



European Bachelor of Business Administration (BBA)

Course Catalog

Academic Year 2017/2018

Revised: August 2017

Business Administration: 3-Year European Bachelor's Program

BBA 99101 / UNYP 9910

Introduction to University Studies

2 ECTS

Pre-requisite: None

A required graded course for all new UNYP students with no previous university studies. Basic academic and organizational skills necessary for success at university; institutional resources and policies; integration into the university community.

Upon successful completion of this course, students will be able to:

- apply effective academic skills in a variety of typical academic contexts (lectures, discussion, tests, essays, presentations);
- apply effective organizational skills in the successful completion of the course;
- demonstrate a practical knowledge of institutional resources and policies;
- understand the requirements and characteristics of scholarly work;
- define their personal learning goals;
- actively engage with the university culture in both academic and non-academic fora;
- develop the skills needed to be independent life-long learners.

BBA 41160 / UNYP 41160

English Composition I

6 ECTS

Pre-requisite: Score of 530 or higher on institutional English language placement test

English Composition I is a course in expository writing, including the development and revision of paragraphs and essays using various rhetorical strategies; reading and discussion of selected essays; introduction to writing about literature; and introduction to incorporation and documentation of material from primary, secondary and tertiary sources.

Upon successful completion of this course, students will be able to:

- write analytical arguments, well-supported by evidence/examples;
- use online academic databases to find relevant information for writing projects;
- incorporate material from external sources in their writing projects, using correct citation;
- understand the requirements of academic integrity;
- understand the concept of plagiarism and know how to avoid it;
- correctly use MLA citation format.

BBA 33206 / UNYP 33206

Microeconomics

6 ECTS

Pre-requisite: None

The course provides an introduction to principles of economics and the explanation of principles of microeconomics: analysis of the allocation of scarce resources, the economics of the firm markets and the price system.

Upon successful completion of this course, students should be able to:

- understand what economics is, its method and tools;
- understand the decision-making of a buyer (consumer) and a seller (producer);
- understand workings of a market;
- understand the differences in market structures;
- understand the principles of government intervention with the market process.

BBA 20250 / UNYP 20250

Principles of Management

6 ECTS

Pre-requisite: None

A survey of organization management designed to present students with a broad view of the environment and techniques of business. It also provides an introduction to the various business disciplines including operations, project, human resource, knowledge and change management.

Upon successful completion of this course, students should be able to:

- describe major contemporary views of the nature of management and the role of management in society;
- describe the managerial functions of planning, organizing, influencing, and controlling, and to be able to express some reasonable guides for managerial action;
- recognize and discuss some of the major managerial issues involved in global business;
- discuss and evaluate current leadership and motivational concepts;
- identify the significant problems faced by managers in working with people;

BBA 64152 / UNYP 64152

College Algebra

6 ECTS

Pre-requisite: None

The course consists of the study of basic concepts and techniques of Algebra, Geometry and Real Analysis: factoring, multiplying and dividing algebraic expressions, coordinate geometry, functions and functional notation, polynomials, exponents, logarithms, and inequalities. It provides primarily preparation for more advanced courses, but is also open to students desiring a background in college algebra.

Upon successful completion of this course, students should be able to:

- factor, multiply, and divide algebraic expressions;
- understand the key concepts of coordinate geometry;
- solve algebraic equations and inequalities;
- understand functional notation;
- use functions when solving application problems;

- know the basic properties of polynomial and rational functions.

BBA 64210

Business Mathematics

6 ECTS

Pre-requisite: College Algebra or successful placement on mathematics placement test

The course consists of survey of mathematical methods useful primarily to students of business and information science. The emphasis of the course is on the principles of financial mathematics. To a large extent it deals with financial methods and tools applied to decision-making procedures in economics and business.

Upon successful completion of this course, students should be able to:

- explain the meaning of simple interest, compound interest, effective annual rate;
- perform interest calculation;
- explain the concepts behind annuities and mortgages and perform the associated calculations;
- perform basic calculations involved with promissory notes and perpetuities;
- use a financial calculator and Excel to perform financial calculations.

BBA 41180 / UNYP 41180

English Composition II

6 ECTS

Pre-requisite: English Composition I

English Composition II continues the study of the writing process stressed in Composition I. Students will practice reading and writing critically and analytically, writing exposition, persuasion/argumentation, and the research paper.

In addition to the skills acquired in English Composition I, by the end of the course, students should be able to:

- analyze, evaluate, document, and draw inferences from various sources,
- identify, select, and analyze appropriate research methods, research questions, and evidence for a specific rhetorical situation,
- use argumentative strategies and genres in order to engage various audiences,
- integrate others' ideas with their own,
- use grammatical, stylistic, and mechanical formats and conventions appropriate to rhetorical situations and audience constraints,
- produce well reasoned, argumentative essays demonstrating rhetorical engagement, and
- reflect on what contributed to their writing process and evaluate their own work.

BBA 33207 / UNYP 33207

Macroeconomics

6 ECTS

Pre-requisite: Microeconomics

The course an introduction to principles of macroeconomics essential for understanding the basic problems, specific issues, and government macroeconomic policy alternatives. Analysis of the interaction of the various sectors of the national economy.

Upon successful completion of this course, students should be able to:

- understand main macroeconomic issues, i.e. economic growth, inflation and unemployment;
- analyze trade-offs of macroeconomic policy, esp. fiscal and monetary policy;
- understand specific contemporary economic issues;
- make comparison in macroeconomic performance of different countries;
- understand trade-offs of short-run and long-run impact of macroeconomic decisions;
- develop the individual approach when dealing with macroeconomic indicators.

BBA 21462 / UNYP 21462

Human Resource Management

6 ECTS

Pre-requisite: Principles of Management

Advanced survey of theory, research, and applications in major areas of human resource management. Topics covered include HR planning, organizational staffing, the social and legal environment, performance management, training and development, compensation, employee relations.

Upon successful completion of this course, students should be able to:

- understand the role human resources management in an organization;
- perform a basic job analysis and apply this understanding of job requirements to other human resource management systems such as selection, performance appraisal, and compensation;
- evaluate different recruitment and selections methods;
- conduct a performance appraisal interview and recommend training and development for employees;
- be familiar with different compensation structures;
- critically assess and evaluate human resource policies and practices.

BBA 20201 / UNYP 20201

Financial Accounting

6 ECTS

Pre-requisite: College Algebra

The course is an introduction to basic accounting principles that underlie the accounting model for measuring and communicating financial data about a business enterprise to external parties the main accounting concepts and principles. The course provides a structural background of accounting but also a widely spoken business language required not only by accountants but also by any student seeking a career in business.

Upon successful completion of this course, students should be able to:

- identify, register and organize general accounting transactions following the European, American and Czech accounting conventions and principles, reflecting the reporting requirements of international companies;
- understand the accounting concepts;
- distinguish a company's operating, financing, and investing activities by researching its published financial reports, including its audited balance sheets, income statements, cash flow statements, and statements of shareholders' equity;
- judge the degree to which a company's accounting policies, practices, and estimating methods yield clear and accurate pictures of the true state of the company and its financial performance;
- evaluate a company's profitability, and risks and return on invested capital.

BBA 20309 / UNYP 20309

Statistics for Business and Economics I

6 ECTS

Pre-requisite: Business Mathematics

Statistical analysis of economic and business problems with emphasis on statistical inference. Rigorous treatment of probability theory and probability and sampling distributions. Estimation and hypothesis testing of (population) parameters are emphasized.

Upon successful completion of this course, students should be able to:

- summarize data and calculate main summary measures;
- understand the basic concepts and principles of the probability theory;
- deal with various kinds of probability distributions;
- apply probability distributions when solving application problems;
- understand the key principles of random sampling and sampling distributions;
- estimate population parameters using point estimators or confidence intervals.

BBA 20325 / UNYP 20325

Marketing

6 ECTS

Pre-requisite: Microeconomics

The course creates a solid understanding of the core principles of marketing both from a theoretical and practical standpoint. Major emphasis will be on the acquisition of marketing skills for planning drafting and implementing specific marketing strategies, and on preparing students to apply marketing concepts in both local and international business environments.

Upon successful completion of this course, students should be able to:

- understand the fundamentals of marketing – both theory and practice;
- describe the basic marketing theories using current marketing terminology and will develop a foundational knowledge of the marketing process;
- investigate modern business organizations and evaluate their practices according to theories presented in class;

- understand the business environment and to understand the role that marketing plays in the growth of a business;
- become acquainted with current management issues;
- develop basic marketing skills in the classroom environment.

BBA 20202 / UNYP 20202

Managerial Accounting

6 ECTS

Pre-requisite: Financial Accounting

Introduction to measuring and communicating the financial information to manage an organization. Introduction to spreadsheet programming, using basic managerial accounting concepts. Topics include job order and standard costing systems, cost behavior, and estimation, cost-volume-profit analysis, budgeting and short-term decision making.

Upon successful completion of this course, students should be able to:

- explain the difference between a managerial accountant and an auditor;
- be able to discuss the uses and limitations of cost management and planning and control systems;
- understand and be able to apply basic aspects of use of Information technology and its role in accounting and control;
- be able to use on a basic level various types of costing systems, and understand the appropriate applications of each;
- have the ability to use the systems for purposes of projection and planning.

BBA 21464 / UNYP 21464

Project Management

6 ECTS

Pre-requisite: Principles of Management and Microeconomics

Overview of project management and its applications in business and public sectors. Emphasis on prevailing strategies, methods, techniques and tools. Experience in developing project plans and communicating plans to team members.

Upon successful completion of this course, students should be able to:

- explain the fundamental concepts of project management and PMBOK;
- draft the project plan incl. SOW, WBS, RM Table, PC, Budget and Schedule;
- communicate, present the project plan to the team and management – Steering Committee (Project Executive Sponsor) and get the plan signed off;
- differentiate between and make use of the most common, effective, proven and up-to-date project management methods, techniques and tools;
- identify and make use of the project management best practices.

BBA 78334 / UNYP 78334

European Integration

6 ECTS

Pre-requisite: None

This course explores the nature of the European integration, its development since its creation and its present state. The course focus both in the study of the institutional configuration of the EU and the policies that this international organization implements.

Upon completion of this course, students should be able to:

- be familiar of the reasons why European integration has taken place;
- understand the basic characteristics and developments of the process of European integration and relate them with general international relations theory;
- be familiar with the competencies of the different EU institutions, internal procedures and their participation in the process of decision making within the EU.
- be aware of the major problems facing the future of the EU - in particular, the problems involving the expansion into East Central Europe;
- assess how successful Europe has been in its integration process so far;
- develop a critical attitude and an ethical position towards the process of European integration.

BBA 21330 / UNYP 21330

Fundamentals of Finance

6 ECTS

Pre-requisite: Financial Accounting & Business Mathematics

Fundamentals of finance and their application to typical financial problems of business enterprises. Emphasis on financial analysis and forecasting, time-value of money, risk and return, security valuation, and working capital management.

Upon successful completion of this course, students should be able to:

- explain the use of financial activity and its critical role in corporate governance;
- use any one of the decision-making tools (quantitative and qualitative) demonstrated in the course;
- understand and be able to use cash-flow projections based upon a given set of adequate data;
- utilize the financial press with comprehension in order to better assimilate the importance of activity in this field;
- discuss the uses of capital markets and alternate sources of funding;
- perform most of the functions required both manually, and with a spreadsheet.

BBA 71110 / UNYP 71110

Reason and Argument

6 ECTS

Pre-requisite: English Composition II

The identification, reconstruction, and evaluation of deductive and inductive arguments. Analytic skills are developed through critical analyses of examples of reasoning found in newspaper articles, scientific journals, statistical reports and ethical debates.

Upon completion of this course, students should be able to:

- question and recognize assumptions and biases;
- distinguish an argument from an explanation and other types of non-arguments;
- identify premises and conclusions, and deductive and inductive arguments;
- assess the validity and soundness of deductive arguments;
- assess the soundness and cogency of inductive arguments;
- identify and criticize formal and informal deductive fallacies;
- identify and criticize informal inductive fallacies;
- critically assess factors which influence our beliefs;
- develop arguments using deductive and inductive reasoning;
- critically assess the reasoning and argumentation used by others.

BBA 21338 / UNYP 21338

International Business

6 ECTS

Pre-requisite: Macroeconomics

The course introduces students to international business and the role of multinational corporations in today's global economy. Emphasis on international business issues which must be addressed by businesses and corporations operating in a multinational environment. The course focuses on international business theory, environment, institutions, role of the nation state, culture, strategy, and operations.

Upon successful completion of this course, students should be able to:

- master basic terminology and concepts describing international business operations carried out by multinational corporations in the world's marketplace;
- understand the different strategic positions and interests of small, medium, and large-sized businesses in the global market;
- assess behaviors of global manufacturers, suppliers and distributors as well as critical factors influencing these behaviors within political, legal, economic, institutional, and socio-cultural environments.
- analyze a company's strategic position in the global, regional, or local market;
- develop differentiated strategies to achieve short, medium, and long-term goals;
- develop a comprehensive strategic plan (including implementation and evaluation stages) for a company.

BBA 20271 / UNYP 20271

Legal Environment of Business

6 ECTS

Pre-requisite: None

The course explores legal regulatory framework of international business, including critical analysis of basic business legal issues, particularly issues related to formation of business units, business contracting, commercial competition, consumer protection, labor relations, etc. Alternative methods of dispute resolution will also be addressed.

Upon successful completion of this course, students should be able to:

- understand the system and basic mechanisms of legal regulatory framework of international business;
- interpret international treaties, statutes and decisions;
- understand the nature and system of EU law and institutions;
- operate with norms of chosen subsystems of business law, namely corporate law, competition law, contract law and law of international trade;
- form and use chosen instruments of international business like contracts, clauses, promissory notes, etc.;
- critically analyze conflict situations in international business and suggest their efficient legal solutions.

BBA 21334 / UNYP 21334

Ethics of Business and Public Administration

6 ECTS

Pre-requisite: None

Ethical and moral issues related to economic justice, corporate social responsibility, conflict of interest, environmental responsibility, advertising and discrimination. This will provide those working in business and government with tools for responding to contemporary ethical challenges they may confront.

Upon successful completion of this course, students should be able to:

- get acquaintance with the foundations, frameworks, theories, and applications of moral reasoning and development
- define the major theories of ethical behavior;
- investigate some major historical ethical issues and contemporary dilemmas in business and government, including an examination of their different functions and evolving roles;
- identify relevant ethical factors in business situations;
- apply major ethical theories in the ethical factors isolated;
- view critically at real-life cases in business and government that present difficult and sometimes conflicting ethical and political choices.

BBA 21335

Business Strategy

6 ECTS

Pre-requisite: Project Management

This course integrates the functional areas of finance, management, and marketing by pursuing extensive case and problem analysis dealing with models of strategic management.

Upon completion of the course, students should be able to:

- develop an understanding of strategic management concepts, research, theories and the strategic planning toolkit and master these so that s/he can design recommended corporate strategies;

- be able to identify central issues and problems in complex, comprehensive cases and present thoughtful analysis of the cases;
- develop an understanding of the emerging global economy and its potential impact on business activities in various regions;
- develop an understanding of the role of corporate governance in strategic management;
- develop a better understanding of the present and future (global) environments in which corporations must function.

BBA 42340 / UNYP 42340

Career Development Seminar

6 ECTS

Pre-requisite: None

This course helps students gain a competitive advantage in developing and managing their own careers through self-assessment; developing career goals; researching and organizing a job and business opportunities search; developing interview and presentations skills; and pursuing career and business opportunities with clarity.

Upon successful completion of this course, students should be able to:

- analyze skills and qualifications;
- set short-term and long-term career goals;
- identify potential fields of interest;
- determine best prospects through research and networking;
- develop a strategy for achieving objectives;
- learn about interviewing, including purpose, various types, how to perform well, and follow-up.

BBA 21336 / UNYP 21336

Organizational Behavior

6 ECTS

Pre-requisite: None

This course will examine human behavior with the context of a business environment, covering such topics as leadership, communication, conflict, individual differences, learning and motivation, personality and emotions, satisfaction, group structure and teams, change, work design and organizational culture and development.

Upon successful completion of this course, students should be able to:

- explain the relationship between organization's structure and culture and their effects on organizational performance
- outline the importance of individual contributions to the organization and factors affecting behavior and performance
- explain how differences in ability are identified and measured
- discuss the various theories of motivation and how they should be put into practice in the workplace

- investigate the factors that lead to effective teamwork and the influences that threaten success.
- apply relevant leadership theories and models to demonstrate enhanced ability to act as a leader in the organization.

BBA 99380
8 ECTS

Final Project - Proposal and Research

See the Business Administration Department's Final Project/Thesis guidelines document for full details. This is the first phase of the final thesis.

BBA 99385
8 ECTS

Final Project - Thesis

See the Business Administration Department's Final Project/Thesis guidelines document for full details. The thesis is an integrative, culminating work for a BBA student. It is part of the State Examination process and is defended in that setting.

Business Administration: Marketing Concentration Courses

BBA 20327 / UNYP 20327
6 ECTS

Advanced Marketing

Pre-requisite: Marketing and Principles of Management

The course builds on the foundation (topics, terminology and techniques) of Marketing course (UNYP 20325) to provide in-depth understanding of marketing at both the theoretical and practical level. It aims to develop the student's skills in the appropriate use of current marketing techniques and tools backed by relevant theories and concepts for evaluating, formulating and justifying practical marketing strategies.

Upon successful completion of this course, students should be able to:

- expand their theoretical and practical knowledge of marketing concepts and practices;
- understand and be able to apply, in practice, the various tools and techniques of marketing management;
- evaluate and formulate appropriate marketing strategies, including diversity marketing and guerrilla marketing campaign
- develop a marketing plan.

BBA MKT 20326
6 ECTS

Consumer Behavior

Pre-requisite: Marketing

The aim of the course is to help managers and future managers to understand the role of consumer behaviour in the decision making process within a marketing oriented company.

Upon successful completion of this course, students should be able to:

- understand the importance and purpose of each step of the process;
- describe the stages of NPD, and analyse the factors contributing to a product's success or failure;
- learn the basic principles of CB, analyze case studies and participate in discussions;
- practice and put in to practice focus groups for the purpose of testing consumer behavior.

BBA 20330 / UNYP 20330

E-Commerce and Marketing Technologies

6 ECTS

Pre-requisite: Marketing

This course introduces the student to the scope of e-commerce together with the benefits e-commerce offers to an organization through different business models and Website types. It also provides sufficient understanding of Internet technology for students to appreciate the potential, and the limitations, of using the Internet for business.

Upon successful completion of this course, students should be able to:

- gain an understanding of the theories and concepts underlying e-commerce;
- apply e-commerce theory and concepts to what e-marketers are doing in the real world;
- improve familiarity with current challenges and issues in e-commerce;
- use up to date marketing technologies;
- describe the key differences in the management of traditional brick and mortar business versus e-business and why a more process-oriented management perspective is important today;
- learn and use a conceptual framework for assessing e-business and e-commerce environments for business opportunities, challenges and risks;
- describe the primary revenue models used by web-based and on-line businesses.

BBA 20329 / UNYP 20329

International Marketing Strategies

6 ECTS

Pre-requisite: Marketing

The aim of this course is to familiarize the student with the major issues involved in the development and implementation of global marketing strategies. At the end of this course the student will be able to conduct marketing and business in the dynamic international arena.

Upon successful completion of this course, students should be able to:

- understand the relationship between marketing strategy and business, within the global context;
- understand the evolution of international marketing, including how marketing actions have an impact on global strategies;

- explain the social-cultural forces that determine the “playing field” of international marketing;
- explain the role of culture in cross cultural communication and negotiation;
- recognize the various responses to particular competitive threats and opportunities in a global marketing.

BBA 90221 / UNYP 90221

Introduction to Advertising

6 ECTS

Pre-requisite: None

This course features the study of the principles, practices, and theories of modern advertising communication, ranging from planning and execution to research and social effects.

Upon completion of this course, students should be able to:

- understand the principles of advertising and its role as a tool of marketing communications;
- identify and explain what makes a “good” ad;
- understand and be able to implement the basic strategic and creative elements of advertising;
- evaluate and respond to the various ethical and legal issues related to advertising;
- produce materials of the type used in the everyday business of advertising.

BBA 91342 / UNYP 91342

Public Relations Principles

6 ECTS

Pre-requisite: None

This course presents a contemporary and comprehensive theoretical and practical introduction to the role of public relations in an information-based society.

Upon completion of this course, students should be able to:

- apply Public Relations principles to actual situations;
- define the differences between other related concepts like publicity, advertising, press agents, public affairs, issues management, lobbying, etc.;
- apply Public Relations skills to marketing functions of organizations;
- develop an independent Corporate and Brand Communication Strategy;
- plan and execute a full-scale PR Campaign;
- analyze and use PR research methods.

BBA 20334 / UNYP 20334

Sales and Sales Management

6 ECTS

Pre-requisite: Marketing

The course develops students' deeper understanding of the sales process, the relationship between marketing and sales, customer relationship management (CRM), and processes and issues involved with recruiting, training, managing motivating, compensating and retaining salespeople. The course will be highly interactive with the main focus being on managing a dynamic sales team in an age of digital supremacy. The learning objectives of the course are supported by reading assignments, class discussions, case studies, simulations, guest speakers, and individual and group projects.

Upon completion of the course, students will be able to:

- demonstrate, through practice and direct interactions, a relationship building sales approach;
- develop and analyze a sales pipeline through identification of key metrics along the pipeline;
- identify key customer behaviors that influence the sales process;
- critically overcome objections to sales approaches;
- demonstrate understanding of the impact of marketing on the sales process and how to maximize the efficiency between the two channels.

BBA 20331 / UNYP 20331

Social Media Marketing

6 ECTS

Pre-requisite: Marketing

Social media has helped give consumers a voice, connect them with their friends and other like-minded consumers, and has given them considerable power over marketers and brands. This course offers an overview of how marketing has (and has not) changed due to the rise of social media. It will equip students with the relevant knowledge, perspectives, and practical skills required to develop marketing strategies that leverage the opportunities inherent in social media and consumer-to-consumer social interactions for achieving business and marketing goals. The emphasis of this course is on understanding consumers' social interactions, the various social media channels available to marketers, how to build social marketing strategies, and how to track their effectiveness. Also, since social media is heavily technology-driven we will cover relevant related aspects in digital marketing more broadly, as well as emerging topics in electronic commerce, mobile marketing, and social media startups.

Upon completion of this course, students should be able to:

- describe the impact of digital marketing on targeting and micro targeting;
- describe the impact of social media channels on the world of digital marketing;
- identify key metrics for measurement and reporting of social media impact;
- create and carry out online social media marketing campaigns including targeting, measurement and reporting;
- begin to develop the ability to recognize how key metrics and big data can help shape strategy in the world of digital/social media marketing;
- understand that social media marketing is a lifelong learning process.

BBA 20333 / UNYP 20333**Viral and Guerrilla Marketing**

6 ECTS

Pre-requisite: Marketing

The course creates a solid understanding of Below the Line (BTL) Marketing Techniques - both from a theoretical and practical standpoint. Major emphasis will be on the planning and carrying out of real and actual street promotions. Students will also work in teams to plan, film, edit & upload real videos that should go viral. This class is extremely practical in nature and will give participants real experience with physical promotional creation.

Upon completion of this course, students should be able to:

- Apply fundamental marketing concepts and participate in marketing discussions.
- Analyse the marketing efforts of existing for-profit or non-profit organizations.
- Identify ethical issues in marketing decision-making.
- Demonstrate the ability to research and gather current and relevant information related to marketing issues.
- Develop and orally present a compelling marketing plan for an existing product or service.

Business Administration: Finance Concentration Courses

BBA 21473 / UNYP 21473**Hedge Funds & Private Equity**

6 ECTS

Pre-requisite: Grade of C- or better in Financial Accounting and Statistics for Business and Economics I

The course is designed to introduce the student of financial markets to the world of derivatives, hedge funds and private equity, an area often over-looked in more conventional courses in finance. This hidden part of the market exercises influence on all areas of finance, and is a major source of revenue for the leading banks of the world. Through the use of practical and theoretical models, the course is intended to develop tools which a manager can use to evaluate the nature and use of hedge funds in influencing policy and making markets move. The course is designed to complement other courses students may be taking in field of finance.

Upon successful completion of this course, students should be able to:

- explain the nature of hedge funds and their function in markets;
- use some of the models used in determining the volatility associated with hedge funds and derivatives;
- understand derivatives;
- utilize the financial press with comprehension in order to better assimilate the importance of activity in this field;
- discuss the ethical considerations behind the use of some of the instruments used in hedge funds;
- perform most of the functions required both manually, and with a spreadsheet.

BBA 21471 / UNYP 21471**Investment Analysis and Portfolio Management**

6 ECTS

Pre-requisite: Microeconomics and Business Mathematics

Principles of securities market investment, the formulation of investment policies for individuals and institutions, modern theories of portfolio selection and capital markets, integrated with traditional valuation theory and analysis.

Upon completion of this course, students should be able to:

- outline the basic concepts of financial investment and modern portfolio theory;
- describe the basic types of financial investments and the methodology of their analysis;
- explain the concepts underlying asset valuation;
- understand the functioning of the capital markets;
- understand the different approaches to portfolio management;
- outline the ethical and legal issues surrounding investment;
- comprehend recent developments in markets and investment.

BBA 34322 / UNYP 34322**International Money and Banking**

6 ECTS

Pre-requisite: Macroeconomics

Introduction to financial markets with particular emphasis on central banking and policy oriented issues. Principles of money market operations and monetary economics.

Upon successful completion of this course, students should be able to:

- understand why economies around the world experience short term business cycles;
- predict the macroeconomic conditions that will prevail in the near future;
- understand business cycles;
- understand the forces behind potential long term growth of economies;
- navigate with clear thinking into the complex economic relationships that shape our constantly changing world;
- write a sample essay of economic analysis.

BBA 34319 / UNYP 34319**International Trade and Finance**

6 ECTS

Pre-requisite: Macroeconomics

Foreign exchange rates and international capital markets. The international balance of payments. Processes correcting surpluses and deficits. International monetary policy, classical and modern explanations of trade and commercial policy.

Upon completion of this course, students should be able to:

- define the Absolute and Comparative Advantage Theorem;
- identify the distinction between various approaches to international trade;

- analyze the consequences of tariff and non-tariff barriers to trade;
- consider different types of exchange rate regimes;
- understand central banking and monetary policy;
- understand international money movements and interest rate determination.

BBA 21341 / UNYP 21341

Risk Management

6 ECTS

Pre-requisite: Fundamentals of Finance

An introductory course in risk management, with a focus on the financial sector. Students will be given a broad-based grounding in this increasingly important financial field.

Upon successful completion of this course, students should be able to:

- demonstrate an understanding of what constitutes risk, especially in a financial context;
- describe the basic categories and sub-categories of risk;
- distinguish between different measures of risk;
- demonstrate an understanding of the strengths and weaknesses of different risk measurements;
- perform basic calculations of risk;
- describe the latest regulatory and compliance developments and the summarize the current debate on regulatory reform.

BBA 21332 / UNYP 21332

Statistics for Business and Economics II

6 ECTS

Pre-requisite: C- or better in Statistics for Business and Economics I

The course consists of survey of statistical methods useful primarily to students of business and information science. The emphasis of the course is on the principles of statistical inference, regression analysis and time series analysis. To a large extent it deals with statistical methods and tools applied to decision-making procedures in economics and business.

Upon successful completion of this course, students should be able to:

- understand the theoretical concepts of estimating population values and hypothesis testing;
- compare two samples using proper statistical methods;
- understand the basic principles of regression and correlation theory;
- apply linear and nonlinear regression analysis with one independent variable;
- apply linear regression analysis with more than one independent variable;
- understand and apply various methods of time series analysis.

BBA 34324 / UNYP 34324

Taxation

6 ECTS

Pre-requisite: Microeconomics

Dealing with taxation is one of the key challenges of financial managers and investors. This course gives students the ability to understand how tax systems operate and how to approach taxation as one of the variables in investment decisions.

Upon successful completion of this course, students should be able to:

- recognize the basic concepts in taxation such as marginal and absolute tax rates, taxable income/tax base, tax jurisdiction;
- discuss the principles of taxation, especially tax efficiency and tax equity;
- understand the basic differences in how governments around the world tax businesses;
- understand taxes as a transaction cost and apply techniques for assessing it;
- understand the broader legal context of tax compliance;
- handle simple tax planning for international business transactions.

Business Administration: Other SUNY/UNYP Business Courses

UNYP 90241 Advertising Strategies

3 semester credits

Pre-requisite: C- or better in Introduction to Advertising

The course will identify and analyze the key concepts, techniques and models used in modern advertising and marketing communication. The course will challenge students to apply these concepts while creating their own advertisements.

Upon the completion of this course, students should be able to:

- understand the basic terminology of advertising and marketing;
- understand the structure and function of communication agencies;
- be familiar with Advertising brief, and to produce tactical communication based on the brief;
- the specifics of all communication and media channels;
- critically assess advertising campaigns and communications.

UNYP 64245 Basic Calculus

4 semester credits

Pre-requisite: C- or better in College Algebra, or Math placement test

The course consists of a survey of calculus that is useful to students of business, information science, and the social and biological sciences. Differentiation and integration of polynomial, rational, exponential and logarithmic functions. Emphasis on techniques and applications, chosen from such fields as economics, psychology, and biology.

Upon successful completion of this course, students should be able to:

- understand the theoretical concepts like limit, continuity, derivative, etc.;
- use in an adequate way various differentiation techniques;
- apply the theory of differentiation to graph sketching;

- solve maximum-minimum problems;
- work with exponential and logarithmic functions and be informed about their rich applications;
- apply integration to find areas in the coordinate plane.
- use functions when solving application problems;
- know the basic properties of polynomial and rational functions.

BBA 20308/UNYP 20308

Business Planning

3 semester credits

Pre-requisite: none

The course examines the tools and techniques to turn a business idea into a potential viable business by using Business Planning Techniques.

The key learnings will be in preparing and executing the business planning process.

This includes choosing a business sector, creating a business name, designing a logo, identifying the USP, understanding Trademarks and IP, assessing required resources; building the key performance indicators & financial modelling and how the capital fundraising process operates. In doing so, students are introduced to principles of business planning techniques, business innovation, entrepreneurship, fundraising building and launching the business into the marketplace.

Upon completion of the course students should be able to:

- create and build a business plan;
- understand the legal framework and organizational structure;
- implement accounting principles (cashflow, P & L and B/S);
- assess marketing opportunities;
- assess HR requirements;
- understand trademarks/IP/branding;
- choose suitable digital platforms and strategy;
- assess and choose adequate business funding methods;

UNYP 33302

Comparative Economic Systems

3 semester credits

Pre-requisite: C- or better in Macroeconomics

A comparative study of the goals and methods of various economic systems, including competitive capitalism, centrally planned state-managed economies, and workers' self-management. Topics include each system's ideological foundations, institutional structure and economic decision-making mechanisms. Historical analysis of economic performance and efficiency concerns. Examination of developments and issues associated with the post-Soviet transitional economies within a global context.

Upon completion of this course, students should be able to:

- improve your understanding of human nature and of human societies;
- acquire a broader understanding of economics and its relationship to the functioning of economic systems and organizations;
- develop analytical skills to comprehend the nature of market processes and innovations;
- appreciate economists' insights into relationships between economic theory, political forces, and legal institutions;
- explore processes underlying the formation of moral rules, individual liberties, political institutions, and markets;
- assess the limitation of possible patterns of economic organization and their combinations;
- understand how the social-psychological phenomenon of identity as a source for social cleavage, social conflict, and economic decline;
- cultivate your capacity for creative thinking and comprehensive learning.

UNYP 25100

Computers and Applications

2 semester credits

Pre-requisite: None

The purpose of the course is to introduce students to the basic features and uses of computer and information systems. The practical work will relate to the introduction and use of popular software applications (mainly MS Office and Internet related) and to the application of new knowledge in choosing the most suitable computer configuration for a given purpose.

Upon successful completion of the course, students should be able to:

- able to understand and use basic terminology related to computer and information systems;
- understand and demonstrate the operation of widely-used operating system and application software;
- conduct basic research using the internet;
- create a simple web site;
- have a background and vocabulary to discuss some social issues related to computer information systems, and be able to analyze;
- recommend the right computer configuration for a particular environment.

BBA MGT 20350

Design Thinking for Management

6 ECTS

Pre-requisite: Marketing

The course focuses on new trends in creative business thinking and problem solving. It combines an analytical mind with an intuitive mind of the designers. It will provide theory, as well as practical experience gained from hands on projects. The course is open to students of any majors and concentrations.

Upon completion of this course, students should be able to:

- understand what Design Thinking is;
- understand principles of Design Thinking;

- learn to use the principles in the studies and work;
- gain hands-on experience from various sample projects;
- implement the newly acquired knowledge into projects and presentations;
- come up with practice fresh and creative business ideas and concepts.

UNYP 58250

Economic History of the West

6 ECTS

Pre-requisite: None

An introduction to the key developments in history which have led to the business world we experience today. An analysis of the rise of the Western civilization from an economic perspective.

Upon completion of this course, students should be able to:

- understand how the modern business world developed;
- describe the most important milestones in the rise of the Western civilization, analysing the economic institutions that made it possible;
- interpret historical events in the light of several theories of history;
- argue both for and against several theories of history in interpreting specific events.

UNYP 25300

Information Management

6 ECTS

Pre-requisite: C- or better in Macroeconomics

The course should provide the students with the working knowledge necessary to actively participate in a discussion about where and how a business can leverage Information Systems to improve operations and create a competitive advantage.

Upon successful completion of this course, students should be able to:

- understand and discuss the history of computing and the basic building blocks of information systems;
- understand and discuss the difference between Information Systems and demonstrate the basic technologies which enable e-Commerce including networking, computer systems, various applications and how to categorize the applications to help in communicating where to go for various functionality;
- understand and demonstrate the business aspects of e-Commerce and to identify where business benefits can be realized;
- differentiate selling to Businesses and Customers on-line and the relationships available using modern e-Commerce systems;
- understand and discuss current social issues related to computer information systems, Analyze and recommend the right computer configuration for a particular environment;
- using software applications to collaboratively collect, analyze and present data to support a thesis; find the core issues faced by the government; assess the level of respective indicators in their combination; develop specific strategies when dealing with macroeconomic

indicators; deal with recessions and catastrophic scenarios; understand the impact of government actions on different groups of citizens and companies.

UNYP 91460

Intercultural Communication

6 ECTS

Pre-requisite: None

The course examines how culture shapes our perceptions and communication behaviors, and offers strategies for effective cross-cultural and intercultural communication.

Upon completion of this course, students should be able to:

- Define different types of cultures
- Distinguish cultural patterns and various communication styles
- Identify and decode cultural and communication stereotypes
- Detect and explain cultural bias
- Gain cultural competence in diverse cultural settings

UNYP 78330

International Organizations

3 semester credits

Pre-requisite: C- or better in International Politics

An analysis of the role and the impact of international regimes in international relations today. The development of world organizations, structure, operation, relations with other groups, current problems and prospects. The origins, objectives, membership, rules, accomplishments of international organizations organizations such as UN, EU, IMF, World Bank, GATT, UNCTAD, OPEC.

Upon completion of this course, students should be able to:

- recognize the most important intergovernmental organizations (UN and its affiliated institutions, OECD, EU and its governing structures, NATO, OPEC, and so on);
- understand their history, purpose, and internal organization;
- discuss the operations of international organizations in respect to the constraints imposed by geopolitics or power struggles among members;
- analyze how the dominant theories of international relations describe the role of international organizations;
- enumerate examples of international cooperation organized via intergovernmental organizations in fields ranging from security to environmental protection;
- make an educated guess at how the changing context of international relations (advancing economic globalization, weakening notion of state sovereignty) will affect the role of the particular intergovernmental organizations or international NGOs.

UNYP 33305

Macroeconomic Simulation

6 ECTS

Pre-requisite: C- or better in Macroeconomics

A practical application of real measures of the government fiscal and monetary policies in a market-oriented economy based on a “learning by doing” principle presented in the form of a simulation game of teams representing government of a country and based on permanent computer processing of data.

Upon successful completion of this course, students should be able to:

- analyze trade-offs of macroeconomic policy;
- find the core issues faced by the government;
- assess the level of respective indicators in their combination;
- develop specific strategies when dealing with macroeconomic indicators;
- deal with recessions and catastrophic scenarios;
- understand the impact of government actions on different groups of citizens and companies;

UNYP 48240

World Geography

6 ECTS

Pre-requisite: None

A study of world patterns of physical environments, cultural regions and economic development, followed by a focus on specific regions from the following: Latin America, Africa, Asia and/or Middle East. The purpose of the course is to provide students with an overview of regional/world geography and its global historical, cultural, economic and political interrelationships. Emphasis will be on both theoretical and practical aspects of world geography and its implications in the areas of business, mass communications and international relations.

Upon completion of this course, students should be able to:

- work with geographic data, read and interpret maps and draw appropriate conclusions;
- describe and analyze geographic spatial relationships and apply cause and effect reasoning to understand the dynamics of region’s development in the 20th and 21st century;
- identify key historical and political contexts as they relate to contemporary world geography;
- critically interpret and process statistical information and readings to illustrate relationships;
- identify key patterns of globalization and their impact on social and economic development.

Note: Other courses may be available for Business students.

Business Administration: ESC Courses¹

¹ ESC courses are shown for information purposes. The courses below are 3 contact hours per week and 3 American credits in the SUNY system. BBA students need the permission of both the Chair of Business Administration and Empire State College to take one of these courses.

ESC SS 788063P

Advanced Public Relations

3 semester credits

Pre-requisite: C- or better in Public Relations Principles

By combining academic thinking in PR with practical tasks in strategy development and implementation based on real life examples, the course provides an insight in core tasks of the Communications and Public Affairs functions within organizations. The course builds on the previously gained knowledge of basic PR concepts and extends it with focus on particular capabilities in development of communications strategies for corporate reputation building and protection, for corporate social responsibility programs and marketing PR programs. The interrelation of Communications and Public Affairs function with other management disciplines as well as processes of engaging key external stakeholders are explained.

Upon completion of the course, students should be able to:

- apply techniques of situational analysis and subsequent development and implementation of communications strategy;
- identify and judge independently the significance of various PR occurrences affecting corporate reputation – opportunities, issues, crises - and design potential reshaping / repairing measures;
- understand the driving force of the Corporate Social Responsibility programs and the significance of third party strategic connections within the CSR programs;
- understand the aspects and influences of constantly changing environment within publics, opinion leaders and media;
- make a judgment over value and effect of an implemented communications strategy with respect to target stakeholders and media.

ESC BUS 781083

Business Policy and Strategic Management

3 semester credits

Pre-requisite: None

This course integrates the functional areas of finance, management, and marketing by pursuing extensive case and problem analysis dealing with models of strategic management.

Upon completion of the course, students should be able to:

- develop an understanding of strategic management concepts, research, theories and the strategic planning toolkit and master these so that s/he can design recommended corporate strategies;
- be able to identify central issues and problems in complex, comprehensive cases and present thoughtful analysis of the cases;

- develop an understanding of the emerging global economy and its potential impact on business activities in various regions;
- develop an understanding of the role of corporate governance in strategic management;
- develop a better understanding of the present and future (global) environments in which corporations must function.

ESC BUS 783533

Comparative International Business Law

3 semester credits

Pre-requisite: None

This course examines business law and its application around the world, the main concepts underlying international business, and the regulatory framework which applies to business relationships in a global context. Topics include state responsibility and environmental regulation, dispute settlement, multinational enterprises, foreign investment, money and banking, commercial trade, intellectual property, sales, transportation and taxation.

Upon completion of the course, students should be able to:

- understand and explain in some detail the major legal issues surrounding international business;
- describe how the regulatory legal frameworks vary from nation to nation, with particular emphasis on cross-border issues;
- use their theoretical knowledge to evaluate case studies in terms of the international legal issues involved.

ESC MGT 781353

Cross-Cultural Management

3 semester credits

Pre-requisite: None

Introduction to the literature and issues involved in living, communicating and working cross-culturally. Attention is given to global awareness, cultural contexts and barriers, personal communication issues and their application to the business/organizational environment.

Upon completion of this course, students should be able to:

- students will be able to increase awareness of the global business context;
- students will be able to understand "culture" and the influence of cultural contexts in human relations, communication, and business;
- students will be able to recognize and understand the dynamics and the process of cross-cultural adaptation and communication;
- students will be able to understand and apply a number of cross-cultural theories and models that are useful in working and living cross-culturally;
- students will be able to prepare through simulations for possible cross-cultural living and work.

ESC ECO 781213**Economic Policies of the EU**

3 semester credits

Pre-requisite: C- or better in European Integration

European Economic Integration and the World Economy. The course studies the main turning points of economic integration and the economic instruments that are used within the European Union. The relation between European economic policies and the socio-economic effects are analysed in depth as well as the rise of the EU as a global economic actor.

Upon completion of this course, students should be able to:

- be familiar with the economic instruments used within the European Union;
- understand the different historical stages of the process of economic integration for the European Communities;
- be fully aware of the importance of the principal Economic Policies of the European Union for the future of the EU;
- analyse critically the advantages and difficulties the the process of economic integration poses for the countries member of the European Union and neighbours;
- understand the role and the capacities of the EU as a major global economic actor.

ESC FIN 781123**International Trade and Finance**

3 semester credits

Pre-requisite: None

Foreign exchange rates and international capital markets. The international balance of payments. Processes correcting surpluses and deficits. International monetary policy, classical and modern explanations of trade and commercial policy.

Upon completion of this course, students should be able to:

- define the Absolute and Comparative Advantage Theorem;
- identify the distinction between various approaches to international trade;
- analyze the consequences of tariff and non-tariff barriers to trade;
- consider different types of exchange rate regimes;
- understand central banking and monetary policy;
- understand international money movements and interest rate determination.

ESC ECO 781103**Investment Analysis and Portfolio Management**

3 semester credits

Pre-requisite: None

Principles of securities market investment, the formulation of investment policies for individuals and institutions, modern theories of portfolio selection and capital markets, integrated with traditional valuation theory and analysis.

Upon completion of this course, students should be able to:

- outline the basic concepts of financial investment and modern portfolio theory;
- describe the basic types of financial investments and the methodology of their analysis;
- explain the concepts underlying asset valuation;
- understand the functioning of the capital markets;
- understand the different approaches to portfolio management;
- outline the ethical and legal issues surrounding investment;
- comprehend recent developments in markets and investment.

ESC ECO 783463P

Labor Economics

3 semester credits

Pre-requisite: C- or better in Macroeconomics

Microeconomic and macroeconomic aspects of labor markets. Analysis of the role of labor unions, government interventions, labor market discrimination, immigration barriers and human capital. Includes topics related to macroeconomic principles, natural rate of unemployment. Phillips curve and business cycles.

Upon completion of this course, students should be able to:

- understand what economic coordination means with respect to labor market;
- be very familiar with the notion of unemployment;
- understand the importance of investment into human capital;
- analyze the impact of government policies on unemployment and the effects of labor legislation;
- assess the relation between economic cycles and unemployment;
- identify labor market friendly public policies and compare different approaches to public policies.

ESC MGT 781053

Operations Management

3 semester credits

Pre-requisite: None

This course takes a systems approach to the management of the operations with an emphasis on the role of operations in determining the global competitiveness of organizations. Analytical tools and strategic issues of operations management are presented. Topics include: forecasting, operations aspects of product/process design, location analysis, capacity planning. Layout strategies, assembly-line balancing, JIT, inventory modeling, MRP, and quality management.

Upon completion of this course, students should be able to:

- describe the relationship between customers and operations strategy;
- assess a case for the importance of quality;
- design quality into products, services, and processes;
- improve and control current quality levels, and determine the cost of quality;
- list and describe the elements of a master plan for capacity and output;

- integrate aspects of materials purchasing and supplier relationships into operations planning;
- estimate results in a large project production environment from production orders.
- specify communication goals in an organizational setting, identify actual or potential obstacles and issues affecting communication and choose appropriate channels, media and mechanisms for successful communication performance;
- understand how communication patterns are affected by diversity, culture, globalization, ethics, power and conflict in organizations;
- understand how organizational flexibility and responsiveness to internal and external changes can be managed through its communication strategy and system;
- analyze the information and decision making needs within an organization and create a communication strategy for meeting those needs;
- describe and use some current technologies that are important to improving organizational communications.

ESC COMM 782153

Organizational Communication

3 semester credits

Pre-requisite: None

Overview of communication processes in large-scale, hierarchical organizations. Emphasis on interviewing, committee decision-making, and developing business/professional presentations.

Upon completion of this course, students should be able to:

- demonstrate the skills necessary to be successful in team environments;
- utilize appropriate decision-making and conflict management techniques;
- communicate more effectively in a variety of situations;
- prepare and present informative and persuasive papers and presentations;
- understand organizational communication theory and be able to apply it to the analysis of communication settings;
- understand how organizational structures differ from and relate to communication processes and networks in organizations;
- understand what mechanisms organizations, managers, teams and individuals can use to influence communications.

ESC BUS 781363

Social and Economic Contexts of Globalization

3 semester credits

Pre-requisite: None

Globalization of the world economy and the changing nature of business. Emphasis on global trade, investments, including foreign direct investments and marketing. The role of the transnational corporation in promoting or restraining global citizenship and social responsibility.

Upon completion of the course, students should be able to:

- define globalization from the perspectives of different groups involved in debates about globalization (economists, environmentalists, politicians, activists, etc.);
- describe the historical development of global economy;
- identify the most important trends in the contemporary global economy, global politics and global environmental change;
- identify and analyze the most important forces driving globalization;
- describe effects of globalization on different parts of the world.