

# **ISA Italy/Rome: American University of Rome**

## **Courses in English with International Students**

### **Accounting Courses:**

[Financial Accounting](#) [ACC 201] = ACCT 2013 Accounting as an essential element of the decision-making process, basic standards and principles of accounting, how accounting information is accumulated and used in decision-making. Topics covered are: processing accounting information, merchandising transactions, inventories, internal control, control of cash, receivables and payables, plant and equipment, payroll accounting theory, and partnership 45 Hours of Instruction  
Language Level: Taught In English

[Managerial Accounting](#) [ACC 202] = ACCT 3613 The course covers accounting aspects in corporations (formation, administration, classes of stock, capital, retained earnings, dividends, treasury stock, bonds, investments and consolidated financial statements), statement of changes in financial position, cash flow statement, analysis and interpretation of financial statements, cost accounting (job order and process cost systems, variable costing, standard costs), responsibility accounting (budgeting and capital budgeting), cost volume analysis, and short-term decision-making. 45 Hours of Instruction  
Language Level: Taught In English

[Business Law](#) [BUS 200] = WCOB 1012 This course provides the student with an overview of the impact of legal, ethical and regulatory considerations on the business organization. Although introductory in nature, the course provides substantive analysis of the topics addressed. Specific topics considered include: legal theory, legal forums and institutions, contract law, business forms, employment regulation, anti-competitive practices and intellectual property. Although the focus of this course is primarily from a USA domestic law perspective, consideration is given to international and comparative legal issues. 45 Hours of Instruction Language Level: Taught In English

### **Management Courses:**

[Introduction to International Business](#) [BUS 300] = MGMT 4583 The course provides an introduction to the environmental and operational aspects of international business. Topics include international business background, comparative environmental frameworks, theories and institutions of trade and investment, world financial environment, dynamics of international business, governmental relationships, corporate policy and strategy, functional management, operations and concerns. 45 Hours of Instruction Language Level: Taught In English

[Business Psychology](#) [MGT 307] = MGMT 399T In this course students develop insight into human nature which is fundamental to business success. In depth study of emotional intelligence, motivation theory, leadership, and group dynamics provides students with a sound basis for making mature assessments of themselves and of others. Lecture, readings, class discussion, case study, and in-class role-play teach students to apply insight and intuition to analyzing challenging inter-personal business dilemmas. All

discussions emphasize a real world orientation with additional emphasis on effective analytical methods and written and oral communication skills. 45 Hours of Instruction

Language Level: Taught In English

[Principles of Management](#) [MGT 201] = MGMT 199T A comprehensive overview of management theory and practice, organized according to a traditional functional/process framework. Covers strategic planning and decision-making, organizing and managing human resources, communicating, motivating and leading, management control and operations management. The course integrates classical and modern concepts with an array of real-world cases. 45 Hours of Instruction Language Level: Taught In English

## **Economics Courses:**

[Special Topics: Economy and Political Environment of the Veneto Region](#) [BUS 381] = MGMT 399T? (1 hour credit) This three-day field-based course provides students with the opportunity to explore a key region of Italian industry, agriculture, manufacturing, innovation, product development and infrastructure. Through related lectures and site visits to local businesses and government offices students study the region's economic evolution over the centuries, the driving forces behind the area's current economic development, the socioeconomic reality of the area and its relationship with Italian political and economic policy. In recent years this course has in turn visited Sicily, the Veneto, Lombardia, the Marche and Romagna regions 15 Hours of Instruction Language Level: Taught In English

[Globalization](#) [POL/ECO 313] = ECON 399T An interdisciplinary, integrative approach to exploring globalization in its economic, political, cultural, environmental and ethical dimensions. We will identify the parameters of the globalization debate and the relevant questions to ask. We will examine the consequences of globalization with respect to terrorist activities and war, the status of women, and the environment. The cases for and against globalization will be explored through market and other political and economic world views. 45 Hours of Instruction Language Level: Taught In English

[Principles of Macroeconomics](#) [ECO 211] = ECON 2013 Macroeconomic principles introduce students to the economist's worldview through such concepts as opportunity cost, marginal decision making, efficiency, and the benefits of trade. It focuses on the national economy by looking at gross domestic product, aggregate supply and aggregate demand, unemployment, economic growth, business cycles, multipliers, and monetary and fiscal policies. It introduces the different policy perspectives of the Keynesian and monetarist Schools. 45 Hours of Instruction Language Level: Taught In English

[Principles of Microeconomics](#) [ECO 212] = ECON 2023 Microeconomic principles introduce students to the economist's worldview through such concepts as opportunity cost, marginal decision making, efficiency, and the benefits of trade. It focuses on topics that concern the "micro" elements of the economy: the consumer, the producer, and their interaction in the market. These topics include supply and demand analysis, elasticity, efficiency and market failure, taxation and market regulation, production and costs, pricing and output decisions under a variety of industrial organizations, and factor markets. 45 Hours of Instruction Language Level: Taught In English

## Finance Courses:

[International Finance](#) [ECO/FNC 306] = FINN 3703 International Finance The course presents a historical survey of the commonly accepted monetary systems developed over the last two centuries, such as the Gold Standard, the Bretton Woods system, the present system of managed flexibility and the European Monetary System. Special attention is devoted to the structure of the international banking system, the prevailing functions and tools of international banks, the nature of overseas operations and the degree of access of the leading financial markets, analysis of the world debt problem, risk and repayment problems in international lending, with special reference to the LDCs and come Central and Eastern European countries. 45 Hours of Instruction Language Level: Taught In English

[Investment Banking](#) [FNC 401] = FINN 499T In this course students learn how investment banks and investment bankers operate. Public offerings, M&A, venture capital, sales and trading, merchant banking, debt financing, institutional research, among numerous other aspects of the investment banking field, are studied, analyzed, and discussed. Emphasis is on developing analytical tools and social skills necessary to succeed in the world of Wall Street finance. The role of a successful analyst operating in such settings, and working on such transactions will be emphasized in particular. 45 Hours of Instruction Language Level: Taught In English

[Managerial Finance](#) [FNC 300] = FINN 3603 Investments Designed to impart a working knowledge of significant financial topics and an awareness of how managerial finance affects business operations. Topics covered are fundamental concepts, financial analysis, planning and control, working capital management, investment decisions, cost of capital and valuation, and long-term financing decisions. 45 Hours of Instruction Language Level: Taught In English

[Portfolio Management](#) [FNC 400] = FINN 3063 Corporate Finance Investment Analysis introduces students to the study of investments in financial securities. It focuses on the analysis of marketable investments, both from a theoretical and a practical perspective. The primary focus is on common stocks and bonds. A significant proportion of the course is dedicated to valuing and measuring the performance of these investments. Students will also explore the environment in which these financial securities are traded, including stock exchanges, financial institutions, and the impact of taxes and inflation. Where applicable, current events in the financial markets will also be discussed. 45 Hours of Instruction Language Level: Taught In English

## Marketing Courses:

[Principles of Marketing](#) [MKT 200] = MKTG 3433 An overview of the marketing function, its importance to strategic decision making in business, and its practical relation to other functions within the organization and in the external environment, the course is designed around the very easily accessible concept of "The Marketing Mix." Students explore how marketers analyze and segment markets, select certain segments to "target" and then position their products to respond to the needs of those segments. They investigate the challenges involved in researching, creating, promoting, pricing, and distributing products to target customers. 45 Hours of Instruction Language Level: Taught In English

[Consumer Behavior](#) [MKT 301] = MKTG 3553 Figuring out what makes consumers tick lies at the core of much of modern marketing. This course enables students to gain an understanding of the psychological and sociological theories that form the basis of consumer behavior studies, how they relate to the real world and how these theories are applied in business practice. This is an area of study that is of interest not only to students of marketing, but also to potential public policy makers, consumer advocates and, perhaps most importantly, consumers. 45 Hours of Instruction Language Level: Taught In English

[Integrated Marketing Communications](#) [MKT 310] = MKTG 4233 Designed to be a bridge from the Principles of Marketing course to upper level marketing courses, such as Advertising, this course introduces students to IMC, an innovative approach to marketing communications (the Promotion P of the Marketing Mix). Smart marketers today no longer manage the various promotional tools separately but rather first develop Integrated Marketing Communications Strategies that ensure that their many promotional efforts are unified. The IMC approach ensures a single, clear, concise, coherent message that is supported by each of the promotional tools. Students explore these tools (Advertising, Public Relations, Sales Promotion, Personal Selling, Direct Marketing and Alternative Marketing), while honing creative and decision-making skills. 45 Hours of Instruction Language Level: Taught In English

[Marketing Research](#) [MKT 309] = MKTG 3633 In this course, students explore the role of marketing research in the overall marketing effort, the research process, and the most common approaches/techniques used. Marketing research is critical to helping marketers make decisions. Students explore the information needs of marketers, develop the research process, and discuss sampling techniques and data collection methods of primary data. Particular emphasis is placed on communicating the research results to different audiences. During the course, a full range of data sources, such as the Internet, are also carefully evaluated. Students analyze company cases to evaluate if, when and how to use marketing research tools and work in groups to complete a marketing research project. 45 Hours of Instruction Language Level: Taught In English

[New Product Development](#) [MKT 305] = MKTG 399T In this course, students explore how a new product moves from conceptualization through launch. Discussions focus on concept testing and design, business analysis, product testing, commercialization and product life-cycle management. Also examined are the importance of value engineering, R&D, innovation and the contribution of "best practices" of well-known successful companies. 45 Hours of Instruction Language Level: Taught In English