

# Bonnie and L.B. Eckelkamp College of Global Business and Professional Studies

## **MAJORS:**

Accounting (BS)

Advertising (BA)

Business Administration (BS)

Fashion Merchandising (BS)

Healthcare Management (BS)

Human Resource Management (BS)

Management and Leadership (BS)

Marketing (BS)

Sports Management (BS)

General Studies: Business (BA)

## **MINORS:**

Advertising

Business Administration

Marketing

Social Entrepreneurship

Sports Management

## **CERTIFICATES:**

Social Entrepreneurship

**DR. JAY JOHNSON, DEAN**

The mission of the Eckelkamp College of Global Business and Professional Studies at Fontbonne University is to provide academically sound business programs that are responsive to current and future business needs. The College strives to create a supportive environment that provides individualized attention to a diverse student population.

Consistent with the life-long learning goals of Fontbonne University, the programs are designed to ensure each student graduates with the ability to think critically, act ethically, and assume responsibility as citizens and leaders.

The College also works to provide students with facts, theories, and practical skills to hold responsible managerial and administrative positions in general business, industry, and nonprofit organizations.

Undergraduate majors are offered in Accounting, Business Administration, Fashion Merchandising, Healthcare Management, Human Resource Management, Management and Leadership, Marketing and Sports Management leading to a Bachelor of Science degree; or in Advertising and General Studies with Emphasis in Business leading to a Bachelor of Arts degree. Those students who are seeking intensive exposure to Accounting, Finance, Management, or Social Entrepreneurship can obtain a concentration in these areas. Additionally, there is an offering of a Certificate in Social Entrepreneurship.

The programs contain courses that are offered in a variety of formats, which may include online, blended, and day courses. Please consult your advisor for information on specific courses and their offerings, and co-operative education opportunities.

Fontbonne University is accredited by the Higher Learning Commission of the North Central Association of Colleges and Schools. The Eckelkamp College of Global Business and Professional Studies has earned accreditation from the Accreditation Council for Business Schools and Programs (ACBSP) for Bachelor of Science in Accounting; Bachelor of Science in Business Administration; Bachelor of Science in Human Resource Management; Bachelor of Science in Marketing; Bachelor of Science in Sports Management. Our remaining programs are currently accredited by the Higher Learning Commission. For information on the graduate programs in the Eckelkamp College of Global Business and Professional Studies, see the graduate program section in this catalog.

## FACULTY

**Jay J. Johnson**, dean of the Bonnie and L.B. Eckelkamp College of Global Business and Professional Studies; associate professor of business administration

**Mark M. Alexander**, instructor of business administration

**Somer Anderson**, instructor of business administration; director of accounting programs

**Jill Bernard**, instructor of business administration

**Angie G. Liljequist**, instructor of fashion merchandising; director of fashion merchandising program

**Hans Helbling**, associate professor of business administration

**Keli Jackson**, instructor of advertising; director of the advertising program

**Linda D. Maurer Magrath**, professor of business administration

**Amy Meyers**, instructor of fashion merchandising

**Rogene Nelsen**, assistant professor of fashion merchandising

## MAJOR IN ACCOUNTING

### Baccalaureate Degree and Residency Requirements

All requirements for an undergraduate degree are listed in the undergraduate academic policies and regulations section in this catalog. These requirements include general education requirements and a graduation requirement of at least one course in religion or theology.

### Major Approval

Major approval is required during the second semester of the sophomore year, or after the completion of 45 credit hours at Fontbonne. For transfer students, major approval is required after completing the equivalent of one full semester (*a minimum of 12 credit hours*) at Fontbonne.

Students majoring in accounting must have a minimum cumulative grade point average of 2.5 in all courses required for the major at the time of application for major approval and through degree completion (*graduation*).

### General Education Requirements

The 42 credit hours of general education requirements are presented in the undergraduate academic information section in this catalog. A course that meets a general education requirement may also meet a course requirement for the major or a course requirement in another discipline.

The following specific general education courses must be chosen to meet the requirements for this major (16 credits):

CIS 110 Microcomputer Applications: Spreadsheets (3 credits)

MTH 115 Introduction to Statistics (3 credits)

PSY 100 Introduction to Psychology (3 credits) **OR**

SOC 100 Survey of Sociology (3 credits)

COM 102 Public Speaking (3 credits)

GOV 101 US & MO Constitution (1 credit)

### Courses Required in the Accounting Major (63 credits):

BUS 102 Business Components Assessment (0 credits)

BUS 202 Principles of Macro Economics (3 credits)

BUS 203 Principles of Micro Economics (3 credits)

BUS 205 Financial Accounting (3 credits)

BUS 207 Managerial Accounting (3 credits)

BUS 230 Management Principles (3 credits)

BUS 233 Marketing Principles (3 credits)

BUS 241 Business Law (3 credits)

BUS 311 Financial Accounting and Reporting I (3 credits)

BUS 312 Financial Accounting and Reporting II (3 credits)  
 BUS 313 Financial Accounting and Reporting III (3 credits)  
 BUS 314 Advanced Topics in Management Cost Accounting (3 credits)  
 BUS 315 Management and Business Ethics (3 credits)  
 BUS 319 Federal Income Taxation for Individuals (3 credits)  
 BUS 325 International Business (3 credits)  
 BUS 343 Managerial Finance (3 credits)  
 BUS 362 Entrepreneurship (3 credits)  
 BUS 405 Auditing (3 credits)  
 BUS 407 Accounting Information Systems (3 credits)  
 BUS 415 Advanced Financial Management (3 credits)  
 BUS 463 Quantitative Analysis in Business (3 credits)  
 BUS 469 Accounting Capstone (3 credits)

### Courses required in other disciplines (7 credits):

ENG 201 Business Writing (3 credits)  
 MTH 105 College Algebra (4 credits)

## MAJOR IN ADVERTISING

The advertising major is a multidisciplinary major which leads to a Bachelor of Arts (BA) degree. It will enable a student to succeed in an entry-level advertising position or in a graduate program or professional school for advertising. The major includes coursework in advertising, business, oral and written communication, graphic design, and the social sciences. To strengthen expertise in a given area, students are encouraged to add a concentration in design, marketing and research, or writing.

### Baccalaureate Degree and Residency Requirements

All requirements for an undergraduate degree are listed under academic policies and regulations in the undergraduate introductory section in this catalog. These requirements include a graduation requirement of at least one course in religion or theology. REL 225 World Religions is highly recommended to fulfill the religion requirement for a student majoring in advertising.

### Major Approval

Major approval is required during the second semester of the sophomore year, or after the completion of 45 credit hours at Fontbonne. For transfer students, major approval is required after completing the equivalent of one full semester (*a minimum of 12 credit hours*) at Fontbonne.

At the time of application for major approval and through degree completion, a student in the advertising major must have achieved a minimum cumulative grade point average (GPA) of 2.5 on a 4.0 scale for all courses required for the major and a minimum overall cumulative GPA of 2.0 on a 4.0 scale.

### General Education Requirements

The 42 credit hours of general education requirements are presented in the undergraduate academic information section in this catalog. A course that meets a general education requirement may also meet a course requirement in the major or a course requirement in another discipline.

The following specific general education courses are required for this major:

MTH 115 Introduction to Statistics (3 credits)  
 BUS 315 Management and Business Ethics (3 credits)

The following specific general education courses are highly recommended for this major:

CIS 110 Microcomputer Applications: Spreadsheets (3 credits)  
 COM 102 Public Speaking (3 credits)  
 SOC 100 Survey of Sociology (3 credits)

### Courses Required in the Major

The advertising major includes a minimum of 50 credit hours (50 percent of which must be completed at Fontbonne) comprised of the following:

#### Advertising Core: 24-27 credits

ADV 201 Introduction to Advertising (3 credits)  
 ADV 220 Advertising Strategies (3 credits)  
 ADV 230 Advertising Copywriting (3 credits)  
 ADV 325 Social Media Management (3 credits)  
 ADV 330 Writing for Digital Media (3 credits)  
 ADV 440 Brand U (3 credits)  
 ADV 450 Internship in Advertising (3-6 credits)  
 ADV 496 Senior Seminar in Advertising (3 credits) (capstone requirement)

#### Art Core: 6 credits

ART 115 Introduction to Graphic Design (3 credits)  
 ART 215 Graphic Design (3 credits)

#### Business Core: 9 credits

BUS 233 Marketing Principles (3 credits)  
 BUS 357 Consumer Behavior (3 credits)  
 BUS 369 Marketing Research (3 credits)

#### English & Communication Core: 6 credits

ENG 201 Business Writing (3 credits)  
 COM 380 Persuasion (3 credits)

### **Social Science Core: 6 credits**

PSY 310/SOC 310 Social Psychology (3 credits)

PSY 312 Positive Psychology (3 credits)

### **Minors for the Major in Advertising**

Students are advised to supplement their advertising major with one of the following minors, or to discuss other options for minors with their advisor.

### **Minor in Graphic Design**

#### **Courses Required in the Minor (21 credits)**

ART 110 Design 1 (3 credits)

ART 115 Introduction to Graphic Design (3 credits)

ART 215 Graphic Design (3 credits)

ART 280 Photography (3 credits)

ART 302 Web Design (3 credits)

ART 318 Digital Imaging (3 credits)

ART Any 400-level graphic design course (3 credits)

### **Minor in Marketing**

#### **Courses Required in the Minor (18 credits)**

BUS 233 Marketing Principles (3 credits)

BUS 357 Consumer Behavior (3 credits)

BUS 369 Marketing Research (3 credits)

#### **Plus three Marketing electives from the following:**

ADV 325 Social Media Management (3 credits)

COM 250 Public Relations (3 credits)

COM 260 Introduction to Mass Media (3 credits)

BUS 334 Retail Management (3 credits)

BUS 336 Advertising Principles (3 credits)

BUS 350 International Marketing (3 credits)

BUS 356 Principles of Selling (3 credits)

BUS 359 Industrial/Organizational Marketing (3 credits)

BUS 377 Case Studies/Reading in Marketing (3 credits)

SPT 350 Sports Marketing (3 credits)

### **Minor in Communication**

#### **Courses Required in the Minor (18 credits)**

COM 102 Public Speaking (3 credits)

COM 103 Interpersonal Communication (3 credits)

COM 210 Rhetorical Criticism (3 credits)

COM 351 Small Group Communication (3 credits)

COM 430 Argumentation & Debate (3 credits)

COM Communication elective (3 credits)

### **Minor in Professional Writing**

#### **Courses Required in the Minor (18 credits)**

ART 115 Introduction to Graphic Design (3 credits)

ENG 200 Introduction to Literary Studies (3 credits)

ENG 201 Business Writing (3 credits)

#### **Plus three electives from the following:**

ADV 230 Advertising Copywriting (3 credits)

COM 210 Rhetorical Criticism (3 credits)

COM 250 Principles of Public Relations (3 credits)

COM 260 Introduction to Mass Media (3 credits)

COM 380 Persuasion (3 credits)

ENG 208 Digital Publications Workshop (3 credits)

ENG 294 Topics in Writing (3 credits)

ENG 304 Creative Nonfiction (3 credits)

ENG 311 Writing Poetry (3 credits)

ENG 312 Writing Short Fiction (3 credits)

ENG 313 Writing the One-Act Play (3 credits)

ENG 403 Grammar: Theory and Practice (3 credits)

ENG 494 Interpreting & Translating Science for Consumers (3 credits)

## **MAJOR IN BUSINESS**

### **ADMINISTRATION**

#### **Baccalaureate Degree and Residency Requirements**

All requirements for an undergraduate degree are listed in the undergraduate academic policies and regulations section in this catalog. These requirements include general education requirements and a graduation requirement of at least one course in religion or theology.

#### **Major Approval**

Major approval is required during the second semester of the sophomore year, or after the completion of 45 credit hours at Fontbonne. For transfer students, major approval is required after completing the equivalent of one full semester (*a minimum of 12 credit hours*) at Fontbonne.

Students majoring in business administration must have a minimum cumulative grade point average of 2.5 in all courses required for the major (all business courses) at the time of application for major approval and through degree completion (*graduation*). A minimum cumulative grade point average of 2.5 is required to declare a concentration.

#### **General Education Requirements**

The 42 credit hours of general education requirements are presented in the undergraduate academic information section in this catalog. A course that meets a general education requirement may also meet a course requirement for the major or a course requirement in another discipline.

The following specific general education courses must be chosen to meet the requirements for this major:

CIS 110 Microcomputer Applications: Spreadsheets  
(3 credits)

COM 102 Public Speaking (3 credits)

MTH 105 College Algebra (4 credits)

PSY 100 Introduction to Psychology (3 credits)

**OR**

SOC 100 Survey of Sociology (3 credits)

## **Courses Required in the Business**

### **Administration Major (48 credits):**

BUS 102 Business Components Assessment (0 credits)

BUS 202 Principles of Macro Economics (3 credits)

BUS 203 Principles of Micro Economics (3 credits)

BUS 205 Financial Accounting (3 credits)

BUS 207 Managerial Accounting (3 credits)

BUS 230 Management Principles (3 credits)

BUS 233 Marketing Principles (3 credits)

BUS 241 Business Law (3 credits)

BUS 310 Organizational Behavior (3 credits)

BUS 315 Management and Business Ethics (3 credits)

BUS 325 International Business (3 credits)

BUS 343 Managerial Finance (3 credits)

BUS 362 Entrepreneurship (3 credits)

BUS 387 Production/Operations Management (3 credits)

BUS 463 Quantitative Analysis in Business (3 credits)

BUS 470 Strategic Management (3 credits)

BUS 485/484 Internship or Practicum in Business  
Administration (3 credits) [with internship  
advisor approval]

### **Courses required in other disciplines**

ENG 201 Business Writing (3 credits)

MTH 115 Introduction to Statistics (3 credits)

## **Concentrations for the Business**

### **Administration Major**

The departmental course requirements for a concentration must be completed at Fontbonne University. If a student, prior to transferring, has already completed a course that is required in the concentration by Fontbonne, to earn the concentration the student must still complete a minimum of 18 credit hours of upper-division coursework in that concentration at Fontbonne. A maximum of two concentrations are allowed and a minimum cumulative grade point average of 2.5 is required to declare a concentration. Concentrations for Business Administration major include Accounting, Finance, Management, and Social Entrepreneurship. See detailed information regarding concentrations in the Concentration section.

## **MAJOR IN FASHION MERCHANDISING**

The Fashion Merchandising major provides students with a specialized core of fashion courses supported by business and liberal arts classes giving students the opportunity to choose from a variety of career options upon graduation. The fashion courses provide students with a thorough understanding of textile and apparel industries, including apparel and textile production and evaluation methods, apparel product development, buying, management skills, marketing processes, branding concepts and strategies, forecasting, promotion methods, and business skills relevant to merchandising. Special program opportunities and features include travel study tours to major markets and a required internship. Specific employment opportunities include wholesale and retail buying, retail management, visual merchandising, fashion marketing, and product development. The International Textile and Apparel Association, Inc. (ITAA), a professional organization of textile, apparel, and retail scholars in education, business, government, and industry has developed goals for students graduating from textile, apparel, merchandising, and design institutions. The fashion merchandising curriculum integrates these voluntary goals throughout the curriculum.

Students in fashion merchandising are encouraged to select a minor in business administration, advertising, graphic design, marketing, or communication to complete 128 hours. Additional minors are available in other departments. Students wishing to pursue minors in other departments should consult with their advisor.

### **Baccalaureate Degree and Residency Requirements**

All requirements for an undergraduate degree are listed under academic policies and regulations in the undergraduate introductory section in this catalog. These requirements include a graduation requirement of at least one course in religion or theology.

### **Major Approval**

Major approval is required during the second semester of the sophomore year, or after the completion of 45 credit hours at Fontbonne. For transfer students, major approval is required after completing the equivalent of one full semester (a minimum of 12 credit hours) at Fontbonne.

A student in the fashion merchandising major must have a minimum cumulative grade point average at Fontbonne of 2.5 on a 4.0 scale at the time of application for major approval and application for a degree. Fashion



merchandising students must earn a grade of C- or better in all FAS courses and their prerequisites.

## General Education Requirements

The 42 credit hours of general education requirements are presented in the undergraduate academic information section in this catalog. A course that meets a general education requirement may also meet a course requirement in the major or a course requirement in another discipline.

The following specific general education courses must be chosen to meet the requirements for this major:

COM 102 Public Speaking (3 credits)  
CIS 110 Microcomputer Applications: Spreadsheet (3 credits)  
MTH 105 College Algebra **OR** MTH 115 Statistics (3 credits)  
PSY 100 Introduction to Psychology (3 credits)  
**OR**  
SOC 100 Survey of Sociology (3 credits)

## Courses Required in the Fashion Merchandising Major (56 credits):

FAS 101 Fashion Merchandising at Fontbonne University (1 credit)  
FAS 105 Dress and Culture (3 credits)  
FAS 106 Essentials of Fashion (3 credits)  
FAS 107 The Fashion Industry (3 credits)  
FAS 108 Fundamentals of Sewing Technologies (1 credit)  
FAS 200 Apparel Construction (4 credits)  
FAS 201 Career Seminar (1 credit)  
FAS 202 Textiles (3 credits)  
FAS 205 Apparel Production and Evaluation (4 credits)  
FAS 206 Fashion Brand Management (3 credits)  
FAS 305 Advanced Product Development (4 credits)  
FAS 307 Fashion Behavior and Forecasting (3 credits)  
FAS 308 History of Costume (3 credits)  
FAS 309 Fashion Merchandising Strategies I: Visual Merchandising and Store Planning (4 credits)  
FAS 310 Fashion Merchandising Strategies II: Promotion in the Merchandising Environment (4 credits)  
FAS 405 Principles of Fashion Merchandising and Management (3 credits)  
FAS 406 Merchandise Buying: Planning and Control (3 credits)  
FAS 459 Internship Preparation Seminar (2 credits)  
FAS 460 Internship in Fashion Merchandising (4-7 credits)

## Courses Required in Other Disciplines (18 credits)

BUS 205 Financial Accounting (3 credits)  
BUS 230 Management Principles (3 credits)

BUS 233 Principles of Marketing (3 credits)  
BUS 315 Management and Business Ethics (3 credits)  
BUS 362 Entrepreneurship (3 credits)  
ENG 201 Business Writing (3 credits)

# MAJOR IN HEALTHCARE MANAGEMENT

## Baccalaureate Degree and Residency Requirements

All requirements for an undergraduate degree are listed in the undergraduate academic policies and regulations section in this catalog. These requirements include general education requirements and a graduation requirement of at least one course in religion or theology.

## Major Approval

Major approval is required during the second semester of the sophomore year, or after the completion of 45 credit hours at Fontbonne. For transfer students, major approval is required after completing the equivalent of one full semester (*a minimum of 12 credit hours*) at Fontbonne.

Students majoring in health care management must have a minimum cumulative grade point average of 2.5 in all courses required for the major (all business courses) at the time of application for major approval and through degree completion (*graduation*). A minimum cumulative grade point average of 2.5 is required to declare a concentration.

## General Education Requirements

The 42 credit hours of general education requirements are presented in the undergraduate academic information section in this catalog. A course that meets a general education requirement may also meet a course requirement for the major or a course requirement in another discipline.

The following specific general education courses must be chosen to meet the requirements for this major:

CIS 110 Microcomputer Applications: Spreadsheets (3 credits)  
MTH 105 College Algebra (4 credits)

## Courses required in the Healthcare Management Major (42 credits):

BUS 102 Business Components Assessment (0 credits)  
BUS 202 Principles of Macro Economics (3 credits)  
BUS 205 Financial Accounting (3 credits)  
BUS 230 Management Principles (3 credits)  
BUS 233 Marketing Principles (3 credits)  
BUS 343 Managerial Finance (3 credits)

HCM 300 Foundations of Healthcare Management (3 credits)  
HCM 310 Ethics in Healthcare (3 credits)  
HCM 320 Human Resource Management in Healthcare (3 credits)  
HCM 330 Public Health Administration (3 credits)  
HCM 350 Legal Issues in Healthcare (3 credits)

HCM 400 Healthcare Operations and Quality Control (3 credits)  
HCM 425 Management of Health Information Systems (3 credits)  
HCM 435 Project Management in Healthcare Organizations (3 credits)  
HCM 490 Strategic Management in Healthcare (3 credits)

### **Courses Required in Other Disciplines (6 credits):**

ENG 201 Business Writing (3 credits)  
MTH 115 Introduction to Statistics (3 credits)

### **Concentrations for the Healthcare Management Major**

The departmental course requirements for a concentration must be completed at Fontbonne University. If a student, prior to transferring, has already completed a course that is required in the concentration by Fontbonne, to earn the concentration the student must still complete a minimum of 18 credit hours of upper-division coursework in that concentration at Fontbonne. A maximum of two concentrations are allowed and a minimum cumulative grade point average of 2.5 is required to declare a concentration.

Management and Finance concentrations are available for the Healthcare Management major. See detailed information regarding concentrations in the Concentration section.

## **MAJOR IN HUMAN RESOURCE MANAGEMENT**

### **Baccalaureate Degree and Residency Requirements**

All requirements for an undergraduate degree are listed in the undergraduate academic policies and regulations section in this catalog. These requirements include general education requirements and a graduation requirement of at least one course in religion or theology.

### **Major Approval**

Major approval is required during the second semester of the sophomore year, or after the completion of 45 credit hours at Fontbonne. For transfer students, major approval is required after completing the equivalent of one full semester (*a minimum of 12 credit hours*) at Fontbonne.

Students majoring in human resource management must have a minimum cumulative grade point average of 2.5 in all courses required for the major (all business courses) at the time of application for major approval and through degree completion (*graduation*). A minimum cumulative grade point average of 2.5 is required to declare a concentration.

### **General Education Requirements**

The 42 credit hours of general education requirements are presented in the undergraduate academic information section in this catalog. A course that meets a general education requirement may also meet a course requirement for the major or a course requirement in another discipline.

The following specific general education courses must be chosen to meet the requirements for this major:

CIS 110 Microcomputer Applications: Spreadsheets (3 credits)  
MTH 105 College Algebra (4 credits)  
PSY 100 Introduction to Psychology (3 credits) **OR** SOC 100 Survey of Sociology (3 credits)

### **Courses Required in the Human Resource Management Major (48 credits):**

BUS 102 Business Components Assessment (0 credits)  
BUS 202 Principles of Macro Economics (3 credits)  
BUS 205 Financial Accounting (3 credits)  
BUS 230 Principles of Management (3 credits)  
BUS 233 Marketing Principles (3 credits)  
BUS 310 Organizational Behavior (3 credits)  
BUS 315 Management and Business Ethics (3 credits)  
BUS 331 Human Resource Management (3 credits)  
BUS 343 Managerial Finance (3 credits)  
BUS 362 Entrepreneurship (3 credits)  
ORG 314 Employment Law for Managers (3 credits)  
ORG 316 Interpersonal and Group Dynamics (3 credits)  
ORG 325 Compensation and Benefits (3 credits)  
ORG 390 Training and Development (3 credits)  
ORG 409 Advanced Human Resource Management (3 credits)  
ORG 420 Strategic Human Resource Management (3 credits)  
ORG 430 Organizational Development and Change (3 credits)  
ORG 435 Human Resource Management Capstone (3)

## Courses Required in Other Disciplines

### (6 credits):

ENG 201 Business Writing (3 credits)

MTH 115 Introduction to Statistics (3 credits)

## Concentration for the Human Resource Management Major

The departmental course requirements for a concentration must be completed at Fontbonne University. If a student, prior to transferring, has already completed a course that is required in the concentration by Fontbonne, to earn the concentration the student must still complete a minimum of 18 credit hours of upper-division coursework in that concentration at Fontbonne. A maximum of two concentrations are allowed and a minimum cumulative grade point average of 2.5 is required to declare a concentration.

A Management concentration is available for the Human Resource Management major. See detailed information regarding concentrations in the Concentration section.

## MAJOR IN MANAGEMENT AND LEADERSHIP

### Baccalaureate Degree and Residency Requirements

All requirements for an undergraduate degree are listed in the undergraduate academic information and academic policies and regulations sections in this catalog. These requirements include general education requirements and a graduation requirement of at least one course in religion or theology.

### Major Approval

Major approval is required during the second semester of the sophomore year, or after the completion of 45 credit hours at Fontbonne. For transfer students, major approval is required after completing the equivalent of one full semester (*a minimum of 12 credit hours*) at Fontbonne. Students majoring in management must have a minimum cumulative grade point average of 2.5 in all courses required for the major (*all business courses*) at the time of application for major approval and through degree completion (*graduation*).

Students are encouraged to select a minor to complement their major area of study. Students wishing to pursue minors in other departments should consult their advisor.

## General Education Requirements

The 42 credit hours of general education requirements are presented in the undergraduate academic information section in this catalog. A course that meets a general education requirement may also meet a course requirement in the major or a course requirement in another discipline.

The following specific general education courses must be chosen to meet the requirements for this major:

CIS 110 Microcomputer Applications: Spreadsheets (3 credits)

COM 102 Public Speaking (3 credits)

MTH 105 College Algebra (4 credits)

PSY 100 Introduction to Psychology (3 credits)

PSY 325 Industrial/Organizational Psychology (3 credits)

## Courses required in the Management & Leadership Major (60 credits):

BUS 102 Business Components Assessment (0 credits)

BUS 202 Principles of Macro Economics (3 credits)

BUS 203 Principles of Micro Economics (3 credits)

BUS 205 Financial Accounting (3 credits)

BUS 207 Managerial Accounting (3 credits)

BUS 230 Management Principles (3 credits)

BUS 233 Marketing Principles (3 credits)

BUS 241 Business Law (3 credits)

BUS 303 Public Admin. & Nonprofit Management (3 credits)

BUS 310 Organizational Behavior (3 credits)

BUS 315 Management and Business Ethics (3 credits)

BUS 325 International Business (3 credits)

BUS 331 Human Resource Management (3 credits)

BUS 343 Managerial Finance (3 credits)

BUS 362 Entrepreneurship (3 credits)

BUS 376 Case Studies/Readings in Management (3 credits)

BUS 387 Production/Operations Management (3 credits)

BUS 463 Quantitative Analysis in Business (3 credits)

BUS 470 Strategic Management (3 credits)

BUS 471 Leadership: Managing in a Changing Environment (3 credits)

BUS 485/484 Internship or Practicum in Business Administration (3 credits) (prior approval)

## Courses required in other disciplines (12 credits):

ENG 201 Business Writing (3 credits)

MTH 115 Introduction to Statistics (3 credits)



# MAJOR IN MARKETING

## Baccalaureate Degree and Residency Requirements

All requirements for an undergraduate degree are listed in the undergraduate academic information and academic policies and regulations sections in this catalog. These requirements include general education requirements and a graduation requirement of at least one course in religion or theology.

### Major Approval

Major approval is required during the second semester of the sophomore year, or after the completion of 45 credit hours at Fontbonne. For transfer students, major approval is required after completing the equivalent of one full semester (*a minimum of 12 credit hours*) at Fontbonne.

Students majoring in marketing must have a minimum cumulative grade point average of 2.5 in all courses required for the major (*all business courses*) at the time of application for major approval and through degree completion (*graduation*).

Students are encouraged to select a minor to complement their major area of study. Students wishing to pursue minors in other departments should consult their advisor.

### General Education Requirements

The 42 credit hours of general education requirements are presented in the undergraduate academic information section in this catalog. A course that meets a general education requirement may also meet a course requirement in the major or a course requirement in another discipline.

The following specific general education courses must be chosen to meet the requirements for this major:

CIS 110 Microcomputer Applications: Spreadsheets (3 credits)

MTH 105 College Algebra (4 credits)

MTH 115 Introduction to Statistics (3 credits)

COM 102 Public Speaking (3 credits)

PSY 100 Introduction to Psychology (3 credits) **OR**

SOC100 Survey of Sociology (3 credits)

### Courses Required in the Marketing Major (63 credits):

BUS 102 Business Components Assessment (0 credits)

BUS 202 Principles of Macro Economics (3 credits)

BUS 205 Financial Accounting (3 credits)

BUS 207 Managerial Accounting (3 credits)

BUS 230 Management Principles (3 credits)

BUS 233 Marketing Principles (3 credits)

BUS 241 Business Law (3 credits)

BUS 315 Management and Business Ethics (3 credits)

BUS 325 International Business (3 credits)

BUS 336 Advertising Principles (3 credits) **OR** ADV 201 Introduction to Advertising (3 credits)

BUS 343 Managerial Finance (3 credits)

BUS 350 International Marketing (3 credits)

BUS 357 Consumer Behavior (3 credits)

BUS 362 Entrepreneurship (3 credits)

BUS 369 Marketing Research (3 credits)

BUS 387 Production/Operations Management (3 credits)

BUS 400 Marketing Management (3 credits)

BUS 463 Quantitative Analysis in Business (3 credits)

### Plus four of the following courses (12 credits):

ADV 325 Social Media Management (3 credits)

ART 218 Digital Imaging (3 credits)

ART 302 Designing for the Web (3 credits)

BUS 334 Retail Management (3 credits)

BUS 356 Principles of Selling (3 credits)

BUS 359 Industrial/Organizational Marketing (3 credits)

BUS 377 Case Studies/Readings in Marketing (3 credits)

BUS 485 Internship in Business Administration (3 credits)

COM 250 Public Relations (3 credits)

COM 260 Introduction to Mass Media (3 credits)

COM 380 Persuasion (3 credits) **OR**

COM 430 Argumentation and Debate (3 credits)

SPT 350 Sports Marketing (3 credits)

### Courses required in other disciplines (6 credits):

ENG 201 Business Writing (3 credits)

MTH 115 Introduction to Statistics (3 credits)

# MAJOR IN SPORTS

## MANAGEMENT

### Baccalaureate Degree and Residency Requirements

All requirements for an undergraduate degree are listed in the undergraduate academic information and academic policies and regulations sections in this catalog. These requirements include general education requirements and a graduation requirement of at least one course in religion or theology.

### Major Approval

Major approval is required during the second semester of the sophomore year, or after the completion of 45 credit hours at Fontbonne. For transfer students, major approval is required after completing the equivalent of one full semester (*a minimum of 12 credit hours*) at Fontbonne.

Students majoring in sports management must have a minimum cumulative grade point average of 2.5 in all courses required for the major (*all business and sports management courses*) at the time of application for major approval and through degree completion (*graduation*).

Students are encouraged to select a minor to complement their major area of study. Students wishing to pursue minors in other departments should consult their advisor.

## General Education Requirements

The 42 credit hours of general education requirements are presented in the undergraduate academic information section in this catalog. A course that meets a general education requirement may also meet a course requirement in the major or a course requirement in another discipline.

The following specific general education courses must be chosen to meet the requirements for this major:

CIS 110 Microcomputer Applications-Spreadsheets (3 credits)

COM102 Public Speaking

PSY 100 Introduction to Psychology (3 credits)

MTH 115 Introduction to Statistics (3 credits)

SOC 100 Survey of Sociology (3 credits)

## Courses Required in the Sports Management Major (48 credits):

BUS 102 Business Components Assessment (0 credits)

BUS 202 Principles of Macro Economics (3 credits)

BUS 233 Marketing Principles (3 credits)

BUS 241 Business Law (3 credits)

BUS 315 Management and Business Ethics (3 credits)

BUS 325 International Business (3 credits)

BUS 357 Consumer Behavior (3 credits)

SPT 101 Introduction to Sports Management (3 credits)

SPT 205 Sport Accounting and Finance (3 credits)

SPT 300 Legal Issues in Sports (3 credits)

SPT 310 Social Aspects of Sports (3 credits)

SPT 320 Sports Psychology (3 credits)

SPT 330 Leadership and Governance in Sports (3 credits)

SPT 340 Sports Event and Venue Management (3 credits)

SPT 350 Sports Marketing (3 credits)

SPT 480 Strategic Management in the Sports Industry (3 credits)

SPT 495 Internship in Sports Management (3 credits)  
[with internship advisor approval]

## Courses required in other disciplines

FCS 119 Essential Concepts for Health and Fitness (3 credits)

FCS/SPT 213 Nutrition for Fitness and Physical Performance (3 credits)

COM 350 Organizational Communication (3 credits)

ENG 201 Business Writing (3 credits)

## Concentrations for the Sports Management Major

Accounting, Finance, and Management concentrations are also available with the Sports Management major. See detailed information regarding concentrations in the Concentration section.

## GENERAL STUDIES: BUSINESS

The general studies with (disciplinary) emphasis major offers students a path to graduation that combines generalized study with disciplinary focus, leading to a Bachelor of Arts degree.

### Majors requirements include:

- Residency, Major, General Education, and Graduation Requirements as described in the Fontbonne University Catalog.
- A minimum GPA of 2.0 in the major is required for graduation.

## Courses Required in the General Studies with Emphasis in Business (21 credits):

BUS 202 Principles of Macro Economics (3 credits)

BUS 205 Financial Accounting (3 credits)

BUS 230 Management Principles (3 credits)

BUS 233 Marketing Principles (3 credits)

BUS 343 Managerial Finance (3 credits)

BUS 470 Strategic Management (3 credits)

MTH 115 Introduction to Statistics (3 credits)

## MINORS

A student must successfully complete, at Fontbonne, a minimum of 50% of the credit hours required for the minor.

Minors are available in other departments. Students wishing to pursue minors in other departments should consult their advisor.

## **MINOR IN ADVERTISING**

### **(Minimum of 21 credits)**

ADV 201 Introduction to Advertising (3 credits)  
ADV 220 Advertising Strategies (3 credits)  
ADV 230 Advertising Copywriting (3 credits)  
ART 115 Introduction to Graphic Design (3 credits)  
BUS 233 Marketing Principles (3 credits)  
BUS 369 Marketing Research (3 credits)  
COM 2XX or COM 3XX (3 credits)

## **MINOR IN BUSINESS ADMINISTRATION**

### **(21 credits)**

BUS 202 Principles of Macro Economics (3 credits)  
BUS 205 Financial Accounting (3 credits)  
BUS 230 Management Principles (3 credits)  
BUS 233 Marketing Principles (3 credits)  
BUS 343 Managerial Finance (3 credits)  
CIS 110 Microcomputer Applications: Spreadsheets  
(3 credits)  
MTH 115 Introduction to Statistics (3 credits)

## **MINOR IN MARKETING (18 CREDITS)**

### **Courses Required in the Minor (9 credits)**

BUS 233 Marketing Principles (3 credits)  
BUS 357 Consumer Behavior (3 credits)  
BUS 369 Marketing Research (3 credits)

### **Marketing Electives - choose three (9 credits)**

ADV 325 Social Media Management (3 credits)  
COM 250 Public Relations (3 credits)  
COM 260 Introduction to Mass Media (3 credits)  
BUS 334 Retail Management (3 credits)  
BUS 336 Advertising Principles (3 credits)  
BUS 350 International Marketing (3 credits)  
BUS 356 Principles of Selling (3 credits)  
BUS 359 Industrial/Organizational Marketing (3 credits)  
BUS 377 Case Studies/Readings in Marketing (3 credits)  
SPT 350 Sports Marketing (3 credits)

## **MINOR IN SPORTS MANAGEMENT**

### **Course Required in the Minor (18 credits)**

BUS 325 International Business (3 credits)  
SPT 101 Introduction to Sports Management (3 credits)  
SPT 300 Legal Issues in Sports (3 credits)  
SPT 310 Social Aspects of Sports (3 credits) **OR**  
SPT 320 Sports Psychology (3 credits)  
SPT 330 Leadership and Governance in Sports (3 credits)  
SPT 350 Sports Marketing (3 credits)

## **MINOR IN SOCIAL ENTREPRENEURSHIP**

### **Courses Required in the Minor (18 credits)**

BUS 362 Entrepreneurship (3 credits)  
FCS/SOC 203 Foundations of Social Change (3 credits)  
INT 207 The Power of Leadership (3 credits)  
COM 430 Argumentation and Debate (3 credits)  
SWK 300 Social Issues and Social Welfare Policy  
(3 credits)  
BUS 413 Special Project for Social Entrepreneurship  
(3 credits)

## **CERTIFICATES**

The Eckelkamp College of Global Business and Professional Studies offers an undergraduate certificate in social entrepreneurship. The certificate allows students to obtain specialized knowledge in a specific area.

## **SOCIAL ENTREPRENEURSHIP**

### **(18 CREDITS)**

BUS 362 Entrepreneurship (3 credits)  
FCS/SOC 203 Foundations of Social Change (3 credits)  
INT 207 The Power of Leadership (3 credits)  
COM 430 Argumentation and Debate (3 credits)  
SWK 300 Social Issues and Social Welfare Policy  
(3 credits)  
BUS 413 Special Project for Social Entrepreneurship  
(3 credits)

## **CONCENTRATIONS**

The departmental course requirements for a concentration must be completed at Fontbonne University. If a student, prior to transferring, has already completed a course that is required in the concentration by Fontbonne, to earn the concentration the student must still complete a minimum of 18 credit hours of upper-division coursework in that concentration at Fontbonne. A maximum of two concentrations are allowed and a minimum cumulative grade point average of 2.5 is required to declare a concentration.

## **ACCOUNTING (18 CREDITS)**

The accounting concentration prepares students for careers in public and private accounting.

BUS 311 Financial Accounting and Reporting I (3credits)  
BUS 312 Financial Accounting and Reporting II  
(3 credits)  
BUS 314 Advanced Topics in Management Cost  
Accounting (3 credits)  
BUS 319 Federal Income Taxation for Individuals  
(3 credits)  
BUS 405 Auditing (3 credits)  
BUS 469 Accounting Capstone (3 credits)

If a student desires to take the Missouri CPA exam he/she must take a total of 33 credit hours of accounting courses. After completing the major in Business Administration and the accounting concentration, the student will need an additional nine credit hours of accounting courses at the undergraduate or graduate level. For detailed information on dual undergraduate/graduate enrollment, please refer to the undergraduate and/or the graduate academic policies and regulations sections in this catalog.

## **FINANCE (18 CREDITS)**

The finance concentration prepares students for careers in finance, banking, insurance, and real estate.

BUS 344 Money & Banking (3 credits)  
BUS 346 Credit Management (3 credits)  
BUS 352 Investments (3 credits)  
BUS 394 Commercial Banking (3 credits)  
BUS 415 Advanced Financial Management (3 credits)  
BUS 465 Case Studies in Finance (3 credits)

## **MANAGEMENT (18 CREDITS)**

The concentration management gives students a general understanding of the behavioral aspects of organizations. It is ideal for students who are either undecided regarding the other business concentrations or who wish a non-quantitative approach to business administration.

BUS 303 Public Administration and Nonprofit  
Management (3 credits)  
BUS 331 Human Resource Management (3 credits)  
BUS 351 International Management (3 credits)  
BUS 362 Entrepreneurship (3 credits)  
BUS 376 Case Studies/Readings in Management  
(3 credits)  
BUS 471 Leadership: Managing in a Changing  
Environment (3 credits)

## **SOCIAL ENTREPRENEURSHIP (18 CREDITS)**

The concentration in social entrepreneurship asks students to utilize business concepts to achieve social goals.

BUS 362 Entrepreneurship (3 credits)  
FCS/SOC 203 Foundations of Social Change (3 credits)  
INT 207 The Power of Leadership (3 credits)  
COM 430 Argumentation and Debate (3 credits)  
SWK 300 Social Issues and Social Welfare Policy  
(3 credits)  
BUS 413 Special Project for Social Entrepreneurship  
(3 credits)

# COURSES

## ADVERTISING COURSES

### **ADV 201 Introduction to Advertising (3 credits)**

Introduces students to the advertising industry beginning with the history of advertising and its economic and social functions. Students will learn about message development, strategy, research, media, and ethics through lecture, discussion, social media forums, and experiential projects.. Students will complete a paper based on industry research, undertake a group project, and begin developing a portfolio of assignments based on the group project. FA

### **ADV 293 Special Topics (1-3 credits)**

A freshman/sophomore level course offered to supplement regular course offerings. Offered on a periodic or one-time-only basis.

### **ADV 220 Advertising Strategies (3 credits)**

Students will study of the techniques and strategies used in developing specific advertising messages and campaigns. Course emphasizes creative strategies, media selection, and the ethics of advertising. Students will craft and evaluate advertising strategies and develop advertising portfolio materials. Prerequisite: ADV 201. SP

### **ADV230 Advertising Copywriting (3 credits)**

Learn and apply the principles and practices of persuasive writing through a series of advertising projects, to including print and broadcast advertising, brochures, direct mail, and new media advertising. Prerequisites: ENG 101; 102; ADV 201; ADV 220 or permission of instructor. SP

### **ADV 325 Social Media Management (3 credits)**

Analysis and application of social media advertising and marketing practices through the development and management of brand voice across multiple platforms. Course will cover content creation and optimization, monitoring, and analytics tools, lead generation, and social media strategy. Students will be required to create and manage a social media campaign for a client using multiple platforms including Facebook, Twitter, Tumblr, Instagram, Pinterest, and WordPress blogs, among others. Prerequisite: BUS 233. SP

### **ADV 330 Writing for Digital Media (3 credits)**

AN applied writing course that covers tactics, message strategy, and frequency of digital media advertising campaigns while emphasizing development of unique, brand-centered tone and voice when writing for digital and social media platforms. Students will write a variety of media platforms including Internet, mobile, email, social media, and multimedia. Prerequisite: BUS 233. SP

### **ADV 440 Brand U (3 credits)**

A wide-ranging course that applies branding techniques to individual career preparation. Students will learn how to manage their digital identities while honing more traditional career prep skills such as resume writing, networking, and portfolio preparation. While this course is designed for Advertising students, students from any major or discipline are welcome; course requirements will be adjusted accordingly. All students will create portfolio pieces or samples to showcase the student's complete range of skill and experience as part of a digital portfolio designed to highlight relevant skills to prospective employers. Prerequisites: BUS 233, ADV 201, ADV 230 or permission of the instructor. FA

### **ADV 450 Internship in Advertising (3-6 credits)**

A supervised off-campus internship which provides the student the opportunity to apply and develop advertising skills in a work setting. The course also requires the student to submit a weekly journal, comprehensive synthesis paper, and samples of work. The internship is cooperatively administered by an internship site supervisor and a faculty member. Prerequisites: ADV 220; ADV 230; Senior Status or permission of instructor. FA

### **ADV 494 Special Topics (1-3 credits)**

A junior/senior level course offered to supplement regular course listings. Offered on a periodic or one-time-only basis.

### **ADV 496 Senior Seminar in Advertising (3 credits)**

Semester-long project embracing the complete advertising process, including research, design, creative strategies, message development, and execution. Students will present campaigns orally and in writing. In addition, students will submit a portfolio of work that includes an assignment from each course in the advertising major; portfolios will receive extensive written evaluation and may be reviewed by advertising copywriters and/or graphic designers. Prerequisites: ADV220; ADV 230; Senior Status or permission of the instructor. SP

## BUSINESS COURSES

### **BUS102 Business Components Assessment (0 credits)**

This assessment, taken during the student's first term/semester, measures students' knowledge of business common professional components upon entering their program. Graduation requirement. FA, SP, SU



**BUS 124 Business Mathematics (3 credits)**

A study of essential, basic quantitative skills, and procedures used in business. Topical coverage includes mark-ups, mark-downs, discounts (cash and trade), simple interest, compound interest, annuities, consumer credit, home mortgages, taxes, insurance, and investments. Prerequisite: MTH 091 or competency. Offered on an as-needed basis.

**BUS 202 Principles of Macro Economics (3 credits)**

Macroeconomics is concerned with keeping economic fluctuations within reasonable bounds. Topics include the measurement of the national income, inflation, unemployment, economic growth and monetary and fiscal policies and international outcomes. Prerequisite: BUS 102 (may be taken concurrently). FA, SP, SU

**BUS 203 Principles of Micro Economics (3 credits)**

Microeconomics, or the theory of the firm, explains price determination and resource allocation. Topics include the supply/demand model, elasticity, the theory of consumer behavior, the theory of production and cost of production, and an examination of various market structures. Prerequisite: BUS 102(may be taken concurrently). FA, SP, SU

**BUS 205 Financial Accounting (3 credits)**

Acquaints students with the language of communicating financial information of a business enterprise to owners and stakeholders. Material to be covered includes the components of financial statements and the development thereof, accounting principles of service and merchandising concerns, and inventory and depreciation methods. Prerequisite: MTH 105; BUS 102 (may be taken concurrently). FA, SP, SU

**BUS 207 Managerial Accounting (3 credits)**

Focuses on developing and utilizing accounting information for planning, control, and managerial decision making. Cost classifications, job costing, process costing, activity-based costing, cost-volume profit analysis, budgeting, variable costing, relevant cost, and the contribution approach to decision making will be covered. Prerequisite: BUS 205. FA, SP, SU

**BUS 208 Personal Finance (3 credits)**

A study of the following consumer topics: consumer credit, housing, income tax, insurance (property, liability, life), investments, and estate planning. Offered on an as-needed basis.

**BUS 230 Management Principles (3 credits)**

A review of the classical management functions of planning, organizing, directing, and controlling. Provides a systematic analysis of management's responsibilities in profit and non-profit organizations. The student gains a thorough understanding of what it means to be a manager and the functions and duties of managers within the managerial hierarchy. Prerequisite: BUS 102 (may be taken concurrently). FA, SP, SU

**BUS 233 Marketing Principles (3 credits)**

Presents principles, methods and problems within the marketing discipline focusing on product development, distribution channels, promotion techniques and pricing strategies. Topics include market segmentation, buying motivation, branding, customer service, marketing research, and international marketing considerations. Prerequisite: BUS 102 (may be taken concurrently). FA, SP

**BUS 241 Business Law (3 credits)**

An introductory course in the study of business law. Topics include the nature of law, the types and function of dispute resolutions, contracts, agency, torts, and business organizations. FA, SP, SU

**BUS 247 Negotiation Skills in Business (3 credits)**

This course introduces the theory and practice of effective negotiations. Focus is placed on the human responses to negotiations, planning for negotiations, and bargaining techniques.. Offered on an as-needed basis.

**BUS 293 Special Topics (1-3 credits)**

Course offered to supplement regular course offerings. Offered on a one-time or periodic basis.

**BUS 294-299 Cooperative Education (1-6 credits)**

Supervised off-campus work experience for pay and for academic credit. Must be related to the student's degree program. Cooperatively administered by an employer and the director of cooperative education. P/NP grading option only. Prerequisite: Sophomore/junior/senior status. FA, SP, SU

**BUS 303 Public Administration and Nonprofit Management (3 credits)**

Compares and contrasts business administration and public administration. Details the job of the public administrator and explains how the public's interest differs from the stockholder's interest. Explains the importance of public administration as a profession and the many jobs available in the various public sectors. Prerequisite: BUS 230. SP

**BUS 310 Organizational Behavior (3 credits)**

This course will focus on the theory and application of individual, group, and organizational processes which shape the dynamics of an organization. Topics in attitudes, job satisfaction, individual differences, perceptions, individual decision making, motivation, group and team dynamics, leadership, organizational culture, organizational change, stress management, and human resource management will be emphasized. Prerequisite: BUS 230. FA, SP

**BUS 311 Financial Accounting and Reporting I (3 credits)**

A study of the body of generally accepted accounting principles specifically concerned with the recognition of matching of revenues and expenses to determine book net income and the related issues of asset measurement, including modifications and refinements used to develop accounting information. Prerequisite: BUS 205. FA

**BUS 312 Financial Accounting and Reporting II (3 credits)**

A study of generally accepted accounting principles focusing on the problems of balance sheet valuation and the affect upon the income statement and the statement of cash flows. Recent accounting standards affecting judgment and opinion upon financial statements are also considered. Prerequisite: BUS 311. FA

**BUS 313 Financial Accounting and Reporting III (3 credits)**

Further study of financial accounting and reporting from BUS312 Financial Accounting & Reporting II. Contemporary issues involving stock options, pensions, investments, deferred taxes, and international accounting will be addressed. This course also introduces the student to non-profit and governmental accounting. Prerequisite: BUS 312. SP

**BUS 314 Advanced Topics in Management Cost Accounting (3 credits)**

An intensive study of the unique accounting requirements of manufacturing firms focusing on job, process, activity-based costing, and standard costing method, as well as the implication of direct versus full absorption costing analyses for decision-making purposes. Prerequisite: BUS 207. SP

**BUS 315 Management and Business Ethics (3 credits)**

A study of the process and criteria for forming and testing values and relating them to ethical obligations. Personal values are examined in relation to organizational values. Ethical systems are studied and applied to organizational and public policy issues. FA, SP

**BUS 319 Survey of Federal Income Taxation (3 credits)**

The study of the Internal Revenue Code and concomitant regulations as they relate to the accounting problems affecting individual and corporate taxpayers. Course will deal with both the theoretical and practical (compliance) aspects of tax accounting, including the regular and alternative minimum tax computations. Prerequisite: BUS 205. FA

**BUS 325 International Business (3 credits)**

Topics include importing, exporting, tariffs, the balance of payments, foreign exchange, and the phenomenon of globalization. Prerequisites: BUS 202. FA, SP

**BUS 331 Human Resource Management (3 credits)**

A comprehensive overview of human resource management functions within an organization. Topics include personnel functions of recruitment and selection, interviewing, workforce planning, wage and salary administration, talent management, and interpersonal relationship of employees in the organizational setting. Prerequisite: BUS 230. FA, SP

**BUS 332 Seminar in Human Resource Development (3 credits)**

This course provides an in-depth analysis of the manager's role in managing and developing talent in the organization. The course will include readings, discussion, and skill-building cases and exercises. Prerequisite: BUS 331. Offered on an as-needed basis.

**BUS 334 Retail Management (3 credits)**

A study of relevant merchandising, pricing, promotional, and control techniques in the retail field of distribution. Prerequisite: BUS 233. FA

**BUS 336 Advertising Principles (3 credits)**

Emphasizes the role of advertising as a part of the marketing strategy. This course discusses the evolution of advertising, how advertising is created, types and selection of advertising media, groups in the advertising field, and the legal, social, and ethical aspects of the industry. Prerequisite: BUS 233. SP

**BUS 343 Managerial Finance (3 credits)**

A study of finance as a managerial tool; particular emphasis will be given to the time value of money, stock and bond pricing, working capital management and capital budgeting. Prerequisite: BUS 205. FA, SP, SU

**BUS 344 Money and Banking (3 credits)**

An examination of the functions of money, the commercial banking system, the Federal Reserve System, monetary policy and monetary theory. Prerequisites: BUS 202; BUS 203; BUS 343. FA

**BUS 346 Credit Management (3 credits)**

A study of consumer and commercial credit functions, credit criteria, practices, systems, policies, and decision making. An emphasis will be on retail and wholesale, entities, banks, finance companies and credit card organizations. Prerequisite: BUS 343. FA

**BUS 348 Elements of Supervision (3 credits)**

An examination of the role of first-line supervisors within the framework of the organizational setting. The course brings into clear focus the critical function of first-line supervision as the organization's "front line" management team. The importance of the directing function and the balance of relationships are investigated. Prerequisite: BUS 230. Offered on an as-needed basis.

**BUS 350 International Marketing (3 credits)**

An introduction to managing marketing operations in a foreign marketplace. This course focuses on principles, policies, techniques and ethics used in international marketing strategies, and involves gathering and analyzing information in order to solve business problems on a global realm. Prerequisites: BUS 233. SP

**BUS 351 International Management (3 credits)**

An examination of management practices in a changing global market. Topics include culture, politics, planning, organizing, international human resource management, decision making, market entry and expansion, and information management. This course will include case study analysis and discussion. Prerequisites: BUS 230; BUS 325. FA

**BUS 352 Investments (3 credits)**

A study of securities markets, along with their instruments and characteristics. Includes topics in investment theory and analysis. Prerequisite: BUS 343. SP

**BUS 356 Principles of Selling (3 credits)**

An introduction to the art of selling. Topics include types of selling and sales training, communications, and the psychology of selling and sales management (compensation and organization). Both the customer and the business perspective are considered. Prerequisite: BUS 233. SP

**BUS 357 Consumer Behavior (3 credits)**

Explores the application of the principles of psychology and other social sciences to consumer behavior. The impacts of interpersonal dynamics and social influences are studied in depth. Course material is oriented to the practical application of the basic concepts. Prerequisite: BUS 233. FA

**BUS 358 Sales Management (3 credits)**

This course examines such topics as personal selling techniques and prospecting; role playing in the sales process; evaluation of career opportunities in sales; selecting, training, compensating, and motivating a sales force; distribution methodologies, and impact on sales. Prerequisite: BUS 356. Offered on an as-needed basis.

**BUS 359 Industrial/Organizational Marketing (3 credits)**

Examines the full range of business-to-business marketing, including commercial enterprises, institutions, and government, as well as traditional industrial marketing issues. It focuses on market dynamics and stresses the strategies industries employ in developing and implementing their methods to industrial buyer behavior, market selection, product planning, product positioning, reseller's market, and pricing. Prerequisite: BUS 233. Offered on an as-needed basis.

**BUS 361 Seminar in Sales & Sales Management (3 credits)**

Select topics in sales & sales management will be explored in this seminar, such as personal selling techniques and prospecting; role playing in the sales process; evaluation of career opportunities in sales; selecting, training, compensating, and motivating a sales force; distribution methodologies, and impact on sales. Prerequisite: BUS 358. Offered on an as-needed basis.

**BUS 362 Entrepreneurship (3 credits)**

This course will examine the definition and characteristics of entrepreneurship and how it manifests itself in small businesses, within existing corporate structures and social movements. In addition, the course will examine the key characteristics of entrepreneurship: including, recognizing, and creating opportunities, strategies and markets. FA, SP

**BUS 369 Marketing Research (3 credits)**

Presentation of the analytical techniques required to identify target markets, consumer needs, and motivations. Includes problem discovery techniques, research design, interpretation of data, and forecasting. Attention is also given to research techniques for the smaller business enterprise. Prerequisite: BUS 233. SP

**BUS 376 Case Studies/Readings in Management (3 credits)**

Provides the student with an opportunity to review and research a variety of topics within the current literature and to study specific management problems through the case study method. Prerequisite: BUS 230. FA, SP, SU

**BUS 377 Case Studies/Readings in Marketing (1-3 credits)**

Provides the student with an opportunity to review a variety of topics within the current literature and to study specific marketing problems through the case study method. Prerequisite: BUS 233. FA, SP, SU

**BUS 387 Production/Operations Management (3 credits)**

A review of production, operations and supply chain management, that focuses on manufacturing environments. Special emphasis is given to quality management, inventory control, logistics, process design, forecasting, and lean production techniques used to achieve profitable and efficient operations. Prerequisite: BUS 230; MTH115. FA, SP

**BUS 394 Commercial Banking (3 credits)**

Study of the banking system and bank management with emphasis on asset/liability management, policies and practices in lending, investment, equity, trust, and international aspects of a bank. Prerequisite: BUS 343. SP

**BUS 400 Marketing Management (3 credits)**

An investigation into the managerial responsibilities, as expressed in cases, of the modern marketing executive. Marketing strategy and planning are stressed. Emphasis is placed on the techniques used to assemble the marketing mix and satisfy the needs of consumer in identified target markets. Prerequisites: BUS 230; BUS 233; Senior Status. FA

**BUS 405 Auditing (3 credits)**

A study of the standards and procedures used by independent certified public accountants in verifying business data to render an opinion and report on financial statements. Focus is also on generally accepted auditing standards and the AICPA canon of ethics. Prerequisite: BUS 312. SP

**BUS 407 Accounting Information Systems (3 credits)**

A study of the flow of accounting information systems with other information systems. The course integrates student knowledge of financial accounting and cost accounting with computerized information systems. Special emphasis will be given to the analysis, design, and auditing of computerized accounting information systems. Prerequisite: BUS 405. FA, SU

**BUS 412 Financial Statement Analysis (3 credits)**

The study of analyzing, interpreting, and evaluating the financial statements of a business organization to identify the organization's strengths, weaknesses, and opportunities from the prospective of shareholders, creditors, and other stakeholders. Prerequisite: BUS 343. Offered on an as-needed basis.

**BUS 413 Special Project for Social Entrepreneurship (3 credits)**

The Special Project for Social Entrepreneurship will allow students to bring disciplinary expertise to working on a specific interdisciplinary concern, demonstrating their ability to collaborate across disciplines and apply their skills and talents to serving a world in need. This will be a problem-based learning experience focused on Social Entrepreneurship. Prerequisites: Students may complete an Insight Project at any point after they have completed at least 64 credit hours (including 9 credit hours in their major and 9 credit hours in the concentration in Social Entrepreneurship). Offered on an as-needed basis.

**BUS 415 Advanced Financial Management (3 credits)**

An advanced topics course that builds upon the principles covered in Managerial Finance. Emphasis is on the decision-making processes followed by corporate financial managers. Topics include the time value of money, capital budgeting, risk evaluation, dividend policy, capital markets, evaluation of investment alternatives and derivative securities. Topics will be examined from both domestic and international perspectives. Prerequisites: BUS207; BUS343. SP

**BUS 425 Cash and Treasury Management (3 credits)**

Study of the dynamics of cash management as it applies to corporations, including cash collection and disbursement, systems, forecasting cash flows, electronic fund transfers, check processing, international cash management, and e-commerce cash reconciliation. Prerequisite: BUS 344. Offered on as as-needed basis.

**BUS 463 Quantitative Analysis in Business (3 credits)**

Techniques and applications of statistical models applied to business. Focus will include, but not limited to, probability theory, time series, regression, and forecasting. Prerequisites: MTH 115; CIS 110. FA, SP



### **BUS 465 Case Studies in Finance (3 credits)**

This course covers a wide-range of advanced topics in finance including evaluation of investment alternatives, trends in capital, money markets, derivative securities and management of financial and non-financial firms.

Prerequisites: BUS 207; BUS 343. FA

### **BUS 467 Advanced Accounting Theory (3 credits)**

A study of advanced accounting concepts with particular emphasis on consolidated financial statements, mergers and acquisitions, accounting principles and practices, and financial statement analysis. Prerequisite: BUS 312. FA

### **BUS 469 Accounting Capstone (3 credits)**

This accounting capstone course sharpens analytical skills while building upon basic finance and Microsoft Excel knowledge, so students leave with the solid finance knowledge that business professionals need for success.

Today's most important corporate finance topics, including financial forecasting, break-even and leverage analysis, the cost of capital, capital budgeting, cash budgeting, equities, and debt will be addressed. Excel tables, pivot tables, and other areas that have become increasingly important to today's employers will be covered. Prerequisites: CIS 110; BUS 312; BUS 343. SP

### **BUS 470 Strategic Management (3 credits)**

This is the business administration core curriculum capstone course that primarily uses a computer-based business simulation model that requires group and individual performance. This performance will require the student to draw upon all previous coursework in the application of critical thinking skills. Each will demonstrate their business decision making as they formulate and implement strategies, plans, and policies for the improvement of organizational performance. Presentation and written skills will be required in all work performed. Prerequisite: Senior status. FA, SP

### **BUS 471 Leadership: Managing in a Changing Environment (3 credits)**

A study of leadership techniques with a particular emphasis on managing change. This course will go beyond the basic principles of management (BUS 230) and concentrate on the skills needed to develop effective leadership in modern organizational settings. Material will draw on both research in the social sciences and case studies oriented toward organizational situations and specific leaders/skills. Prerequisite: BUS 230 or BUS 397. FA

### **BUS 484 Practicum in Business (3 credits)**

A supervised experiential-learning course that requires the student to apply the theoretical knowledge obtained in their coursework to an actual work environment. This course will require the student to think critically about the application of business theories to the workplace. The

student will be required to identify the specific business theories being utilized in their work setting and analyze their application, including their appropriateness and effectiveness. This course will include a comprehensive paper and presentation. This experiential-learning course will be cooperatively administered by an employer-supervisor and a member of the faculty. Prerequisite: Junior or senior status. FA, SP, SU

### **BUS 485 Internship in Business Administration (3 credits)**

A supervised experiential-learning course that requires the student to apply the theoretical and practical knowledge obtained in their coursework to an actual work environment. This course will require the student to think critically about the application of business theories and practices to the workplace. The student will be required to identify the specific business theories and practices being utilized in their setting and analyze their application, including their appropriateness and effectiveness. This course will include, among other assignments, a comprehensive term paper and a formal presentation. The employer-supervisor will be responsible for submitting a formal evaluation of the student's performance at the completion of the semester. The student must be employed a minimum of 150 clock hours during the semester in which he/she is registered for this course. Prerequisite: Junior or senior status. FA, SP, SU

### **BUS 490 Independent Study (1-4 credits)**

Study in a specialized area, to be arranged according to student need and interest. Prerequisites: Junior or senior status; approval of instructor and department chairperson. Offered on an as-needed basis.

### **BUS 494 Special Topics (1-6 credits)**

Course offered to supplement regular course listings. Offered on an as-needed basis.

## **FASHION MERCHANDISING COURSES**

### **FAS 101 Fashion Merchandising at Fontbonne University (1 credit)**

This seminar is designed to introduce students to the fashion merchandising program. Program philosophy and values, the integration of professional development, experiential and service learning, and travel study tour opportunities will be explored. Successful completion of the seminar is required for major approval. Transfer students are urged to enroll in FAS 101 during their first semester at Fontbonne. FA, SP



**FAS 105 Dress and Culture (3 credits)**

Studies the values associated with appearance of individuals and groups within cultural, social, psychological, and economic realms; including the visual impact of the identity on the self and others. FA, SP

**FAS 106 Essentials of Fashion (3 credits)**

Study of the elements and principles of design; application of design basics to specific home and apparel fashion; introduction to fashion design and designers, apparel components, and vocabulary used in the design process. Practical applications through laboratory experiences are integral to the course. FA, SP

**FAS 107 The Fashion Industry (3 credits)**

Surveys fashion development through the fashion industry. Investigates the principles involved in the design, production, and marketing of fashion products from concept to consumer. Domestic and foreign fashion markets are studied. FA, SP

**FAS 108 Fundamentals of Sewing Technologies (1 credit)**

Introduction to basic sewing equipment, instructions, and procedures; familiarity with supply acquisition and use; resources and uses for sewing applications; and selection of sewing projects appropriate for various skill levels. FA, SP

**FAS 200 Apparel Construction (4 credits)**

Examines the construction process and techniques for basic apparel products. Intensive laboratory experiences develop skills in apparel manufacturing, contrasting home and industry methods through mastery of set competencies. Development of an awareness of production techniques assists in the consumer evaluative processes related to human textile product consumption. Prerequisites: FAS 108 or consent of instructor. FA, SP

**FAS 201 Career Seminar (1 credit)**

Introduces and examines fashion industry career options; professional development practices and strategies for developing one's career path are explored. Activities prepare students for FAS459 Internship Preparation Seminar. FA

**FAS 202 Textiles (3 credits)**

Analyzes physical and chemical properties of textile products. Includes the study of fibers, yarns, fabric structures, textile design, coloration, and finishing. Identification, use, care, performance, and storage of textile products are studied. Legislation and standards are examined. Laboratory experiences are integral to the course. FA

**FAS 205 Apparel Production and Evaluation (4 credits)**

Develops an understanding of ready-to-wear garment production and decisions involved in all phases of the production process. Analyzes techniques used by manufacturers and provides students with methods for evaluating apparel quality. Prerequisites: FAS 107; FAS 200; FAS 202. SP

**FAS 206 Fashion Brand Management (3 credits)**

Introduction to the concepts and practices of developing fashion brands. Examines the branding process including theory, analysis and application with emphasis on the interdependence of branding with merchandising and marketing activities for fashion related products. Prerequisite: FAS107. SP

**FAS 305 Advanced Product Development (4 credits)**

Identify and analyze garment specifications, construction methods, and fit alterations in a lab based setting. Integrate all aspects of the manufacturing process while creating full specification garment packages developed for a specific target market. Prerequisite: FAS 205. FA

**FAS 307 Fashion Behavior and Forecasting (3 credits)**

Social, psychological, economic, political, and communication factors influencing consumers' fashion preferences and buying decisions are studied. Principles and methods used to forecast fashion trends are analyzed. Prerequisites: FAS 107; BUS 233; PSY100/SOC100 or consent of instructor. SP

**FAS 308 History of Costume (3 credits)**

Studies the origin and development of costume from the early Mediterranean period to the present. Special focus on the change in form and function of dress in relation to the cultural and aesthetic environment in which dress was and is used, including social, religious, political, economic, and technological factors. Prerequisite: Junior status or consent of the instructor. FA

**FAS 309 Fashion Merchandising Strategy I: Visual Merchandising and Store Planning (4 credits)**

Studies the concepts and techniques used in visual merchandising including store planning, layout, and fixturing options. Practical experience in creative problem solving using product, props, fixtures, mannequins, display showcases, and/or marketing. Off-campus experiences include store analysis and display observations. Prerequisites: FAS 105; FAS 106; FAS 107. FA, SP

**FAS 310 Fashion Merchandising Strategy II: Promotion in the Merchandising Environment (4 credits)**

Studies the principles and methods used in promoting soft goods at all fashion market levels including direct marketing, publicity/public relations, advertising, special events, sales promotion, and fashion shows. Practical experiences applying the principles are gained through the production and coordination of fashion events. Prerequisites: FAS 107; FAS 309; BUS 233. SP

**FAS 405 Principles of Fashion Merchandising and Management (3 credits)**

Investigates the merchandising and buying functions/responsibilities in various types of apparel organizations. Covers merchandise resources in domestic and global markets, vendor relations, and negotiations. Introduces students to merchandise math. Prerequisites: FAS 107; BUS 233; junior or senior status in FM program or consent of instructor. FA

**FAS 406 Merchandise Buying: Planning and Control (3 credits)**

Examines planning, buying, and selling of soft goods; emphasis on buying techniques, six-month and model stock plans, open-to-buy, and profit and loss statements. Problem solving and practical applications enhanced through merchandise math calculations and case studies. Prerequisites: FAS 405; junior or senior FM status or consent of instructor. SP

**FAS 459 Internship Preparation Seminar (2 credits)**

Assignments, activities, and strategies used in the course will prepare students to be internship-ready. Prerequisites: Major approval and FAS 201. FA

**FAS 460 Internship in Fashion Merchandising (4-7 credits)**

A supervised, off-campus field-based experience in a pre-approved site specifically related to the broad area of fashion merchandising and students' career goals. Prerequisite: FAS 459; senior status or consent of the instructor. FA, SP

**HEALTHCARE MANAGEMENT COURSES**

**HCM 300 Foundations of Healthcare Management (3 credits)**

This course provides an overview of management practices in the healthcare organizations. A review of classical management functions – planning, organizing, directing and controlling as they relate to the healthcare environment. Students will learn the skills necessary to be effective leaders in a variety of healthcare organizations. Topics include organizational culture, diversity,

healthcare leadership and fundamentals of management. FA

**HCM 310 Ethics in Healthcare (3 credits)**

This course will provide a foundation of ethical theory, which students will apply to decision making in a healthcare environment. Students will discuss contemporary moral issues in a healthcare context and learn to analyze problems using classical ethics theories. FA

**HCM 320 Human Resource Management in Healthcare (3 credits)**

This is a study of the role of strategic human resources business partner within a healthcare organization. Functions such as: recruitment, interviewing, job descriptions and requirements, union-management relations, wage and salary administration, management development and motivation are examined. This course will also explore the interpersonal relationships and team dynamics that aid the HR professional in influencing decision making with both health services and clinical management within healthcare organizations. SP

**HCM 330 Public Health Administration (3 credits)**

This course explores the role health care organizations play in community health. Students study the principles of public health through the lens of government, business, and community. Topics include community benefit and outreach, environmental health, communicable disease, and mental health. SP

**HCM 350 Legal Issues in Healthcare (3 credits)**

This course provides an overview of the legal issues facing current healthcare organizations. This course examines the law as it relates to relationships between doctors, hospitals, and staff, patients, and healthcare providers. Skills developed include the ability to apply ethical decision making principles, mitigate risk, incorporate employment law procedures, and manage communication. SU

**HCM 400 Healthcare Operations and Quality Control (3 credits)**

Upon completion of this course, students will understand the functions and impact of day-to-day operations of hospitals, medical facilities, and clinics. The course will examine issues of efficiency and quality control. Topics include: healthcare facility management, quality control, goal setting, and evaluation, medical reporting, and organizational accountability. Prerequisites: HCM300; MTH115. FA

### **HCM 425 Management of Health Information Systems (3 credits)**

This course provides an overview of information technology from a healthcare perspective. Topics include: current issues, health information management applications, security, and the ethical impact of information systems. Prerequisite: CIS110. FA

### **HCM 435 Project Management in Healthcare Organizations (3 credits)**

This course examines techniques necessary to successfully develop, oversee and complete projects in a healthcare environment. Skills needed to plan, estimate, organize, budget, schedule, track, and control projects are developed. Provides a comprehensive foundation to project management with a focus on healthcare organizations. Prerequisite: HCM300. SP

### **HCM 490 Strategic Management in Healthcare (3 credits)**

This capstone course requires students to integrate the knowledge and skills gained from previous coursework and apply it to the final assessment. Students will examine the strategic management process as it applies to the management of healthcare organizations. Prerequisite: Senior Status. SP

## **HUMAN RESOURCE MANAGEMENT COURSES**

### **ORG 314 Employment Law for Managers (3 credits)**

The focus of this course is on managing effectively with an understanding of the potential legal ramifications of employment decisions. Topics include discrimination, the right to privacy, evaluation, and regulation of job performance, negotiation, OSHA, ERISA, and labor law. SP

### **ORG 316 Interpersonal and Group Dynamics (3 credits)**

The primary focus of this course is on theory and application of interpersonal relations and dynamics within an organization. This course will examine how individuals' and teams' behaviors and processes impact an organization. Topics will include a broad understanding of interpersonal relations and teams' behaviors and processes, effective communication, group cohesiveness, cultural influences, attribution theory, attitudes, prejudice, persuasion, and factors that influence team function and effectiveness. Prerequisite: BUS 310; PSY 100 or SOC 100. FA, SU

### **ORG 325 Compensation and Benefits (3 credits)**

This course focuses on the use of pay systems and benefit plans to help organizations achieve strategic goals. In this course, students will learn about job design, job evaluation, compensation design, and benefit design and administration, and use these techniques to make effective organizational decisions. Prerequisite: MTH 115; BUS 331; BUS 343. FA

### **ORG 390 Training and Development (3 credits)**

This course provides students with a practical application of training and development of employees within an organizational setting. The primary focus is on a systemic approach to training specifically needs assessment, learning objectives, instructional design, learning environment, and training transfer and evaluation as well as training interventions. Prerequisites: BUS 310; BUS 331, ORG 316 (may be taken concurrently). FA

### **ORG 409 Advanced Human Resource Management (3 credits)**

This course analyzes employee and labor relations, crisis management, and risk management. This includes the exploration of the process of unionization, labor costing, contract administration, collective bargaining and demand in labor markets, impact of unemployment, wage determination, and public policy decisions. Prerequisites: BUS 331; ORG 314. SP

### **ORG 420 Strategic Human Resource Management (3 credits)**

This course examines the role of human resource management in strategic planning and operation of organizations, compensation and labor management, and performance appraisals systems. Additionally, focuses on ability of human resource managers to contribute to the organizations strategic plan. This includes interpreting information from internal and external sources, aligning the human resource management plan with the strategic plan, and consideration for stakeholder impact, organizational mission, and budget management. Prerequisites: ORG 325; ORG 390; ORG 409. FA, SP

### **ORG 430 Organizational Development and Change (3 credits)**

This course will focus on the theory and methods of organizational development and change. Topics will include an examination of interpersonal, team, and organizational interventions. Emphasis will be on the study and application of the planned change model to improve an organization's performance while also improving the interests and needs of all organizational members. Prerequisite: ORG 390. FA

### **ORG 435 Human Resource Management Capstone (3 credits)**

Culminating experience requiring student to utilize theories and concepts; such as, compensation and benefits, training and development, and strategic planning in Human Resource Management. Prerequisites: Senior Status; ORG 420; ORG 430. SP

## **SPORTS MANAGEMENT COURSES**

### **SPT 101 Introduction to Sports Management (3 credits)**

An introduction to management principles with application to the field of sports management. The course also surveys selected topics in marketing, ethics, and law as they pertain to sports. Also explored are career paths in sports management. FA

### **SPT 102-105 Intercollegiate Athletic Participation (1-4 credits)**

Students participating for Fontbonne University in an intercollegiate sport have the opportunity to register for this one-credit elective course. Completion of the course includes both completion of the competitive season and an acceptable required paper on a topic to be agreed upon by the student and the instructor. Prerequisite: Sports management major or approval from the director of the sports management program. FA, SP

### **SPT/FCS 213 Nutrition for Fitness and Physical Performance (3 credits)**

Introduction to basic nutrition concepts related to fitness and physical performance of athletes at all levels. Students will also explore current issues in nutrition for athletes including ergogenic aids and weight management practices. SP

### **SPT 250 Case Studies and Readings in Sports Management (1-3 credits)**

Provides students with an opportunity to review and research a variety of topics within the current literature and to study specific issues within the field of sports management. Prerequisite: Sports management major or approval from the director of the sports management program. FA, SP

### **SPT 300 Legal Issues in Sports (3 credits)**

This course explores several areas of potential liability as it deals with litigation in the sports field. Topics will include sports franchise rights, league issues, sports agents, anti-trust laws, intercollegiate sports and title IX, alternatives to litigation, and paths of response when confronted by a lawsuit. Prerequisite: SPT 101. FA

### **SPT 310 Social Aspects of Sports (3 credits)**

An introduction to sports sociology, this course will address the social, political, and economic significance of sports in society. A variety of topics such as race, class, gender, violence, and disability in relation to American sports will be covered. Students will learn theory in analyzing sports and examine research in sports sociology. Prerequisite: SPT 101; SOC 100. FA

### **SPT 320 Sports Psychology (3 credits)**

An overview of the psychological aspects of sports. This course focuses on the thought processes and attitudes of athletes and individuals involved in sports or exercise activities. Theoretical perspectives in relation to empirical research will be explored. Topics considered include psychological issues that confront coaches, organizations, physical educators, athletes, and teams. Prerequisites: SPT101; PSY 100. SP

### **SPT 330 Leadership and Governance in Sports (3 credits)**

This course places an emphasis on the introduction to management theory and how it can guide practical applications in sports industries. The course will address management philosophy, management tasks, responsibilities, organization structures, leadership, motivational techniques, decision making, and factors that influence governance, such as environmental influences, power and politics. The student will be responsible for engaging in an in-depth look at various sports governing bodies, which include such organizations as the International Olympic Committee, Arena Network, and the National Collegiate Athletic Association. Prerequisite: SPT 101. SP

### **SPT 340 Sports Event and Venue Management (3 credits)**

This course will examine the business concepts involved in developing a sports event. The course will focus on the planning process necessary to stage sports events with emphasis placed on creating and selecting the location for the event, strategies to encourage spectators and participants, and developing pertinent timelines and operational objectives for the event. Prerequisite: SPT 101. FA

### **SPT 350 Sports Marketing (3 credits)**

A study of the elements in the sports marketing field. Topics include sports marketing strategy, sports consumer behavior, technology as it applies to sports marketing, sports market segmentation, sports brand equity, licensing and branding merchandise, pricing, promotion, sales, sponsorship, public relations, and the future of the sports marketing industry. Prerequisite: SPT 101; BUS 233. FA

**SPT 480 Strategic Management in the Sports Industry (3 credits)**

This capstone course addresses the strategic decision making process specific to sports organizations. Through a case study analysis, students will investigate and analyze problems, policies, duties, and ethics as they relate to sports business management and strategic planning. Prerequisite: Senior Status. SP

**SPT 494 Special Topics in Sports Management (3 credits)**

Provides the student with an opportunity to explore specific issues within the sports industry and the field of sports management. Opportunities for experiential and service learning are at the core of this course.

Prerequisite: SPT 300. Offered on an as-needed basis.

**SPT 495 Internship in Sports Management (3 credits)**

A supervised experiential-learning course that requires the student to apply the theoretical knowledge obtained in their coursework to an actual work environment. The course will include seminar sessions and comprehensive written and oral reports. Prerequisite: Senior Status; Instructor's Permission. FA, SP, SU



