BUSINESS ADMINISTRATION
ACCOUNTING
MANAGEMENT INFORMATION SYSTEMS
at Arcadia University

Global Perspectives…Personal Attention…Real-World Integrative Learning Experiences

Faculty

Professors
Thomas M. Brinker Jr., Coordinator for Accounting
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Assistant Professors
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Mary L. Sims

Degrees and Certificate

Bachelor of Arts and Bachelor of Science in Accounting

Bachelor of Arts and Bachelor of Science in Business Administration

Emphasis options::

Glenside Campus
Economics
Finance
Marketing

Abroad (minimum of one semester)
International Economics
International Finance (B.S. only)
International Human Resources
International Management
International Marketing

Three-year Degree Option for Academically Talented Students
With careful planning, any School of Business B.A. or B.S. degree can be completed in three years of full-time study. Students should consult with the School of Business Dean for information.

Accelerated Degree Completion for Adult Students
Through Arcadia's King of Prussia Campus, the School of Business offers the B.A. in Business Administration in an accelerated degree completion fully online and partially online formats. See separate listing for the Accelerated Degree Completion program.

Bachelor of Arts and Bachelor of Science in Management Information Systems

Bachelor of Arts in Chemistry and Business (See separate listing)

Bachelor of Arts in Health Administration (See separate listing)

Bachelor of Arts in International Business and Culture (See separate listing.)

Bachelor of Arts in Sports Management (See separate listing)

Minors
Accounting (Pre-Professional Certification)
Business Administration (Pre-Professional Certification)
Economics
Pre-M.B.A.

Related Fields of Study
Chemistry and Business
Computer Science
Corporate Communications
International Studies Minor
Psychology (Human Resources)

Related Graduate Study at Arcadia University

Master of Business Administration (M.B.A.) with a Global Perspective (See Graduate Catalog.)

Pathways to Study Abroad in Business

Students in the School of Business are strongly encouraged to build study abroad into the educational experience. Since most required business courses are offered in Fall and Spring semesters, study abroad is all about planning. You can schedule study abroad in any semester, except spring of the senior year, which is when the Capstone course is taken. It is possible to schedule multiple consecutive or non-consecutive semesters abroad and still graduate on time. It is also possible to do an internship abroad in the Fall, Spring or Summer. If you are unable to do a long-term study abroad, there are numerous one-week study opportunities that can be done in any semester. With prior approval, courses taken at foreign universities can be transferred to Arcadia to fulfill Undergraduate Curriculum, including major, requirements.

Since it is important that students plan ahead for study abroad, they should consult with their advisers as early as possible to make their intentions known to the School of Business and the Associate Dean of International Affairs.

About the B.A. and B.S in Business Administration, Accounting and Management Information Systems

- Preparation for careers in business, industry and not-for profits
- Preparation for graduate programs in law, business, public administration or economics
- Experiential, hands-on, integrative learning through case studies and computer simulations
- Real-world experience through internships, and student organizations
- Opportunities to study abroad at some of the top universities around the world
- Preparation for certification examination

Banking, government, insurance, advertising, sales, healthcare, manufacturing, service—every organization needs qualified employees in order to operate smoothly and effectively. Business Administration is a comprehensive major that can lead to rewarding careers in small, medium, or large for-profit or not-for-profit organizations.
Arcadia's School of Business courses are designed to

- Provide the student with an understanding of external forces, including the technological, legal, political, cultural and economic conditions that influence organizations and managerial decision making.
- Expose the student to each of the major internal functions (accounting and finance, marketing, operations, and human resources) that organizations must perform to succeed.
- Develop the student's interpersonal, communication, team-management, quantitative and writing skills.
- Encourage the student to develop an organizational point of view and integrate what he or she has learned.
- Offer the student an international perspective through both coursework and travel opportunities.

Business programs utilize experiential learning techniques for active involvement in the learning process. These techniques facilitate understanding the external and internal conditions facing organizations and the concepts, tools and techniques that can be used to deal with various conditions. Students learn through simulations, case studies and experiential activities, internships, presentations, study abroad, and hands-on use of technology.

Simulations: In courses such as freshman-level International Business, junior-level Principles of Marketing, and senior-level Business Policy, students individually and in groups compete against each other as they run their own simulated companies. These simulations actively involve students in decision-making processes that managers go

through daily, as well as those that require the formulation, implementation and evaluation of long-term strategies.

Case Studies and Experiential Exercises: Case studies and experiential exercises are used in many classes to engage the learner in active problem-solving situations in business environments. These activities expose students to different situations facing industries, firms and individuals.

Internships: The internship experience provides the opportunity to apply knowledge as well as to learn from the experience itself. Students have a number of options, including an internship abroad, to complete the requirements for the internship depending upon their education and career goals.

Presentations: To provide students with opportunities to develop presentation skills, most of the above activities require written, oral and visual presentations. Recognizing that organizational decisions are not always based on individual analyses, many of these activities involve group projects.

Study Abroad: A particularly attractive option within the School of Business is the opportunity to spend a semester or even a year studying abroad. In most cases, it is even possible to do the internship abroad. The University also offers one-week, two-week, short-term and summer study abroad opportunities.

Graduate School Preparation: Arcadia's Business programs are designed to prepare students to pursue further study at the graduate level. Arcadia offers a Master of Business Administration (M.B.A.) with a Global Perspective. The program, which couples academic coursework with leading industry technology, includes two international experiences. It is recommended that students have two years of work experience to take part in the program. Students with exceptional undergraduate records with less work experience may be considered. Arcadia alumni are invited to enter this degree program once they have gained experience in the field. (See Graduate Catalog.)

Accreditation and Memberships: Arcadia's undergraduate and graduate School of Business programs are accredited by the Accreditation Council for Business Schools and Programs (ACBSP). Arcadia is a member of the Association to Advance Collegiate Schools of Business (AACSB International) and the Middle Atlantic Association of Colleges of Business Administration (MAACBA). For certain types of courses, the School of Business recognizes transfer credit evaluations done by professional organizations, such as American Institute of Banking (AIB), American Council on Education, Post-Secondary Organization for Non-Collegiate Sponsored Instruction (ACE, PONSI), ACT-PEP, and Life Organization Management Association (LOMA). For information on specific organizations and courses, contact the Dean of the School of Business .

Minors: The School of Business strongly recommends the completion of a minor in another field of study. Minors in Accounting and Business Administration are for students from outside the School of Business and are not open to students majoring in the School of Business. . The minor in Health Administration is available to Accounting and Business Administration majors as well as majors from other disciplines.

Senior Capstone Experience

All majors at Arcadia University complete a senior Capstone project that involves integrating prior knowledge, preparing written reports, and making a public presentation. For majors in Accounting, Business Administration, International Business and Culture, and Management Information Systems, this Capstone requirement is satisfied by successful completion of BA 470 or BA 471 Internship and BA 495 Policy Formulation and Administration, both of which are required courses for these majors.

Bachelor of Arts Degrees

Degrees: The Bachelor of Arts provides background in core business areas as well as in liberal arts. The Bachelor of Arts degree is offered in

- Accounting
- Business Administration
- International Business and Culture
- Management Information Systems

Emphases: Students pursuing the Bachelor of Arts in Business Administration who want to gain greater depth in a particular business

area can complete an emphasis in the following:

Glenside Campus

- Economics
- Finance
- Marketing

Abroad (minimum of one semester)

- International Economics
- International Human Resources
- International Management
- International Marketing

A description of each area of emphasis can be found in the next section dealing with the Bachelor of Science degrees. Students who elect not to pursue an emphasis will have the opportunity to gain greater depth in a variety of liberal arts areas. In some cases, the student may be able to complete all courses required for a liberal arts major in addition to meeting the requirements for the Bachelor of Arts in Business Administration.

Bachelor of Science Degrees

Degrees: The Bachelor of Science provides background in core business areas as well as in liberal arts. The Bachelor of Science degree is offered in the following:

- Accounting
- Business Administration
- Management Information Systems.

Emphases: Students pursuing the Bachelor of Science in Business Administration are required to complete an area of emphasis in one of the following:

Glenside Campus

- Economics
- Finance
- Marketing

Abroad (minimum of one semester)

- International Economics
- International Finance
- International Human Resources
- International Management
- International Marketing

Economics (Glenside)

The emphasis in Economics provides training in the application of microeconomics and macroeconomics to problems of business decision making and the effect of governmental policies on the business environment. The emphasis prepares students to pursue business careers that are related to the fields of applied economics, economic development, regulation and policy analysis. Students intending to pursue graduate programs in law, business, public administration or economics will find that this emphasis serves as an excellent foundation.

Marketing (Glenside)

This emphasis provides background appropriate for positions in the marketing departments of corporations and more specialized marketing firms such as advertising agencies and market research organizations.

International Economics (Abroad)

This emphasis provides an international perspective on how trade agreements, regulations and labor forces influence the economic conditions of a country. Students completing this emphasis may pursue careers in multinational corporations and government.

International Finance (Abroad)

This emphasis provides an international background in finance for students interested in working in economic and financial institutions or finance departments of corporations. By taking some additional Accounting classes, students will be prepared to sit for the CFM examination. Students pursuing this emphasis are required to complete Calculus I and Statistics prior to studying abroad. Ideally, they will have completed Calculus II and Intermediate Statistics as well.

International Human Resources (Abroad)

This emphasis provides an international background appropriate for today's personnel and human resources professional. It prepares students for positions in personnel and human resources departments or to sit for the certification examination administered by the Society for Human Resources Management.

International Management (Abroad)

This emphasis provides an international background for aspiring managers. It prepares students for positions as managerial trainees and provides a broad overview of the manager's role in an organization.

International Marketing (Abroad)

This emphasis provides an international background for students preparing for a position in the field of marketing. Studying how economies around the world satisfy customer wants and needs will offer students a global perspective about marketing.

Bachelor of Arts and Bachelor of Science in Accounting

The B.A. and the B.S. degrees in Accounting provide detailed insight into accounting principles, theory and specialties such as tax, cost and auditing. Students are prepared for positions in business, government and other organizations. These degrees provide all the courses required for students to sit for the Certified Public Accountant (CPA) examination in Pennsylvania and some other states, as well as the Certified Management Accountant (CMA) examination. After Jan. 1, 2012, to sit for the CPA examination in Pennsylvania, students must hold a bachelor's degree with at least 120 college credits, 24 of which must be in accounting-related courses. After Jan. 1, 2012, to be licensed for the CPA, one must pass the CPA exam and have one (1) year of work experience. Additionally, the student must have 150 credit hours, 36 of which must be in accounting=related courses.

Bachelor of Arts in International Business and Culture

The Bachelor of Arts in International Business and Culture offered through the School of Business provides coursework that prepares students for positions and advancement in business, government and other organizations that operate globally. Building on a strong liberal arts base, students acquire the skills, knowledge and abilities that are important in an international setting, including proficiency in a second language. Other required courses provide necessary knowledge, skills and abilities for individuals who will be working with people from diverse cultures and backgrounds. (See separate catalog section.)

Bachelor of Arts and Bachelor of Science in Management Information Systems (MIS)

The B.A. and B.S. degrees in Management Information Systems provide the business and computer skills required by professionals in today's highly complex technological environment and employ leading enterprise solutions, such as those provided by Microsoft and others. The Management Information Systems major prepares students for the Associate Computing Professional (ACP) certificate. The program is technologically rigorous in the areas of design, development, and implementation of computer-based business information systems. It prepares students for positions in a variety of organizations as business system analysts, developers and trainers.

Minor in Accounting (Pre-Professional Certification)

The minor in Accounting is designed to provide non-business majors with in-depth training in the accounting field. Students who complete the minor by taking the appropriate eight Accounting courses will meet most, but not all of the requirements to sit for the CPA examination in Pennsylvania and other states.

After Jan. 1, 2012, to sit for the CPA examination in Pennsylvania, students must hold a bachelor's degree with at least 120 college credits, 24 of which must be in accounting-related courses. After Jan. 1, 2012, to be licensed for the CPA, one must pass the CPA exam and have one (1) year of work experience. Additionally, the student must have 150 credit hours, 36 of which must be in accounting-related courses.

Minor in Business Administration and Pre-M.B.A. Minor (Pre-Professional Certifications)

The minor in Business Administration is designed to provide non-business majors with an overview of business organizational functions. This background is useful for students who will be working in organizational settings, regardless of their majors. The Pre-M.B.A. minor is designed to meet first-year M.B.A. requirements at many leading graduate schools, permitting the M.B.A. to be completed in one year of full-time study.

Students majoring in Health Administration can minor in Business Administration by

completing four Business Administration courses that are not required as part of the Health Administration major. Individualized minors in Finance, Management, Marketing, or Human Resources Administration can be tailored for non-business majors to meet particular needs. It may be possible to design individualized minors that prepare students to sit for professional certification examinations. Consult with the appropriate program coordinator or School of Business Dean for more information.

Minor in Economics

The minor in Economics is designed to provide majors in the Department as well as non-Business majors with a general background in economics and specific training in rigorous analytical thinking. It builds a strong foundation for graduate study in economics and public administration, business administration and other areas. Students majoring in Business Administration who complete five courses in Economics satisfy the requirements for an emphasis in Economics.

Requirements for the B.A. or B.S. in Accounting

and

Requirements for the B.A. or B.S. in Business Administration

(Credits as listed below, with Undergraduate Curriculum requirements and credit requirements.)
Note that the requirements for the adult learners and working professionals accelerated degree completion program in Business Administration offered in fully and partially online formats through the King of Prussia location are listed in a separate section of the catalog.

1. Twelve courses in Business Administration (36–37 credits)

BA	101	International Business
BA	201	Financial Accounting
BA	202	Managerial Accounting
BA	230	Legal Environment of Business
BA	340	Principles of Marketing
BA	362	Human Resources Administration
BA	363	International Organizational Behavior
BA	367	Operations Management
BA	369	Management Information Systems
BA	380	Principles of Finance
BA	470	Internship in Business Administration
BA	495	Policy Formulation and Administration

2. Three courses in Economics (9 credits)

EC	210	Principles of Macroeconomics
EC	211	Principles of Microeconomics

One Economics course beyond EC 210 and EC 211

3. Two courses in Mathematics (7–8 credits)

MA	141	Elementary Statistics
MA	145	Quantitative Models for Decision Making
or MA	201/207	Calculus I/Applied Calculus I

4. One course in English (3–4 credits)

EN	218	Business Writing

Additional Requirements for the Degree in Accounting

(18 to 24 credits as listed below)

BA	222	Intermediate Accounting I
BA	223	Intermediate Accounting II
BA	225	Cost Accounting
BA	326	Federal Tax Accounting
BA	327	Auditing
BA	328	Advanced Accounting

While not required to sit for the CPA examination, students who wish to use undergraduate courses to meet the requirements for licensure effective Jan. 1, 2012, will need to take two additional accounting-related courses to be arranged with the Coordinator for Accounting. (BA381 and BA382 are recommended.) In addition, a total of 150 credits would be required.

Additional Requirements for Emphases Within Business Administration

Glenside Campus

Economics Emphasis
(9 credits)

EC	216	Intermediate Microeconomics (This course will satisfy the requirement for an Economics course beyond EC 210 and EC 211.)

Two additional advanced Economics courses selected with the adviser

Finance Emphasis

BA	381	Advanced Financial Analysis
BA	382	Investments

Marketing Emphasis
Two of the following courses (6 credits)

BA	341	Advertising and Sales Promotion
BA	348	Marketing Research
BA	344	International Marketing

Additional Requirements for Emphases Within Business Administration (cont.)

Abroad (minimum of one semester)

International Economics Emphasis
(9 credits)

EC	216	Intermediate Microeconomics (This course will satisfy the requirement for an Economics course beyond EC 210 and EC 211.)

Two additional advanced Economics courses taken abroad selected with the adviser

International Finance Emphasis
(6 credits)
B.S. Degree Only – Calculus 1, Calculus II, and Intermediate Statistics.

Two additional advanced Finance courses taken abroad selected with the adviser

International Human Resources Emphasis
(6 credits)
Two additional advanced Human Resources courses taken abroad selected with the adviser

International Management Emphasis
(6 credits)
Two additional advanced Management courses taken abroad selected with the adviser

International Marketing Emphasis
(6 credits)
Two additional advanced Marketing courses taken abroad selected with the adviser

Additional Requirements for the Bachelor of Science

Three courses in Mathematics
(9–12 credits)

MA	201/207	Calculus I/Applied Calculus I
MA	202/208	Calculus II/Applied Calculus II
MA	242	Intermediate Methods in Statistics

Note that MA201/207 is in place of MA145.

Requirements for the B.A. in International Business and Culture (See separate listing.)

Requirements for the B.A. and B.S. in Management Information Systems

(Credits as listed below, with Undergraduate Curriculum requirements and credit)

1. Ten courses in Business Administration
(30 credits)

BA	101	International Business
BA	201	Financial Accounting
BA	202	Managerial Accounting
BA	230	Legal Environment of Business
BA	340	Principles of Marketing

BA	362	Human Resources Administration
	or BA 363	International Organizational Behavior
BA	367	Operations Management
BA	369	Management Information Systems
BA	380	Principles of Finance
BA	495	Policy Formulation and Administration

2. Eight courses in Computer Science
(24–26 credits)

CS	201	Problem-Solving with Algorithms and Programming I
CS	202	Problem-Solving with Algorithms and Programming II
CS	354	Database Management Systems Design
CS	372	Data Communications I
CS	490	Capstone I
CS	491	Capstone II

Two Computer Science electives in consultation with the adviser

3. Two courses in Economics
(6 credits)

EC	210	Macroeconomics
EC	211	Microeconomics

4. Two courses in Mathematics for the Bachelor of Arts
(6–8 credits)

MA	141	Elementary Statistics
MA	145	Quantitative Models
	or MA 201/207	Calculus I/Applied Calculus I

Note that MA201/207 is in place of MA145.

5. Two or three additional courses in Mathematics for the Bachelor of Science
(9–12 credits)

MA	201/207	Calculus I/Applied Calculus I
MA	202/208	Calculus II/Applied Calculus II
MA	242	Intermediate Methods in Statistics

Requirements for the Minor in Accounting
(Pre-Professional Certification)

(24 credits as listed below)

1. Eight courses in Business Administration

BA	201	Financial Accounting
BA	202	Managerial Accounting
BA	222	Intermediate Accounting I
BA	223	Intermediate Accounting II
BA	225	Cost Accounting
BA	326	Federal Tax Accounting
BA	327	Auditing
BA	328	Advanced Accounting

While not required to sit for the CPA examination, students who wish to use undergraduate courses to meet the requirements for licensure effective 1/1/2012 will need to take two additional accounting related courses to be arranged with the Coordinator for Accounting. (BA381 and BA382 are recommended.) In addition, a total of 150 credits would be required.

Requirements for the Minor in Business Administration

(24 credits as listed below)

1. Three courses in Business Administration

BA	101	International Business
BA	201	Financial Accounting
BA	202	Managerial Accounting

2. At least two additional courses in Business Administration generally from the following, although some tailoring is possible:

BA	230	Legal Environment of Business
BA	340	Principles of Marketing
BA	362	Human Resources Administration
BA	363	International Organizational Behavior
BA	367	Operations Management
BA	369	Management Information Systems
BA	380	Principles of Finance

3. Two courses in Economics

EC	210	Principles of Macroeconomics
EC	211	Principles of Microeconomics

4. One course in Mathematics

MA	145	Quantitative Models for Decision Making
or MA	201/207	Calculus I/Applied Calculus I
MA	141	Elementary Statistics

Requirements for the Minor in Business Administration

(Pre-Professional Certification)

These minors are tailored for non-business majors to meet specific certification requirements such as the Certified Management Accountant (CMA), Professional in Human Resources (PHR), and Certified Financial Manager (CFM) as well as others. Interested students must consult with the appropriate program coordinator to identify appropriate courses.

Requirements for the Pre-M.B.A. Minor

(33 to 35 credits as listed below)

1. Seven courses in Business Administration

BA	201	Financial Accounting
BA	202	Managerial Accounting
BA	340	Principles of Marketing
BA	363	International Organizational Behavior
BA	367	Operations Management
BA	369	Management Information Systems
BA	380	Principles of Finance

2. Two courses in Economics

EC	210	Principles of Macroeconomics
EC	211	Principles of Microeconomics

3. Two courses in Mathematics

MA	141	Elementary Statistics
MA	145	Quantitative Models for Decision Making
or MA	201/207	Calculus I/Applied Calculus I

Requirements for the Minor in Economics

(18 credits as listed below)

1. Six courses in Economics

EC	210	Principles of Macroeconomics
EC	211	Principles of Microeconomics
EC	212	Money and Banking
EC	216	Intermediate Microeconomics

Two Economic electives chosen in consultation with the Economics Coordinator

Business Administration Courses (BA)

101
International Business
(3 credits; Fall, Spring)

This course is a basic survey of the fundamentals of business administration, looking at both external and internal factors that influence organizational decisions. External factors include the political, economic and legal systems as well as culture. Internal factors include marketing, management, accounting, human resources, and finance. Considering the above, students examine the role of the organizational decision-maker operating in the global marketplace.
Prerequisites: Mathematics proficiency at least at the level of MA 100.

201
Financial Accounting
(3 credits; Fall, Spring, Summer)

This course is designed to provide students with fundamental exposure to the steps in the accounting cycle leading up to the preparation and analysis of financial statements. The focus of the course is on how accounting provides information to users so they can then make more informed decisions. Specific topics include asset and equity measurement, income determination, cash flow and working capital.
Prerequisite: Facility in working with quantitative material is required for this course. Such facility may be demonstrated by appropriate mathematics courses that were completed recently, by a sufficiently high, recent SAT or ACT score, or by a placement examination through the University or an outside testing association. Students who need review in mathematics will need to take MA 100 prior to BA 201. MA 145 is recommended.

202
Managerial Accounting
(3 credits; Fall, Spring, Summer)

This course is a continuation of BA 201 and an introduction to the use of accounting information for managerial decision making. Topics include cost accounting systems, budgeting, decision-making information and performance reporting.
Prerequisite: BA 201 or equivalent.

222
Intermediate Accounting I
(3 credits, Fall)

This course is an extensive examination of accounting theory, the accounting process, and problems associated with presenting fairly the financial position and operating results of business entities. It includes in-depth study of current and non-current assets and current liabilities. Offered in day in even years and evening in odd years.
Prerequisite: BA 202.

223
Intermediate Accounting II
(3 credits, Spring)

Continuation of BA 222. This course examines generally accepted accounting principles and problems associated with presenting fairly the operating results, financial position and changes in financial position of business entities. It includes detailed consideration of shareholders' equity, earnings per share, tax allocation, pensions, leases and price level changes. It introduces preparation, analysis and interpretation of financial statements. Offered in day in odd years and evening in even years.
Prerequisite: BA 222.

225
Cost Accounting
(3 credits, Fall but not Fall 2011)

This course is a detailed examination of principles and practices of industrial and commercial cost accounting. It includes cost planning and budgeting, cost controls, job order and process costing systems, standard costing and variance analysis, variable/direct costing, performance reports and relevant costs in management decision making. Offered in day in even years and evening in odd years.
Prerequisite: BA 202.

230
Legal Environment of Business
(3 credits; Fall, Spring)

This first-level course surveys the business legal environment and legal subjects of practical utility to business. It emphasizes basic contractual concepts including formation, operation and discharge. It provides an introduction to governmental control of business.

232
International Environmental and Legal Issues for Business
(3 credits; Spring)

This course covers the international legal environment that influences business decisions. It includes international treaties, sources of international laws, environmental laws, contracts, tariffs and trade, licensing, agency and employment, and regulatory issues. Particular emphasis is given to the European Economic Community and the North American Free Trade Agreement (NAFTA) and the effect they have on the multinational enterprise.

285
Selected Topics in Business Administration
Not regularly scheduled.

326
Federal Tax Accounting
(3 credits; Spring)

This course is introductory exposure to federal income tax legislation, rules and regulations applicable to tax determination for individuals, corporations and partnerships. It emphasizes the relationships among tax theory, tax preparation and tax planning. Offered in day in even years and evening in odd years.
Prerequisite: BA 202.

327
Auditing
(3 credits; Fall)

This course is a survey of auditing theory, objectives, and practices related primarily to the responsibilities of the independent professional accountant. It includes an overview of professional ethics, generally accepted auditing standards and internal control procedures. It examines data processing, statistical and sampling methods and report writing. Offered in day in odd years and evening in even years.
Prerequisite: BA 202.

328
Advanced Accounting
(3 credits; Spring)

This course is a detailed examination of the problems associated with business combinations and consolidations, inter-company profit transactions, complex affiliation transactions, branch operations, foreign operations and transactions, and state and local government fund accounting.
Prerequisite: BA 223; or permission of the Dean if taken concurrently with BA 223.

340

Principles of Marketing
(3 credits; Fall, Spring)

This course is an examination and analysis of marketing management in the modern organization. Basic marketing concepts, including a target market and the four Ps—product, price, place and promotion—are covered. It evaluates the marketing manager's task in relation to the strategic and economic goals of the organization and in terms of environmental factors, including the international milieu.
Prerequisites: EC 211 and junior standing.

341
Advertising and Sales Promotion
(3 credits; Fall)

This course is a study of the communication-promotion decision process of organizations. It examines the effects of source, message, and media variables on audience, response to communication campaigns, and the interactions among these variables. It emphasizes the promotion model consisting of the roles of personal selling, sales, promotion, publicity and advertising.
Prerequisite: BA 340.

344
International Marketing
(3 credits; Spring)

This course is an examination of potential international market entry strategies. It includes exporting, the use of agents and licensing. It also studies the historical and theoretical background of foreign trade, world marketing environment and patterns, and international marketing organization and management.
Prerequisite: BA 340.

348
Marketing Research
(3 credits; Spring)

This course is a consideration of marketing research that involves the gathering and analysis of information to assist management in making marketing decisions. It examines the application of the research process, methods and technique as an integral part of strategic decision-making in marketing management.
Prerequisites: BA 340, MA 141.

349
Marketing: An International Experience
(3 credits; Fall)

This course explores international marketing with respect to Europe in an experiential fashion. Students study on the Arcadia University campus for two weeks then engage in two weeks of study in England, returning to Arcadia University for two final weeks. Specific topics covered include the European Economic Community, product planning, U.S. brands in the British marketplace, British advertising and promotion techniques, and comparisons of the U.S. and British markets.
Prerequisite: BA 340.

362
Human Resources Administration
(3 credits; Fall, Spring)

This course is a study of the functions performed by the personnel department in an organization, including human resource planning, recruitment, selection, performance appraisal, training and development, wage and salary administration, employee benefits, safety and health and employee management relations. It includes discussion of the various theories, concepts, approaches, tools and techniques appropriate for each function.
Prerequisite: Junior standing.

363
International Organizational Behavior
(3 credits; Fall, Spring)

This course is an application of psychological principles to human relationships within an enterprise. It studies the dynamics of intrapersonal and interpersonal relationships, emphasizing the manager's leadership role in utilizing and developing human resources. It includes motivation, interpersonal communications, leadership and influence, socialization, organizational development and career development.
Prerequisite: Junior standing.

367
Operations Management
(3 credits; Fall, Spring)

This course is a study of the selection, design, control and updating of systems concerned with providing goods or services. It emphasizes quantitative tools and techniques for dealing with system problems. It includes program management, statistical quality control, inventory control, process optimization, global supply chain, queuing theory, material requirements planning, and enterprise resource planning.
Prerequisites: Junior standing, MA 141, and either MA145 or 201/207.

369
Management Information Systems
(3 credits; Fall, Spring)

This course is an analysis and design of computer-based information systems for business applications. It studies relationships

between various categories of information system architectures and organizational strategic and management requirements.
Prerequisites: Junior standing and CS 104 or MA 145 or familiarity with computer software such as Excel and Access.

380
Principles of Finance
(3 credits; Fall, Spring, Summer)

An introduction to corporate finance stressing the management approach as it applies to asset management and capital structure, this course emphasizes capital budgeting, capital structure and working capital management, and sources of funds. It illustrates basic principles through a problem-solving approach.
Prerequisites: BA 202 and junior standing. MA 145 is recommended. May not be taken by students who have completed HA 301.

381
Advanced Financial Analysis
(3 credits; Fall)

This course is an introduction to corporate finance stressing the financial operations of publicly held corporations. The concepts of time value of money, risk, rates of return, capital budgeting, and securities valuation are presented in theory as well as practice. It illustrates basic principles through a problem-solving approach.
Prerequisite: BA 380.

382
Investments
(3 credits; Spring)

This course is an examination of investment principles and methods: business condition analysis, portfolio management, and evaluation of other investment opportunities. It focuses on analysis of corporate securities and issues of governmental bodies as investment vehicles.
Prerequisite: BA 380.

390
Seminar in Business Administration
(3 credits)

This seminar course in business administration, focusing on current problems and issues in business administration, requires a research paper as a major component of the course.
Prerequisites: BA 340, 369, 380 and senior standing in Business Administration.

470
Internship in Business Administration
and
471
International Internship in Business Administration
(3 credits; Fall, Spring, Summer)

The international internship is done as part of study abroad or in the international unit of a domestic corporation. The domestic Internship course is designed to allow the student to complete 80 hours of out-of-class work experience. The full-time student has the following options.
1) Traditional: In consultation with the employer and the instructor, the student identifies an internship site and undertakes a project in an area of business administration.
2) Administrative Rotation: The student shadows professionals in a business setting, observing and experiencing the interaction of people and tasks within the organization.
3) Arcadia University Student Business Consulting Group – AUSBCG)
The student works with the as a student consultant, providing assistance to an AUSBCG client as assigned.
4) Personal Business Plan: The student researches an industry and creates a business plan for an entrepreneurial venture of his or her own choosing in consultation with one or more mentors.

Prerequisites: BA 340, 369, 380; senior standing in the School of Business or permission of the School of Business Dean.

495
Policy Formulation and Administration
(3 credits; Spring)

This integration course in policy making and administration from the point of view of top management develops a total organization approach to problem solving through readings, case studies, and a general management simulation.
Prerequisites: BA 340, 369, 380 and senior standing in Business Administration. BA 367 is recommended but can be taken concurrently.

Economics Courses (EC)

210
Principles of Macroeconomics
(3 credits; Fall, Spring, Summer, TBA)

This course surveys the concepts of supply and demand, national income accounting, fiscal and monetary policy, theory of income determination, and the problems of inflation, unemployment and economic development. Topics covered include the meaning and measurement of gross domestic product, the causes of business cycles, the role of government expenditures and taxation in

maintaining economic stability, the role of money in domestic and international economies, international trade, the determination of exchange rates and the balance of payments. The course concludes by evaluating the performance of governments in financing their public debt and the resultant effect on financial markets and the trade deficit.
Prerequisite: Facility in working with quantitative material is required for this course. Such facility may be demonstrated by appropriate mathematics courses that were completed recently, by a sufficiently high recent SAT or ACT score, or by a placement examination through the University or an outside testing association. Students who need review in mathematics will need to take MA 100 prior to EC 210. MA 145 is recommended.

211
Principles of Microeconomics
(3 credits; Fall, Spring, Summer TBA)

This course is an examination of the theory of price. It surveys the concepts of supply and demand, utility, elasticity, cost and production. It compares price determination in different markets, perfect competition, monopolistic competition, monopoly and oligopoly. This microeconomics course focuses on the decision-making of the individual economic agent.
Prerequisite: Facility in working with quantitative material is required for this course. Such facility may be demonstrated by appropriate mathematics courses that were completed recently, by a sufficiently high recent SAT or ACT score, or by a placement examination through the University or an outside testing association. Students who need review in mathematics will need to take MA 100 prior to EC 211. MA 145 is recommended.

212
Money and Banking
(3 credits; Fall)

This course studies the role of money, interest rates and financial intermediation in the operation of the U.S. economy. The intent of the course is to give students an overview of the U.S. financial system and its global ramifications. This course includes the organization, administration, and regulation and deregulation of commercial banks and financial markets. It includes a detailed examination of the role of central banking authorities in influencing the macro-economy.
Prerequisite: EC 210.

216
Intermediate Microeconomics
(3 credits; Spring)

This course is a detailed study of price determination and resource allocation under conditions of perfect and imperfect markets. In addition to supply and demand analysis, key economic concepts such as diminishing marginal utility, elasticity, production and cost, optimization theory, producer and consumer surplus, dead weight loss and firm behavior under alternative market structures are explored.
Prerequisites: EC 210, EC211.

285
Selected Topics in Economics
(Not regularly scheduled.)

300
Seminar in Economics
(3 credits; not regularly scheduled.)

330
Natural Resource Economics
(3 credits; Fall)

The aim of this course is to introduce students to the principles and practice of applying economic methods of analysis to issues relating to natural resources and the environment. Concepts of sustainability and the discounting of future costs and benefits are studied in depth, and these techniques are then applied to the use of non-renewable and also renewable resources.
Prerequisite: EC 211 or permission of the instructor.

350
International Economics
(3 credits; Spring)

Analytical treatment of theories and empirical findings in the explanation of trade flows, foreign exchange markets, balance of payment, international liquidity, and world economic institutions.
Prerequisites: EC 210, EC211.