

## **Study Abroad Rome Italy - John Cabot University: an American university in the heart of Rome, Italy**

Unless otherwise indicated, all courses carry three semester hours of credit. Please note that not all courses are offered every semester or every year. Students should consult with their Academic Advisors to determine the frequency with which courses are offered and preplan their programs accordingly.

**Course Numbering System** Courses numbered 100-299 are freshman, sophomore, or other introductory level courses. Courses numbered 300-399 are junior or senior level courses, requiring background in the material. Courses numbered 400-499 are senior level courses. Students should ensure that they have completed the prerequisites listed at the end of many course descriptions.

### **BUSINESS**

**BUS 301 Business Ethics (Prerequisite: Junior Standing) = MGMT 4243** This course considers some of the most important ethical issues in business today. Students will examine such issues as businesses' responsibilities to shareholders, workers and consumers, the pros and cons of a "free market," the challenges raised by globalization and environmental destruction, the idea of "ethical" consumption, and the particular dilemmas faced by Western businesses working in foreign countries. Issues will be studied through a selection of contemporary cases, arguments, and broader theories, along with much class discussion, with the aim of helping students develop a familiarity with the issues and the ability to discuss and defend their own opinions.

**BUS 305 Introduction to Entrepreneurship (Prerequisite: Junior standing) = MGMT 3933** This course examines the entrepreneurial process, from recognizing opportunity to planning, organizing and growing a new venture. We will highlight innovation and its methods and applications on business opportunity analysis. Topics covered also include significance, status, problems and requirements of entrepreneurial businesses. This course will serve as a foundation for students who might want to own a business, and it is meant to be accessible also for non-business majors.

**BUS 310 Business and Society (Prerequisite: Junior Standing. Recommended: EC 201 or MGT 301 or LAW 219) = MGMT 399t** The modern business enterprise exists and functions within the context of its surrounding economic, legal, and social environments. Whether driven by economic or social motivations, today's manager must have a keen awareness of the impact of changing environmental factors on the organization's ability to achieve its goals and objectives, given finite resources. This course explores contemporary problems and issues, and aims to evaluate the alternative strategies that a firm may choose from to prepare for and respond to the impact of these changes.

**BUS 330 International Business (Prerequisites: Junior Standing, EC 202; Recommended: MKT 301) = MGMT 4583** The objective of this course is to expose students to the essential

elements of international business, with particular emphasis on how it differs from domestic business. An extensive use of case studies provides a basis for class discussion, allowing students to develop their analytical skills and apply their theoretical knowledge.

## **ECONOMICS**

**EC 250 Economic Issues of the European Union (Prerequisite: EC 201, EC 202) = ECON 399T (General Education Elective or Area Studies Elective Only)** This course follows selected topics of current and historical interest regarding European economic integration. Emphasis is placed on monetary integration, fiscal problems, and issues of economic growth.

**EC 301 Intermediate Microeconomics (Prerequisite: EC 201, EC 202, MA 198) = ECON 3033** This course delves deeper into the foundations of microeconomic theory, and analyzes the subject from a theoretical rather than practical point of view. Students will become familiar with the tools used by microeconomists in the analysis of consumer and producer behavior. The first part of the course reviews consumer theory and discusses budget constraints, preferences, choice, demand, consumer's surplus, equilibrium, externalities, and public goods. The second part of the course reviews producer theory: technology, profit maximization, cost minimization, cost curves, firm and industry supply, and monopoly.

**EC 302 Intermediate Macroeconomics (Prerequisites: EC 201, EC 202) = ECON 3133** The subject matter of this course is the nature and determination of a country's most important measures of economic well-being: aggregate output and unemployment, and a series of related variables such as inflation, interest rates, and exchange rates. The course presents economic models that can be used as tools to understand the behavior of these aggregates and evaluate alternative economic policies.

**EC 307 Industrial Organization (Prerequisite: EC 201. Recommended: EC 301) = ECON 399t** This course focuses on the analysis of economic markets from a microeconomic perspective. It provides an in-depth analysis of the characteristics of the firm, the many ways in which firms interact within markets, and the policy instruments that are available to ensure that welfare is maximized. The following topics will be covered: the firm and costs, competition, monopoly, dominant firms, cartels, non-cooperative oligopolies, monopolistic competition, price discrimination, strategic behavior; vertical relations, information, advertising, and disclosure. Finally, the course will review antitrust laws and policies, and students will discuss antitrust cases in class.

**EC 308 Economics of the New Economy (Prerequisite: Junior Standing, EC 201) = ECON 399t** This course examines the economic effects of digital technology and e-commerce. The purpose of the course is to analyze the changes brought about by these technological advances and the effects such changes have had, or are expected to have, on economic agents such as consumers and workers as well as on the structure of economic markets.

**EC 316 International Economics (Prerequisites: Junior Standing, EC 201, EC 202) = ECON 399t** An introduction to international trade and finance. Analysis of the causes and consequences of international trade and investment. Major topics include international trade

theory, international trade policy, exchange rates, open-economy macroeconomics, and international macroeconomic policy.

**EC 341 Economics of Development (Prerequisite: Junior Standing, EC 201, EC 202) = ECON 3843** The course focuses on the economics of development, with specific reference to underdeveloped “Third World” nations. While drawing extensively on the tools of standard economic theory, it deals with development issues for which economic theories at best provide only partial answers. It offers a problem-oriented approach, with a historical and institutional perspective, to issues such as poverty, population, income distribution, international trade, investment, aid, and the debt problem.

**EC 342 Issues in Economic Development (Prerequisites: Junior Standing, EC201, EC201. Recommended EC316 or EC341) = ECON 399t** This course examines in-depth selected topics on development that are of current interest.

**EC 350 History of Economic Thought (Prerequisite: EC 201, EC 202, EN 110) = ECON 4033** This course will explore the history and development of economic theories, focusing on the analytical aspects of different theoretical systems. The ideas of famous economists on production, consumption, and distribution of wealth will be examined, as well as their predictions on the future of the capitalist system, its strengths and weaknesses, with the aim of acquiring an enhanced overview of present economic problems. Considerable attention will also be paid to biographical and institutional elements as the necessary background for a full understanding of the different authors’ views.

**EC 360 Econometrics (Prerequisite: EC 201, EC 202, MA 197, MA 208 or MA 209) = ECON 4743** Econometrics is the use of statistical tools to test economic models. This course will introduce students to the basic principles of econometrics and will provide them with hands-on practical experience in the field. The course starts with a review of statistical tools and continues with the analysis of simple and multiple regression, heteroskedasticity, autocorrelation, and multicollinearity. Some of the teaching time will be spent in the computer lab, where students will learn how to work with software.

**EC 371 Money, Banking and Capital Markets (Prerequisite: Junior Standing, EC 201, EC 202) = ECON 3433** A study of the economics of money, banking, and financial markets in today’s international marketplace. Major topics include both micro and macro analyses of financial markets and institutions, determination of interest rates and exchange rates, and monetary policy in both a domestic and international context.

## **FINANCE & ACCOUNTING**

**FIN 201 Financial Accounting = ACCT 399t** This course is an introduction to basic accounting methods and concepts; preparation of principal financial statements; application of accounting principles to the main asset, liability, and owners’ equity accounts.

**FIN 202 Managerial Accounting (Prerequisite: FIN 201) = ACCT 3613** This course focuses on the role of accounting in the management process and where accounting can provide critical

support to management decision making. Cost-volume relations are introduced, along with identification of costs relevant to management decisions. Process costing and job costing systems, the development of a master plan, preparation of flexible budgets and responsibility accounting are covered, and the influences of quantitative techniques on managerial accounting are introduced.

**FIN 301 Finance (Prerequisites: FIN 201, FIN 202, EC 202, MA 208) = FINN 399t** This course examines both the theoretical and applied foundations required to make decisions in financial management. The main areas covered include an overview of the financial system and the efficiency of capital markets, evaluation of financial performance, time value of money, analysis of risk and return, basic portfolio theory, valuation of stocks and bonds, capital budgeting, international financial management, and capital structure management.

**FIN 302 Financial Management (Prerequisite: FIN 301) = FINN 3013** This course builds on FIN 301 Finance and completes the overview of theoretical and applied foundations required to make decisions in financial management. The course focuses on the interpretation of financial data ratios, cost of capital and long-term financial policy, short-term financial planning and management, issues in international finance and mergers and acquisitions.

**FIN 312 Investments Analysis (Prerequisite: FIN 301) = FINN 3063** This course concentrates on the operation and function of securities markets. It emphasizes basic techniques for investing in stocks and bonds. Technical analysis is introduced and portfolio theory discussed.

**FIN 330 International Finance (Prerequisite: FIN 301) = FINN 3703** The course emphasizes the structure and analysis of international capital and financial markets, Euro-currency financing, and the financing of international transactions.

**FIN 331 Portfolio Management (Prerequisite: FIN 301) = FINN 4143** This course provides a comprehensive overview of modern portfolio theory and management. It covers the measurements of risk and the implications of efficient diversification on portfolio risk including the Markowitz model, an introduction to simple index models, CAPM and APT, and the role of asset allocation in the risk-return profile of the portfolio. The management of fixed income portfolios is introduced, including the term structure of interest rates. The use of futures, options, and other derivative security markets is examined in the context of portfolio management and hedging strategies. The course also includes an introduction to portfolio performance evaluation as well as developing investment policy statements using the CFA® Institute's guidelines.

## **MANAGEMENT**

**MGT 301 Principles of Management (Prerequisite: Junior Standing) = MGMT 199t** Introduction to the manager's role and the management process in the context of organizations and society. Focus on effective management of the corporation in a changing society and on improved decision making and communication. Processes covered: planning, organizing, leading, and controlling. Teamwork and individual participation are emphasized.

**MGT 303 Modern Management Thought (Prerequisite: MGT 301) = MGMT 299t** Modern cases are the basis for understanding the continuing evolution of modern management principles and practices. A comparative study is made, using the works of many pioneers in the field of management, including Machiavelli, Mosca, and Parrot. Guru theory and current popular business writers may be addressed.

**MGT 310 Organizational Behavior (Prerequisite: MGT 301) = MGMT 3563** The course examines the disciplinary foundations of organizational behavior, the major conceptual models that purport to explain organizational behavior, the methods used to study organizations, and the trends in the field. Content is based on basic concepts of motivation, control, change, and team building, as well as the development of effective relationships in a diverse work environment. Note: this course is intensive in that students are asked to write individual papers, work in groups to formulate plans to resolve real life situations as described in various case studies and present their recommendations to the assembled class.

**MGT 320 Human Resources Management (Prerequisite: MGT 301) = MGMT 399t** The course provides an overview of the strategic human resource challenges in organizations. It provides a framework to understand the role of human resource strategies, activities, and programs in achieving competitive advantage. To support this broad perspective, some of the most important external and internal challenges are discussed in three categories: environmental challenges, organizational challenges, and individual challenges.

**MGT 399 Special Topics in Management (Prerequisites: Junior Standing, MGT 301) = (Credit Depends on Topic)** An in-depth treatment of a current area of special concern within the field of Management. Topics may vary. May be taken more than once for credit with different topics.

**MGT 410 Entrepreneurial Management (Prerequisite: Junior Standing, MKT 301, MGT 301, FIN 301) = MGMT 3933** This course considers management problems of founders, owners, managers, and investors in small business. Acquisitions, location, organization control, labor relations, finances, taxation, and other topics of interest to entrepreneurial business management will be analyzed.

**MGT 426 International Management (Prerequisite: MGT 301) = MGMT 4583** This is an introductory course in Comparative Business Cultures in a context of International Business and Management, covering the work of Clyde Kluckholm and Fred Strodbeck, Gary Ferraro, Bjorn Bjerke, Fons Trompenaars, Geert Hofstede as well as the G.L.O.B.E. project. The emphasis in this course is on understanding and applying one's knowledge of the different National Cultures as an aid to improved management of human resources, enhanced cross border trade, relocation of business activities to different countries, as well as on the "melding" of different cultures in multinationals as well as companies which are involved in joint ventures, mergers or take-overs.

**MGT 498 Strategic Management (Prerequisite: Senior Standing and completion of all other business core courses) = MGMT 399t** Focuses on the role and responsibilities of the Chief Executive Officer, which call for leadership, integration across functional areas, organizational development, and strategy formulation and implementation.

## **MARKETING**

**MKT 301 Principles of Marketing (Prerequisites: Junior Standing, EC 201, MA 208) = MKTG 3433** This course provides students with an understanding of the process of planning and executing the conception, pricing, promotion and distribution of goods and services. Major areas: selecting target markets, market positioning, and marketing mix strategy. Skill development in demand/competitive analysis, value creation, teamwork, and effective communication. Teaching methodology is case study-based and group work is emphasized.

**MKT 302 Service Marketing (Prerequisite: MKT 301) = 399t** This course offers key insights into the rapidly growing service sector industry. The course is challenging and requires students to apply their knowledge and skills for the effective management of service design and delivery. Central issues addressed in the course include identifying differences between service and product marketing; understanding how customers assess service quality/ satisfaction; applying the GAPS model to assess service failure; understanding of the theory of relationship marketing and using related tools and techniques for keeping customers and encouraging loyalty.

**MKT 304 New Product Management (Prerequisite: MKT 301) = MKTG 399t** This course investigates the process of new product management, starting from idea and concept generation through to project evaluation and development. The course is designed to be a workshop for new product development, allowing students to explore market opportunities and propose new concepts to the market.

**MKT 305 Market and Marketing Research (Prerequisite: MKT 301; Recommended: MA 209) = MKTG 3633** This course covers the basic methods and techniques of marketing research. Discusses the tools and techniques for gathering, analyzing, and using information to aid marketing decision-making. Covers topics such as problem definition, research design formulation, measurement, research instrument development, sampling techniques, data collection, data interpretation and analysis, and presentation of research findings. Students choose a marketing research project, formulate research hypotheses, collect primary and secondary data, develop a database, analyze data, write a report, and present results and recommendations.

**MKT 310 Consumer Behavior (Prerequisite: MKT 301) = MKTG 3553** This course focuses on the study of consumer decision processes, consumer behavior models and their impact on the development of marketing strategies. The emphasis is on researching and in-depth understanding of the consumer decision process. Teaching methodology includes case studies and an emphasis on experiential research.

**MKT 320 Integrated Marketing Communications (Prerequisite: MKT 301) = MKTG 4233** This course first examines the basic principles underlying consumer information processing and how marketing can influence this process. It then addresses the design, coordination, and management of marketing communications, focusing on the role of integrated marketing communications in the marketing process, particularly as it relates to branding. The second part of the course may take the form of an extended case study/IMC plan or may address special topics: for example, the relationship between public relations (PR) and marketing, the history

and development of advertising and public relations, public opinion and its role in IMC planning, media relations, research for campaign design, global communication, and crisis management.

**MKT 321 Advertising Management (Prerequisites: Junior standing, EN 110; MKT 301. Recommended: MGT 301) = MKTG 399t** This course addresses the strategies and steps needed to create successful, ethical, and creative advertising, while emphasizing the role of advertising as a communication process. The student will learn about the advertising process from both the "client" and "agency" perspectives, and gain hands-on experience in crafting written and visual advertising messages based on sound marketing and creative strategies. The student is expected to be able to use primary and secondary research and the information tools of communications professionals.

**MKT 330 International Marketing (Prerequisite: MKT 301) = MKTG 4633** This course examines the process of planning and conducting transactions across national borders in a global environment. Topics include factors in assessing world marketing opportunities, international marketing of products, pricing, distribution and promotion program development in dynamic world markets. Marketing practices which various businesses adapt to the international environment are studied. Attention is also given to comparative marketing systems and planning and organizing for export-import operations.

**MKT 340 E-Marketing (Prerequisite: Junior Standing, MKT 301) = MKTG 399t** This course approaches Internet marketing from a marketing management perspective. The course looks at the Internet both as a tool to be used in the marketing planning process and as an element of a company's marketing mix. The course explores how traditional marketing concepts such as market segmentation, research, the 4Ps and relationship marketing are applied using the Internet and other electronic marketing techniques. Website design is not covered.

**MKT 350 Marketing for Non-Profit Organizations (Prerequisite: MKT 301) = MKTG 399t** To some, marketing is the business function that identifies an organization's customer needs and wants, determines which target markets it can serve best, and designs appropriate products, services, and programs to serve these markets. However, marketing is much more than an isolated business function - it is a philosophy that guides the entire organization. The goal of marketing is to create satisfaction by building value-laden relationships with stakeholders as well as customers. This course will provide an introduction to marketing as a social and managerial process by which individuals and groups obtain what they need and want by creating and exchanging products, services, and/or value with others (Kotler 2000). More specifically, this course will identify and examine processes for assessing, establishing, and maintaining value-creating relationships among suppliers, providers, and consumers of non-profit organizations. Through case methodology, the course will place particular emphasis on forging productive exchange relationships with donors and clients.

**MKT 355 Social Marketing and Fundraising (Prerequisite: MKT 301) = MKTG 399t** This course introduces students to the conceptual frameworks, ethics, and practice associated with social marketing. This course explores how classic marketing techniques can be effectively applied beyond traditional corporate settings, in not-for-profit organizations. Students will gain an understanding of the basic principles of social marketing, and then will address fundraising

and resource development as well as social communication campaigns. Fundraising is the application of marketing principles to generate funds that enables not-for-profit organizations to achieve their objectives and cover their expenses. Social communication campaigns deal with creating awareness of the not-for-profit organization's mission and services and influencing specific target audiences to behave differently for a social purpose. At the end of the course, students will gain an understanding of the financial analysis needed for program management and performance review. The course offers students a valuable opportunity to implement the marketing concepts in an original and growing sector, where the objectives are broader than simple profit maximization, and social, ethical and political factors play a major role.

**MKT 490 Strategic Marketing Management (Prerequisites for Marketing majors: Senior Standing and completion of all other Marketing core courses. Prerequisites for Business majors: MA 208. Recommended: MKT 301, MKT 305, MKT 310) = MKTG 4853** This course involves the analytical integration of material covered in previous marketing courses. It develops skills in diagnosing marketing problems, formulating and selecting strategic alternatives, and recognizing problems inherent in strategy implementation. The development of a comprehensive marketing plan is a major requirement of the course.

**BUS 320 Public Relations (Prerequisites: Junior Standing, EN 110, MKT 301, MGT 301) = MKTG 399t** This course surveys the theory and practice of public relations, examining a model for public relations programming, the principles of public relations writing, and stakeholder/issues management techniques, together with their ethical implications. It distinguishes PR and publicity communication concepts within the framework of the firm's overall marketing communication strategy and organizational mission. Special topics, such as Marketing Public Relations, Investor Relations, Government Relations, etc, will also be addressed. Students are expected to be able to use primary and secondary research and the information tools of communications professionals.

### **SUPPLY CHAIN MANAGEMENT**

**MGT 330 Operations Management (Prerequisites: MGT 301, MA 208) = TLOG 399t** Management issues related to the procurement and allocation of resources in the production of goods and services in order to meet organizational goals. Topics covered include product and process design, facility size, location and layout, quality management, production planning and control.

**MGT 335 Supply Chain Management (Prerequisite: MGT 330) = TLOG 4633** The course is designed to expand student's knowledge in the area of supply chain management by applying analytical methodologies and information technology. Supply chains are concerned with the efficient integration of suppliers, factories, warehouses and stores so that products are supplied to customers in the right quantity and at the right time, while satisfying customer service level requirements at minimum cost. Deficiencies in the SC result in a downgrade of competitiveness. Only over the last few years have firms started to focus on supply chain management (SCM) as a source of competitive advantage. SCM is an area of knowledge which offers tremendous opportunity for most firms.