



School of Business

Majors: Global Business, Strategic Marketing, Resource Management, Finance

Please note: Only classes highlighted in green are available for SPRING 2011. Any course may be offered if enough students request a particular course. Please check with the ISEP coordinator regarding additional course availability.

Study Plan 2010

School of Business

Majors: Global Business, Strategic Marketing, Finance, Resource Management, Outsourcing Management

FIRST SEMESTER	(17)	SECOND SEMESTER	(18)
Academic Writing	(4)	Professional Communications	(4)
Pre-Calculus	(4)	Calculus	(4)
Philosophy	(3)	Sociology	(3)
World Geography	(3)	World Civilization History	(3)
Ecology	(3)	Microsoft Office	(1)
		Contemporary Issues	(1)
		Public Speaking	(1)
		Fitness and Nutrition	(1)
THIRD SEMESTER	(19)	FOURTH SEMESTER	(17)
Comparative Political Systems	(3)	20-21 st Century US/Latin America	(3)
Principles of Management	(4)	Research Methods	(3)
Financial Accounting	(4)	Managerial Accounting	(4)
Microeconomics	(4)	Macroeconomics	(4)
Statistics	(4)	Quantitative Analysis	(3)
FIFTH SEMESTER	(16)	SIXTH SEMESTER	(18)
Environment & Natural Resources	(3)	Entrepreneurial Projects	(3)
Management Information Systems	(3)	Strategic Planning	(3)
Organizational Behavior	(3)	Production & Operations Mgmt.	(3)
Principles of Marketing	(3)	Major	(3)
Principles of Finance	(4)	Major	(3)
		Major	(3)
SEVENTH SEMESTER	(18)	EIGHTH SEMESTER	(16)
Business Law	(3)	Professional Ethics	(3)
International Business	(3)	Field Work	(4)
Leadership	(3)	Human Resources	(3)
Major	(3)	Major	(3)
Major	(3)	Major	(3)
Major	(3)		

Students select an Area of Major Concentration at the end of the third year. The major consists of 30 credit hours in one of the following three business areas (Field work is part of all majors).

FINANCE

Corporate Financial Mgmt.
 International Finance
 Insurance & Risk Mgt.
 Investment Analysis
 Money & Capital Markets
 Portfolio Management
 Real Estate
 Advance Financial Analysis
 Human Resources
 Principles of Finance
 Fieldwork in Finance

STRATEGIC MARKETING

Marketing Communications
 Marketing Channels & Logistics
 Market Research
 Marketing Management
 Retail Marketing
 International Marketing
 Product Development & Promotion
 Services Marketing
 Marketing for Non-Profit Org.
 Principles of Marketing
 Fieldwork in Marketing

GLOBAL BUSINESS

Global Economic Geography
 International Management
 International Finance
 International Marketing
 International Economics
 International Trade & Commerce
 International Organizations & Treaties
 International Business Law
 Human Resources
 Environment & Natural Resources

2011 New Majors

RESOURCE MANAGEMENT

OUTSOURCING MANAGEMENT

BUSINESS COURSE DESCRIPTIONS:

BUS-0118: Academic Writing

Total Hours: 64 Credits: 4

Students will develop the ability to skillfully apply formal critical writing, and basic research to essay and paper development in this introductory class. The abilities of essay and paper development, use of advance research information sources, and application of different formats and styles will be the central focus in this introductory class. **Moreover, detailed examination is placed on topics such as grammar, formal English, Plagiarism, and APA format. Academic honesty and use of information technology is emphasized in this theoretic practical course. Academic writing is a key class and is related to all other classes in the study plan. This class has no prerequisites.**

BUS-0119: World Geography

Total Hours: 48 Credits: 3

Students will develop the ability to distinguish among different cultures, locate all nations and major cities in the world, locate major human-made and natural landmarks in the world, and have through knowledge of natural and human resource distribution in the globe in this introductory class. This theoretic practical class studies the world map emphasizing political, natural divisions, and landmarks. Each country is studied using a holistic anthropological approach that integrates knowledge on regional and national resources, history and culture, politics and international relations, and contemporary issues each nation faces. World Geography is related to all other classes in the study plan, especially history classes. This class has no prerequisites.

BUS-0117: Pre-calculus

Total Hours: 64 Credits: 4

Students will develop the ability to work with algebraic functions, their graphs, and exponential and logarithmic functions in this introductory class. The course is designed around mathematical application to business and economic problem-solving through the use of hypothetical examples. **The course begins with a review of the more complex concepts of Algebra. A special stress is placed on linear and quadratic equations. Students receive special reinforcement in inequalities with absolute values. The final unit emphasizes linear programming. Pre-calculus serves as prerequisite for Calculus, Statistics, and Quantitative Analysis. This class has no prerequisites.**

BUS-0113: Philosophy

Total Hours: 48 Credits: 3

Students will develop the ability to critically-creatively think and apply their thinking to problem-solving in this introductory class. The course is design to open up the mind, introduce new concepts, and use the Socratic Method in meeting unanswerable questions. **This theoretic practical course studies the essential themes of philosophical inquiry with an emphasis on the key thinkers from the ancient and modern periods. Topics include: rationalist and empiricist views of reality and knowledge; theories of truth, absolutism vs. Relativism; God, faith and reason, the problem of evil; selfhood, person and identity; consciousness and mind/body issue; freedom and determinism; ethics and morality; politics, justice and individual vs. Group rights; art and aesthetics. Philosophy is a key class and is related to all other classes in the study plan. This class has no prerequisites.**

BUS-0120: Principles of Management

Total Hours: 64 Credits: 4

Students will develop the ability to plan, organize, staff, and lead a business. This theoretic practical course provides students with a fundamental knowledge base of Administrative Science. It surveys differing management theories and provides a functional framework. This introductory class includes contemporary topics such as globalization, ethics/social responsibility, organizational culture, quality/best practices, strategic planning, and decision-making styles. Principles of Management is a key class and serves as requirement for: Entrepreneurial Projects, Strategic Planning, and International Business. This class has no prerequisites.

BUS-0126: Professional Communication

Total Hours: 64 Credits: 4

Students will refine the grammatical, spelling, vocabulary, and stylistic skills necessary for effective writing in the business environment. Moreover, students will be able to complete the professional formal report at many different levels of formality, Power Point construction, and presentation in this introductory course. **This theoretic practical class is a comprehensive study of the role of written communication in business and management contexts designed to focus on standard format of writing and presenting information. There is an introduction to proper form including issues such as tone, brevity, manner, style and impact of correspondence. Professional Communication is a key class and is related to all classes in the study plan. This class has no prerequisites.**

BUS-0122: Calculus

Total Hours: 64 Credits: 4

Students will develop the ability to work with derivatives, relate them to a rate of change, and understand differentiation leading to differentiation of exponential logarithmic functions. **They explore limits and continuity, interest applied continuously and continuity applied to inequalities. This course finishes with integration and methods of application of integration. As in Pre-calculus, there is a balance between the theory and practical application as applied in business and economics. Calculus is a key class related to all accounting classes.** Prerequisite: Pre-calculus

BUS-0123: Sociology

Total Hours: 48 Credits: 3

Students will develop the ability to understand the sociological perspective; the cultural context of social life; socialization and gender; and, social groups and social structures with a particular emphasis on power relationships in this introductory course. They will also apply research skills to the social context. **This theoretical class examines topics such as deviance and social control, social inequality, social institutions and social change. Students are introduced to major contemporary social problems and discuss possible solutions. Sociology is related to all classes in the study plan. This class has no prerequisite.**

BUS-0224: Microeconomics

Total Hours: 64 Credits: 4

Students will develop the ability to understand the forces of Supply and Demand; the impact of government taxing and spending policies on the firm; and the interplay of government and the private sector relative to spillover costs and benefits. Students will skillfully manage concepts of international trade as it relates to small and large entities and the impact of globalization. This theoretic practical course introduces the microeconomics of product and markets exploring price elasticity, consumer behavior

and utility maximization. This leads into long and short run production costs; and compare and contrasts the price and output determinations of pure competition; monopolistic competition; and, monopoly and oligopoly in both product and resource markets. The course extensively utilizes the Internet and conducts research using local resources. Microeconomics is a key class and is a prerequisite for: International Economics, Comparative Economic Systems, Political Economy, and Contemporary Economic Challenges. This class has no prerequisites.

BUS-0127: World Civilization History

Total Hours: 48 Credits: 3

Students will develop the ability to apply historical knowledge as learned lessons when confronting contemporary issues. Similarly, students will learn to ground better understanding of the contemporary world today. This theoretical course aims to provide a universal perspective on the development of civilization up to 1650 and to study the people and values which shaped the world. This introductory class is an integral approach to world history. World Civilization History is related to all classes in the study plan. This class has no prerequisites.

BUS-0128: Professional Skills

Total Hours: 64 Credits: 4

Students will be able to practice key basic skills in the areas of software, information, public speaking, and fitness and nutrition in this introductory class. This practical class is taught in 4 distinct modules. Each module is studied in 8 classes (16 credit hours). *The Microsoft Office Module (MOM)* familiarizes students with this software and introduces its functions as applied to the professional environment. *The Contemporary Issues Module (CIM)* introduces students to reading national and international news papers, magazines, professional journals, and other information sources to aid them in becoming information literate. Contemporary topics of interests will be addressed and discussed in class. Basic skills such as reading, writing, and researching will be reinforced. *The Public Speaking Module (PSM)* serves to reinforced oratory, debate, speech, critical thinking, and information literacy. Students will learn the rules and styles of public speaking through in-class practice. *The Fitness and Nutrition Module (FNM)* aids in reinforcing good habits and healthy practices. Students will be taught how to live a healthier life through exercise and good nutrition. Professional Skills is related to all courses in the study plan. This class has no prerequisite.

BUS-0216: Comparative Political Systems

Total Hours: 48 Credits: 3

Students will be able to understand the different types and styles of government around the world today. They will also be able to objectively critique the different characteristics of each and understand contemporary developments around the world. This theoretic course aims to provide a basic introduction to concepts and substance of political systems. Students compare between ideology, political structure, and political behavior. The class peruses the articulation of political interests groups, group decision-making, and regime types. Comparative Political Systems serves as prerequisite for: Political Economy, History of Political Thought, History of Modern Political Thought, Law among Nations, Social and Political Philosophy, International Political Economy, International Organizations & Treaties, and Government in the Economy. This class has no prerequisites.

BUS-0212: 20-21st Century US/Latin American Relations

Total Hours: 48 Credits: 3

Students will develop the ability to apply historical knowledge as learned lessons when confronting contemporary issues in US/ Latin American Relations. Similarly, students will learn to ground a better understanding of the contemporary relationship between these two regions of the world. **This is a theoretical survey of historical events in the Americas starting with Columbus and following event into the present. Historical events such as slavery, rebellion, international agreements, de-colonization and government formation are addressed. Leadership styles of dictators and elected heads of state are discussed. Also studied are the impact of wars and political conflicts on the Americas and the technological impact speeding up globalization impelled by such events. 20-21st Century US/Latin American Relations is closely related to Contemporary Foreign Policy. This class has no prerequisites.**

BUS-0213: Financial Accounting

Total Hours: 64 Credits: 4

Students will develop the ability to understand and do analysis of operations and standing financial statements. **This theoretic practical survey studies the accounting cycle starting with the compilation and recording of financial data through the presentation of financial statements. Cash management, financial decisions, internal controls, fraud prevention, and capital accumulation are also studied. The course is designed for the non-accountant as an introductory course for future managers. Financial Accounting is especially related to financial courses. This class serves as prerequisite for Managerial Accounting. This class has no prerequisites.**

BUS-0214 Macroeconomics

Total Hours: 64 Credits: 4

Students will develop the ability to understand graphing, scarcity, supply and demand, circular flow, and production possibilities frontiers preceding the macro analysis. Through a simulated model and the Internet, students will compare different economies and study trade, comparative advantage and the balance of payments. **The United States is a primary, and Nicaragua is a secondary focus as this theoretic practical course proceeds into national accounting, aggregate expenditures and aggregate demand and supply. The ramifications of fiscal and monetary policies and consumption and investment with comparisons to Classical, Keynesian, and supply side ideas are explored. Within monetary policy, the role of the Federal Reserve, central banks, and the banking system in the expansion/contraction of the money supply is analyzed. Macroeconomics serves as a prerequisite for International Economics; Comparative Economic Systems; Contemporary Economic Challenges; Trade, Environment & Development; and Political Economy. This class has no prerequisites.**

BUS-0215 Statistics

Total Hours: 64 Credits: 4

Students will develop the ability to apply statistics in business and economics. **This is an introductory course in the fundamental of modern statistical methods. Topics include descriptive statistics, probability, random sampling, test of hypothesis, estimation, simple linear regression, and correlation. Statistics is theoretic practical class serves as prerequisite for Research Methods. Prerequisite: Pre-calculus**

BUS-0420: Leadership

Total Hours: 48

Credits: 3

Students will develop the ability to understand the theoretical grounds for leadership. This course studies the theory and practice of leadership in business organizations. Practical skills necessary for leadership are examined. Comparison of leaders and leadership strategies inspired in historical and present contexts are discussed. The art of growing leaders within the organization and identifying leadership potential are central to the class. Students attempt to answer questions relative to different leadership styles between North and Central America. The psychology behind effective leaders is also addressed. Leadership is a general class related to all courses in the study plan. This class has no prerequisites.

BUS-0223: Managerial Accounting

Total Hours: 64

Credits: 4

Using case studies, textbook and Internet resources students will be able to ground managerial decision-making based on financial accounting principles and the use of accounting principles. Students will be able to prepare a “Master Budget” toward the end of this theoretic practical course. Basic flows of goods through manufacturing and how they are described by accounting systems are presented. Students study job order cost accounting using perpetual inventory measurement and the cost of products produced in small and large amounts. Managerial Accounting serves as prerequisite for Principles of Finance. **Prerequisite: Financial Accounting**

BUS-0227: Research Methods

Total Hours: 48

Credits: 3

Students will be able to perform both qualitative and quantitative research, use the Statistical Package of Social Studies (SPSS) as a statistical analytical tool and other research methods. This course studies research techniques of the social sciences. Students integrate research techniques and statistical skills into a quality research. Research Methods is closely related to Market Research. **Prerequisite: Statistics**

BUS-0225: Quantitative Analysis

Total Hours: 48

Credits: 3

Students will widely use graphical and computer methods to do risk analysis and simulations in this practical course. Students will resolve realistic business and economic problems by participating in simulation modeling and developing solutions. The class explores fundamentals of decision theory including game theory, forecasting and inventory control models. Students study various models of linear and non-linear programming and transportation models, integer programming and branch and bound models. They also examine project management, queuing theory, and Markov Analysis. Quantitative analysis is closely related to most courses in the Business study plan. **Prerequisite: Pre-calculus**

BUS-0311: Ecology

Total Hours: 48

Credit: 3

Students will develop a deep understanding of biomes, land and aquatic ecosystems, the efficiency of living things, and how these are impacted by the environmental crisis. This class explores environmentalism and ecology as both a theoretical and practical system. Students examine the relationship of populations, communities, and resources through time and space. Ecological topics affecting

environmental economics, legislation, and policy are addressed. Ecology is closely related to Environment and Natural Resources. This introductory class has no prerequisites.

BUS-0317: Management Information Systems

Total Hours: 48 Credits: 3

Students will learn theory and applications of computer based information systems in organizations. This theoretic practical class integrates the technical and human aspects of information systems. Organizations as systems, managerial decision making processes, and distributing processing systems are defined as they relate to end users. Special emphasis is made on current information technology in use in the contemporary world. Management Information Systems is related to most business courses. This class has no prerequisite.

BUS-0313: Organizational Behavior

Total Hours: 48 Credits: 3

Using case studies and other types of real life examples, students will learn the dynamic of people and organizations and apply this knowledge through simulation modeling. This practical course explores motivation and reward systems; leadership and empowerment; and how all these impact individuals and organizations. Students are led to an understanding of group behavior, team building, and how to manage change. Special attention is given to emerging aspects of organizational behavior in Central America and the developed world with attention to cross cultural dynamics. Organizational Behavior serves as prerequisite for International Management, International Organizations & Treaties, International Business Law, and Field Work in Global Business. This class has no prerequisites.

BUS-0314: Principles of Marketing

Total Hours: 48 Credits: 3

Students will be able to identify and select markets and understand buying behavior, market segments, targeting, and practical work with research in this theoretical class. Students review pricing theory and strategies. Afterward, they are taught to relate this to distribution and promotion of products and services. Students also, integrating ideas from the US with global and Central American problems, compare and contrast several local international businesses as they discuss strategic marketing planning with attention to the information economy. Principles of Marketing serves as prerequisite for Marketing Communications, Marketing Channels & Logistics, Market Research, Field Work in Marketing, and International Marketing. This class has no prerequisite.

BUS-0315: Principles of Finance

Total Hours: 64 Credits: 4

Students will know and apply techniques and theories of using, managing, and financing assets, including both current and fixed assets. Moreover, they will build an understanding of the financial structures of firms and learn the necessary analytical techniques regarding financing the firm. This theoretic practical class explains the use of capital markets in funding firms. The course orientates students to current technological trends in business finance and makes a comparative analysis between the United States and Central America. Principles of Finance serves as prerequisite for Corporate Financial Management, International Finance, Portfolio Management, and Field Work in Finance. **Prerequisite: Managerial Accounting**

BUS-0330 Entrepreneurial Projects

Total Hours: 48

Credits: 3

This practical class will make students explore factors such as government regulations, potential competition, and cost of implementation in order to develop an innovative initiative for a new business and complete a full business plan to materialize it. The best plans in the class will compete in the university's yearly "Emprendedores Fair". If a particular project wins at the university level, it will compete internationally. This class is closely related to all business courses, especially Principles of Management. **Prerequisite: Principles of Management**

BUS-0322: Business Law

Total Hours: 48

Credits: 3

Students will develop the ability understand the principles of business by applying theory through role playing and case law studies. Students will analyze comparative and international legal institutions.

This is an introductory class to the legal system and judicial process as they impact on the business community. The course explores contracts, torts, and the agency problem. Detail examination is placed on how laws reflect on marketing decisions and include trademark law, franchise law and antitrust law. Business Law is related to most business courses. This class has no prerequisite.

BUS-0316: Environment and Natural Resources

Total Hours: 48

Credits: 3

Students will be able to make sound environmental decisions through building a complete pool of knowledge on a diversity of environmental issues. They will be able to wisely manage scarce resources.

This theoretical course explores how natural resources are managed and how to better managed them. These resources include water, air, land (forest and rangelands), and soils. Basic methods of conservation and management alternatives are studied and compare to policy consequences. Major ecological problems facing the planet today and their relationship to globalization trends and patterns of social inequality are critically examined. The global environmental crisis including population growth, energy use, climate change, deforestation, biodiversity decline are addressed to produce feasible solutions. Environment and Natural Resources is a key class related to Ecology. This class has no prerequisites.

BUS-0323: Production & Operations Management

Total Hours: 48

Credits: 3

Students will be able to apply the management process in order to produce goods and services. This theoretical class makes a comparative analysis of newer manufacturing trends such as just-in-time, flexible manufacturing, total quality, and those related to Internet and computer technology. The course explains various quantitative methods in the analysis of production systems. Comparisons between production management in the US and Central America are examined. Production and Operations Management is closely related to management and marketing courses. This class has no prerequisites.

BUS-0411 Strategic Planning

Total Hours: 48

Credits: 3

Through research, case studies, and computer simulating models, students will learn to apply strategic planning. This theoretic practical class examines tasks and processes of strategic planning as well as implementation and formulation of strategic policies. Cases including international businesses located in Central America are explored. Strategic Planning is closely related to management courses. **Prerequisite: Principles of Management**

BUS-0412: International Business

Total Hours: 48

Credits: 3

Students will be able to develop a complete understanding of contemporary international Business and will be ready to apply this knowledge. This theoretical class focuses on understanding global competition and the multinational firm. It examines the specific challenges of managing in multiple countries and markets. The course introduces the economics of trade, differing government policies and international strategies. International Business is related to Macroeconomics and International Economics. **Prerequisite: Principles of Management**

BUS-0442: Professional Ethics

Total Hours: 48

Credits: 3

Students will learn to apply different ethical theories as they apply to professional life and professional decision-making as they explore their own ethical stand on delicate contemporary issues. This theoretic practical course addresses how to make moral decisions and the ethical treatment of employees, clients, and competitors through case studies. Codes of ethics and their use and misuse are discussed. The course studies such issues as safety, whistle blowing, and moral dilemmas. Professional ethics is a key course closely related to all study plan classes. This class has no prerequisite.

BUS-0446 Field Work In Global Business, BUS-0437 Field Work In Marketing, BUS-0436 Field Work In Finance -Total Hours: 64 Credits: 4

Students will work as interns in their major field of expertise in an assigned or chosen company or agency under the direction of the students' immediate supervisors at their workplace for at least 160 hours in this practical course. Students will also attend weekly one hour seminars and provide a written analysis of the experience before a final grade is assigned. A CUSE professor will act as a tutor and coordinator for the experience, conduct the seminar, and evaluate the student's experience. Field Work courses serve as evaluation of students' theoretical and practical knowledge acquisition during their academic career. Therefore this class is related to all business classes. **Prerequisites: Principles of Finance (for Finance), Principles of Marketing (for Marketing), Organizational Behavior (for Global Business)**

Finance Major

BUS-0324: Investment Analysis

Total Hours: 48

Credits: 3

Students will learn security valuation methods for selection of individual issues and will be introduced to portfolio theory. This theoretic practical class presents the principles and techniques used by investors in selecting securities with an emphasis on the stock and bond markets but with attention to alternative investments. Investment Analysis is related to finance courses, especially Portfolio Management. **Prerequisite: Corporate Financial Management**

BUS-0325: Portfolio Management

Total Hours: 48

Credits: 3

Students will develop the ability to construct, evaluate and manage portfolios. This theoretic practical class emphasizes advanced valuation theory and security analysis. The course explores special problems related to investment in Central America and the promises and pitfalls of international portfolio construction.

Portfolio Management is closely related to finance courses, especially Investment Analysis **Prerequisite: Principles of Finance**

BUS-0415: Money and Capital Markets

Total Hours: 48 Credits: 3

Students develop the ability to understand money, interest rate theory, capital market securities, interest rate futures, options and swaps. This is a study of the financial institutions and markets including the Federal Reserve and central banks. This theoretic course explores money and capital markets in an international context. Money and Capital Markets is closely related to all finance courses. **Prerequisite: Corporate Financial Management**

BUS-0413: Corporate Financial Management

Total Hours: 48 Credits: 3

Students will develop the ability to compare between the United States, Central America and other areas in the field of analysis of the need for funds for the acquisition of assets and alternative sources of internal and external funding. This theoretic class explores the nature of the corporation from the financial point of view, including the legal and tax environment in which modern corporations function. Corporate Financial Management serves as prerequisite for Investment Analysis, Money & Capital Markets, Insurance & Risk Management, Real Estate, and Advance Financial Analysis. **Prerequisite: Principles of Finance**

BUS-0422: Insurance and Risk Management

Total Hours: 48 Credits: 3

Students will develop the ability to understand risk theory for individuals and business. They will be able to compare and contrast the situation in the US and Central America when dealing with risk. This theoretic practical class examines the creation, reduction, and evaluation of risks. Students learn the extent to which insurance can play a role in risk reduction with a survey of insurance theory and practices as it relates to individuals and firms. Insurance and Risk Management is closely related to all finance courses, especially Investment Analysis and Portfolio Management **Prerequisite: Corporate Financial Management**

BUS-0423: Real Estate

Total Hours: 48 Credits: 3

Students will develop the ability to analyze the methods of determining land use and city and urban development. Students will understand the realtor's role in development controversies as well as the day to day practices of realtors. This theoretic practical class will compare and contrast the structure, regulation growth, financing and future of the real estate industry in the US and Nicaragua. Real Estate is related to financial investment classes. **Prerequisite: Corporate Financial Management**

BUS-0424: Advanced Financial Analysis

Total Hours: 48 Credits: 3

Students will learn the techniques and planning strategies in every aspect of financial decision making. They will be able to make comparisons in financial management problems between the developed world and areas less developed. This theoretical practical course is an advanced study of financial planning, acquisition of funding, asset management strategy. Advance Financial Analysis is closely related to financial investment classes. **Prerequisite: Corporate Financial Management**

BUS-0425: International Finance

Total Hours: 48 Credits: 3

Students come face to face with problems of financially managing international companies. This includes risks related to currency exchange. Managing working capital and capital budgeting in multinational firms and how one arranges financing are course concerns. Relating to different systems of accounting and control are covered. International Finance is related to finance and global business courses. **Prerequisite: Principles of Finance**

Strategic Marketing Major

BUS-0326: Marketing Channels & Logistics

Total Hours: 48 Credits: 3

Students will learn how the distribution system fits into the marketing mix. They will gain a complete understanding of this distribution system including customer service, transportation, warehousing and information systems as they relate to all components in the channels. This theoretical class probes the various elements of the marketing mix with a focus on relationships between the producer, the wholesaler and the retailer. Various channeling devices including franchising are presented. Discussion includes both the local and international environment. Marketing Channels & Logistics serves as prerequisite for Marketing Management, Retail Marketing, International Marketing, Product Development & Promotion, Services Marketing, and Marketing for Non-Profit Organizations. **Prerequisite: Principles of Marketing**

BUS-0327: Market Research

Total Hours: 48 Credits: 3

Students will learn to write and interpret research reports and apply the lesson learned to the local and US markets. This theoretic practical class is an examination of market information systems, research technology, and value of information, research designs and implementation. It includes questionnaire design, measurement and scaling techniques, multivariate analysis, data interpretation, and computer applications. Market Research serves as prerequisite for Marketing Management, Retail Marketing, International Marketing, Product Development & Production, Services Marketing, and Marketing for Non-Profit Organizations. **Prerequisite: Principles of Marketing**

BUS-0440: Marketing Management

Total Hours: 48 Credits: 3

This course is a strategic approach and has a global orientation. Students learn the theory and practices market opportunity analysis, the development of strategic marketing programs, and developing new and growing markets. They conduct and use market research and relate this to buying behavior which including market targeting and segmenting. Marketing Management is related to all marketing courses. **Prerequisites: Marketing Communications, Marketing Channels & Logistics, Market Research.**

BUS-0331: Marketing Communication

Total Hours: 48 Credits: 3

Students will develop strategies for promotion through various media including the Internet through discussion and simulations. They will learn practical applications of strategies in both the US and Central American markets. This theoretic practical class examines the nature and scope of advertising; social and economic aspects; the role of research; creative strategy; media planning and selection; and, coordination with other marketing efforts. Marketing Communication serves as prerequisite for Marketing

Management, Retail Marketing, International Marketing, Product Development & Production, Services Marketing, and Marketing for Non-Profit Organizations. **Prerequisite: Principles of Marketing**

BUS-0427: Retail Marketing

Total Hours: 48 Credits: 3

Students will learn the importance of structure, layout and selling techniques with special attention to customer motivation. This theoretical course surveys the field of retail merchandising with attention to the roles of computers, fashions, competition, and consumer behavior. Promotional techniques, sales, mark ups, and sales control are included. The survey places retail marketing within the context of regional and US environments. Retail Marketing is related to all marketing courses. **Prerequisites: Marketing Communications, Marketing Channels & Logistics, Market Research**

BUS-0426: Product Development & Promotion

Total Hours: 48 Credits: 3

Students will analyze the market potential of new products, learn to test market and understand the importance of price in promotion. They will gain an understanding of the full process behind product development and promotion. This theoretical class is an examination of the new product development process with the stages of development from inception of the idea to promotion. The different channels of marketing and promoting new products are compared with attention to both the US and to Central America. Product Development & Promotion is closely related to all marketing classes. **Prerequisites: Marketing Communications, Marketing Channels & Logistics, Market Research**

BUS-0428: Service Marketing

Total Hours: 48 Credits: 3

Students will develop the ability to apply market concepts to service organizations with management implications. This theoretical class deals with issues of social responsibility and ethics at the global and national level. The influences of international and national economic-political policies on business strategy are discussed. Service Marketing is closely related to all marketing courses. **Prerequisites: Marketing Communications, Marketing Channels & Logistics, Market Research**

BUS-0429: International Marketing

Total Hours: 48 Credits: 3

Students will learn how to design and develop strategies for global markets. Students will be able to analyze the multi-national players as well as explore possibilities for internationalization for national firms. This theoretical class presents the global marketing environment and develops skills in global market analysis. International Marketing is closely related to all marketing and global business courses. **Prerequisite: Principles of Marketing**

BUS-0443: Marketing for Non-profit Organizations

Total Hours: 48 Credits: 3

Students will develop the ability to conduct marketing endeavors for non-profit organizations. This theoretical class explores the difference between marketing for profit and for non-profit. Marketing for Non-Profit Organization is related to most marketing courses. Prerequisites: Marketing Communications, Marketing Channels & Logistics, Market Research

Global Business Major

NEW-BUS-0333: International Management

Total Hours: 48

Credits: 3

Students will be able to compare and contrast legal and ethical standards related to multicultural management. They will gain an understanding of the external cultural environment and its impact on the firm. This theoretical course deals primarily with the managerial practices and functions that characterize successful international corporations. It covers issues of organizational structure, planning and budgeting systems, management development and human resources, ethics, cross-cultural issues, the applicability and adaptation of culture-bound policies, communications, and the management of multicultural teams. Emphasis is placed on the processes by which multinational organizations are managed, including conflict management, multi-country integration mechanisms, and negotiation strategies. Although the main focus is on managing in multinational settings, the course explores issues of cultural and ethnic minorities, male and female management and employee styles, expatriate-national issues, and religious issues. This key class is related to International Business and all global business and management classes.
Prerequisite: Organizational Behavior

BUS-0332: Global Economic Geography

Total Hours: 48

Credits: 3

Students will develop a complete understanding of current economic issues and trends such as outsourcing, globalization, technology, foreign policy, and environmental issues. This theoretical course peruses topics such as the nation-state and economic development versus underdevelopment, globalization, global labor markets, geographic concentrations of economic activities, and global economic integration i.e. the geography of international investment. It emphasizes global resources (natural and human) and their contemporary and future use. An analysis of contemporary microeconomics and macroeconomics issues will be a focal point. Global Economic Geography is closely related to history, economics, and environmental science classes. This key class has no prerequisites.

BUS-0429: International Marketing

Total Hours: 48

Credits: 3

Course Description Above

BUS-0425: International Finance

Total Hours: 48

Credits: 3

Course Description Above

BUS-0439: International Economics

Total Hours: 48

Credits: 3

Students will develop the ability to better use analytic tools through theory implementation; references will be made on experiences among industrial and developing economies. This theoretical course studies individualism vs. collectivism, political systems, mercantilism, absolute advantage, comparative advantage, Heckscher-Olin, Product Life Cycle, New Trade Theory, National Competitive Advantage, Porter's Diamond and political economy of International trade in depth. Macroeconomic policy and performance of open economies under alternative exchange rate regimes are peruse. Basic topics studied include arbitrage relationships; static and inter-temporal current account determination; the effectiveness of fiscal and monetary policies under fixed and flexible exchange rate regimes; models of exchange rate dynamics; and, issues of exchange regime choice. Additional topics may include analyses of stabilization and growth and

balance-of-payments crises. International Economics is closely related to all economics, political economy, and international development classes. **Prerequisites: Microeconomics, Macroeconomics**

BUS-0441: International Trade and Commerce

Total Hours: 48 Credits: 3

Students will develop the ability to understand and apply the theory and practice of international trade. This theoretical course first develops the classical and modern theories of determination of patterns of commodity trade between nations. The second part of the course examines trade policy and the role of institutions in managing world trade. Foreign Direct Investment, market imperfections, different entry modes such as import-export, countertrade, licensing, franchise, Greenfield investments, strategic alliances, and joint ventures are emphasized. International Trade & Development is related to global business, economics, and international development classes. **Prerequisite: Environment and Natural Resource**

BUS-0444: International Organizations and Treaties

Total Hours: 48 Credits: 3

Students will develop the ability to understand the categorization of International organizations and global business treaties, and their emergence and rising impact of businesses in the everyday life of states. The class makes special emphasis on global business policy such as NAFTA, CAFTA, etc. The origin, structure, and function of organizations such as the United Nations, OEA, World Bank, International Monetary Fund, and BID are addressed. International Organizations and Treaties is related to global business, political economy, and international development classes. **Prerequisite: Organizational Behavior**

BUS-0445: International Business Law

Total Hours: 48 Credits: 3

Students will learn and analyze the legal environment and problems facing international business and multinational corporations. Topics include international regulatory institutions and the framework of international trade and investment law. Also covered are antitrust law, the regulation of technical transfers, securities law, intellectual property and contracts, and jurisdiction issues. Analyses of corporate strategies in a rapidly developing and changing world environment are perused. Discussions of forecasting, planning, and contingency strategies are addressed. International Business Law is related to all business courses, especially the International Business class. **Prerequisite: Organizational Behavior**