

Undergraduate Bachelor Program 84366 Business Administration
Course Descriptions
SCHOOL OF BUSINESS

120 CP (180 ECTS CP)



INTERNATIONAL UNIVERSITY
AUDENTES

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COMMON CORE (32 CP = 48 ECTS)

History of Philosophy (4)

The course will cover issues in western philosophy from ancient Greece to contemporary debates. Students will discuss works on metaphysics, ethics, aesthetics, philosophy of history, and political philosophy

Sociology (4)

This course examines social groups and social relationships. An introduction to basic sociological concepts will acquaint the student with the fundamental issues which govern human relationships. Problems of social structures, social processes, and social motivation will be considered.

English Composition I: Critical Thinking (4)

The course will introduce students to the techniques of effective reading, speaking, and writing, focusing on the development of a central thesis with logical organization of supporting detail. Various essays and short stories will be studied with a focus on critical reading and analysis of college level texts. There is a focus on the structure of the English language with special emphasis upon the art of composition, from the paragraph to the expository essay, development of a central thesis and the logical organization of material and responsible use of supporting detail.

English Composition II: Research (4)

The course will develop the skills acquired in English Composition I and introduce the students to literature and the development of research skills. The process of finding and interpreting facts and data will be an essential component of the course. The final outcome will be an original research paper. Prerequisite: English Composition I

Methodology of Law (4)

This course examines the various areas of law and the various professions of jurists and lawyers. The focus is on a familiarization with legal terminology and the most critical working methods in the legal professions. An overview of what is law is combined with introductions to legal theory, sociological and philosophical approaches in law and cultural and historical differences among legal systems.

Introduction to Political Science (4)

This course examines the processes and patterns of behavior that comprise politics and government. Theories from ancient Greece to the modern era and alternative political structures are introduced to analyze political life and political change in a broader context of society.



Principles of Management (4)

This course introduces the student to the nature and scope of management. Concepts included are the managerial environment and the basic management levels and functions (planning, organizing, leading, and controlling).

Principles of Research (2)

An introduction to the various theoretical approaches used in social science research. Significance is placed on understanding how different methodologies impact data collection and results, and the range of qualitative and quantitative efforts being used to investigate social issues. Topics such as problem analysis and research planning; preparation, criticism, and oral presentation of research plans; communication of research findings; limitations of research techniques will be examined.

Bachelor Thesis Seminar (2)

This seminar-based course prepares graduating students to begin writing their bachelor's thesis. The course provides guidance in the research, writing, and documentation of sources for all long papers. It reviews the research process and students begin work on the development of the hypothesis and outline structure of their thesis **Prerequisites:** English Composition II and 3rd year status

REQUIRED BUSINESS COURSES (58 CP = 87 ECTS)**Microeconomics (4)**

Examines the economic theory related to the operation of business firms, including supply, demand, price determination, production costs, competition, resource markets and international trade. Topics include the ways in which consumers and businesses make decisions, the way markets work and how they fail, and how government action affects markets.

Macroeconomics (4)

Studies the behaviors of economic agents in an open economy system as a whole, examining the flow of resources for both inputs and outputs. It also looks at the factors determining level of income and prices. Discussion of different economic policy tools, such as fiscal and monetary policies, brings attention to problems of price stability, inflation, unemployment, and economic growth.

Business Calculus I (2)

An introduction to differential calculus to be later used in advanced financial analysis. The course focuses on an intuitive approach with the emphasis on applications in the business world.

Business Calculus II (2)

A continuation of Business Calculus I with an expanded study of series and methods of integration that are used in advanced financial analysis. **Prerequisite:** Business Calculus I

Statistics (2)

This course covers descriptive and inferential statistics. It includes the measures of average and variability, correlation and linear regression analysis, normal probability distribution, T-distribution and confidence intervals.



Financial Accounting (4)

This course introduces the student to the financial reporting system used by business organizations to convey information about their economic affairs. Course topics include the accounting cycle, the design of accounting systems, and issues relating to accounting for a firm's assets. Special emphasis is placed on understanding the financial reports that are the end products of the accounting system.

Managerial Accounting (4)

This course provides the student with a thorough understanding of the managerial accounting principles and systems used by manufacturing firms. Attention will be given to cost systems, cost behavior, and budgeting. Additional topics include responsibility accounting, differential analysis, and product pricing. **Prerequisites:** Financial Accounting I

Principles of Marketing (4)

This course presents an analysis of marketing problems and techniques relating to management and marketing in the profitable operation of a business enterprise. Attention is given to evaluating consumers, needs, product strategy, distribution strategy, promotional strategy, and price determination.

Principles of Finance (4)

This course introduces students to the fundamental tools of financial analysis and decision making used by corporate treasurers. Examines the financial management environment, introducing concepts of valuation analysis, and reviews key financial accounting principles. Topics covered include: Time value of Money, Capital Budgeting, Financial Statements, Issuing Securities, Money Markets, Sensitivity Scenario Analysis

Investment Principles (2)

This course presents an analysis of common stock, bonds, options, and futures. Topics covered include: Capital Asset Pricing (CAPM/APT), Fixed Income, Term Structure, Portfolio Management, Options, SWAPS and derivative pricing. **Prerequisite:** Principles of Finance

Corporate Finance (2)

This course covers topics that are fundamental to the financial management of the corporation. Topics covered include: Equity and Bond Valuation, Cost of Capital, Capital Structure, Dividend Policy, Real Asset vs. Financial Asset valuation and Capital Budgeting. **Prerequisite:** Principles of Finance

Business Law (4)

This course examines the fundamental legal concepts and their application to the business community. Among topics discussed are the evolution of law and its underlying conceptual framework from which legal rules and principles of business develop. Selected legal cases will be analyzed. **Prerequisite:** Methodology of Law

Organizational and Human Resource Management (4)

This course examines theories of organizations, their dynamic structures, and the skills needed to deal with the human factors in organizations. Organizations are analyzed from the levels of the individual, the group, and the overall organization in order to create more effective and efficient organizations. Other topics include employment relationships and career management, personnel recruitment and selection, job appraisal, and staff planning. **Prerequisite:** Principles of Management



Strategic Management (4)

Introduces students to the contemporary thinking in strategy and the state of the art business skills needed to plan and manage strategic activities. The learning is aimed to a large extent toward solving problems occurring in the real world. This is an advanced course in which knowledge gained in previous courses will be utilized. **Prerequisite:** Principles of Management

Business Communication (4)

This course continues the study of composition that focuses on the forms of professional writing, presentations and various forms of internal and external communication that students will encounter in business situations such as methods of document analysis, design, and modification. Types of documents examined include memos, letters, CVs, reports, abstracts, executive summaries, and proposals. **Prerequisite:** English Composition II

Business Ethics (2)

This course discusses the principles and norms that guide responsible and ethical decision making within the business context. The course focuses on the development of value systems in organizational cultures along with methods of analysis of personal standards of behavior within the same context.

Information Systems Management (2)

This course provides an overview of the use of information technology for managing large amounts of information: documents created in an organization, encyclopedia management, libraries, and publications. Students will be exposed to various information management tasks and problems, their possible solutions, and existing technologies, including Internet technologies.

Operations Management and Logistics (2)

A study of the methods needed for the design, operation, and improvement of the systems that create products and services. Includes the management of the supply chain from raw material acquisition through inventory control to distribution of finished goods and provided services.

Prerequisite: Principles of Management

Internship (2)

An opportunity for work experience which allows the student to apply the theories and topics learned in the classroom to an actual business organization. A written report will be created with the consultation of a faculty advisor and a work evaluation will be submitted by the student's work supervisor. **Prerequisite:** 2nd year status or higher

BUSINESS ELECTIVES (GENERAL/SPECIALIZATION) (16 CP = 24 ECTS)**International Accounting (4)**

This course analyzes international financial statements, and cultural and economic differences that affect financial reporting in various countries. Includes international accounting standards and accounting for foreign currency transactions. **Prerequisites:** Financial Accounting and Managerial Accounting

International Economics (4)

This course considers the functioning of economies within the international economic system. The course covers the basic theories of international trade and international monetary economics: comparative advantage and commercial policy, balance of payment accounts,



foreign exchange markets, exchange rate determination, foreign investment, and international debt. Instruction will be by a combination of lectures and seminars with reading centered on relevant primary literature. **Prerequisite:** Macroeconomics

International Management (4)

Approaches the topics covered in MGT 105 from an international perspective. The course covers the strategic aspects of international management and explores the skills needed by the global manager. Students will learn to think and act globally, with emphasis on the importance of cultural differences and the difficulties encountered in working with people from diverse cultural backgrounds. **Prerequisite:** Principles of Management

International Marketing (4)

This course examines the performance of business activities that directs the flow of a company's goods and services to consumers or users in more than one nation. **Prerequisite:** Principles of Marketing

Advanced Financial Accounting (4)

This course aims at giving students a more in-depth understanding of the functioning of financial institutions - covering the use of financial instruments, specific financial reporting issues, risk-management, auditing and prudential supervision. **Prerequisite:** Financial Accounting

International Finance (4)

Analyzes foreign exchange, currency futures, and options markets. Aspects of international banking, bond, and equity markets are examined from the perspective of multinational corporations and institutions. Topics covered include: Interest Rate Parity; Exchange Rates, Forwards, Debt policy, Options, currency SWAPS **Prerequisite:** Principles of Finance

Money, Capital Markets and the Use of Derivatives (4)

This is the capstone course for finance majors. The course analyzes how money/capital markets are used to construct speculative/hedging portfolios utilizing commodity and interest rate futures. **Prerequisite:** Corporate Finance, International Finance

Consumer Behavior (4)

Studies why and how consumers make purchase decisions. The way in which one choice relates to another is analyzed in the context of the marketing mix. Problem recognition, search for market-related information, evaluation and decision, and post-purchase assessment are examined as individual determinants and environmental influences. **Prerequisite:** Principles of Marketing

Marketing Research (4)

This course studies the applications of behavioral and quantitative research in marketing. Research design, information sources, measurement techniques, questionnaire design, sampling and data analysis will be examined. **Prerequisite:** Principles of Marketing

Marketing Strategies and Management (4)

This integrative course is designed to study the application of marketing strategy and the management of the marketing function and its interrelationship with the other functional areas within the organization. Strategy formation, execution and control, as well as the decision



making process of marketing managers will be studied. **Prerequisites:** Principles of Marketing; Principles of Management and 4 credit hours of an upper-division marketing course.

Bachelor's Thesis (6)

The purpose of this course is individual research and academic investigation through faculty supervision leading to the preparation and presentation of a thesis. The student will create an appropriate research hypothesis, develop a systematic research plan to verify it, and then execute the plan through, collecting, analyzing and interpreting the resulting data.

Prerequisite: Thesis Seminar

Transportation and Distribution (4)

The course takes a managerial approach to distribution systems and logistics services used in the international operations. The objective is to learn to think strategically about the distribution of goods and services as a part of corporate operations. Modal choices and routing problems of transportation as well as the markets for and organization of logistics activities are discussed. Various distribution solutions and services are discussed and evaluated such as intermodalism, overnight deliveries, time-based distribution and green logistics. Other topics include value-adding logistics services, transportation telematics and information systems, and international trade documents.

Purchasing and Supply Management (4)

In globalizing business environment the supply management has become a fundamental tool for managers in the quest of competitive advantage. This course examines the goals, tools, procedures, and trade-offs of purchasing and supply management. Topics include sourcing strategy, purchasing operations and structures, supplier management, and purchasing services. After the course students are able to select, develop, and execute appropriate sourcing strategies and processes.

Entrepreneurship (4)

The objective of the course is to introduce the entrepreneurship concept to the students and to build the skills necessary to create a successful business plan. Objective of the course is for the students to create a successful business plan, using the theoretical framework provided in the class. Thus parallelly to each topic covered in class, students need to apply the obtained theoretical knowledge to their own business plan.

INTERDISCIPLINARY ELECTIVES (LAW OR HUMANITIES COURSE/S) (8 CP = 12 ECTS)

MASTER'S THESIS (6 CP = 9 ECTS)

TOTAL (80 CP = 120 ECTS)

N.B.! For courses with prerequisites, a grade of "2" or better must have been earned in the prerequisite course(s).

