

Department of Business Studies

Associate Professors: Joseph T. Foley (Chairperson), Daniel J. Jones, Francis A. Marino, J. Bart Morrison, Jennifer M. Niece (Coordinator); *Assistant Professors:* Arlene DeWitt, Robin Frkal, Cary LeBlanc, Bridget Leonard, Michael Lewis, Elizabeth O'Hara, Catherine L. Pastille; *Professors of Practice:* Eric Drouart, Megan Hill, Kevin Kelly; *Visiting Assistant Professors:* Paul Bailey, Bryan Coleman, Zachary Daniels, Paul Piwko; *Lecturers:* Philip Benvenuti, Thomas L. Fitzpatrick, Mary Kingsley, Justin Lundberg, Michael Matraia.

The Department of Business Studies offers majors and minors that, when combined with substantial background in the liberal arts disciplines, provide our students with the knowledge and skills valued by the business world. Our majors also focus on helping students build socially responsible lives with ethical cores.

MISSION STATEMENT

The Business Studies Department of Assumption College offers undergraduate programs of study in accounting, international business, management, marketing, and organizational communication and a graduate business program with concentrations in management, marketing, accounting, finance, and international business. These programs are part of the College's professional studies.

The general mission of the Business Studies Department is to create a challenging learning environment that prepares students for professional employment in the private, public, and nonprofit sectors and/or graduate study. Assumption College has a strong liberal arts tradition, and Business Studies programs augment the liberal arts courses by developing business students who:

- gain fundamental knowledge, concepts, and theory of the disciplines we teach;
- are proficient in technical and professional skills related to the disciplines we teach;
- understand and can perform in a professional environment that is multi-cultural and global;
- possess the knowledge and ability to understand ethical reasoning and act in a socially responsible manner;
- can exercise critical thinking and creative problem solving skills and know how to make decisions;
- are able to communicate effectively;
- are able to relate well to others and to perform well as an individual or as part of a team.

MINORS IN BUSINESS

Students interested in learning more about business beyond the level of the introductory courses are encouraged to consider the minors in Accounting, Fraud Examination and Forensic Accounting, Marketing, International Business, Management, and Sport Management. Coupling a minor with a liberal arts major creates an attractive program. Minors must be formally declared, using the Declaration of Minor form, which must be signed by the chair of the Business Studies department.

MINOR IN INTERNATIONAL BUSINESS (7)

Required Courses (3)

ACC 125	Principles of Accounting I
MGT 100	Introduction to Management
MKT 101	Principles of Marketing

Electives (4)

BUS 330	Global Social Entrepreneurship
INB 306	International Marketing
INB 307	International Management
INB 318	Asian Business Practices OR INB 320 European Business Practices
INB 334	International Communication: Organizational Perspectives
MGT 311	Diversity in the Workforce
ECO 353	International Trade OR ECO 354 International Finance

One non-business course with an international dimension chosen in consultation with the Chair of the Business Studies

Department may be substituted for one of the above electives.

SIX-IN-FIVE ACCELERATED M.B.A. PROGRAM

The Department of Business Studies offers two Accelerated M.B.A. tracks that allow students to earn a B.A. and M.B.A. degree in five years instead of the six years these two degrees customarily require. Undergraduate students that are on-track to complete the core requirements in addition to the required courses for their major may take up to two M.B.A. courses in their senior year. Graduate coursework during the senior year counts toward the undergraduate degree, as well as the graduate degree, so students in this program will graduate with their Bachelor's Degree on schedule. Then, upon completion of one additional year of graduate study (the fifth year), students will be awarded a Master of Business Administration Degree. Admission to the Six-in-Five Accelerated M.B.A. Program requires a strong undergraduate record of academic success. Students who have earned a GPA of 3.2 or above follow a "fast-track" application process.

ACCELERATED M.B.A. – ACCOUNTING TRACK

The Accelerated M.B.A. Accounting Track is offered to students who hold an undergraduate degree in Accounting. This program is specifically designed to provide recent graduates the academic and practical experience needed to sit for the CPA exam and pursue careers in public accounting. Students interested in the Six-in-Five Accelerated M.B.A. Accounting Track should consult with Accelerated M.B.A. Accounting Track Coordinator, Prof. Jennifer Niece, early in their junior year to plan their course of study and job search activities.

ACCELERATED M.B.A. – MANAGEMENT TRACK

The Accelerated M.B.A. Management Track is open to all undergraduate students regardless of their declared major. Today's businesses and today's world need citizens who can think with insight, communicate clearly, and exercise good judgment both in and out of the workplace. This program is designed to provide students with the best of a Catholic liberal arts education and advanced professional training in business. Graduates of this program will receive highly relevant professional training and be poised to launch successful careers in a variety of fields. Students interested in the Six-in-Five Accelerated M.B.A. Management Track program should seek advising from the Director of M.B.A. Programs, Prof. Robin Frkal, early in their junior year in order to plan their course of study.

A NOTE ON PRE-LAW: The American Bar Association confirms that majors and minors across the curriculum combined with a strong liberal education provide excellent preparation for law school. Assumption's Pre-Law Program provides personalized advising, co-curricular activities, and development opportunities for all students considering law school. See the "Pre-Law" section under "Pre-Professional Programs of Study." Above all, students considering law school should choose a major that interests them, pursue academic excellence in that field, and contact the pre-law advising coordinator Prof. Carl Keyes, Department of History, ckeyes@assumption.edu or 508 767-7324.

Course Descriptions

INTERNATIONAL BUSINESS (INB)

INB 306 INTERNATIONAL MARKETING

This course explores marketing across national boundaries and within foreign countries, as well as the coordination of marketing in multiple international markets. It examines plans, strategies, and tactics that are developed to cope with the problems and opportunities presented in the international arena. Specific topics will include cultural differences, marketing intelligence, foreign market entry, product policy, distribution, advertising/promotion, pricing, planning, and controlling the international marketing organization. The student will be exposed to the unique challenges and the decision-making processes that are integral to marketing on a global basis. An appreciation will be developed for the ever-changing environmental factors and risks (economic, cultural, and political/legal) that impact the international marketing field. The course will include readings, lectures, discussions, cases, reports, and presentations. Prerequisites: MGT 100, MKT 101, and Junior/Senior standing or permission of instructor. (Fall)

Drouart/Three credits

INB 307 INTERNATIONAL MANAGEMENT

This course provides an in-depth examination of the managerial issues confronting managers as they plan, organize, staff, and control global/transnational operations. The basic premise is that management in a global environment differs in many ways

from management of a firm doing business within national boundaries. Specific topics include the cultural context of international business, planning, implementation, personnel selection, labor relations, communication, motivation, control, and ethics/social responsibility. The course includes readings, lectures, cases, experiential exercises, and discussions. Prerequisites: MGT 100, MKT 101, and Junior/Senior standing or permission of instructor. (Spring)

Drouart/Three credits

INB 318 ASIAN BUSINESS PRACTICES

This course examines the evolving business practices of Asian countries vis-à-vis a scrutiny of influences, such as history, geography, demography, religion, value systems, politics/legal structures, and language(s). This will provide the student with both a multicultural sensitivity and a basic set of skills for functioning in specific Asian markets. The course is grounded, but certainly not limited to, the major countries of the region: China (PRC/ROC), Japan, North and South Korea, Brunei, Indonesia, Malaysia, Philippines, Singapore, Thailand, India, Pakistan, Sri Lanka, Vietnam, Myanmar, Cambodia, and Laos. Prerequisite: MGT 100, MKT 101, or permission of instructor.

Drouart/Three credits

INB 320 EUROPEAN BUSINESS PRACTICES

The course examines the evolving business practices of European countries vis-à-vis a scrutiny of influences, such as history, geography, demography, religion, value systems, political/legal structures and languages(s). This will provide the student with both a multicultural sensitivity and a basic set of skills for functioning in specific European markets. This course is grounded, but certainly not limited to the major countries of the region: Austria, Belgium, Denmark, Finland, France, Germany, Greece, Ireland, Italy, Luxembourg, Netherlands, Portugal, Spain, Sweden, and the United Kingdom. Prerequisite: MGT 100, MKT 101, or permission of instructor.

Drouart/Three credits

INB 334 INTERNATIONAL COMMUNICATION: ORGANIZATIONAL PERSPECTIVES

This course is an introduction to the major theories and concepts of intercultural communication as they apply to business organizations. It emphasizes a process approach to the study of written, oral and non-verbal communication between persons of different cultures as they communicate with each other, work together on teams, and conduct business negotiations. Prerequisite: MGT 100. (Spring)

Frkal, Staff/Three credits