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Mondays 6/6/11 – 8/8/11	Tuesdays 6/7/11 – 8/9/11	Wednesdays 6/1/11 – 8/3/11	Thursdays 6/2/11 – 8/4/11	Special Offerings
MARK-515-01g Foundations of Marketing Professor David Loudon Room 204 <i>Prerequisites: None</i> CRN 50323 No Class 7/4/11- Make-up class will be 7/8/11.	BUSA-533-01g Management Information Systems and Communications Technology Professor Cynthia Lohrke Room 204 <i>Prerequisites: Four foundation courses.</i> CRN 50326	BUSA-595-01g Elective: Topics in Information Systems – Web Businesses Professor Cynthia Lohrke Room 204 <i>Prerequisites: None</i> CRN 50328	ACCT-521-01g Fraud Examination Professor Doug Smith Room 213 <i>Prerequisites: MAcc Students or Permission of Instructor</i> CRN 50331	ACCT-555-01g Accounting Internship Professor Lowell Broom <i>Prerequisites: Permission of Instructor</i> CRN 50333
MNGT-598-01g Elective: Topics in Organizational Leadership: Strategy and Technology Professor Franz Lohrke Room 216 <i>Prerequisites: MNGT 516 or exemption.</i> CRN 50324 No Class 7/4/11- Make-up class will be 7/8/11.	BUSA-597-01g Elective: Entrepreneurship - New Venture Processes Professor Franz Lohrke Room 216 <i>Prerequisites: BUSA 597-02g or Permission of Instructor.</i> CRN 50335	MARK-592-01g Elective: Topics in Marketing – International Marketing Professor Darin White Room 216 <i>Prerequisites: MARK 515 or exemption.</i> CRN50330	BUSA-597-02g Elective: Entrepreneurship – Concepts and Consulting Professor Chad Carson Room 216 <i>Prerequisites: ACCT 511, FINC 514, and MARK 515.</i> CRN 50336	
BUSA-597-03g Elective: Topics in Management – New Product Development Professor Devon Laney Room 213 <i>Prerequisites: MARK 515 & MNGT 516.</i> CRN 50366 No Class 7/4/11- Make-up class will be 7/8/11.				

Page 1 of 2

March 23, 2011

Elective Course Descriptions for Summer 2011

Topics in Organizational Leadership – Strategy and Technology (Monday) To follow. *Prerequisites: MNGT 516 or exemption.*

Topics in Management – New Product Development (Monday) Innovation alone is not a strategy, and without the proper roadmap, its chances for success are diminished. Creating, implementing, and executing a successful strategy is the heart and soul of managing a business. For early-stage, innovative companies with limited resources, the proper strategy can make or break the chances of success. Work with real entrepreneurs to understand the industry and competition their companies face, while also developing a strategy to drive marketing plans and meet growth objectives. Prerequisites: MARK 515 and MNGT 516.

Entrepreneurship – New Venture Processes (Tuesday) Examination of entrepreneurs and their activities. Critical course objective is the development of an entrepreneurial perspective, helping students to understand and evaluate diverse entrepreneurial situations while providing practice responding to those situations. Secondary course objective includes preparation of a first-cut business plan for a new business.

Prerequisite: BUSA 597-02g or Permission of Instructor.

Topics in Information Systems - Web Businesses (Wednesday) This course includes steps for planning and implementing an e-commerce site. Students will learn how to create a custom business model; select hardware, software, and a hosting service to meet business needs; choose appropriate type of site by researching alternatives; choose correct vendors to match needs; and build an impressive website. Because students will need to have a preliminary business plan from which to build their website, they are encouraged (but not required) to take this course concurrently with or after taking BUSA 597-01g.

Prerequisites: None.

Topics in Marketing – International Marketing (Wednesday) This course provides a global approach to the study of current marketing management issues faced by both goods and service-producing industries. The course focuses on understanding myriad economic, social, and cultural differences among countries today. It addresses the economic and political implications of international trade, foreign investment, and ethical issues faced by companies operating globally.

Prerequisites: MARK 515 or exemption.

Entrepreneurship – Concepts and Consulting (Thursday) Study of critical concepts in new ventures and small businesses. Key topics will include management, marketing, and financial issues related to successfully starting a new business or operating a small or family business. Students must take this course prior to taking the capstone Entrepreneurship course, BUSA 597-01g.

Prerequisites: ACCT 511, FINC 514, and MARK 515.

Registration Notes

1. Summer tuition is due before May 31st. A late payment penalty will apply and classes will be dropped from the system for non-payment on June 1st, the first day of the term.
2. A few classes may use the Mid-term exam schedule – please check the syllabus carefully for exam dates and times.

MID-TERM	Monday night classes:	Exam on the Friday of the 4 th week of class 5:30 pm – 7:30 pm.
	Tuesday night classes:	Exam on the Friday of the 4 th week of class 8:00 pm – 10:00 pm.
	Wednesday night classes:	Exam on the Saturday of the 4 th week of class 8:00 am – 10:00 am
	Thursday night classes:	Exam on the Saturday of the 4 th week of class 10:30 am – 12:30 pm

3. Students who need Foundations Courses must take them at the first available offering.