**SCHOOL OF BUSINESS AND ACCOUNTANCY**

COURSE DESCIPTIONS

**BASIC BUSINESS CORE**

**Mgt 171 Business Organization and Management (3)**

This is an introductory course in management for business and accountancy students who need to grasp the big picture of management concepts, processes, and techniques as practiced today in business, industry, and government. The students gain a solid grasp of how effective managers orchestrate human resources and their own energies to contribute to an organization's successful achievement of its mission and bottom-line goals.

**Mgt 172 Human Behavior in Organization (3)**

This course provides a broad introduction to the structure and function of organizations and the behavior of people in them, focusing on public and nonprofit organizations. The primary purpose of the course is to equip students with an understanding of organizational concepts and practical techniques for managing effectively in challenging environments. Topics discussed include organizational behavior, rational and natural organizations, open systems and organizational environment, personal assessment of managerial skills, leadership, employee empowerment, motivation, diversity, managing conflict, negotiation, communication, leadership and working in groups and teams, managing change, and managing stress.

**Mgt 151 Fundamentals of Marketing (3)**

This is an introductory course in business marketing and provides students with an overview of the four key components of marketing: product, price, people and promotion. Students are introduced to current marketing concepts, theories, perspectives, and applications, with an emphasis on the latter, through theoretical models applied to case studies relevant to the hospitality industry. The use of theoretical models applied to specific industry or business examples provides an overall structure to the course material and fosters strategic thinking. By applying marketing theories and concepts—e.g., marketing intelligence, segmentation, positioning, and marketing mix—to real-world or industry examples, students are encourage to develop an analytical mindset by which they can observe changes in the macro-environment, analyze relevant parameters, and integrate these into an effective strategic marketing concept. The course will also allow students to appreciate marketing in the context of finance, accounting, general management, and other functional areas of the business enterprise.

**Acctg 1/Acctg 11 Fundamentals of Accounting, Part 1 (6)**

This course provides an introduction to accounting, within the context of business and business decisions.  Students obtain basic understanding of the principles and concepts of accounting as well as their applicability and relevance in the national context and learn how to use various types of accounting information found in financial statements and annual reports.  Emphasis is placed on understanding the reasons underlying basic accounting concepts and providing students with an adequate background on the recording, classification, and summarization functions of accounting to enable them to appreciate the varied uses of accounting data.

**Engl 17 Technical Writing with Business Applications (3)**

The Sarbanes-Oxley Act of 2002/Section 404, and technological and global business developments, have had a significant impact on the field of accounting. In particular, accountants are now compelled to take greater responsibility for communication with clients and the public, and there is a clear shift toward more disclosure and transparency, with an accompanying demand for stronger writing and speaking skills than in the past. Although accountants may view themselves as “numbers” people, they will be required to engage in a variety of writing tasks on the job, and companies increasingly expect writing mastery before graduation. In this course, students learn how write accounting and auditing reports efficiently, self-edit their own work confidently, offer competent feedback to their peers, master a number of document requirements and structures and write strategically for a variety of audiences.

**Fin 11 Basic Finance (3)**

This course is a study of the functions of business finance. It covers basic financial principles such as money, banking and interest rates. Also discussed in detail are the Philippine financial system, time value of money, risk and return, basic concepts in international business and global finance, and the use of accounting information for financial decision-making. The main purpose of the course is to provide students with the basic financial background necessary to understand the corporate segment of the economy.

**ICT 12 Fundamentals of Programming, Database Theory and Applications (3)**

This is an introductory course on programming and will teach the student basic programming skills. Topics include: fundamentals of programming methodology, software lifecycle, requirements and specifications, software design, design methodologies, verification and testing. The course also introduces the student to database management systems. It focuses on fundamentals/entity relationships and data flow diagrams, access database fundamentals, random on-line access, shared data (use of common data structures) and system flexibility, efficient and reliable storage, and the relational data base management system (RDBMS).

**BUSINESS EDUCATION CORE**

**Acctg 2/Acctg12 Fundamentals of Accounting, Part 2 (6)**

This is a continuation of the first course in accounting.  It deals with transactions, financial statements, and problems peculiar to the operations of partnerships and corporations as distinguished from sole proprietorships. Topics include: partnership formation and operations including accounting for the admission of partners, changes in capital, and profit- and loss-sharing ratios; the conversion of an unincorporated enterprise into a corporation; accounting for incorporated enterprises, including corporate organizations, paid-in capital, accumulated earnings (loss), dividends and treasury shares.  It will also cover the preparation of financial statements for internal and external purposes, accounting information systems  manual and computerized special journals;  understanding balance sheet, income statement, statement of cash flows and statement of changes in equity; financial statements of companies in the service, manufacturing and trading industries;  and analysis of accounting information and decision making.

**Law 165 Obligations and Contracts (3)**

This course gives the student an understanding of the legal concepts and rules governing the law of obligations and contracts and application of these concepts to practical problems. It involves a discussion of the nature, sources, kinds, and extinguishments of contracts including defective contracts and other miscellaneous topics relevant to the course.

**Tax 1/Tax 11 Income Taxation (3)**

This introductory Taxation course is primarily concerned with income taxation. The objective is to develop a working knowledge of the basic principles and rules of the income tax system as these apply to individuals, partnerships and corporations. It covers an overview of the national tax system, and the income taxation of employees and unincorporated businesses and incorporated businesses. It provides the students with knowledge of the capital gains tax, final tax on certain passive income, and the year-end tax, including the minimum corporate income tax, the normal tax, and the improperly accumulated profits tax of corporations and withholding taxes. Tax forms are provided for specific topics discussed.

**Econ 101 Macroeconomic Theory and Practice (3)**

This course is concerned with the behavior of the economy as a whole. Macroeconomics addresses the determination of the economy's total output of goods and services (GDP), the growth of output, the determinants of the price level and the rate of inflation, the factors that determine employment (and unemployment), the balance of payments, and exchange rates. The purpose of this course is to address macroeconomics in theory and practice.

**Econ 12 Microeconomic Theory and Practice (3)**

This course introduces the student to the three pillars of economic analysis (choice, scarcity, and coordination) and the mathematical techniques that economists use to represent these ideas (optimization, equilibrium, and adding-up constraints). Most of the course is devoted to “price theory”, elasticity, price regulation and consumer choice, which is the analysis of the role that price play in facilitating coordination in a market economy. The last part of the course deals with situations where coordination through prices may not result in desirable outcomes. This includes market structures: competition and monopoly, and monopolistic competition and oligopoly.

**Mgt 160 Good Governance & Corporate Social Responsibility (3)**

This course is designed to confirm and stimulate thinking on issues of ethics and social responsibility encountered in business. The material covered is intended to prepare students to recognize and manage ethical and social responsibility issues as they arise and to help them formulate their own standards of integrity and professionalism. The overall course objectives are to increase awareness of the ethical dimension of business conduct, to contribute insight into the professional standards and responsibilities of students in their future careers; to develop analytical skills for identifying and resolving ethical and social responsibility issues in business; and to practice decision making about ethical and social responsibility issues.

**INFORMATION TECHNOLOGY EDUCATION**

**ICT 13 IT Concepts & Systems Analysis & Design Development (3)**

This course is designed to provide students with an overview of the systems and analysis and design concepts, methodologies, techniques, and tools. The course starts with a discussion of the general system concepts, management’s use of information, IT infrastructure and rules as they pertain to accounting, accountant’s functions with respect to IT, the management of IT adoption, implementation and use, managing the security of information, and electronic commerce. It then proceeds to a discussion of the systems development environment, system development life cycle, phases, tasks and practices and maintaining control over system development processes, and accounting system design issues.

**ICT 14 Accounting Information Systems (3)**

Accounting Information Systems (AIS) introduces students to the systems that underlie bookkeeping, accounting, financial reporting, tax reporting, and auditing in all business firms. Such systems are increasingly complex and in a continual state of flux do to rapidly changing technologies and security risks. In this course, the students learn about the development standards and practices for accounting information systems and gain hands-on experience in, the use of electronic spreadsheet software for advanced business analysis, and to gain hands-on experience with a commercial accounting software package.

**ICT 15 Advanced Computer Applications for Accountants (3)**

This course exposes the students to various accounting software, focusing on evaluation of the benefits, costs, and risks of specific programs. Topics include payroll, inventory, accounts payable, accounts receivable, job cost, and point-of-sale applications. Popular software packages in the areas of tax and financial statement preparation are introduced. Projects and assignments integrate the principles of accounting information systems with the evaluation of accounting software.

**ACCOUNTING AND FINANCE EDUCATION**

**Stat 11 Business Statistics (3)**

This course provides the students with the fundamental understanding of the concepts of probability theory and statistical inference necessary to effectively employ statistical methods in contemporary business situations. Topics covered are: probability concepts, probability distributions, sampling and sampling distributions, statistical estimation, hypothesis testing, regression, correlation, multiple regression, index numbers and time series, statistical decision theory (probability rules and Bayer’s rules). An expected output of the course is the ability to use statistical presentation as an aid to reporting information, such as histograms, pie charts, ogives, pictograms, frequency polygons, and the Lorenz curve.

**Math 185 Quantitative Techniques in Business (3)**

This course seeks to: enhance the student’s ability to perform the quantitative analysis necessary, understand the usefulness and limitations of the methods, recognize situations where the methods can be applied beneficially, and be aware of the issues involved when utilizing the results of the analyses.  Coverage is topical and includes review of basic statistics principles, regression analysis, time-series analysis, non-parametric statistics, and quantitative analysis techniques such as matrices, graphic linear inequalities, graphical sensitivity analysis, linear programming, simulation, optimization theory, decision analysis, and decision trees.  The introduction of concepts via cases in decision-making related to operations and strategies is preferred whenever appropriate.

**Mgt 161 Production and Operations Management (3)**

This course examines the subject of production and operations management (POM) and discusses its importance to the overall strategy and competitiveness of a firm. In addition, this course focuses on specific tools used to manage and enhance a firm's operations and production, such as facility layout, product design, aggregate planning, inventory management, and forecasting. Other topics include process analysis and selection, operations scheduling, quality management and statistical quality control and project management.

**Mgt 162 Business Policy and Strategy (3)**

The aim of this course is to provide students with a broad overview of the basic concepts in strategic management. Students are exposed to a number of frameworks and models to better understand and analyze the macro-environment, the industry environment, and firm level resources. The end goal is for the students to be able to think strategically, as opposed to only having a functional orientation, and to formulate and to implement creative and innovative strategies that are conducive to the demands of the firm and the environment in which it resides. Together with Management Consultancy, this course serves as an integrative course to be taken in the last term/semester.

**Mgt 141.1 Financial Management, Part 1 (3)**

This course provides the synthesis of financial policy into a grand strategy which integrates organizational purpose and goals. The focus of the course is on current thinking regarding valuation of the firm, investment decision processes, financing, and dividend policy, asset management and financial strategies and portfolio theory. This course also covers the financial analysis (interpreting and analyzing financial statements for indications of business performance and use of computers for financial analysis, assessing information weaknesses in financial statements), planning, and concept of risk. It includes the formation and use of current assets, working capital, and credit policy. Finally, the course includes the understanding of long term financing instruments and the capital structure.

**Mgt 141.2 Financial Management, Part 2 (3)**

The course is a continuation of Financial Management, Part I and provides a conceptual framework within which key financial decisions and risks relating to corporations are analyzed. This analysis considers shareholder wealth maximization, long-term financing, capital budgeting, risk management (the nature of risk, risk concepts, benefits of risk management, risk management processes, enterprise-wide risk management, managing operating risk and financial risk, credit risk models including Basel II) capital acquisition analysis, capital structure decision, valuation of financial instruments, and the dividend decision. It also examines the main types of derivative contracts: forward contracts, futures, swaps and options, and how these instruments are used in managing and modifying financial risks.

**Law 167 Law on Business Organization (3)**

This course is intended to give the students a broad knowledge of legal provisions governing business associations – limited liability company, partnership, and corporations. Topics include: nature of partnerships; elements and kinds of partnerships; formalities required; rules of management; distribution of profits, and sharing of losses and liabilities; modes of dissolution; limited partnerships; nature and classes of corporations; requirements for incorporation; powers of a corporation (expressed, implied, and incidental); Board of Directors; classes of stock; powers and obligations of stockholders; majority and minority controls; corporate reorganization (mergers, consolidations, and other business combinations); modes of dissolution and liquidation; and statutory books, records, and returns required for a corporation. Also discussed are the laws of associations such as clubs.

**Law 166 Sales, Agency, Labor and Bailments (3)**

This course deals with the law on sales covering contracts for the sale of goods including nature, form, and requisites, distinguished from dacion en pago, cession in payment, contract for a piece of work, and barter; earnest money as distinguished from option money; rights/obligations of vendee and vendor; remedies of unpaid seller; warranties; sale with a right to repurchase or conventional redemption and legal redemption; sale on credit and installment sales (personal property – Recto Law; real property - Maceda Law). It also covers the law on agency: its nature, form and kinds; obligations of the agent and of the principal; and modes of extinguishments. Also discussed are pertinent provisions of the Labor Code and the law on credit transactions such as loans, deposits, guarantees, pledges, real mortgages, antichresis, and chattel mortgages. Other relevant laws on commerce and trade such as Omnibus Investment Code, Foreign Investments Act; and Retail Trade Liberalization Law are also discussed.

**Law 133 Negotiable Instruments and Credit Transactions (3)**

This course deals with legal provisions affecting the various aspects of operations of the enterprise regardless of its form. This body of laws and regulations provide substance and breadth to the legal framework of business. The students will be acquainted on the provisions and forms involving negotiable instruments and they will be provided with sound knowledge of all transactions affecting the business enterprise concerning negotiable instruments.

**Tax 12 Business and Transfer Taxes (3)**

This course involves an intensive study of the business and transfer tax system, including the estate tax, the gift tax, and transfer tax.  The relationship between these three donative transfer taxes, and between the transfer taxes and the income tax, are emphasized.  The policy underpinnings of wealth transfer taxation, and the reasons for the recent erosion in its political support, will be explored.  The Expanded Value-Added Tax and percentages taxes are also discussed.

**Acctg 115.1 Financial Accounting & Reporting 1 (6)**

This course introduces the nature, functions, scope, and limitations of the broad field of accounting theory.  It deals with the study of the theoretical accounting framework  objectives of financial statements, accounting conventions, and generally accepted accounting principles, standard setting process for accounting practice, national as well as international principles relating to the preparation and presentation of financial statements, the conditions under which they may be appropriately applied, their impact or effect on the financial statements; and the criticisms commonly leveled against them.  The course covers the detailed discussion, appreciation, and application of accounting principles covering the assets, financial and nonfinancial. Emphasis is given on the interpretation and application of theories of accounting in relation to cash, temporary investments, receivables, inventories, prepayments, long-term investments, property, plant and equipment, intangibles, and other assets, including financial statement presentation and disclosure requirements.  The related internal control, ethical issues, and management of assets are also covered. Exposure to computerized system in receivables, inventory, and lapsing schedules is a requirement in this course.

**Acctg 115.2 Financial Accounting & Reporting 2 (6)**

This course is a continuation of Financial Accounting & Reporting, Part I.  It is designed to cover the financial accounting principles relative to recognition, measurement, valuation, and financial statement of presentation of liabilities and shareholders’ equity, including disclosure requirements.  The related internal control, ethical issues, and management of liabilities and owner(s)’ equity are also covered.  It also deals with contemporary issues such as leases, employees’ retirement benefits, deferred taxes, and other current related items.

**Acctg 115.3 Financial Accounting & Reporting 3 (3)**

This course is the culmination of the Financial Accounting cluster.  It deals with the preparation of a properly classified balance sheet, income statement, statement of changes in equity, and statement of cash flows, including the required disclosures and notes to the financial statements. It also covers reconstruction of accounts from incomplete records, change from cash basis to accrual basis of accounting, correction of errors, accounting changes, discontinued operations, earnings per share, accounting for changing prices, interim reporting, segment reporting, and other current related items.  The students will also be exposed to the financial statements of specialized industries.

**Acctg 124 Advanced Financial Accounting & Reporting 1 (3)**

This course deals with specialized accounting problems likely to be encountered by accountants. The study of the various topics in this course is based upon fundamental valuation accounting and accounting theory as applied to special income and expense recognition methods and expanded business operations. This course includes specialized problems in partnership accounting; accounting for joint ventures and associated enterprises (including International Accounting Standards Statements Nos. 24, 28, and 31); accounting for domestic branches;accounting for installment sales; accounting for long-term construction contracts; fire insurance accounting; and other special issues such as build-operate-transfer (BOT) and similar schemes.

**Acctg 125 Advanced Financial Accounting & Reporting 2 (3)**

This course is a continuation of Advanced Financial Accounting & Reporting, Part I. It deals mainly with consolidation and mergers, parent-subsidiary relationships, and consolidated statements, including foreign subsidiaries. The other topics deal with accounting for the effects of changes in foreign exchange rates and other similar current issues. Also discussed are debt restructuring, accounting for financially distressed corporations, accounting for the winding up of an enterprise and accounting variations among countries.

**Acctg 121 Cost Accounting & Cost Management 1 (3)**

This course is designed to orient the students to the cost accounting and cost management framework of business. Topics discussed are: overview of cost accounting; manufacturing cost accounting cycle; costing methods: job and process cost systems; accounting, planning, and control for materials, labor, and overhead; and job order costing.

**Acctg 122 Cost Accounting & Cost Management 2 (3)**

This course is a continuation of Acctg 121 which is designed to orient the students to the cost accounting and cost management framework of business. Topics discussed are: process costing; accounting for joint and by-product costs; and cost management systems (CMS) for the new manufacturing environment such as activity-based costing, target costing, total quality management, value reengineering, and theory of constraints. Also discussed is the impact of environmental concerns on costs.

**Acctg 134 Internal Auditing (3)**

This course is an introduction to internal auditing, its rapid growth, and its role in the modern corporation. Topics include internal auditing standards, scope, responsibilities, ethics, controls, techniques, and reporting practices.. Various techniques are used to study internal auditing theory and practice; these may include the use of problem sets, case studies, computer applications, and other materials.

**Acctg 135 Assurance Principles, Professional Ethics and Good Governance (6)**

This course is designed to expose students both to the demand for and the supply of the profession’s flagship service - financial statement audits - and to the nature of the value-added assurance services which decision makers demand in the information age.

**Acctg 136 Applied Auditing (6)**

This is a continuation of Assurance Principles, Professional Ethics and Good Governance, focusing on financial statements audit. It covers detailed approaches to problems and situations normally encountered in the independent examination of cash, receivables, inventories, investments, prepaid expenses, deferred charges, property, plant and equipment, intangibles, liabilities, owners’ equity, and revenue and expenses. It deals specifically with the application of auditing standards, techniques, and procedures; internal control evaluation; preparation of audit working papers; introduction of computer application in auditing; audit adjustments; and audit reports pertaining to a medium-sized manufacturing or trading concern.

**ICT 15 Auditing in a CIS Environment (3)**

This course complements the course in auditing. It discusses information technology (IT) -related risks, security and control mechanisms and techniques that may be employed to address the risks, and the impact of computer use on the audit. It also introduces computer assisted audit techniques and tools. In this course, students gain an appreciation of the particular features and understanding of the risks involved in auditing in a CIS environment, the CIS controls they would expect to find in this particular area, how auditors use CAATS (Computer Assisted Audit Techniques) in this area. The students gain hands-on experience in the use of computers in performing audits.

**Acctg 139 Accounting for Governmental, Not-for-Profit Entities & Specialized Industries (3)**

This course is the last part of the advanced financial accounting and reporting for government and not-for-profit organizations such as universities, NGOs and hospitals accounting and specialized industries like banking, insurance and extractive industries. A large part of the course covers the Philippine Government Accounting Standards (PGAS) and the New Government Accounting System (NGAS) prescribed by the Commission on Audit.

**Acctg 141.1 Management Accounting & Control 1 (3)**

This course is designed to acquaint students with the role of the accountant in the management team by providing and assisting in the analysis, interpretation, and forecasting of business organizations. It covers the discussion of the foundation of management accounting; its expanding role, organizational structure, and professional ethics for management accountants; design of management accounting systems (e.g., responsibility accounting system), evaluating the impact of changes in business structure, functions, and appropriateness of management accounting techniques and methods; basic interpretation and use of financial statements,; performance measurement for planning and control such as: marginal, absorption, and opportunity costing; cost behavior; cost-volume-profit relationship; advanced analysis and appraisal of financial and related information; business planning and budgetary systems; standard costing and variance analysis; quantitative techniques; and methods for planning and control.

**Acctg 141.2 Management Accounting & Control 2 (3)**

This is the second part of Management Accounting and deals with the application of techniques and concepts focusing on segment reporting, profitability analysis, and decentralization; information for decision-making purposes (short-term and long-term) and non-financial indicators such as productivity per employee or per service unit; decision making affecting short-run operations of the company; capital budgeting decisions; pricing of goods and services; and environmental cost accounting.

**Mgt 142 Management Consultancy (3)**

This course covers basic considerations of management consultancy engagements by CPAs; areas of management consultancy, professional attributes of management standards, and ethical considerations. It also covers project feasibility – aspects of project development cycle, economic aspect, technical aspect, financial aspect (investment cost, financing, evaluation); information system (IS) engagement, management/operations audits, and business process improvement/reengineering. Together Business Policy and Strategy, this course serves as an integrative course to be taken in the last term/semester.

**Synth Synthesis in Accounting (1)**

Small group project that integrates the materials in required courses. Includes discussions about professional and ethical issues.

**Practicum Internship (6)**

This is an applied academic experience conducted under joint faculty and employer supervision which requires a minimum of one semester and will include a minimum of 160 contact hours. This may be in the areas of accounting, external audit, internal audit, or tax. Each intern registers for this course which will be given six hours credit. A regular letter grade will be given at the end of the internship with input from both the employer and the Accountancy Program Chair or Dean.

**FINANCIAL MANAGEMENT**

**Mgt 143 Management of Financial Institutions & Services (3)**

There are actually three topics in a Financial Markets course, the financial instruments traded in the markets, the financial institutions (and others) which trade them, as well as the markets themselves. Risk and Return must be considered also. Two concepts are essential; the concept of the time value of money (present value), and financial statement analysis (income statements, cash flows, balance sheets).

**Mgt 144 Investment & Portfolio Management (3)**

This course is a study of fundamental theories of optimal portfolio selection, investment evaluation, securities valuation, industry and company analysis in relation to stock market operations, management of fixed income investments, international portfolio diversification.

**Mgt 145 Micro-Finance (3)**

This course surveys the rapidly growing global microfinance industry, which offers financial services to the poor on a large scale, mostly in developing nations; its historical origins and industry evolution. The nature of and developmental role of microenterprises and financial systems are also discussed. Methods and technologies used by microfinance institutions (MFIs) are studied. The students are required to conduct a survey of leading MFIs and the lives and businesses of their clients. The role of policy and regulatory environments, the sources of financing, including controversial role of global financial markets will be explored.

**Mgt 146 Venture Finance (3)**

The course surveys the private equity industry, with an emphasis on financial economic tools useful for leveraged buyout and venture capital investing. The main goal of the course is to equip students with the financial background to start a career as a private equity investor. The course is divided equally between lecture and cases, with written assignments by student-formed teams required for about a third of the class meetings.

**Mgt 147 Environmental Finance (3)**

Introduces students to natural resource economics theory, financial decision-making processes, and public policy relevant to environmental protection, urban sustainability, and natural resource development and management; examination of public goods and pricing theory, public sector involvement, regulation, market solutions, capital planning, and budgeting for environmental infrastructure.

**Mgt 148 International Finance (3)**

Building on core courses in accounting, business finance and economics, this course explores traditional areas of corporate finance and investment in an international setting. This will require a general understanding of the international economic and monetary environment and the appreciation of special risks associated with international financial transactions, such as various types of exposure to foreign exchange and country risk.

**Mgt 192 Business Feasibility Study (3)**

This course will teach students how to write a comprehensive business feasibility study which will serve as a basis for creating a small business plan and marketing plan. It will provide a step-by-step instructions on how to research, write, and present a feasibility study for small or large businesses. The different components, namely; market, technical, financial, and organizational structure of a proposed business will be discussed thoroughly. Students will present completed feasibility studies as a requirement of the course.

**Fin 12 Public Finance (3)**

This course examines issues central to majority of the most pressing issues in public affairs: market outcomes, government expenditure programs, and taxation models welfare economics use to describe optimal patterns of government expenditure and taxation; examines the major strengths and weaknesses of the market and explore why government involvement is necessary; use the models to analyze real-world problems and programs and use of both efficiency and equity criteria to evaluate many policies and policy proposals.

**MARKETING MANAGEMENT**

**Mgt 152 Marketing Management (3)**

This course aims to provide students with a thorough understanding of the role of marketing management in the society, the economy, and the firm. It deals with the marketing strategies of management. Case analyses are used to encourage creative thinking, decision making, and policy formulation among students

**Mgt 153 Distribution Management (3)**

This course covers the principles and functions of distribution management, the roles of marketing channels and physical distribution in the marketing system, the cost implications of management decisions involving distribution. The course aims to crystallize student’s understanding of distribution cost analysis through their involvement in exercises and actual projects in the area of distribution management.

**Mgt 154 Marketing Research (3)**

This course examines the methods used by business management to obtain the information needed to support marketing decisions: selection of target market, design of product, distribution, promotion, and pricing policy. These methods include exploratory (qualitative) research, conclusive (quantitative) research, sampling theory and application, and various statistical techniques used to support marketing research.

**Mgt 156 Advertising & Sales Promotion (3)**

This course aims to provide thorough understanding about advertising and the real world. It will help students analyze marketing/advertising opportunities and will be able to know the process in creating advertising plans. This course discusses details about advertising foundation and environment, advertising media, and creating advertising. This will introduce students to the richness and variety of advertising world.

**Mgt 157 Services Marketing Management (3)**

This course examines the need for marketing in service industries, develops an understanding of the ways in which service marketing differs from product marketing and improves students’ understanding of how service characteristics affect the marketing function. Students learn to develop and implement marketing plans for service organizations.

**Mgt 158 International Marketing (3)**

This course is intended to familiarize the students with the principles and practices of global marketing. The topics include the scope and challenge of international marketing, the cultural environment of global marketing management, and the corporate context of marketing.

**Mgt 159 Product Management (3)**

This course examines methods and tools leading to successful product development and commercialization, as well as the maintenance of existing products and product lines, including product positioning, design, marketing mix, testing, forecasting and product launch, plus product strategy and product life cycle management, using case studies and computer simulations. The course will also focus on building and managing brand equity, examining the impact of brand equity on product line and firm performance, evaluating opportunities for extending brands, and repositioning existing brands. These topics are explored in a variety of product contexts including consumer packaged goods, industrial and high-technology product markets.

**Mgt 159 Franchising (3)**

The course introduces franchising as a method of retail business in which the investor/franchisee makes an investment in the form of a franchise fee in exchange for the right to promote goods, services, and/or processes directly to the public. A franchise usually has a recognizable name or trademark. Franchising involves the integration of independent companies at different levels and in different areas of production and distribution. This integration permits more effective sales and advertising.

**Mgt 161 Social Marketing (3)**

This course examines issues of social responsibility in business and how marketing theory and techniques may be used to promote more environmentally and socially conscious business practices. Topics include the nature of social marketing, social marketing planning, situational and stakeholder analysis, segmentation and targeting, research, marketing mix, relationship marketing and evaluation and how marketing concepts, frameworks and techniques developed for commercial marketers can solve social marketing problems.

**Mgt 165 Total Quality Management (3)**

This course will provide the student with the underlying principles and techniques of Total Quality Management (TQM) with emphasis on their application to technical organizations. Students will develop a working knowledge of the best practices in Quality and Process Management. Students will learn to view quality from a variety of functional perspectives and in the process, gain a better understanding of the problems associated with improving quality, also quality tools utilized in service and international/environment.

**Mgt 173 Human Resource Management (3)**

This course is an introduction to the human resources function and related elements and activities. It includes employment, selection, and placement of personnel, forecasting, job analysis, job descriptions, training methods and programs, employee evaluation systems, compensation, benefits, and labor relations. The course outlines the roles and functions of members of the human resources department, as well as educating others outside human resources, in how their roles include human resources-related activities.

**Mgt 180 E-Commerce and Internet Marketing (3)**

This course parallels the study of basic marketing and explores key marketing concepts in the context of today’s digital/Internet environment. It introduces the students to many marketing uses of the internet. Featured are discussions of E-Marketing strategy and practice with Web page authoring skills.