

# School of Business– Camden

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# Programs, Faculty, and General Information

## ADMINISTRATION

Milton Leontiades, Ph.D., Dean  
Larry Gaines, M.B.A., Assistant Dean for Administration  
Izzet Kenis, Ph.D., Director, M.B.A. Program  
Patricia Peacock, Ed.D., Director, Rutgers Small Business Development Center (RSBDC)  
Paul Pressley, M.B.A., Director of External Affairs  
Samuel Rabinowitz, Ph.D., Associate Dean  
William Reynolds, Ed.D., Director of Center for Management and Entrepreneurship

## FACULTY

### Professors:

Charles J. Coleman, B.S., St. Joseph's; M.S., Cornell; M.B.A., Ph.D., SUNY (Buffalo)  
Haim Falk, B.Ac., Diploma in Business Administration, M.B.A., Hebrew (Tel Aviv); Ph.D., Hebrew (Jerusalem)  
Kenneth E. Kendall, B.S., Canisius College; M.B.A., Ph.D., SUNY (Buffalo)  
Milton Leontiades, B.A., M.B.A., Indiana; Ph.D., American  
Briance Mascarenhas, A.B., Warren Wilson; M.B.A., South Florida; M.A., Ph.D., California (Berkeley)  
Panayiotis Theodossiou, B.A., Thessaloniki (Greece); M.A., CUNY (Queens College); M.B.A., CUNY (Baruch College); Ph.D., CUNY (Graduate School and University Center)  
Uzi Yaari, B.A., Hebrew; Ph.D., Chicago

Associate Professors:

Swaminathan Badrinath, B.A., M.A., Delhi (India); M.B.A., Indian Institute of Management; Ph.D., Purdue  
Snehamay Banerjee, B.Tech., M.Tech., Indian Institute of Technology; M.S., Case Western Reserve; M.S., Ph.D., Maryland  
Alok Baveja, B.A., Indian Institute of Technology; M.S., Ph.D., SUNY (Buffalo)  
Barbara A. Bickart, B.A., Wittenberg; M.S., Cincinnati; Ph.D., Illinois  
Diana L. Day, B.S., M.S., Louisiana State; Ph.D., Columbia  
Chon-Huat Goh, B.S., Rhodes; M.B.A., Ph.D., Texas  
Franklin S. Houston, B.A., SUNY (Binghamton); M.B.A., Indiana; Ph.D., Purdue  
Emel Kahya, B.A., Wellesley; M.B.A., M.A., Ph.D., Rice  
Carol Kaufman-Scarborough, B.S., Duquesne; M.B.A., Rensselaer Polytechnic Institute; Ph.D., Temple  
Julie E. Kendall, B.A., Minnesota; M.A., Wisconsin (Milwaukee); Ph.D., Nebraska (Lincoln)  
Izzet Kenis, B.S., Academy of Commerce and Economics (Istanbul); M.B.A., Ph.D., New York  
Emeka Nwaeze, B.A., M.P.A., Southern; Ph.D., Connecticut  
Eugene A. Pilotte, A.A.S., B.A., Purdue; M.B.A., Ph.D., Indiana  
Gayle Porter, B.B.A., M.B.A., Wichita State; Ph.D., Ohio State  
Samuel Rabinowitz, B.B.A., CUNY (Baruch College); M.A., Ph.D., Michigan State  
Rakesh Sambharya, B.E., Poona (India); M.B.A., Indian Institute of Management (Calcutta); Ph.D., Temple  
Robert M. Schindler, B.A., Pennsylvania; M.S., Ph.D., Massachusetts

### Assistant Professors:

John P. Broussard, B.S., Louisiana State; M.B.A., Millsaps College; Ph.D., Louisiana State  
Jongsoo Han, B.B.A., M.B.A., Yonsei (Korea); Ph.D., Pittsburgh  
Michalis Ioannides, B.S., East Anglia (U.K.); M.S., Warwick (U.K.); Ph.D., Reading (U.K.)  
Muhammadou M.O. Kah, B.S., M.S., Stevens Institute of Technology; M.S.F., George Washington; Ph.D., Stevens Institute of Technology  
Sungsoo Kim, B.A., Chung-ang (Korea); M.B.A., M.Ph., Ph.D., Baruch  
Arun Kumaraswamy, B.Tech., Indian Institute of Technology; Ph.D., New York  
Sung Soo Kwon, B.S., Seoul (Korea); M.S., Wisconsin; Ph.D., Michigan State  
Ayalew Ali Lulseged, B.A., Addis Ababa; M.B.A., M.S., Katholieke Universitat Leuven; Ph.D., Louisiana State  
Julie Ruth, B.S., Georgetown; M.A., Texas; Ph.D., Michigan  
Qin Jennifer Yin, B.S., M.S., New Orleans; Ph.D., Houston

## ABOUT THE SCHOOL

In April 1988, the university's Board of Governors established a school of business at Rutgers on the Camden campus. The School of Business–Camden received approval from the New Jersey Department of Higher Education in May 1988. The School of Business–Camden received accreditation through the American Assembly of Collegiate Business Schools (AACSB) in 1995. The school offers undergraduate programs in accounting, finance, management, and marketing, as well as a graduate program in business administration. The school has an undergraduate enrollment of over 400 students, and its graduates have entered many areas in the fields of accounting, marketing, management, and finance.

## MISSION STATEMENT

The mission of the School of Business–Camden is to generate and disseminate knowledge related to the improvement of management while seeking to be a recognized leader in delivering high-quality, cost-effective business education in southern New Jersey. Activities essential to the performance of this mission are guided by the following beliefs and values:

Scholarship among the faculty is our strength. Faculty research is emphasized in order to develop original thinking and information about business fields and disciplines that can be used to enrich the quality of the knowledge disseminated to students. The generation of knowledge is accomplished by hiring, supporting, and promoting faculty who publish in national and international scholarly journals. Scholarship and the development of theory also are combined with their practical application to improve critical thinking and problem solving.

Teaching is valued and teaching effectiveness is stressed in the hiring, retention, and promotion of faculty. Students are prepared for careers in general management, as well as the functional areas of business, through the use of diverse teaching methods and the employment of advanced technology.

Faculty service is encouraged in the professions, the university, and the school. Through the Small Business Development Center and the Center for Management and Entrepreneurship, training and educational services are provided to businesses in the greater Camden community.

Collegiality is encouraged among the faculty, and students are offered a high degree of personal attention. While part of a large state university, the School of Business–Camden seeks to creatively use its relatively small size in developing new opportunities and programs.

## ADMISSION

Students who seek a degree in the school's programs are required to complete a defined group of prebusiness courses during their first and second years. Students may apply for admission to the School of Business–Camden after completion of 45 college credits. Until the application is filed and approved, a student is classified as a prebusiness

major. Acceptance to the School of Business–Camden is competitive. Admission is generally based on a grade-point average of 2.6 or above in the eleven courses that follow, plus a cumulative grade-point average of 2.0 in all other college courses. However, the applicant should check with the Office for Student Affairs for the standard grade-point average for the term of application. The standard is set by the faculty and may change each term. The student's admission process is governed by the standard that existed at the time of acceptance. It is the student's responsibility to keep informed of changes in the standard by contacting the Office for Student Affairs. Refer to the School of Business–Camden Student Advising Handbook for more information concerning admission into the School of Business–Camden. Courses required for admission to the School of Business–Camden are:

- 52:010:101 Introduction to Financial Accounting (3)
- 52:010:202 Management Accounting (3)
- 52:140:101 Business Law I: Legal Environment (3)
- 50:198:110 Introduction to Computing (3)
- 50:220:105 Microeconomic Principles (3)
- 50:220:106 Macroeconomic Principles (3)
- 50:350:101-102 English Composition I,II (3,3)
- 50:640:130 Calculus for Business, Economics, and Life Sciences (3)
- 50:960:283 Introduction to Statistics I (3)
- 50:960:284 Introduction to Statistics II (3)

Students admitted into the School of Business–Camden are expected to have a working knowledge of spreadsheets, databases, and word processing. These software packages will be utilized in the School of Business–Camden courses, but will not be taught in those courses. Students are assumed to have gained proficiency in these software packages prior to taking advanced business courses. For additional information, refer to the student handbook.

Although it is possible for a student to complete the major requirements through either daytime or evening attendance, the School of Business–Camden does not guarantee that every course will be offered every term. Students are encouraged to contact the Office for Student Affairs to ensure that the sequencing of their course selection is proper.

### Transfer Students

Students who wish to transfer into the School of Business–Camden from another college or university should follow the normal application procedures found in this catalog. The Office of Undergraduate Admissions–Camden forwards all such applications to the director of academic advising so that a comprehensive academic plan can be developed.

Transfer students who have completed at least 55 degree credits and at least eight of the eleven course requirements listed above may be admitted directly into the School of Business. However, students may not be admitted into a specific business major until they have completed all eleven of the above courses. For more information, transferring students should contact the Office of Undergraduate Admissions at 856/225-6133.

Transferring students who have not completed at least 55 degree credits and at least eight of the eleven course requirements listed above may not be admitted directly into the School of Business–Camden until he or she has fulfilled the admission requirements described above. Transfer

students are encouraged to enroll in the Camden College of Arts and Sciences or University College–Camden to complete prebusiness requirements. Admission to the Camden College of Arts and Sciences or University College–Camden does not guarantee admission into the School of Business–Camden.

Students who hold a baccalaureate degree (4 years) in any subject from a regionally accredited college or university are admitted directly into the School of Business–Camden. However, these students are required to fulfill any prebusiness requirements that were not transferred prior to registration in any 300 or above level School of Business–Camden course. Students requiring assistance in this area should contact the Office for Student Affairs. Also, for further information, see the School of Business–Camden Student Advising Handbook.

## ACADEMIC POLICIES AND PROCEDURES

### Student Responsibility to Keep Informed

This catalog provides a compendium of the rules governing undergraduate work at the university. Students are expected to keep their copy as a reference handbook and to familiarize themselves with the principal rules and regulations contained in it.

### General Curricular Requirements

The student at the School of Business–Camden fulfills essentially the same general curricular requirements as other students at Rutgers–Camden. One-half of the student's education (60 credits) must be outside the area of business studies. These general curricular requirements provide the background necessary for an effective business studies program and help the student to learn to think clearly, communicate effectively, and become aware of the history, values, problems, and culture of our times. Almost all of the required accounting, finance, management, and marketing courses are to be taken during the student's junior and senior years.

School of Business–Camden students may not take the courses within the general curricular and major requirements on a Pass/No Credit basis.

### Academic Advising

Students who have been admitted to the School of Business–Camden receive academic advising from the Office for Student Affairs, Armitage Hall, second floor. The staff also are available to advise students who are considering application to the school. Appointments may be scheduled in advance by calling 856/225-6043 (day or evening).

### Academic Integrity

Students are expected to follow standards of academic integrity discussed elsewhere in the catalog and available in the dean's office.

### Transfer Credit

Students are generally granted transfer credit for upper-level business courses taken in business programs accredited by the American Assembly of Collegiate Schools of Business,

if the student earned a grade of C or above. Business courses are upper level when they are at or above the 300 level in the Rutgers catalog. Students may be granted credit for upper-level courses taken at the upper level in non-AACSB accredited programs by approval of the Office for Student Affairs. Transfer credit is rarely granted for upper-level courses taken before the student completed 60 college credits.

### Scholastic Standing

In general, the School of Business–Camden follows the same procedures and guidelines outlined in the General Information section of the catalog concerning scholastic standing. However, the grade-point averages for courses of action differ as follows:

1. If at the end of the first term in attendance the student's term or cumulative grade-point average is less than 2.0, a warning letter is sent.
2. If at the end of the term following the issuance of a warning letter a student's cumulative grade-point average is less than 2.0, the student is placed on academic probation.
3. If at the end of the term following placement on academic probation a student's cumulative grade-point average is less than 2.0, the student is dismissed from the school.

Students on probation must obtain a 2.5 term grade-point average or achieve a 2.0 cumulative grade-point average. Failure to meet this condition may result in academic dismissal.

### Graduation Requirements

In addition to the graduation requirements of CCAS or University College–Camden, students who wish to graduate with a degree from the School of Business–Camden must attain a grade-point average of 2.0 or higher among the business core courses listed in level II (see Degree Requirements later in this chapter). In calculating this 2.0 average, the Office for Student Affairs will permit a student to repeat one of those courses in which the student received a grade of D or less. However, both the original and the repeated course grades become a part of the student's permanent academic record. Both grades are averaged when computed into the GPA by the Office for Student Affairs. Degree credit is allowed only once: when the course is passed the first time. A minimum of 120 credits is needed in order to graduate. For further information, contact the Office for Student Affairs and refer to the School of Business–Camden Student Advising Handbook.

### Graduation with Honors

See the Degree Requirements chapter at the beginning of the catalog for information on honors distinction.

## PROGRAMS OF STUDY

### Major Programs

The undergraduate programs offered by the School of Business–Camden are designed to lead to the Bachelor of Science in accounting, finance, management, or marketing.

### Bachelor of Science

- 010 Accounting
- 390 Finance
- 620 Management
- 630 Marketing

### Program in Accounting

The program in accounting provides students with a comprehensive foundation in the theory of accounting, financial accounting and reporting, managerial and cost accounting, taxation, concepts of auditing, and business law. The program is built on a broad background in humanities, liberal arts, economics, and business administration.

The accounting program gives students the foundation and skills to pursue careers with public accounting firms, corporations, government, and nonprofit organizations. The program provides the background to sit for the Certified Public Accountant (C.P.A.), Certified Management Accountant (C.M.A.), and Certified Internal Auditor (C.I.A.) examinations. Graduates of this program also can pursue further graduate or professional education.

### Program in Finance

The program in finance provides students with solid theoretical and practical knowledge of domestic and international finance in the areas of corporate finance, financial derivatives, investments, portfolio management, financial markets, and institutions. Graduates from the finance program are prepared to enter positions in corporations, financial institutions, brokerage houses, investment banks, and the government as corporate finance officers, bank officers, and investment and credit analysts. Graduates from the program also are well-prepared for postgraduate studies in all areas of business.

### Program in Management

The work of a manager involves analyzing, planning, and coordinating the activities of a company. The management major provides training in analyzing problems, making decisions, delegating assignments, training and supervising employees, budgeting, and coordinating. The management major provides the skills needed to secure an entry level position, as well as the tools needed by top management to lead an organization.

The management area encompasses entrepreneurship, human resources management, management information systems, strategy, and international business. Management majors can pursue a general management specialization, strategy/Internet/entrepreneurship specialization, or an e-commerce technology specialization. The general management specialization provides students with broad exposure to several management subfields. The strategy/Internet/entrepreneurship management specialization provides students with preparation for a career as an entrepreneur or a corporate "intrapreneur" with a strategic orientation to themes of globalization and the Internet as well. The e-commerce technology specialization prepares students to develop skills necessary to help businesses compete and develop strategies for web-based interactions among companies, employees, customers, and suppliers.

### Program in Marketing

The program in marketing provides students with a solid foundation in marketing principles and techniques. The program also equips students with the quantitative and qualitative skills necessary to investigate and analyze customer behavior, channel members, competitors, and external groups who may be affected by the marketing process.

The general marketing specialization qualifies students for positions in sales, advertising, retailing, etc., which provide a strong pathway to upper-management positions. The marketing research specialization prepares students for careers with marketing research suppliers (e.g., A.C. Nielson) and users of marketing research (including manufacturers of consumer and industrial products, service providers, and advertising agencies). The emarketing specialization allows students to gain an in-depth understanding of the marketing aspects of e-commerce as preparation for positions with both Internet firms or brick-and-mortar companies in any kind of marketing capacity. Graduates of the marketing program also are well-prepared to pursue graduate programs in business.

Refer to the most recent School of Business–Camden Student Advising Handbook for updated information on major programs in additional subject areas, as well as dual majors.

## Minor Programs

### Non-School of Business–Camden Majors

The objective of the minor at the School of Business–Camden is to supplement the student's major area of study with basic accounting, finance, management, or marketing knowledge. The accounting minor prepares students to understand the accounting function in business and to work with accountants. The finance minor prepares students to work with finance professionals. The management minor introduces students to basic management concepts. The marketing minor prepares students to work with marketing professionals.

Students may apply for admission to a business studies minor program after completion of 45 course credits.

Admission generally is based on a grade-point average of 2.6 or above in the eight courses that follow, and a 2.0 cumulative grade-point average in all other college courses. See the section on admission earlier in this chapter for information and policies concerning admission to the School of Business–Camden.

- 52:010:101 Introduction to Financial Accounting (3)
- 50:198:110 Introduction to Computing (3)
- 50:220:105 Microeconomic Principles (3)
- 50:350:101-102 English Composition I,II (3,3)
- 50:640:130 Calculus for Business, Economics, and Life Sciences (3)
- 50:960:283 Introduction to Statistics I (3)
- 50:960:284 Introduction to Statistics II (3)

Students should consult with the academic advising office for a current list of courses constituting minors.

### School of Business–Camden Majors

Consult the most recent School of Business–Camden Student Advising Handbook for information on pursuing a School of Business–Camden minor.

## Dual Degrees

Students presently enrolled in the Camden College of Arts and Sciences, University College–Camden, or the School of Business–Camden may elect to receive two baccalaureate degrees (B.A. and B.S.). To be awarded two simultaneous degrees, a student must satisfy the requirements of two major fields and accumulate a minimum of 30 credits beyond that required for one baccalaureate degree. Students pursuing two degrees should plan their programs carefully with assistance from the Office for Student Affairs.

## DEGREE REQUIREMENTS

### Level I. General Curricular Requirements for the School of Business–Camden

The general curricular requirements for the School of Business–Camden are:

1. a. Six credits in 50:350:101-102 English Composition I,II unless exempted by placement examination. Students transferring into Rutgers who have completed the equivalent of 50:350:101-102 at another college or university must fulfill this composition requirement by taking 50:350:219 unless exempted by examination.
  - b. Three credits in 50:350:238 World Masterpieces I.
  - c. Three credits from the offerings of the foreign language departments.
  - d. Three additional credits from the offerings of the foreign language departments or from the following offerings of the English department: 50:350:239, 300, 301, or 302.
2. Three credits from the offerings of art, music, or theater arts. (Courses in speech do not fulfill this requirement.)
3. Six credits from the offerings of the history, philosophy, and religion departments, specifically 50:730:201 Introduction to Logic, and one additional 3-credit elective.
4. Twelve credits from the offerings of the social science disciplines: economics, political science, psychology, sociology, anthropology, and urban studies. Students must take 50:220:105 and 106 and 50:830:235 and one additional 3-credit elective.
5. Three credits from the offerings of the natural science disciplines: astronomy, biological sciences, chemistry, geology, and physics.
6. a. Three credits in mathematics 50:640:130 or its equivalent.
  - b. Nine additional credits in computer science 50:198:110 and statistics 50:960:283 and 284.
7. Six credits beyond the introductory level chosen from an approved single arts and sciences major. Students should see the advising handbook for additional information concerning approved majors.
8. Three credits from a degree program offered by Camden College of Arts and Sciences.
9. Additional free elective credits may be required depending on the specific business major.

Courses required for major programs may count toward the completion of both major and general curricular requirements, but no course may be counted toward fulfilling two different categories of the general curricular requirements.

### Level II. Business Core Courses (33 credits)

The following business core courses are required for all business degrees. Business courses at the 300 level or above must be taken during the junior or senior year.

- 52:010:101 Introduction to Financial Accounting (3)
- 52:010:202 Management Accounting (3)
- 52:140:101 Business Law I: Legal Environment (3)
- 52:390:301 Principles of Finance (3)
- 52:620:303 Organizational Behavior (3)
- 52:620:305 Business Communication (3)
- 52:620:312 Operations Management (3)
- 52:620:321 Management Science I (3)
- 52:620:450 Business Policy (3)
- 52:623:334 Management Information Systems (3)
- 52:630:201 Principles of Marketing (3)

### Level III. Major Fields

#### Accounting (27 credits)

- 52:010:305 Intermediate Accounting I (3)
- 52:010:306 Intermediate Accounting II (3)
- 52:010:383 Federal Tax Accounting I (3)
- 52:010:401 Advanced Accounting (3)
- 52:010:415 Concepts of Auditing (3)
- 52:010:451 Cost Accounting (3)

Students not sitting for the New Jersey Certified Public Accounting Examination must enroll in:

1. one additional business course numbered 300 or above in the area of management, marketing, finance, or accounting related to multinational issues (3) and
2. two additional business courses numbered 300 or above (6).

Students sitting for the New Jersey Certified Public Accounting Examination need to check with the Office for Student Affairs for enrollment information.

#### Finance (21 credits)

Four required courses:

- 52:390:315 Investments and Portfolio Management (3)
- 52:390:350 Multinational Corporate Finance (3)
- 52:390:415 Statistical Financial Modeling (3)
- 52:390:450 Applications of Financial Management (3)

Two elective courses, chosen from the following:

- 52:390:320 Global Financial Markets (3)
- 52:390:325 Financial Markets and Institutions (3)
- 52:390:330 Short-Term Financial Management (3)
- 52:390:340 Theory of Financial Management (3)
- 52:390:350 Multinational Corporate Finance (3)
- 52:390:415 Statistical Financial Modeling (3)
- 52:390:425 Fixed Income Securities (3)
- 52:390:435 Derivative Securities (3)
- 52:390:487 Independent Study in Finance (BA 1-3) \*
- 52:390:491-492 Special Topics in Finance (3,3)
- 52:390:497 Finance Internship (3) \*

One elective course that is an approved business course at or above the 300 level or 3 credits in an approved CCAS course in economics, mathematics, or statistics

#### Management (21 credits)

General Management Specialization

- 52:620:365 Human Resources Management (3) or  
52:620:367 Labor-Management Relations (3)
- 52:620:369 The Management of Multinational Business (3)
- two additional management (620) electives (6)
- one additional ecommerce technology course (623) elective (3)
- two additional business courses at or above the 300 level (6)

Strategy/Internet/Entrepreneurship Specialization

Four required courses:

- 52:620:365 Human Resources Management (3)
- 52:620:369 The Management of Multinational Business (3)
- 52:620:483 Entrepreneurship: New Venture Creation and the Internet (3)
- 52:620:488 Strategic Management of Technology and Ecommerce (3)

Two elective courses chosen from the following:

- 52:620:484 Intrapreneurship (3)
  - 52:620:485 Entrepreneurship: Implementation and Operation (3)
  - 52:620:486 Entrepreneurship: Application (3)
  - 52:620:489 Corporate Reorganization and Turnaround Strategy (3)
  - 52:620:490 Mergers and Acquisitions (3)
  - 52:620:493 Supply Chain Strategy (3)
- one elective school 52 course, preferably in the ecommerce area at or above the 300 level

Ecommerce Technology Specialization

- 52:623:335 Systems Analysis and Design (3)
  - 52:623:343 Managing Emerging Information Technologies (3)
  - 52:623:444 Managing Ecommerce Projects (3)
  - 52:623:445 Global Issues in Ecommerce Technology (3)
- one ecommerce technology elective (3)  
two approved electives (3)

#### Marketing (21 credits)

Four required courses for all marketing specializations:

- 52:630:371 International Marketing (3)
- 52:630:374 Consumer Analysis (3)
- 52:630:385 Marketing Research (3)
- 52:630:403 Strategic Marketing Planning (3)

General Marketing Specialization

Three elective courses chosen from the following:

- 50:220:322 Econometrics (3)
- 52:630:353 Integrated Marketing Communications (3)
- 52:630:355 Persuasion, Sales, and Negotiation (3)
- 52:630:365 Pricing Strategies (3)
- 52:630:368 Retailing and Electronic Commerce (3)
- 52:630:370 Business-to-Business Marketing (3)
- 52:630:491-492 Special Topics in Marketing (3,3)
- 52:630:495 Honors Thesis in Marketing (3,3)
- 52:630:497 Marketing Internship (BA)
- 50:830:385 Psychological Tests and Measurements (3)
- 50:920:301 Methods and Techniques of Social Research (3)
- 50:960:476 Introduction to Sampling (3)
- 50:960:490 Experimental Design and Analysis (3)

Marketing Research Specialization

Three elective courses chosen from the following:

- 50:220:322 Econometrics (3)
- 52:630:491 Special Topics in Marketing—Database Marketing (3)
- 52:630:495 Honors Thesis in Marketing (3,3)
- 52:630:497 Marketing Internship (3)
- 50:830:385 Psychological Tests and Measurements (3)
- 50:920:301 Methods and Techniques of Social Research (3)
- 50:960:476 Introduction to Sampling (3)
- 50:960:490 Experimental Design and Analysis (3)

\* No more than 6 credits earned in 52:390:487 Independent Study in Finance and 52:390:497 Finance Internship may be applied toward the degree program in finance.

## Emarketing Specialization

Three elective courses chosen from the following:

- 52:620:488 Strategic Management of Technology and Ecommerce (3)
- 52:623:343 Managing Emerging Information Technologies (3)
- 52:623:444 Managing Ecommerce Projects (3)
- 52:623:445 Global Issues in Ecommerce Technology (3)
- 52:623:448 Fundamentals of Telecommunication and Internet Technologies (3)
- 52:630:353 Integrated Marketing Communications (3)
- 52:630:368 Retailing and Electronic Commerce (3)
- 52:630:491 Special Topics in Marketing—Internet Marketing (3)
- 52:630:495 Honors Thesis in Marketing (3,3)
- 52:630:497 Marketing Internship (3)

## INTERNSHIP PROGRAM

The internship program has three aims:

1. to provide School of Business–Camden students with an opportunity to acquire a quality practical educational experience in their major fields of study without interrupting their academic education
2. to provide businesses with the opportunity to develop talented students
3. to increase interaction, cooperation, and exchange of ideas between businesses and the School of Business–Camden

### Eligibility and Requirements

Recommended junior and senior School of Business–Camden students must have a cumulative grade-point average of at least 3.0. At the conclusion of the internship, the student is required to prepare a report on the internship experience. Based on this report and the sponsor's evaluation, a grade will be given and 3 academic credits will be granted to the student. No more than 3 academic credits may be earned as an intern.

### Internship Period

The internship period is governed by the needs of the sponsoring organization and the educational schedule of the student. It will be on a part-time basis for one or two terms during the school year. Generally, interns work between 15 and 25 hours a week. An intern must work at least 100 hours during the internship period to receive credit. Internships also may be arranged during the summer.

Any questions concerning the internship program should be addressed to Paul Pressley, director of external affairs.

## HONORS AND AWARDS

**Dean's List.** The dean's list recognizes current academic achievement. The list is published at the end of each term for full-time students and in August for part-time students. Full-time students are eligible if they have completed 12 or more credits for numerical grade credit with a term grade-point average of 3.5 or better. Part-time students are eligible if they have completed 12 or more credits during the preceding academic year for numerical grade credit with a grade-point average of 3.5 or better.

**Honors Thesis Option.** School of Business–Camden students with a grade-point average of 3.3 or above may be eligible to undertake an honors thesis. This involves in-depth study in the student's major area under the supervision of a faculty thesis adviser. This project usually is carried out during the student's two senior terms. The student who completes an acceptable honors thesis receives 6 course credits and graduates with Thesis Distinction.

The thesis must involve the comprehension of academic literature, data collection or a systematic theoretical analysis, and the writing of an academic research paper. The thesis must be approved by both the student's thesis adviser and a second School of Business faculty member. In addition, all honors thesis students must give a presentation on the results of their projects to the faculty and students.

**Beta Alpha Psi.** Accounting major honor society.

**Beta Gamma Sigma.** Open by invitation to School of Business–Camden students based on academic achievement.

**Executive Advisory Council Scholarships.** Several scholarships typically are awarded from donations by business organizations that belong to the Executive Advisory Council to the School of Business–Camden.

## STUDENT ORGANIZATIONS

The School of Business–Camden Student Congress (SBCSC) is the student-elected governing body. Its function is to supervise the operations of all the student organizations within the School of Business–Camden and to act as the communications bridge between the students and the administration. Established organizations in the School of Business–Camden include the Marketing Association, Management Society, Finance Society, Accounting Society, National Association of Black Accountants, Beta Alpha Psi, and Beta Gamma Sigma. These organizations provide students with insight into various areas of interest pertaining to each discipline.

# Courses

## COURSE NOTATION INFORMATION

### Changes in Course Numbers and/or Titles

Because of the consolidation of programs and course offerings that has taken place at Rutgers in Camden, numerous courses have changed in number and/or title, but not in content. In most cases, if a course number has changed recently, the previous course number is given immediately below the title of the course with the following notation: (Formerly 00:000:000).

Nevertheless, it is the student's responsibility to read course descriptions carefully and, when in doubt, to check with his or her adviser or the appropriate department to avoid registering for a course that the student may have already taken. Credit is not given twice for the same course, despite a change in number and/or title.

### Explanation of Three-Part Course Numbers

The number preceding each course title is divided into three parts. The first two digits are the administrative code, the next three digits are the subject code, and the final three digits are the course code.

#### Administrative Codes

- 50 Camden College of Arts and Sciences (daytime and evening courses)
- 52 School of Business–Camden (daytime and evening courses)

#### Subject Codes

A subject code indicates the subject matter of the course. (This list does not constitute a list of majors.)

- 010 Accounting
- 140 Business Law
- 390 Finance
- 620 Management
- 623 Ecommerce and Information Technology
- 630 Marketing

#### Course Codes

Courses coded from 100 to 299 are introductory and intermediate undergraduate courses; codes from 300 to 499 indicate advanced undergraduate courses. Courses coded from 500 to 799 are graduate courses and are described in the graduate catalogs of the university.

Two course codes separated by a comma indicate that each term course may be taken independently of the other (example: 50:160:453,454). Two course codes separated by a hyphen indicate that satisfactory completion of the first term course is a prerequisite to the second term (example: 50:750:203-204); the first term may be taken for credit without the second, except if a statement is added to indicate that both term courses must be completed in order to receive credit (example: 50:160:335-336).

## Other Course Notations

If the course title is followed by an (R), e.g., General Chemistry (R), the course may be repeated under the course repetition procedure described in the Academic Policies and Procedures chapter.

Credits awarded for the successful completion of each course are indicated in parentheses following the course title. The notation (BA) indicates that the number of credits is determined by arrangement with the department offering the course.

The university reserves the right to augment, modify, or cancel the courses listed in the catalog, or to change degree requirements. Except for certain types of advanced courses, a course will automatically be withdrawn if fewer than ten students register for it.

## ACCOUNTING 010

### Courses

#### 52:010:101. INTRODUCTION TO FINANCIAL ACCOUNTING (R) (3)

An introduction to accounting theory and practice and its function as the communications medium of the modern business information system.

#### 52:010:202. MANAGEMENT ACCOUNTING (R) (3)

Prerequisite: 52:010:101.

The management uses of accounting data for planning, control, and decision making emphasized in the study of cost accounting, budgeting, and internal reporting procedures.

#### 52:010:305. INTERMEDIATE ACCOUNTING I (3)

Prerequisites: 52:010:101, 202; 52:140:101; 50:198:110; 50:220:105, 106.

In-depth development of both the basic theory underlying financial accounting and the accounting process, with an emphasis on their application to items on the financial statements. Covers the various reporting and disclosure requirements under generally accepted accounting principles.

#### 52:010:306. INTERMEDIATE ACCOUNTING II (3)

Prerequisite: 52:010:305.

Continuation of 52:010:305.

#### 52:010:383. FEDERAL TAX ACCOUNTING I (3)

Prerequisite: 52:010:305.

An analysis of the federal tax laws as they apply to the income of partnerships, decedents, estates and trusts, and corporations. Focus on corporate distributions, especially taxed corporations, capital changes, liquidations, and corporate reorganizations.

#### 52:010:384. FEDERAL TAX ACCOUNTING II (3)

Prerequisite: 52:010:383.

An analysis of the federal tax laws as they apply to the income of individuals. Specifically, analysis of gross income, exclusions, business and nonbusiness deductions, gains and losses, and capital gain and loss treatment.

#### 52:010:401. ADVANCED ACCOUNTING (3)

Prerequisites: 52:010:305, 306.

Emphasis on the purchase and pooling methods of accounting for mergers and acquisitions, the cost and equity methods of accounting for an investment subsequent to its acquisition, and consolidations that result from intercorporate stock exchanges. Accounting for foreign operations and for state and municipal government entities.



**52:010:415. CONCEPTS OF AUDITING (3)**

Prerequisites: 52:010:305,306.

Objectives and concepts of auditing including audit planning, the internal control structure, audit evidence, audit sampling, materiality and audit risk, and reporting on audited financial statements. Overviews of audit methodology, international auditing, and the Code of Professional Conduct.

**52:010:441. ACCOUNTING THEORY (3)**

Prerequisites: 52:010:101; 52:140:101; 50:198:110; 50:220:105-106.

Contemporary theories explaining accounting and auditing phenomena. Alternative hypotheses and views to explain existing and emerging issues and observations in areas relating to the markets for accounting and auditing services. Accounting regulations and rule setting and the accounting profession.

**52:010:451. COST ACCOUNTING (3)**

Prerequisites: 52:010:202; 52:140:101; 50:198:110; 50:220:105,106.

Identifying, measuring, accumulating, analyzing, preparing, interpreting, and communicating financial information used by management in fulfilling organizational goals. Standards of Ethical Conduct for Management Accountants.

**52:010:461. GOVERNMENT AND NOT-FOR-PROFIT ACCOUNTING (3)**

Government and nonprofit accounting as it relates to government, colleges and universities, and voluntary health and welfare programs.

**52:010:472. FINANCIAL STATEMENT ANALYSIS (3)**

Prerequisites: 52:010:305,306.

A study of the various factors that affect the critical examination and interpretation of financial statements from the viewpoint of various groups using such data. Thorough consideration of accounting problems, analytical methods, and item content of formal statements, with attention to statements of cost analysis and other specialized control reports.

**52:010:487. INDEPENDENT STUDY IN ACCOUNTING (BA 1-3)**

Prerequisite: Permission of instructor.

Individual study under the supervision of a member of the accounting faculty in an area of accounting study, on a project or on a paper of the sort not usually undertaken in a regular course, in order to deepen and broaden the student's professional horizon and enrich his or her educational experience.

**52:010:491,492. SPECIAL TOPICS IN ACCOUNTING (3,3)**

Prerequisites: 52:010:305,306.

Designed to integrate course materials, introduce newer philosophies and techniques in accounting, and apply them to selected problems. Extensive reading and research reports required. Topics vary from year to year.

**52:010:495. HONORS THESIS IN ACCOUNTING (3)**

Prerequisite: Permission of instructor.

An individual research and reading project.

**52:010:497. ACCOUNTING INTERNSHIP (3)**

Prerequisites: Cumulative grade-point average of 3.0; permission of internship director.

A structured practical program conducted by a business in cooperation with the School of Business—Camden.

**BUSINESS LAW 140****Courses****52:140:101. BUSINESS LAW I: LEGAL ENVIRONMENT (3)**

Focus on legal and regulatory environment of business. Fundamental ideas on the law and its relationship to business; government regulation; and such topics as the law of the employment relationship, occupational safety and health, financial regulation, antitrust, consumer protection, product liability, and the environment.

**52:140:102. BUSINESS LAW II: UNIFORM COMMERCIAL CODE (3)**

Prerequisite: 52:140:101.

Preparation for the New Jersey C.P.A. examination. Emphasis on aspects of the Uniform Commercial Code. Topics include the formation, operation, and discharge of contracts; agency; commercial paper; debtor-creditor relationships including bankruptcy; property; partnership and corporations with respect to liability, the power of their officers, and the rights of stockholders; negotiable instruments and bailments.

**FINANCE 390****Courses****52:390:201. SMALL BUSINESS FINANCE (3)**

Prerequisite: 52:010:101.

Financial problems and the tools to solve them presented in a manner most relevant to small businesses. Topics include understanding financial statements, cash planning, profitability and risk, time value of money, project selection, funding of growth, limiting tax exposure, and financial dealing with foreign suppliers and customers.

**52:390:301. PRINCIPLES OF FINANCE (3)**

Prerequisites: 52:010:101; 50:220:105,106; 50:960:283.

Forms of business organization, the federal income tax system, financial markets and institutions, time value of money, bonds and stocks valuation, calculating the cost of capital, capital budgeting, flow of funds and ratio analysis, operating and financial leverage, working capital management.

**52:390:315. INVESTMENTS AND PORTFOLIO MANAGEMENT (3)**

Prerequisites: 52:390:301, 50:960:284.

Organization and functioning of securities markets, efficient capital markets, modern portfolio management, asset pricing models, security valuation principles and practices, analysis and management of bonds and common stocks, derivative securities, evaluation of portfolio performance.

**52:390:320. GLOBAL FINANCIAL MARKETS (3)**

Prerequisites: 52:390:301, 50:960:284.

International monetary system, measurement of international trade and investment, global banking, eurocurrency markets, global securities markets, foreign exchange markets, emerging capital markets, global portfolio management.

**52:390:325. FINANCIAL MARKETS AND INSTITUTIONS (3)**

Prerequisite: 52:390:301.

Regulatory structure of the banking industry; performance analysis and strategic planning. Asset-liability gap management: hedging, swaps, futures. Asset management: asset selection and credit analysis. Liability-capital management: deposit pricing and services and dividend policy. International banking also addressed.

**52:390:330. SHORT-TERM FINANCIAL MANAGEMENT (3)**

Prerequisite: 52:390:301.

Efficient management of the firm's short-term assets and liabilities. Topics include cash management and banking relations, short-term investments, accounts receivable management, accounts payable management, short-term borrowing, and electronic data interchange. Background material on commercial banking and the Federal Reserve system also covered.

**52:390:340. THEORY OF FINANCIAL MANAGEMENT (3)**

Prerequisite: 52:390:301.

Advanced issues in capital budgeting—replacement policy, optimal investment horizon, and budgeting under taxes and inflation; financial leverage, firm valuation, and the cost of capital; earnings distribution policy; corporate acquisitions.

**52:390:350. MULTINATIONAL CORPORATE FINANCE (3)**

Prerequisites: 52:390:301, 50:960:284.

Financial management for the multinational firm—measuring and managing foreign exchange exposure, current asset management, multinational capital budgeting, financing of international projects, financing of trade, political risk management, taxation and international transfer pricing.

**52:390:415. STATISTICAL FINANCIAL MODELING (3)**

Prerequisite: 52:390:315.

Model building and analysis of financial data using statistical techniques and computer software such as SAS or SPSS. Topics include financial ratios and bond ratings, prediction of financial distress and acquisitions, evaluation of business loans, estimation of portfolio inputs, evaluation of portfolio performance, sales and earnings forecasting.

**52:390:425. FIXED INCOME SECURITIES (3)**

Prerequisites: 52:390:301, 315.

Bond-price, yield, and total-return determination; interest rate risk; duration and convexity; the institutional characteristics of primitive and derivative securities traded in the domestic and international fixed-income markets; the term structure of interest rates; mortgages and mortgage pass-through securities; forwards, futures, options, swaps of fixed-income securities; immunization, dedication, indexing, and hedging with derivative securities.

**52:390:435. DERIVATIVE SECURITIES (3)**

Prerequisites: 52:390:301, 315.

Functioning of futures and options markets; futures price structure, hedging, risk and return, futures contracts on stock indices, interest rates, and currency; options price structure and arbitrage, valuation, and trading strategies; options contracts on stock indices, interest rate, and currency; swaps.

**52:390:450. APPLICATIONS OF FINANCIAL MANAGEMENT (3)**

Prerequisite: 52:390:315.

Design to integrate risk and return relationships, valuation models, cost of capital, capital structure, capital budgeting, dividend policy, and working capital management into practice of financial management. Computer applications and case studies emphasized.

**52:390:487. INDEPENDENT STUDY IN FINANCE (BA 1-3)**

Prerequisite: Permission of instructor.

Individual study under the supervision of finance faculty, usually on a specified project or paper, designed to enrich the educational experience.

**52:390:491,492. SPECIAL TOPICS IN FINANCE (3,3)**

Prerequisite: Permission of instructor.

Designed to integrate course materials, introduce new philosophies, theories, and techniques in finance, and apply them to selected problems. Extensive reading and research reports required. Topics vary from year to year.

**52:390:495. HONORS THESIS IN FINANCE (3,3)**

Prerequisite: Permission of instructor.

An individual research or reading project.

**52:390:497. FINANCE INTERNSHIP (3)**

Prerequisites: Cumulative grade-point average of 3.0; permission of internship director.

A structured practical program conducted by a business in cooperation with the School of Business–Camden.

**MANAGEMENT 620****Courses****52:620:301. SOCIAL RESPONSIBILITY OF BUSINESS (3)**

Economic, legal, ethical, and social issues that arise out of a business organization's relationships with such internal and external stakeholders as the employees, clients, customers, the government, and the public at large.

**52:620:303. ORGANIZATIONAL BEHAVIOR (3)**

Prerequisite: 50:830:235.

An examination of the human dynamics in organizations, focusing on individuals and small groups in organizational settings. Concentrates on communications, leadership, control systems, organization structures, and the thinking of leading organization theorists.

**52:620:305. BUSINESS COMMUNICATION (3)**

Prerequisite: 50:350:101.

The study of spoken and written communication in business. Planning, composing, and carrying out communications with employees, management, stockholders, customers, the general public, and government. Roughly half of the course involves written communication and half involves spoken communication.

**52:620:312. OPERATIONS MANAGEMENT (3)**

Prerequisites: 52:620:321; 50:960:284.

A study of the methods used to solve problems typically confronted in the management of production facilities and office services. Topics include the location and layout of facilities and operations, methods analysis and work measurement, materials handling, production control, inventory control, quality control, office automation, budgeting, and decision making.

**52:620:320. TOTAL QUALITY MANAGEMENT (3)**

Prerequisites: 52:620:312, 321.

Key principles of TQM including information and analysis, strategic quality planning, process quality management, operational results, and customer satisfaction. Focus on increasing productivity through continuous improvement in quality.

**52:620:321. MANAGEMENT SCIENCE I (3)**

Prerequisites: 50:198:110, 50:640:130, 50:960:283.

Applications of quantitative models drawn from operations research and basic mathematics as applied to simple and multiple criteria decision problems in organizations.

**52:620:322. MANAGEMENT SCIENCE II (3)**

(Formerly Quantitative Methods in Administration II)

Prerequisite: 52:620:321.

Continuation of 52:620:321.

**52:620:350. PUBLIC SECTOR LABOR NEGOTIATIONS (3)**

Prerequisite: 52:620:303.

Employer-employee relations in federal, state, and local government and public health care institutions, mass transit, and education. Topics include representational issues, contract negotiation, contract administration, and varied methods of dispute settlement including arbitration, mediation, fact-finding, and others.

**52:620:365. HUMAN RESOURCES MANAGEMENT (3)**

Prerequisite: 52:620:303.

Emphasizes human resources management as a major function within organizations with special emphasis on business problems and strategic decision making required of the human resources manager. Topics studied include planning, recruitment, selection, training and employee development, compensation, union-management relations, and the integrative function performed by human resources management.

**52:620:367. LABOR-MANAGEMENT RELATIONS (3)**

Prerequisite: 52:620:303.

A study of the relationships between management and employee organizations in the private and public sectors. Topics include the historical development of labor-management relations, the surrounding legislative framework, and the processes of collective negotiation and contract administration, including grievance handling, arbitration, and other conciliation processes.

**52:620:369. THE MANAGEMENT OF MULTINATIONAL BUSINESS (3)**

Prerequisite: 52:620:303.

The theoretical and practical aspects of a firm operating in an international environment, problems and risks that may be encountered, and various bases for profitable operations.

**52:620:450. BUSINESS POLICY (3)**

Prerequisites: 96 credits and completion of business core.

An integrative course in general management oriented to an overall view of policy formulation from the perspective of senior managers. Case studies used as supplementary readings. Students expected to analyze situations, isolate major problems, and recommend solutions.

**52:620:467. WOMEN AND MEN IN MANAGEMENT (3)**

Prerequisite: 52:620:303.

Investigation of the research and corporate practice pertaining to the movement of women and men into management positions. Areas covered include the expansion of traditional gender roles, resistance to this change, occupational choices and gender, de facto discrimination, sex role stereotyping, organizational response, and current labor force patterns.

**52:620:483. ENTREPRENEURSHIP: NEW VENTURE CREATION AND THE INTERNET (3)**

(Formerly Small Business Management)

Prerequisites: 52:010:101, 52:620:303.

Concentrates on how new businesses begin. The main objectives are: (1) understanding entrepreneurs, (2) seeking and evaluating opportunities for new ventures, and (3) marshaling resources to convert these opportunities into businesses. Students interview an entrepreneur and write a business plan for a new venture they have chosen. Also may examine new opportunities created by the Internet.

**52:620:484. INTRAPRENEURSHIP (3)**

Corequisite: 52:620:483.

Intrapreneurship is the creation and launching of a new business within an established firm. To survive in today's competitive world, innovation is essential. Yet established firms often have considerable difficulty moving new products out quickly enough, responding to new market opportunities, or taking advantage of new technologies. Examines the strategic issues of the right focus for innovation, the appropriate modes of development, the timing of technological or market transitions, and the building of new core businesses. Covers the human and organizational aspects of the entrepreneurial process as well as the development of innovative products for new markets. Develops entrepreneurial skills in large, established companies.

**52:620:485. ENTREPRENEURSHIP: IMPLEMENTATION AND OPERATION (3)**

Corequisite: 52:620:483.

Examines the challenges of building and managing a new venture from inception to growth and expansion. Through case studies of actual growing businesses, readings, cases, and guest speakers, students apply management skills to the problems and opportunities facing companies in different stages of development. Included are such issues as working capital, delegation without abdication, family businesses, boards of directors in private companies, strategic alliances with larger companies, and marketing a new product in a new market. Develops entrepreneurial skills in small companies.

**52:620:486. ENTREPRENEURSHIP: APPLICATION (3)**

Prerequisite: 52:620:483.

Practical course in which students work independently, with guidance from the instructor, on consulting or projects in an entrepreneurial setting. The course has an in-class component of instruction.

**52:620:487. INDEPENDENT STUDY IN MANAGEMENT (BA)**

Prerequisite: Permission of instructor.

Individual study under the supervision of the management faculty, usually on a specified project or paper, to deepen and broaden the student's professional horizon and enrich the educational experience.

**52:620:488. STRATEGIC MANAGEMENT OF TECHNOLOGY AND ECOMMERCE (3)**

Explores the challenges faced by a general manager in the creation and exploitation of new technologies and innovations. The first module of the course deals with technology evolution, forecasting, and assessment of new technologies; creation of technological competencies; organization of the innovation process; and strategies for exploiting innovations. The second module analyzes the strategic and organizational implications of ecommerce and emerging innovations.

**52:620:489. CORPORATE REORGANIZATION AND TURNAROUND STRATEGY (3)**

Examines the financial and accounting correlates of corporate insolvency; develops strategies for turning around a firm, including accounting, financial, legal, management, and marketing policies; and illustrates the concepts through several case studies.

**52:620:490. MERGERS AND ACQUISITIONS (3)**

Explores the incentives and processes for using various modes of corporate development to achieve corporate strategic objectives; use of mergers, acquisitions, and alliances for corporate growth and capability building; analytical techniques used in corporate development decisions as well as process issues, such as negotiation strategies, competitive bidding, and postmerger integration; problems faced in managing acquisitions; and alternative modes of market entry, such as joint ventures and internal development.

**52:620:491,492. SPECIAL TOPICS IN MANAGEMENT (3,3)**

Designed to integrate course materials, introduce newer philosophies and techniques in management, and apply them to selected problems. Extensive readings and research reports required. Topics vary from term to term.

**52:620:493. SUPPLY CHAIN STRATEGY (3)**

Prerequisite: 52:620:312.

Examines how to improve supply chain interactions in various functional areas (such as engineering, information systems, logistics, operations, purchasing, and sales) across a range of industries; implementation of integrated supply chain strategy.

**52:620:495. HONORS THESIS IN MANAGEMENT (3,3)**

Prerequisite: Permission of instructor.

Individual research or reading project.

**52:620:497. MANAGEMENT INTERNSHIP (3)**

Prerequisites: Cumulative grade-point average of 3.0; permission of internship director.

A structured practical program conducted by a business in cooperation with the School of Business-Camden.

# ECOMMERCE AND INFORMATION TECHNOLOGY 623

## Courses

### 52:623:334. MANAGEMENT INFORMATION SYSTEMS (3)

Prerequisite: 50:198:110.

The design and implementation of information systems in organizations and on the web. Topics include ecommerce, ERP, DSS, telecommunications, group support systems, and wireless computing. Organizational implications, ethics and privacy issues of information technology, and related computer applications.

### 52:623:335. SYSTEMS ANALYSIS AND DESIGN (3)

Prerequisite: 52:623:334.

Analysis and design of information systems in organizations. Course includes the traditional life cycle approach and rapid application development used for designing ecommerce sites. Emphasis on determining information requirements for development of ecommerce for both traditional and web-based businesses.

### 52:623:336. DECISION SUPPORT SYSTEMS (3)

Prerequisite: 52:623:334.

MIS course analyzes the problem-solving style of decision makers in business. Emphasizes analyzing and designing computer-based interactive decision support systems (DSS) that aid decision makers in solving semistructured problems.

### 52:623:343. MANAGING EMERGING INFORMATION TECHNOLOGIES (3)

Prerequisite: 52:623:334.

Information technologies are often introduced into organizations without proper managerial support. This course examines many emerging information technologies from web technologies to ecommerce, and demonstrates how to introduce successfully these new technologies into organizations.

### 52:623:345. END USER COMPUTING (3)

Prerequisite: 52:623:334.

Explores software and application issues, hardware compatibility, telecommunications, data and database issues; business controls, financial, personnel, political, cultural, and policy issues surrounding the organizational use of computer and computer applications. Use of decision support, database, graphical, and other management productivity software.

### 52:623:400. MANAGEMENT OF INFORMATION TECHNOLOGY (3)

Prerequisite: 52:623:334.

Processes that underlie the management of information technology and the role of information technology to support the mission of the organization.

### 52:623:444. MANAGING ECOMMERCE PROJECTS (3)

Prerequisite: 52:623:335 or permission of instructor.

Project management techniques introduced to help managers plan and implement an ecommerce site. Students learn the important design features for successful ecommerce sites. Emphasis on business-to-consumer ecommerce. Intended for students who have declared a specialty in ecommerce.

### 52:623:445. GLOBAL ISSUES IN ECOMMERCE TECHNOLOGY (3)

Prerequisite: 52:623:334.

This international course in the ecommerce program serves to integrate all the strategic aspects of ecommerce. Business-to-consumer and business-to-business ecommerce explored through cases involving organizations whose ecommerce sites are evolving or those that have succeeded or failed.

### 52:623:446. DSS AND DATA MINING (3)

Prerequisite: 52:623:334.

Decision support systems (DSS) help managers make decisions in semistructured environments. Explores the use of expert systems, knowledge data discovery, and the process of discovering useful information from data in organizations.

### 52:623:447. DATABASE MANAGEMENT (3)

Prerequisite: 52:623:334.

Examines the fundamentals of database management, relational database theory, and practice in the business world. Concepts include data integrity, queries, and data warehousing. The value of these concepts in traditional business and ecommerce explored.

### 52:623:448. FUNDAMENTALS OF TELECOMMUNICATION AND INTERNET TECHNOLOGIES (3)

Prerequisite: 52:623:334.

Telecommunications technology enables organizations to reduce transaction and coordination costs, promoting ecommerce and e-business. Students learn about setting up networks, intranets, and extranets. Issues concerning network reliability, security, bandwidth, and connectivity addressed.

### 52:623:487. INDEPENDENT STUDY IN ECOMMERCE (3)

Prerequisite: 52:623:334.

Individual study under the supervision of the ecommerce and information technology faculty, usually on a specified project or paper, to deepen and broaden the student's professional horizon and enrich the educational experience.

### 52:623:490. SPECIAL TOPICS IN ECOMMERCE (3)

Prerequisite: 52:623:334.

Designed to integrate course materials, introduce newer philosophies and techniques in ecommerce, and apply them to selected problems. Extensive readings and research reports required. Topics vary from term to term. Taught by an ecommerce and information technology faculty member.

### 52:623:491. SPECIAL TOPICS IN MIS (3)

Prerequisite: 52:623:334.

Designed to integrate course materials, introduce newer philosophies and techniques in MIS, and apply them to selected problems. Extensive readings and research reports required. Topics vary from term to term. Taught by an ecommerce and information technology faculty member.

### 52:623:497. MANAGEMENT INFORMATION SYSTEMS INTERNSHIP (3)

Prerequisites: Cumulative grade-point average of 3.0; permission of internship director.

A structured practical program conducted by a business in cooperation with the School of Business-Camden.

## MARKETING 630

### Courses

#### 52:630:201. PRINCIPLES OF MARKETING (3)

Prerequisites: 52:010:101; 50:198:110; 50:220:105,106; 50:350:101,102; 50:960:283.

An introduction to the activities involving the exchange of goods, services, and ideas for the satisfaction of human wants. Marketing examined as it relates to the other functions of the organization, to consumers, and to society.

#### 52:630:353. INTEGRATED MARKETING COMMUNICATIONS (3)

Prerequisite: 52:630:201.

Reviews theoretical basis of persuasion. Within the context of integrated marketing communications, emphasis on issues associated with planning and executing effective integrated advertising, sales promotion, publicity, and personal selling programs. Addresses marketing communication tools, including Internet advertising, ecommerce web sites, and traditional marketing communications media.

**52:630:355. PERSUASION, SALES, AND NEGOTIATION (3)**

Prerequisite: 52:630:201.

Review of human motivation and persuasion and their application to sales and negotiations.

**52:630:365. PRICING STRATEGIES (3)**

Prerequisite: 52:630:201.

Costs, competition, and the customer's needs in price-setting considerations. Integration of these and other factors for developing profit-maximizing pricing strategies. Particular attention given to the determinants, measurement, and prediction of customer price sensitivity.

**52:630:368. RETAILING AND ELECTRONIC COMMERCE (3)**

Prerequisites: 52:010:202, 52:630:201.

Techniques for the management of both traditional retailing and electronic commerce. Topics include development of retail format, site selection, personnel management, merchandise planning, and customer relationships. Emphasis on the use of new information technologies, such as geodemographic mapping and retail information systems. Includes web-based exercises and assignments requiring field observation of retailing strategies.

**52:630:370. BUSINESS-TO-BUSINESS MARKETING (3)**

Prerequisite: 52:630:201.

Topics include role of just-in-time systems, international aspects, sales strategies, and the management of technology.

**52:630:371. INTERNATIONAL MARKETING (3)**

Prerequisite: 52:630:201.

The identification of similarities and differences in marketing systems across nations. Emphasis on cultural, legal, political, and ethical issues affecting marketing strategies. A critical analysis of adaptation and standardization decisions regarding the marketing mix, especially as they are affected by level of economic development.

**52:630:374. CONSUMER ANALYSIS (3)**

Prerequisite: 52:630:201.

Study of relevant psychological, sociological, and anthropological variables that shape intentions, activities, and motivations of those in the exchange process. Attention to both the individual and social influence determinants of buying and consuming behaviors. Individual, family, and group buying decision processes examined.

**52:630:385. MARKETING RESEARCH (3)**

Prerequisites: 52:630:201; 50:960:284.

Study of how organizations collect and use information about consumers, competitors, and the environment. Topics include information system needs for marketing decision making; exploratory, descriptive, and experimental research designs; data collection methods; and analysis techniques for describing research results. Special emphasis given to the effects of new technology on understanding consumer behavior. A major research project required.

**52:630:403. STRATEGIC MARKETING PLANNING (3)**

Prerequisites: 50:010:202; 52:630:201.

A top management perspective on the overall marketing task, including planning, organizing, controlling, and integrating all the activities of the marketing department. Integration of marketing with other operations of the business unit. Major strategic problems and current trends identified and analyzed.

**52:630:487. INDEPENDENT STUDY IN MARKETING (BA)**

Prerequisites: 52:630:201, accepted business major or minor, and permission of both the instructor and the director of advising.

Individual study under the supervision of the marketing faculty, usually on a specified project or paper, to deepen and broaden the student's professional horizon and enrich the educational experience.

**52:630:491,492. SPECIAL TOPICS IN MARKETING (3,3)**

Prerequisites: 52:630:201, permission of director of advising. Pre- or corequisite: 52:630:385.

Designed to integrate course materials, introduce newer philosophies and techniques in marketing, and apply them to selected problems. Extensive readings and research reports required. Topics vary from term to term.

**52:630:495. HONORS THESIS IN MARKETING (3,3)**

Prerequisite: Permission of instructor.

Individual research or reading project.

**52:630:497. MARKETING INTERNSHIP (BA)**

Prerequisites: Cumulative grade-point average of 3.0; permission of internship director.

Completion of an approved internship in a marketing organization. Arrangements for the internship must be agreed upon by the sponsoring organization before the beginning of the term. Students should consult the director of advising for detailed instructions before registering for this course.