



CIMBA Italy Program

Course Equivalencies 2011-2012 *Please Note: The prerequisites listed are specific to the University of Iowa. The general rule of thumb is that if you would be allowed to take the course equivalent at your home university (meaning you meet the prerequisites there), then you are allowed to take it in Italy.*

Accounting:

06A:002/ACTG2200 Managerial Accounting (3) = No transfer

Prerequisites: Introduction to Financial Accounting, Principles of Microeconomics, Calculus & Matrix Algebra for Business Basic topics in cost behavior, measurement, accumulation; use of cost data for relevant analysis, budgeting, performance evaluation. Required Supplies: Calculator

06A:144/ACTG: 4100 Auditing (3) = ACCT 4963 Audit and Assurance Services *Prerequisites:*

Valuation of Financial Claims, Applied Information Systems, and senior standing General framework underlying auditing, role of audit standards in planning and conduct of audits, effect of regulation, ethics, liability on audit practices.

06A:170/ACTG: 4000 Special Topics in Accounting: European Accounting Practices (3) = ACCT 499t *Prerequisites: 2 semesters of accounting or 1 semester of accounting and consent of instructor*

Accounting has to do with how executives keep track of their businesses. Since accounting practices differ around the world, otherwise intelligent decision-making will be hampered by misinterpretation of accounting information. The course explores managerial decision-making, evaluation of foreign financial statement information and the impact of political practice and culture on capital formation. Although of special interest to accounting students, the course does not require an accounting knowledge beyond an introductory course

06A:130/ACTG4200 Accounting for Management Analysis and Control (3) = ACCT 399T ACCT TRANSFER COURSE *Prerequisite: Statistics for Strategy Problems, Computer Analysis, and admission to Professional Program in Accounting*

Advanced topics in cost estimation, measurement, accumulation; use of cost data for decision making, performance evaluation in multi-unit organizations. Required Supplies: Basic Financial Calculator (i.e. Texas Instruments BA II Plus regular or professional model, Sharp- EL-733A or the Hewlett-Packard 10BII are some common ones).

06A:131/ACTG3200 Income Measurement & Asset Valuation (3) = ACCT 399T ACCT TRANSFER COURSE *Prerequisite: Admission to Professional Program in Accounting or pre-*

accounting major. Accounting rules that determine how economic events and transactions are described in published financial reports; emphasis on revenue and expense recognition, asset valuation, accrual accounting model. Required Supplies: Basic Financial Calculator (i.e. Texas Instruments BA II Plus regular or professional model, Sharp- EL-733A or the Hewlett-Packard 10BII are some common ones).

6A: 132 Valuation of Financial Claims = ACCT 399T ACCT TRANSFER COURSE Course

objectives: The objective of this second course in the intermediate accounting series is to continue studying current accounting practice (GAAP and IFRS) to assist you in your subsequent accounting courses, finance courses and in your careers. Further, it is very important that you be able to critically

analyze professional pronouncements and the manner in which businesses portray economic events in their financial statements. At the end of the course, you will be familiar with GAAP, IFRS and accounting theory for the topics listed on the front of the syllabus.

6J:047 Introduction to Law = BLAW 399T BLAW TRANSFER COURSE To introduce fundamental concepts about what law is and the purposes it should serve. We will consider the ways in which law reflects, maintains, and changes societal values.

Economics:

06E:104/ECON2100 Microeconomic Theory (3) = ECON 3033 Microeconomic Theory

Prerequisites: Principles of Microeconomics and Calculus and Matrix Algebra for Business, or consent of instructor Economic theory of the behavior of consumers, producers, and other economic agents; role of markets in coordinating economic activity, conditions that markets require for efficient allocation of resources; market imperfections; strategic behavior of economic actors. Please Note: Calculator.

06E:117/ECON: 3200 Economics of Money, Banking and Financial Markets (3) = ECON 3433

MONEY AND BANKING *Prerequisite: Principles of Microeconomics and Principles of Macroeconomics or consent of instructor* Role of money, institutions in determination of income, employment, prices in domestic and world economy.

06E:125/ECON2500 Global Economics and Business (3) = ECON 4633 INTERNTL TRADE

Prerequisites: Principles of Microeconomics and Principles of Macroeconomics Modern theories of international trade and investment; role of tariffs and other restrictions of international trade; foreign exchange markets, international monetary arrangements, international economic policy.

Finance:

06F:100/FIN:3000 Introductory Financial Management (3) = FINN 3013 FINANCIAL ANALYSIS

Prerequisites: Managerial Accounting, Principles of Microeconomics, and Principles of Macroeconomics Financial management goals and decision making; valuation of bonds and stocks, risk and return analysis, portfolio diversification, market efficiency, asset pricing, cost of capital, agency theory, capital budgeting, financial planning. Required Supplies: Basic Financial Calculator (i.e. Texas Instruments BA II Plus regular or professional model, Sharp- EL-733A or the Hewlett-Packard 10BII are some common ones).

06F:130/FIN4240 International Finance (3) = FINN 3703 INTERNATIONAL FINANCE

Prerequisite: Intro to Financial Management International monetary systems, exchange rate determination, use of currency derivative in hedging and risk management, currency swaps, foreign direct investment, international corporate finance, international capital budgeting, international portfolio investment, Third World debt, privatization, joint ventures. Required Supplies: Basic Financial Calculator (i.e. Texas Instruments BA II Plus regular or professional model, Sharp- EL-733A or the Hewlett-Packard 10BII are some common ones).

F117 Corporate Finance: = FINN 3603 Corporate Finance This course extends the principles learned in the traditional introductory course in corporate financial management. The student's understanding of financial reporting, profit measurement, cash flow valuation, corporate restructuring, liabilities management, and agency conflicts will be examined through materials provided in a lecture format, readings from finance research literature, and intensive study of the financial condition of several firms involved in recent international mergers.

Marketing:

06M:100/MKTG:3000 Introduction to Marketing Strategies (3) = MKTG 3433 INTRO TO MARKETING STRATEGY Prerequisites: Principles of Microeconomics and junior standing Philosophy and activities of marketing; marketing environment of an organization; strategies with respect to marketing decisions, buyer behavior; spreadsheet analysis of marketing problems.

06M:135/MKTG3200 Consumer Behavior (3) = MKTG 3553 CONSUMER BEHAVIOR Prerequisite: Introduction to Marketing Strategies Behavioral and social aspects of marketing; research methods and findings from behavioral sciences, their relation to production, consumption, and marketing of products, services.

06M:151/MKTG:4300 International Marketing (3) = MKTG 4633 GLOBAL MARKETING Prerequisite: Introduction to Marketing Strategies Differences in global environment: how cultural considerations, political, legal, and economic conditions affect market entry strategies and marketing mix decisions; development of marketing plan for non-U.S. environments.

06M:190/MKTG: 4000 Contemporary Topics in Marketing: The Global Consumer (3) = MKTG 399T MKTG TRANSFER COURSE Prerequisites: *Introduction to Marketing Strategy* When faced with the challenge of meeting the needs of attracting and retaining customers, global firms must adopt new strategies to gain information about how consumers make product and consumption choices.

Management & Organizations:

06J:048/MGMT2100 Introduction to Management (3) = MGMT 399T MGMT TRANSFER COURSE Prerequisite: Sophomore standing Principles of management, organizational structure, decision making, leadership, line-staff relationships, administration of organizations.

06J:125/MGMT:3100 Entrepreneurial Strategy (3) = MGMT 3933 Entrep/New Venture Dev. Prerequisite: None The synergistic effect of entrepreneurial attributes (e.g., innovation, creativity, opportunity recognition) and managerial attributes (e.g., strategic management, planning, budgeting) on profit and nonprofit organizations.

06J:146/MGMT4500 International Business Environment (3) = MGMT 4583 INTERNATIONAL MANAGEMENT Prerequisite: junior or higher standing Differences in international and domestic business; cultural, legal, political factors for managers.

06J:156/MGMT4100 Negotiations (3) = MGMT 399T MGMT TRANSFER COURSE Prerequisite: None Predictable aspects and dynamics of bargaining experiences; simulations, experiential exercises to foster skills needed for effective negotiation in almost any situation.

06J:168/MGMT4000 Topics in Management: Business, Culture and Society (3) Prerequisite: None The course is intended to provide students with a fundamental understanding of the international business environment, and the interpersonal traits and skills expected of the successful international businessperson. This course will be an interdisciplinary overview of issues related to business in Western Europe..

Information Systems: 06K:100/MSCI3000 Operations Management (3) = MGMT 399T MGMT TRANSFER COURSE Prerequisites: Junior standing, Computer Analysis, and Statistics for Business

Strategic, tactical, operational issues that arise in management of production and service operations; product and process design, facilities planning, quality management, materials management, operations planning and scheduling, emerging technologies in production and service management.

Communication Studies Courses: 036:016/COMM2016 Business & Professional Communication (3) = COMM 399T COMM TRANSFER COURSE Prerequisite: 12 hours min. of Intermediate Coursework & completion of Foundations of Communication Basic concepts and skills of communication in workplace settings; interviewing, formal presentations, speeches, teambuilding, managing difference.

036:042/COMM2042 Intercultural Communication (3) = COMM 399T COMM TRANSFER COURSE Prerequisite: 12 hours min. of Intermediate Coursework & completion of Foundations of Communication Relationships among culture-based assumptions, values, thought patterns, communication behavior; theory and practice.

036:089/COMM: 3089 Nonverbal Communication (3) = COMM 399T COMM TRANSFER COURSE Prerequisite: Completion of 15 hours of Foundations Coursework Introduction to theoretical study of nonverbal communication; focus on the major principles and research trends in the area; examination of the role of nonverbal communication in communication as a whole; perception and interpretation of nonverbal communication (i.e., posture, eye movements, tone of voice); nonverbal behaviors (i.e., facial expression, eye movement) as used to persuade, impress, or deceive someone. Communication studies majors may apply this course to the following area requirement. AREA: Theory.

036:146/COMM3600 Issues in Rhetoric and Culture (3) = COMM 399T COMM TRANSFER COURSE Prerequisites: None This course will explore a variety of persuasive techniques and communication theories, paying special attention to the ways in which they dovetail with other culturally embedded behaviors, practices, and institutions. In addition to the rhetorical production of selves, others, and interpersonal relationships, we will explore the rhetoric and the politics of democratic leadership, bureaucratic experience, and mass-mediated social interaction. In pursuit of these objectives, we will read classical, medieval, and modern texts, as well as cutting-edge scholarship on the role of rhetoric, media, and aesthetics in contemporary public life.

Italian:

• **018:030 Italian for Travelers = ITAL 199T ITAL TRANSFER COURSE (2)** Prerequisite: None Conversational skills in Italian; for students with no previous Italian. Please note that this class does NOT transfer to the University of Kansas.

• **018:001 Elementary Italian I = ITAL 1003 ELEMENTARY ITALIAN I (5)** Prerequisite: None This course is open to all students; no previous language experience required. The course covers fundamentals of Italian language and culture, including reading, writing, comprehension, and speaking skills. Active participation in class is essential to the development of conversational skills and reading ability. Daily written and oral assignments are required.

Journalism & Mass Communication Courses:

019:120/JMC:3400 Specialized Reporting & Writing: Travel Writing (4)

Prerequisites: Journalistic Reporting and Writing and journalism major, or consent of undergraduate director This course focuses on the writing of travel articles for magazines or metropolitan newspaper travel sections. Students will read and discuss the work of accomplished contemporary travel writers and

will write in a variety of travel story forms, such as the destination piece, journey article, travel humor, adventure travel, culinary travel, and holiday and historical travel.

019:168/ Journalism Ethics Prerequisites: None This course is an application of ethical principles in journalistic decision making; consideration of potentially conflicting values, loyalties, and goals that force professional journalists to make difficult choices.

019:169/JMC: 2800 Introductory Topics Mass Communication: Literary Journalism: The Italy Story = JOUR 499T JOUR TRANSFER COURSE Prerequisites: None This NEW course in journalism will focus on contemporary journalistic writing about Italy in a variety of media—travel magazines, features in newspapers, non-fiction books, culinary magazines, online/blogs, and even encyclopedia entries. We will explore a range of article formats from the best travel writers in Italy, England, and the U.S. The diversity of topics, places and points of view will collectively illuminate the complexity of Italy. It will be fascinating to study this form of engaging journalism and to discover how it creates and enhances the image of a whole country. And, as with most things Italian, it should be fun to boot.