW)
- Leadership - Minor (https://catalog.stkate.edu/undergraduate/labl/business-administration/leadership-minor/) (CFW & CFA)
- Marketing - Minor (https://catalog.stkate.edu/undergraduate/labl/business-administration/marketing-minor/) (CFW & CFA)

### Certificates:

- Accounting - Post-Baccalaureate Certificate (https://catalog.stkate.edu/undergraduate/labl/business-administration/accounting-post-bacc-certificate/) (CFA)
- Business Fundamentals: Accounting Certificate (https://catalog.stkate.edu/undergraduate/labl/business-administration/accounting-certificate/) (CFW & CFA)
- Business Management Certificate (https://catalog.stkate.edu/undergraduate/labl/business-administration/business-administration-certificate/) (CFW & CFA)
- Digital Marketing Certificate (https://catalog.stkate.edu/undergraduate/labl/business-administration/digital-marketing-certificate/) (CFW & CFA)
- Leading with Impact Certificate (https://catalog.stkate.edu/undergraduate/labl/business-administration/leadership-certificate/) (CFW & CFA)

**ACCT 2110 Financial Accounting — 4 credits**
This course is an introduction to the fundamentals of financial accounting. Students will learn a basic working knowledge of accounting, its uses and transaction analysis. This will include learning how to interpret, analyze and prepare a balance sheet, income statement and cash flow statement. Transactions impacting the financial statements will be analyzed. Students will also learn how to calculate and interpret critical ratios. Offered in the College for Women and 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 2110 with a grade of C- or better.

**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 2110, ACCT 2130. (On an exception basis, students earning a B or better in ACCT 2110 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 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. Recommended:
**Prerequisite:** ACCT 3110.

**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 4750 Accounting Practicum — 2-4 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 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, LEAD for leadership, or BUSI for other business-related internships. Offered in the College for Women and the College for Adults.
**Prerequisite:** Department chair approval.

**BUSI 1999 Credit for Prior & Alternative Learning — 20 credits**

**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 2952 Independent Study — 2 credits**

**BUSI 2956 Independent Study — 6 credits**

**BUSI 3002 #MeToo: Sexual Harassment in the Workplace — 2 credits**
#MeToo: Sexual Harassment in the Workplace is a unique course designed by the Business Department faculty at St. Catherine University. This course examines current organizational strategies in place to address sexual harassment in the workplace and explore the impact of the #MeToo Movement. Students will develop an awareness of the managerial, legal, ethical, and cultural issues related to sexual harassment, analyze and apply this consciousness in role plays. This cumulates in an evaluation of what organizational leaders can do to foster and apply these concepts to the creation of safe workplace environments.

**BUSI 3502 Global Business — 2 credits**
This course is an introduction to global/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 global business and the major trends and challenges that impact international business strategies. Topics include sociocultural and political forces, international trade and economic policies, international marketing, and global leadership. Offered in the College for Women and the College for Adults.

**BUSI 3642 The 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. Offered in the College for Women and the College for Adults.

**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.

**BUSI 3882 Topics - 3000 level — 2 credits**

**BUSI 3884 Topics — 4 credits**

**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 4680 Directed Study — 0 credits**

**BUSI 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. Available in the College for Women and the College for Adults. Register under ACCT for accounting, LEAD for leadership, MGMT for management, MKTG for marketing or SALE for sales.
**Prerequisites:** Faculty, department chair and dean approval.

**BUSI 4683 Directed Study — 3 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, LEAD for leadership, MGMT for management, MKTG for marketing or SALE for sales.
**Prerequisites:** Faculty, department chair and dean approval.

**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, LEAD for leadership, MGMT for management, MKTG for marketing or SALE for sales.
**Prerequisites:** Faculty, department chair and dean approval.

**BUSI 4750 Business Practicum — 2-4 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 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, LEAD for leadership, or BUSI for other business-related internships. Offered in the College for Women and the College for Adults.
**Prerequisite:** Department chair approval.

**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 4951 Independent Study — 1 credit**
Research and analysis of a field of business. Also offered in the College for Adults 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 4952 Independent Study — 2 credits**
Research and analysis of a field of business. Also offered in the College for Adults 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 the College for Adults 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 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.

**LEAD 2202 Leadership and Influence — 2 credits**
Leadership is a process whereby an individual or group influences others to drive change and leave a lasting positive impact on people, organizations, and communities. This course sets the foundation for continued leadership development throughout the student's time at St. Kate's. Students examine what it means to be an ethical and effective leader through self-reflection, self-assessment, and practice leading and influencing others. Students will be exposed to female role model and engage in mentoring relationships to further explore their personal identity and unique value to society. Students will research and reflect on the attributes and behaviors of past and present women leaders, including the founding Sisters of St. Joseph.

**LEAD 2992 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.

**LEAD 2994 Topics — 4 credits**

**LEAD 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.

**LEAD 3992 Topics — 2 credits**
The Power of Her Influence is an interdisciplinary course that combines leadership, communication, design, and technology to explore how personal stories create influence and inspire change. Through reflection and creative projects, students examine who they are, what matters to them, and how to use their voices with confidence and purpose. Working alongside faculty from multiple disciplines, students develop meaningful narratives and a digital presence that demonstrates intentional and impactful influence. Each semester, students share their work publicly through showcases that contribute to a growing collection of authentic stories celebrating leadership and influence. Students are encouraged to tailor their projects to reflect their own interests, passions, or areas of study. This HyFlex course allows students to participate in person or online, enabling them to present their work in the format that best fits their goals.

**LEAD 4400 Applied Leadership Ethics — 4 credits**
This multidisciplinary course presents frameworks for the application of ethical and moral leadership and followership. Students will begin with an examination of their preconceived beliefs, values, viewpoints, attitudes, and biases and then delve into the multifaceted area of ethics and morality from a leadership perspective. The course reviews the history of ethics and morality as the foundation for modern-day application. Students will then demonstrate competency in ethical decision-making grounded in critical thinking and sound reasoning to evaluate complex situations and make ethical and moral decisions. This rigorous upper-level course requires self-assessment and reflection, heavy reading, complex case study analysis, and substantial participation in discussion forums. Students will be asked to evaluate, identify, and remedy complex ethical issues through various lenses, including personal character, accountability, and pragmatism.

**LEAD 4682 Directed Study — 2 credits**

**LEAD 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.

**LEAD 4750 Leadership Practicum — 2-4 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 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, LEAD for leadership, or BUSI for other business-related internships. Offered in the College for Women and the College for Adults.
**Prerequisite:** Department chair approval.

**LEAD 4994 Topics — 4 credits**

**MGMT 2200 Essentials of Healthcare Management — 2 credits**
Healthcare Management Essentials introduces students to how healthcare organizations operate in today's rapidly changing healthcare landscape. The course explores healthcare delivery systems, leadership and teamwork, legal and ethical responsibilities, and the challenges of providing high-quality care. Students gain insight into how healthcare leaders navigate complex environments shaped by regulation, workforce dynamics, and quality standards. Emphasis is placed on real-world applications, helping students develop practical problem-solving and strategic thinking skills essential to careers in healthcare.

**MGMT 2402 Principles of Management — 2 credits**
This course provides an understanding of effective management practices and structures. It emphasizes leadership requirements for managers, as well as four primary functions of management: planning, organizing, leading and controlling. Upon completing this course, students will gain a broad introductory understanding of management theory and application.

**MGMT 3460 Managing Within 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 3882 Topics — 2 credits**

**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, MKTG 2302, MGMT 2402.
**Prerequisite with Concurrency:** ACCT 3202.

**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 heath 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, ACCT 2130, MGMT 3850, and senior status.

**MGMT 4951 Independent Study — 1 credit**

**MGMT 4992 Topics — 2 credits**

**MKTG 2020 Introduction to Digital Marketing and Social Media Strategy — 4 credits**
This course introduces students to the core concepts of digital marketing and how marketing principles are translated into digital forums. Website strategy, search engine optimization (SEO), search engine marketing and pay-per-click (PPC), social media marketing, email marketing, and Web 3.0 are covered. Students will comprehend how platforms, channels, and marketing technology intersect to bring seamless marketing experiences online. Particular focus will be placed on social media marketing strategy and the core principles behind reaching customers via social media platforms. Students will examine paid social media advertising, how to set up campaigns across multiple platforms and learn how tone, message, and visuals vary by platform and audience. Students will examine how organizations, both large and small, structure social media teams and develop social media strategies.

**MKTG 2025 Digital Marketing Fundamentals — 2 credits**
This course introduces students to the core concepts of digital marketing and how marketing principles are translated into digital forums. Website strategy, search engine optimization (SEO), pay-per-click (PPC) marketing, social media marketing, email marketing, and e-commerce are covered. Students will explore how platforms, channels, and marketing technology intersect to bring seamless marketing experiences online.

**MKTG 2035 Social Media Marketing — 2 credits**
This course introduces students to the core concepts of social media marketing and how social media platforms can serve as promotional channels, ways for companies to connect with customers, and community forums. Students will examine paid social media advertising, explore how to set up campaigns across multiple platforms and learn how tone, message, and visuals vary by platform and audience. Students will examine how organizations, both large and small, structure social media teams, develop social media strategies, and manage online communities.

**MKTG 2302 Introduction to Marketing — 2 credits**
This course introduces students to the principle core concepts of marketing, emphasizing the four basic elements of the marketing mix (4-P's), target markets, and consumer behavior. Students will be introduced to the process of identifying consumer wants/needs and how marketing plans are developed to meet those wants/needs. Students will learn how marketing professionals deliver value in satisfying consumer/customer wants/needs, determine which target segments the organization can best serve, and decide upon appropriate products, services, and programs to serve these markets. Offered in the College for Women and the College for Adults.

**MKTG 3250W Integrated Marketing Communication — 4 credits**
This course emphasizes utilizing digital marketing tools and practices for the promotion element in the marketing mix. Focus is placed on effective integrated marketing communication (IMC) of all elements, including advertising, personal selling, public relations, sales promotion, sponsorship, interactive marketing, and other marketing channels. Students will earn industry-recognized digital marketing certifications and master web-based technologies and marketing tools such as social media platforms, online publishing platforms, and online marketing schedulers. As a writing intensive course, students will write individually, engage in peer-review, and produce several revisions. Offered in the College for Women and the College for Adults.

**MKTG 3300 Digital Interactive Marketing Strategy — 4 credits**
Interactive Marketing: Social Networks, Multimedia, and SEO examines Internet digital 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 several fundamental areas of interactive marketing: Search Engine Optimization (SEO), multimedia technologies such as graphic design, audio and video production, social networks, and community management. This course is built on experiential education whereby students work on real world projects for actual clients. Using a combination of current digital marketing theory and practical exercises; students will work with local small businesses and create a social media strategy, practice creating clear and reasonable recommendations for digital marketing and communicating them effectively, and successfully complete Google Ads and SEO certifications. Offered in the College for Women.

**MKTG 3320 Digital Marketing Channels — 2 credits**
This course focuses on several fundamental areas of interactive marketing, primarily Search Engine Optimization (SEO) and Google Ads. Using a combination of current digital marketing theory and practical exercises; students will work to create a digital marketing strategy, practice creating clear and reasonable recommendations for digital marketing and communicating them effectively, and successfully complete Google Ads and SEO (Search) certifications.

**MKTG 3342 Consumer Behavior and Experience — 2 credits**

**MKTG 3350 Market Research and Analytics — 4 credits**
This course focuses on developing fundamental research and analytical skills necessary to collect, evaluate, and communicate marketing data. Students partner with external clients to understand their research needs, determine an appropriate research design, gather relevant data, analyze findings, communicate results, and provide customized recommendations. Students earn industry-recognized digital analytics certifications and apply their knowledge to evaluate the effectiveness of digital marketing initiatives. This course enables students to gain hands-on learning, practice leadership and professional skills, and build connections with career professionals in our Twin Cities community. Offered in the College for Women and the College for Adults.
**Prerequisite:** MKTG 2302.

**MKTG 3355 Market Research and Analytics — 2 credits**
This course focuses on developing fundamental research and analytical skills necessary to collect, evaluate, and communicate marketing data. Students work on a term project to determine an appropriate research design, gather relevant data, analyze findings, communicate results, and provide customized recommendations. Students earn an industry-recognized digital analytics certification and apply their knowledge to evaluate the effectiveness of digital marketing initiatives.

**MKTG 3400 Sustainability Marketing — 2 credits**
This course examines the process of researching, planning, and developing marketing strategies to help organizations meet the triple bottom line (people, planet, profit). Topics include developing sustainable business models, understanding consumer behavior on sustainability, applying sustainability principles to product design, packaging, and supply chains, and communicating sustainable value propositions.

**MKTG 3992 Topics — 2 credits**

**MKTG 4300 Strategic Marketing — 4 credits**
Strategic Marketing is a capstone course that brings together what has been learned in earlier marketing courses and introduces marketing decision-making and planning frameworks in the global environment to create customer value. Students explore strategy options, opportunity analysis, consumer behavior, strategy setting, marketing analysis, target customer identification, tactic development, and implementation to deliver superior customer value proposition and organizational performance. Students develop and propose a sustainable competitive advantage product or service for a specific company and project its earnings. A vital aspect analyzed is integrated marketing communication practices across all marketing initiatives, conventional and digital. The course allows students to claim the skills and knowledge needed to understand and function in a marketing capacity. Offered in the College for Women and the College for Adults.
**Prerequisites:** ACCT 2110, MKTG 2302.
**Recommended:** a statistics course, ECON 2610, ACCT 2130, MKTG 3250W, MKTG 3350, LEAD 3400.

**MKTG 4684 Directed Study — 4 credits**

**MKTG 4951 Independent Study — 1 credit**

**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 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 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 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 4430W 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, BUSI 4753, or BUSI 4754.

**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.