Course Descriptions for Accounting, Computer Science, Economics, Management, and Marketing Courses

ACCT110 Financial Accounting
[Minimum Semester Hours: 3 sh; Maximum Semester Hours: 3 sh]
An introduction to the process of financial reporting for business organizations including the preparation of financial statements. Primary emphasis is placed on accounting concepts with an exposure to procedural techniques to give students a basic knowledge of the accounting process. The course is designed for users of accounting information.
Prerequisite: None
Corequisite: None

ACCT115 Management Accounting
[Minimum Semester Hours: 3 sh; Maximum Semester Hours: 3 sh]
Focuses on the use of accounting data within a business for planning, controlling, and making decisions for the optimal utilization of the firm's financial resources.
Prerequisite: ( ACCT110 )
Corequisite: None

ACCT210 Intro Federal Income Tax
[Minimum Semester Hours: 3 sh; Maximum Semester Hours: 3 sh]
Introduces students to the federal income tax system, based on the Internal Revenue Code, its regulations and interpretations. Emphasis is placed, primarily, on the concepts of tax planning and compliance for business decision-making, and secondarily, for use in individual financial planning.
Prerequisite: ( ACCT110 )
Corequisite: None

ACCT215 Accounting Information Systems
[Minimum Semester Hours: 3 sh; Maximum Semester Hours: 3 sh]
A study of modern concepts of accounting information systems including accounting systems design for organizations of differing character and complexity. Manual and automated accounting systems are reviewed including the transition from manual to automated accounting systems. Designing internal controls and auditing of computerized systems are reviewed.
Prerequisite: ( ACCT115 AND COMP150 ) OR ( ACCT115 AND COMP150 )
Corequisite: None

ACCT300 Cost Accounting
[Minimum Semester Hours: 3 sh; Maximum Semester Hours: 3 sh]
An in-depth study of the basic principles and procedures of cost accounting that are most often used by typical manufacturing and service organizations. The cost accounting cycle is studied in a step-by-step approach to the flow of costs. Emphasis is on estimating, planning and controlling costs.
Prerequisite: ( ACCT115 )
Corequisite: None

ACCT333 Accounting for Governmental and Other Nonprofit Entities
[Minimum Semester Hours: 3 sh; Maximum Semester Hours: 3sh ]
An introduction to the principles and standards used in not-for-profit accounting, as applied to governmental entities, health care organizations, colleges and universities, and all other non-profit organizations.
Prerequisite: ( ACCT115 )
Corequisite: None
**ACCT335 Intermediate Accounting 1** [Minimum Semester Hours: 3 sh; Maximum Semester Hours: 3 sh] Introduces students to the theoretical foundation of generally accepted accounting principles for financial reporting and how those principles apply to a firm’s asset, liability, and owners’ equity accounts. Asset accounts are examined in depth.  
Prerequisite: (ACCT110) Corequisite: None

**ACCT340 Intermediate Accounting 2** [Minimum Semester Hours: 3 sh; Maximum Semester Hours: 3 sh] Applies intermediate accounting concepts to such advanced topics as liabilities, equity, income taxes, pensions, and postretirement benefits.  
Prerequisite: (ACCT335) Corequisite: None

**ACCT410 Advanced Topics in Financial Accounting**  
[Minimum Semester Hours: 3 sh; Maximum Semester Hours: 3 sh]  
Develops topics emphasizing the relationship between specialized accounting functions and their impact on the financial statements of business organizations.  
Prerequisite: (ACCT110)  
Corequisite: None

**ACCT420 Auditing**  
[Minimum Semester Hours: 3 sh; Maximum Semester Hours: 3 sh]  
Introduces the standards and procedures underlying auditing and emphasizes current auditing practices within the public accounting profession and operational auditing practices. The course stresses risk analysis and includes statistical sampling techniques.  
Prerequisite: (ACCT335 AND ACCT340)  
Corequisite: None

**ACCT435 International Accounting**  
[Minimum Semester Hours: 3 sh; Maximum Semester Hours: 3 sh]  
Focuses on how and why accounting principles differ among countries, and on financial and accounting issues that U.S.-based, international businesses face. The course includes international auditing, international taxation, currency transaction and translation issues, and preparation of consolidated financial statements.  
Prerequisite: (ACCT335)  
Corequisite: None

**ACCT450 Advanced Topics in Managerial Accounting**  
[Minimum Semester Hours: 3 sh; Maximum Semester Hours: 3 sh]  
Designed to supplement and integrate cost accounting, intermediate accounting, and management concepts and strategies. The course emphasizes strategic cost management and the impact of managerial accounting information on employees’ behavior within a company.  
Prerequisite: (ACCT300 AND MATH107)  
Corequisite: None

**ACCT460 Advanced Federal Taxation**  
[Minimum Semester Hours: 3 sh; Maximum Semester Hours: 3 sh]  
Introduces students to the concepts of corporate, partnership, estate, and trust taxation. Emphasis is placed on tax theory and application as well as projects in tax research. In addition, students will apply that theory in the preparation of Forms 1120, 1120S, 1065, 1041, and 706.  
Prerequisite: (ACCT210)  
Corequisite: None
ACCT480 Topics in Accounting
[Minimum Semester Hours: 3 sh; Maximum Semester Hours: 3sh ]
Introduces in-depth aspects of accounting and topics of current interest. Topics to be determined prior to the semester in which the course is offered.
Prerequisite: ( ACCT335 AND ACCT340 )
Corequisite: None

COMP119 Freshman Seminar: Introduction to Computing and Problem Solving [Minimum Semester Hours: 1 sh; Maximum Semester Hours: 3sh ]
The first year seminar is designed to introduce the student to the culture and mission of the university within the context of an academic discipline of choice. The course will explore the purpose of one’s college education and provide the student an opportunity to become engaged with the academic field of interest. The student will be introduced to basic college learning and study skills in the context of the content area. Through ample class discussion of common readings, the student will engage in active learning. Common co-curricular activities and the incorporation of a peer mentor component will facilitate the first year student’s connection with fellow students and faculty in the university community. Restricted to first semester, first year students.
Prerequisite: None Corequisite: None

COMP150 Introduction to Computers [Minimum Semester Hours: 3 sh; Maximum Semester Hours: 3 sh]
Provides an introduction to computing systems and their applications in modern society. It acquaints students with the organization and operation of computer systems. Students are introduced to a variety of applications such as word processing, spreadsheets, database management, and web development.
Prerequisite: None Corequisite: None

COMP160 Programming 1
[Minimum Semester Hours: 3 sh; Maximum Semester Hours: 3 sh]
Provides an introduction to computing systems and computing facilities at Lock Haven University, and an overview of computer programming as a discipline and profession. Students study algorithm design and development using pseudo code. They implement algorithms using an Object Oriented high level programming language. The emphasis is on Classes, Objects, and Methods and topics include data types and storage, control structures, functions, arrays and files. This course will also provide an introduction to Object Oriented Design of Software and generic Integrated Development Environment.
Prerequisite: ( MATH112 ) OR ( MATH113 ) OR ( MATH141 )
Corequisite: None

COMP161 Programming 2
[Minimum Semester Hours: 3 sh; Maximum Semester Hours: 3 sh]
Continuation of Programming I providing intermediate to advanced programming techniques in the programming language introduced in Programming I. Emphasis is placed on object-oriented techniques and modular design as well as algorithm design involving library objects, advanced techniques for input and output (I/O) and exception handling, and elementary data structures.
Prerequisite: ( COMP160 )
Corequisite: None
COMP200 Fundamentals of Networking
[Minimum Semester Hours: 3 sh; Maximum Semester Hours: 3 sh]
Introduces fundamentals of computer networks and the Internet. The TCP/IP protocol stack is introduced and concepts are discussed. Application layer protocols used for FTP, Web and email access, DNS etc are studied using network surveillance tools. Transport layer protocols TCP and UDP are investigated. Students learn the concept of IP address assignment, Router configuration and the physical layer. This course will introduce the students to the workings of the Internet Engineering Task Force and the standardization process.
Prerequisite: ( COMP150 ) OR ( COMP119)
Corequisite: None

COMP202 Introduction to Computer Systems Administration
[Minimum Semester Hours: 3 sh; Maximum Semester Hours: 3 sh]
Focuses on the installation, administration and use of software including a variety of operating systems, virtual machines, disk partitions and file management, application installation, OpenOffice, editors, scheduling task, backup and recovery, and basic scripting for automation of tasks. Additionally, students will acquire introductory knowledge of hardware requirements and components including CPUs, RAM, disk, flash, video and Networking.
Prerequisite: None
Corequisite: (COMP160)

COMP205 Web-Based Application Development
[Minimum Semester Hours: 3 sh; Maximum Semester Hours: 3 sh]
A survey of business application development using web-based technologies.
Prerequisite: ( COMP160 )
Corequisite: None

COMP220 Contemporary Issues in Computing
[Minimum Semester Hours: 3 sh; Maximum Semester Hours: 3sh ]
An examination of the legal, social, and ethical issues that arise from the use of technology and the responsibilities that all technology users, including computer scientists, have with regard to these developments.
Prerequisite: ( COMP150 ) OR ( COMP160 )
Corequisite: None

COMP225 Mobile Application Development [Minimum Semester Hours: 3 sh; Maximum Semester Hours: 3sh ]
Introduces the tools and techniques used to develop software applications for mobile devices and platforms. The course will examine topics such as user interface design, application portability, web protocols, software services, security and accessibility. The course will emphasize hands-on development using Google's Android platform.
Prerequisite: ( COMP161 ) Corequisite: None

COMP230 Discrete Structures and Formal Languages [Minimum Semester Hours: 3 sh; Maximum Semester Hours: 3 sh]
Provides the theoretical computer science foundation to support the success of the computing student. This course includes a study of algorithms, graphs, trees, Boolean expressions, logic networks, and formal models of computation.
Prerequisite: ( COMP160 AND MATH107 ) Corequisite: None

COMP240 Game Programming
[Minimum Semester Hours: 3 sh; Maximum Semester Hours: 3 sh]
Provides a continuation of the concepts introduced in Programming I from the perspective of 2D game programming. Emphasis is placed on object-oriented techniques and modular design. Common algorithms used in game design are introduced, with a focus on utilizing the data structures and generics provided by the Java standard runtime library. Quality assurance, concurrent programming, event-driven programming, and graphical user interface programming are also covered.
Prerequisite: ( COMP161 )
Corequisite: None
COMP250 Advanced Microcomputer Applications  
[Minimum Semester Hours: 3 sh; Maximum Semester Hours: 3 sh]  
Teaches students how to use personal productivity software (including but not limited to word processors, spreadsheets, and databases), to collect data, manage data, analyze data, solve problems and effectively communicate results.  
Prerequisite: ( COMP150 AND MATH107 ) OR ( COMP150 AND MATH107 )  
Corequisite: None

COMP255 Database Design  
[Minimum Semester Hours: 3 sh; Maximum Semester Hours: 3 sh]  
Introduces students to database design at the enterprise level. Coverage includes the development of logical and conceptual models, translation into the internal model using Structured Query Language (SQL), and creation of database queries.  
Prerequisite: ( COMP250 ) OR ( COMP160 ) OR ( COMP250 )  
Corequisite: None

COMP260 Information Technology Project Management  
[Minimum Semester Hours: 3 sh; Maximum Semester Hours: 3 sh]  
Introduces fundamentals of project management using both concept and application. A generic Information Technology Project Methodology (ITPM) is used. The nine areas of the Project Management Institute's Project Management Body of Knowledge (PMBOK) are incorporated.  
Prerequisite: ( COMP260 or COMP255)  
Corequisite: None

COMP300 Data Structures and Algorithms  
[Minimum Semester Hours: 3 sh; Maximum Semester Hours: 3 sh]  
Introduces the fundamental concepts of data structures, abstractions for organizing and processing data, and the algorithms that evolve from them. Topics include basic data structure types (including stacks, queues, linked lists, hash tables, trees, heaps and graphs) and their applications, algorithms for searching and sorting, the use of object and generic programming techniques for implementation, algorithm analysis and algorithm design strategies including recursion and greedy approaches.  
Prerequisite: ( COMP161 )  
Corequisite: None

COMP302 C/C++ for Systems Programming  
[Minimum Semester Hours: 3 sh; Maximum Semester Hours: 3sh ]  
Introduces students to C and C++ and includes both procedural and object-oriented programming. Emphasis is placed on the use of Application Programming Interfaces (API) for use with systems, network, and graphics applications.  
Prerequisite: ( COMP161 )  
Corequisite: None
COMP304 Data and Computer Communications [Minimum Semester Hours: 3 sh; Maximum Semester Hours: 3sh]
Introduces the student to communications architectures used in the Business and the Services Industry. The network is viewed from an end-to-end perspective as a system of cooperating functional blocks. Covers Public Switched Telephone Network, Voice over IP, Wireless Wide Area Networks, Satellite communications and WAN/MAN technologies using MPLS. Security frameworks, Network Management and protocol vulnerability are topics covered in this course. The student is also introduced to optimization techniques, accounting issues and capacity analysis.
Prerequisite: (COMP200) OR (COMP200)
Corequisite: None

COMP305 Database Application Development [Minimum Semester Hours: 3 sh; Maximum Semester Hours: 3 sh]
Introduces the study of development of software applications that incorporate databases. Topics include the development of user and system requirements, analysis of work and data flow, database design and agile project management methods.
Prerequisite: (COMP255) OR (COMP255)
Corequisite: None

COMP306 Systems Analysis and Design
[Minimum Semester Hours: 3 sh; Maximum Semester Hours: 3 sh]
Introduction to the systems concept, defining a system, system life cycle and information flow, systems analysis and design considerations, implementation and development of information systems. Through analysis of systems, simulated case studies, the use of CASE software, and the design of an actual business application, students learn the importance of efficient and effective information systems in modern organizations.
Prerequisite: (COMP255) OR (COMP255)
Corequisite: None

COMP315 Network Programming
[Minimum Semester Hours: 3 sh; Maximum Semester Hours: 3 sh]
Provides students the necessary skill-set to design and implement software that employ Internet Protocols at various layers of the standards-based stack. Students will be introduced to the socket Application Programmer Interface (API), the transport layer, raw sockets that allow network layer programming, and specialized libraries that makes packet creation and injection possible at teh data link layer. These skills will prepare students to design and build prototypes operating at various layers of the protocol stack.
Prerequisite: (COMP200) OR (COMP200)
Corequisite: None

COMP322 Database System Administration
[Minimum Semester Hours: 3 sh; Maximum Semester Hours: 3 sh]
Introduces students to installing and managing a database management system. Topics include installation, performance monitoring and tuning, user management, security, physical storage and backup and recovery techniques.
Prerequisite: (COMP255 AND COMP202) OR (COMP202 AND COMP255)
Corequisite: None

COMP325 Advanced SQL
[Minimum Semester Hours: 3 sh; Maximum Semester Hours: 3 sh]
Introduces students to advanced topics in Structured Query Language (SQL) such as subqueries, correlated queries, query tuning, and PL/SQL. Difference in SQL implementation between database management systems will also be highlighted.
Prerequisite: (COMP255) OR (COMP255)
Corequisite: None
COMP400 Computer Architecture
[Minimum Semester Hours: 3 sh; Maximum Semester Hours: 3 sh]
Designed to give students an understanding of the organization and relationship of components of computer systems. Concepts discussed include analysis and design of digital circuits, design of major components of computer systems, and interface of software and hardware in the control of hardware components.
Prerequisite: (COMP255)
Corequisite: None

COMP402 Algorithm Analysis and Design
[Minimum Semester Hours: 3 sh; Maximum Semester Hours: 3 sh]
Provides a survey of classic and modern computer algorithms, demonstrates techniques to analyze algorithm performance and illustrates the design methodologies used to develop computer algorithms.
Prerequisite: (COMP300 AND MATH205 AND MATH211)
Corequisite: None

COMP405 Software Engineering
[Minimum Semester Hours: 3 sh; Maximum Semester Hours: 3 sh]
This course provides an introduction to the engineering principles and practices used in the process of developing modern software systems that are dependable, usable, maintainable and efficient. Students will learn the basic models of software system development including the classic waterfall and spiral models. Students will learn the processes used in these development models including requirements analysis and specification, design, prototyping, implementation, integration and testing and verification and validation. Students will learn what products are produced at each stage including reviews and documents as well as the software itself. Students will be introduced to utilities such as the configuration management software and the computer-aided software engineering (CASE) tools available to support the software development process. Students will also be introduced to concepts in project management including planning and scheduling, risk mitigation, and the use of metrics.
Prerequisite: (COMP300) Corequisite: None

COMP407 Network Systems Administration
[Minimum Semester Hours: 3 sh; Maximum Semester Hours: 3 sh]
Imparts skills necessary for configuring, optimizing and administering computer networks. Emphasis on skills needed to translate requirements specifications into operational networks. Course includes the configuration of local and wide area networks (LAN/WAN) and wireless networks, network management protocols and frameworks. An understanding of open standards is promoted in this course. This course emphasizes hands-on experience of network provisioning interfaces and preapres the student for industry-based certification.
Prerequisite: (COMP200) Corequisite: None

COMP410 Machine Learning and Robotics
[Minimum Semester Hours: 3 sh; Maximum Semester Hours: 3 sh]
Introduces algorithms that allow computers to learn and improve based on the analysis of empirical data gained from experience. Machine learning algorithms will be developed and applied in areas such as gaming and robotics.
Prerequisite: (COMP300) Corequisite: None

COMP412 Network Security
[Minimum Semester Hours: 3 sh; Maximum Semester Hours: 3 sh]
Introduces applications and standards of network security. Emphasis on the operation of secure frameworks, system level security and the use of secure protocols. Topics include cryptography; secure applications and secret key management frameworks; intrusion detection; legal and ethical issues, and the dynamics of malicious software. An overview of open standards in this area is also included in this course.
Prerequisite: (COMP200) Corequisite: None
COMP415 Structure Programming Languages
[Minimum Semester Hours: 3 sh; Maximum Semester Hours: 3 sh]
Study of language design, language processors, syntax, and semantics. What makes a language good or bad and similarities in different languages? Brief introduction to a variety of high-level languages, such as Pascal, C, SNOBOL, PROLOG, ADA, LISP, MODULA-2, which contain advanced features.
Prerequisite: ( COMP300 )
Corequisite: None

COMP430 Interactive Graphics Programming
[Minimum Semester Hours: 3 sh; Maximum Semester Hours: 3 sh]
Introduces the theory and practice of interactive graphics programming. Emphasis on the use of Application Programming Interfaces (APIs) that are available across different systems. Topics in addition to applications programming, include interaction with input devices; geometric transformations and viewing; concepts of lighting and shading, and rendering of images on displays.
Prerequisite: ( COMP302 )
Corequisite: None

COMP465 Data Base Management Systems
[Minimum Semester Hours: 3 sh; Maximum Semester Hours: 3 sh]
An examination of the various levels of organization of data base systems including the hardware level (state-of-art media, devices, channels, controllers), the physical representation of data, the logical organization of data and the overall structure of large scale information processing systems. A survey of commercial data management products. Applications to management planning and control are included.
Prerequisite: ( COMP300 )
Corequisite: None

COMP475 Senior Capstone Seminar
[Minimum Semester Hours: 3 sh; Maximum Semester Hours: 3sh ]
A study of major concepts and topics in Computer Science and Information Systems that encompass the student's concentration of study. As a capstone seminar, this course is an integrating experience that requires students to apply knowledge and skills gained from previous coursework in both the core and their concentration.
Prerequisite: None
Corequisite: None

COMP480 Special Problems [Minimum Semester Hours: 1 sh; Maximum Semester Hours: 3sh ] An in-depth investigation of aspects of computer science. Topics to be determined prior to the semester in which the course is offered.
Prerequisite: ( COMP161 ) Corequisite: None

ECON101 Principles of Economics
[Minimum Semester Hours: 3 sh; Maximum Semester Hours: 3]
An introduction to economic theory in terms of the American economic system: economic growth, national income and its distribution, markets and prices, economic instability, the public sector of the economy, and the relationship with the world economy. Critical evaluation of past and current economic policies in the U.S. Fulfills General Education Requirements.
Prerequisite: ( MATH100 ) OR ( MATH112 ) OR ( MATH113 )
Corequisite: None

ECON301 Economics of the Environment
[Minimum Semester Hours: 3 sh; Maximum Semester Hours: 3 sh]
Application of economic analysis to problems of the environment, such as air, water, and land pollution; natural resource depletion; and preservation of species and natural areas. Specific aspects will include externalities, measurement of costs and benefits, alternative abatement strategies, allocation of property rights, and theories of
renewable and nonrenewable resources. Past and present U.S. and international environmental policies will be critiqued, and new directions explored.

Prerequisite: (ECON101)
Corequisite: None

**ECON305 History of Economic Thought**

[Minimum Semester Hours: 3 sh; Maximum Semester Hours: 3 sh]
A survey of the development of economic thought from ancient to modern including preclassical, classical and neoclassical schools.
Prerequisite: (ECON101)
Corequisite: None

**ECON310 Intermediate Macroeconomics**

[Minimum Semester Hours: 3 sh; Maximum Semester Hours: 3 sh]
Intermediate study of economic aggregates with analysis of determinants of national income, production, and employment, as well as the theories of inflation and economic growth. Examines monetary, fiscal and income policies for achieving economic stability. Measurement of economic aggregates also considered.
Prerequisite: (ECON101)
Corequisite: None

**ECON315 Intermediate Microeconomics**

[Minimum Semester Hours: 3 sh; Maximum Semester Hours: 3 sh]
Intermediate study of microeconomic theory designed to provide an understanding of the economic environment within which business operates and the interaction between business and the economy at large. Emphasis on economic behavior of individuals and firms, and the consequences of this behavior. Application of economic theory to significant problems.
Prerequisite: (ECON101)
Corequisite: None

**ECON320 American Public Finance**

[Minimum Semester Hours: 3 sh; Maximum Semester Hours: 3sh ]
An application of economic principles to the problems of government spending, taxation, and public debt management. Growth and nature of governmental expenditures; local, state, and federal revenue systems; nature and economic effects of various types of taxes; the federal budget as an instrument of national economic policy; public debts and financial administration.
Prerequisite: (ECON101)
Corequisite: None

**ECON328 Social Science Seminar** [Minimum Semester Hours: 3 sh; Maximum Semester Hours: 3sh ] A thematic or topical approach, with emphasis on historical/political/economic analysis. Treatment of historical, contemporary and/or comparative topics (for example, the historical roots and contemporary practice of terrorism and its political and economic impact; the impact of imperialism --political, economic, and historical-- in different global areas; the frontier experience of Russian Siberia and the American West) within a framework provided by the instructor.
Prerequisite: None Corequisite: None

**ECON330 Economic Development** [Minimum Semester Hours: 3 sh; Maximum Semester Hours: 3 sh] Intermediate utilization of the tools of economic analysis for examining the models of economic growth and development. Theories applied to underdeveloped regions of the earth. Interdisciplinary nature includes study of political, sociological, historical, and technological factors in growth and development.
Prerequisite: (ECON101) Corequisite: None
ECON335 Regional & Urban Economics
[Minimum Semester Hours: 3 sh; Maximum Semester Hours: 3 sh]
Sub-national area economic performance processes and issues. Analysis of economic activity in a spatial setting. The economics of location decisions and patterns, land use, urban structure, and regional development; inter-regional interaction and problems of locational change and adjustment; regional economic objectives, public and private policies; basic techniques of regional analysis.
Prerequisite: (ECON101)
Corequisite: None

ECON340 Money & Banking
[Minimum Semester Hours: 3 sh; Maximum Semester Hours: 3 sh]
Examination of the role of money and credit in the U.S. economy. Overview of financial instruments, markets, and intermediaries along with the evolution and regulation of the financial system. Attention is given to bank lending and the money supply process as controlled by the Federal Reserve System. Formulation of monetary policy is studied as are alternative monetary theories and international aspects of banking and finance.
Prerequisite: (ECON101)
Corequisite: None

ECON350 Comparative Economic Systems
[Minimum Semester Hours: 3 sh; Maximum Semester Hours: 3 sh]
Comparison of how different economic systems allocate scarce resources. The structure and operation of the market economy and the socialist centrally administered economy. Emphasis on comparison of capitalist systems of the world and of economic systems in transition from being centrally planned to market directed; the collapse of communism.
Prerequisite: (ECON101)
Corequisite: None

ECON355 International Trade & Finance
[Minimum Semester Hours: 3 sh; Maximum Semester Hours: 3 sh]
The economic effects of trade among nations. Topics include but are not limited to trade theory determination of exchange rates, international monetary problems, trade barriers, international economic agencies and agreements, trade policies of developing nations, and the international economic policies of the United States.
Prerequisite: (ECON101)
Corequisite: None

ECON360 Current Economic Problems
[Minimum Semester Hours: 3 sh; Maximum Semester Hours: 3 sh]
Application of the analytical tools of economics to a variety of contemporary policy issues. Costs and benefits of social regulation are assessed in connection with such problems as inflation, poverty and income distribution, environmental pollution, economic growth and technological change, and provision of education and medical care.
Prerequisite: (ECON101)
Corequisite: None

ECON410 Econometrics
[Minimum Semester Hours: 3 sh; Maximum Semester Hours: 3sh]
An introduction to empirical research in economics and the economic techniques used in forecasting.
Prerequisite: (ECON101 AND ECON310 AND ECON315 AND MATH107)
Corequisite: None

ECON415 Mathematical Economics
[Minimum Semester Hours: 3 sh; Maximum Semester Hours: 3sh]
An exposition of the mathematical structure of economic theories.
Prerequisite: (ECON101 AND ECON310 AND ECON315 AND MATH141)
Corequisite: None
MANG101 Introduction to Management Information Systems
[Minimum Semester Hours: 3 sh; Maximum Semester Hours: 3 sh]
This course provides an introduction to management uses of information and information technologies within and between business organizations. It provides students with the tools and background to understand and interpret information issues from a managerial perspective.
Prerequisite: (COMP150)
Corequisite: None

MANG105 Introduction to Business
[Minimum Semester Hours: 3 sh; Maximum Semester Hours: 3 sh]
Introduces each of the business functions: management, marketing, accounting, finance, operations, information technology. This course provides conceptual and concrete understanding for more advanced courses in the field of business and covers challenges and opportunities of business careers.
Prerequisite: None
Corequisite: None

MANG220 Introduction to Personal Financial Management
[Minimum Semester Hours: 3 sh; Maximum Semester Hours: 3sh ]
The course introduces students to personal financial planning concepts and techniques. Financial planning for decision-making and comprehensive lifetime money management are emphasized.
Prerequisite: None
Corequisite: None

MANG302 Business Law 1 [Minimum Semester Hours: 3 sh; Maximum Semester Hours: 3sh ] Familiarizes the student with the legal system and with fundamental principles of business law, particularly in the areas of contracts and torts. Much of the course will involve study and analysis of significant cases.
Prerequisite: 60 earned hours at time of registration
Corequisite: None

MANG303 Business Law 2 [Minimum Semester Hours: 3 sh; Maximum Semester Hours: 3 sh] Familiarizes the student with the advanced principles of business law. Standard topics include the law of sales, negotiable instruments, secured transactions, bankruptcy, and corporate structure. In addition, the course covers selected topics in agency and employment law, antitrust law, administrative law, consumer protection, environmental protection, and property law.
Prerequisite: MANG302
Corequisite: None

MANG305 Operations/Production Management
[Minimum Semester Hours: 3 sh; Maximum Semester Hours: 3 sh]
Introduces students to the operations and production functions of a business organization. Topics in managing and designing operations will be investigated both conceptually and quantitatively
Prerequisite: ( COMP250 AND MATH180 ) OR ( COMP250 AND MATH180 )
Corequisite: None

MANG315 Management:Concepts & Strategies
[Minimum Semester Hours: 3 sh; Maximum Semester Hours: 3 sh]
Introduces students to the basic concepts, theories and skills of the management function within organizations and their importance in supporting the organization’s purpose and achievement of objectives.
Prerequisite: ( MANG105 ) OR ( ACCT110 )
Corequisite: None
**MANG317 Entrepreneurship**  
[Minimum Semester Hours: 3 sh; Maximum Semester Hours: 3 sh]  
Examines the theory and application of launching successful new business ventures. Students will learn how to evaluate new business ideas, conduct research on their ideas, create a business plan, solicit funding, structure the new venture, test it, and launch it. They will also learn different exit strategies for entrepreneurs and how to evaluate them.  
Prerequisite: ( MANG315 AND MRKT200 ) OR ( MANG315 AND RECR330 )  
Corequisite: None

**MANG320 Human Resource Management**  
[Minimum Semester Hours: 3 sh; Maximum Semester Hours: 3 sh]  
Provides students a broad understanding of human resource management issues, policies, and practices. Includes study of workforce planning, recruiting, selection, job analysis, job design, performance appraisal, training and development, compensation, work place safety, equal opportunity and the legal environment, and ethical treatment of employees. Strategic and international HR issues are addressed throughout the course.  
Prerequisite: ( MANG315 )  
Corequisite: None

**MANG325 Financial Management**  
[Minimum Semester Hours: 3 sh; Maximum Semester Hours: 3 sh]  
Introduces students to the concepts of financial management with emphasis on the corporate sector. Financial analysis techniques are demonstrated for both short- and long-term planning and control within the firm.  
Prerequisite: ( ACCT110 AND ECON101 )  
Corequisite: None

**MANG326 Fundamental of Investment Management**  
[Minimum Semester Hours: 3 sh; Maximum Semester Hours: 3sh ]  
Provides students with basic knowledge about different investment securities and sources of information to enable them to make informed investment decisions. Concepts and methodologies to be used in selecting individual securities and in evaluating an investment portfolio are covered.  
Prerequisite: ( MANG220 AND MATH107 ) OR ( MANG325 AND MATH107 )  
Corequisite: None

**MANG345 Strategic Sustainability for Entrepreneurs**  
[Minimum Semester Hours: 3 sh; Maximum Semester Hours: 3sh ]  
Introduction to principles, practices, emerging strategies for creating and managing a sustainable business. Students investigate entrepreneurial opportunities created by environmental and social degradation; study the ethical responsibilities and challenges of sustainable business models; learn basic concepts, strategies and practices of sustainable business, develop a strategy for starting a sustainable business, learn and apply principles of organizing and managing a business based on sustainability.  
Prerequisite: ( MANG317 ) Corequisite: None

**MANG350 Small Business Management**  
[Minimum Semester Hours: 3 sh; Maximum Semester Hours: 3 sh]  
Designed to help students develop realistic knowledge and practical skills needed to think and operate as a successful small business practitioner. Management-process skills critical to successful performance will be covered.  
Prerequisite: ( MANG315 AND MANG317 ) Corequisite: None
MANG355 Social Entrepreneurship  
[Minimum Semester Hours: 3 sh; Maximum Semester Hours: 3 sh]  
Introduces students to the history, theory and emerging activities of social entrepreneurship, an innovative entrepreneurial practice that addresses pressing social and environmental concerns often with an international perspective. Topics include management skills for social entrepreneurial organizations, social and environmental problems, entrepreneurial solutions and applications, scaling of social impact, social performance measurement, and microfinance.  
Prerequisite: ( MANG317 )  
Corequisite: None

MANG365 Organization Theory & Practice  
[Minimum Semester Hours: 3 sh; Maximum Semester Hours: 3 sh]  
An advanced course of particular interest to majors in Business Administration, Political Science, and Sociology. Theories of the nature and functions of organizations will be looked at from the perspectives of managers, workers, consumers, and citizens. The psychological, sociological, economic, political, and cultural impact of organizations will be studied.  
Prerequisite: ( MANG315 ) OR ( POLI260 )  
Corequisite: None

MANG400 Business, Society and Government  
[Minimum Semester Hours: 3 sh; Maximum Semester Hours: 3 sh]  
Examines the interdependent relationship between business, society, and government, with emphasis on the social responsibilities of the business manager and ethical problems in management.  
Prerequisite: ( MANG315 AND PHIL102 ) OR ( MANG315 AND PHIL425 )  
Corequisite: None

MANG425 International Business  
[Minimum Semester Hours: 3 sh; Maximum Semester Hours: 3 sh]  
Provides students with a broad knowledge of international business. The course adds an international emphasis to the student's knowledge of the management concepts. Using a global perspective, the course integrates content from such functional management courses as accounting, finance, information technology, marketing, human resources, and operations production.  
Prerequisite: ( MANG315 AND MANG325 )  
Corequisite: None

MANG430 International Financial Management  
[Minimum Semester Hours: 3 sh; Maximum Semester Hours: 3 sh]  
To better understand contemporary events and trends in international business, students are introduced to advanced concepts including financing international business operations and investments, decision making in the multinational firm, the international monetary system, foreign exchange transactions, and international financial institutions.  
Prerequisite: ( MANG325 )  
Corequisite: None

MANG475 Capstone Seminar in Strategic Management  
[Minimum Semester Hours: 3 sh; Maximum Semester Hours: 3sh ]  
Explores major concepts and topics that encompass the field of strategic management. As a capstone seminar, it is an integrating experience in which students are required to apply knowledge and skills gained from previous coursework in the functional areas of business.  
Prerequisite: MANG325 and 75 earned hours when registering; 90 hours at beginning of course  
Corequisite: None
MANG480 Topics in Business [Minimum Semester Hours: 3 sh; Maximum Semester Hours: 3sh ] Introduces in-depth aspects of management or finance and topics of current interest. Topics to be determined prior to the semester in which the course is offered. 
Prerequisite: ( MANG315 AND MANG325 ) Corequisite: None

MRKT200 Intro to Marketing 
[Minimum Semester Hours: 3 sh; Maximum Semester Hours: 3 sh]
Introduces students to marketing, which is the activity and processes for creating, communicating and delivering offerings that have value. Students will learn to analyze an industry for opportunities, segment and select appropriate target groups, analyze competitive offerings, plan for appropriate primary research, conduct online or retail tests, set up promotional plans, research appropriate media, and create a marketing budget -- all culminating in the creation of a full marketing plan.
Prerequisite: None
Corequisite: None

MRKT300 Consumer Behavior
[Minimum Semester Hours: 3 sh; Maximum Semester Hours: 3 sh]
Introduction to the underpinnings of effective persuasion by examining buying units (e.g., people, family, businesses, and organizations) and the exchange processes involved in acquiring, consuming, and disposing of goods, services, experiences, and ideas. Concepts and research methods from marketing and the social and behavioral sciences are applied to describe and understand decision processes in the context of the global marketplace. Students examine how marketers use consumer data, including demographics, psychographics, geography and usage patterns, in product development, service, promotion, pricing, and distribution channels.
Prerequisite: ( MRKT200 )
Corequisite: None

MRKT305 Internet Marketing and e-Commerce
[Minimum Semester Hours: 3 sh; Maximum Semester Hours: 3 sh]
Introduces internet marketing as a rapidly changing tool in marketing. Students examine successful methods for online businesses, learn in what situations each is applicable and learn strategic marketing methods for each model. In addition to theory, there is a strong applications component to this course, including email, landing pages, autoresponders, web-generated databases, search and banner ads, and metatags that make web pages more attractive to search engine spiders.
Prerequisite: ( MRKT200 )
Corequisite: None

MRKT310 Entrepreneurial and Small Business Marketing
[Minimum Semester Hours: 3 sh; Maximum Semester Hours: 3 sh]
Introduces students to the analysis and practice of marketing with limited financial and human resources. Students will learn theory and applications in recognizing opportunities, strategizing, testing, and rolling out launches, as well as marketing their new product or service to banks, venture capitalists, and other potential sources of funding. They will also learn to utilize a wide variety of appropriate no- or low-cost marketing tools.
Prerequisite: ( MRKT200 )
Corequisite: None

MRKT405 Behavioral Pricing
[Minimum Semester Hours: 3 sh; Maximum Semester Hours: 3sh ]
An in-depth understanding of behavioral/psychological responses of buyers to various pricing strategies. The course includes a study of value creation, price structure, value communication, pricing policy and levels, pricing over the product life cycle, strategy implementation, competition, measurements of price sensitivity, and pricing ethics and the law. This course will provide students with the knowledge and confidence to address pricing in their careers.
Prerequisite: (MRKT200 )

14
**MRKT410 Marketing Research**  
[Minimum Semester Hours: 3 sh; Maximum Semester Hours: 3sh ]  
Reinforces and extends student knowledge of the theory and application of marketing research. Students will learn how to conduct marketing research (i.e., the systematic and objective process of generating information to aid in making marketing decisions). They will identify what information is required, design the best method for collecting information (both online and off), manage and implement the collection of data, analyze the results and communicate the findings and their implications.  
Prerequisite: ( MATH107 AND MRKT200 )  
Corequisite: None

**MRKT480 Topics in Marketing** [Minimum Semester Hours: 3 sh; Maximum Semester Hours: 3sh ] Introduces in-depth aspects of marketing and topics of current interest. Topics to be determined prior to the semester in which the course is offered.  
Prerequisite: ( MRKT200 ) Corequisite: None