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Economics

ECN 220 (3 credits) Modern Economic History = ECON 399t This course covers the development of the world economy since 1750, examining the process, causes and factors favoring industrialization, and later deindustrialization, in the major countries involved. Differences and similarities between countries are analyzed, along with institutional factors and government policies. ECN 301 (3 credits)

ECN 301 (3 credits) Intermediate Microeconomics = ECON 3033 In-depth treatment of microeconomics with a greater emphasis on quantitative approaches to problem solving. More attention is paid to oligopoly analysis and alternative models to the traditional theory of the firm. Prerequisites: ECN 210 and MTH 114.

ECN 302 (3 credits) Intermediate Macroeconomics = ECON 3133 Relates macroeconomic theory to the problems of government, emphasizing the applicability of basic economic theory to the instruments and targets of macroeconomic strategy. Illustrative material is drawn from the UK economy; the problem-based approach enables students to gain an understanding of the techniques and relevance of conceptual analysis. Prerequisites: ECN 211.

ECN 308 (3 credits) Managerial Economics = ECON 4333 Application of microeconomic decision tools to managerial problems of the firm. Objectives and the determinants of those objectives are studied, including profit, demand, production, and cost analysis. Specific topics include marginal decision-making, decision theory, break-even analysis, and price determination. Prerequisites: ECN 210, ECN 211 and MTH 114 or MTH 115, and MTH 118 or MTH 122.

ECN 330 (3 credits) Public Economics = ECON 3333 This is a course in theoretical and applied public economics using mostly microeconomic theory as its starting base. Topics include the theoretical analysis of taxation and expenditure, assessment of the tax and expenditure systems in modern economics and evaluation of reform proposals. Prerequisites: ECN 210, MTH 105.

ECN 352 (3 credits) Economics of Transition = ECON 399t This course takes a case study approach to the examination of the challenges of economic transition in its broadest sense. The progression of material covered on the course is from economic theory to the study of policy options adopted by the global multilateral lending agencies in the 1980s, 1990s, and to the present day. The case studies used are

intended to illustrate the theory and the policy framework discussed. Questions such as what priorities led to the changes in Eastern Europe and whether trade and price liberalization schemes can work and at what cost, will be studied. Prerequisites: ECN 210, ECN 211.

ECN 353 (3 credits) Economic Problems of Developing Countries = ECON 3843 Discusses questions such as: why does the level of economic prosperity vary between countries; how is the difference itself to be measured; what is the range of measures available to improve the lot of the world's poorest inhabitants; and what role can organizations such as the IMF and the World Bank take in this process? Prerequisites: ECN 210, ECN 211.

ECN 357 Florence and Rome only (3 credits) International Economic Relations = ECON 399t Examines economic relations between nations and groups of countries. Institutional, political, and historical factors shape the economic environment, and the course discusses international cooperation toward development, regional integration, settlement of disputes, and the steady growth of world trade. Also covered are multilateral trade negotiations, the European Economic Community, and the legal framework for world trade.

ECN 361 (3 credits) Econometrics = ECON 4743 Applications of statistical and operations research techniques to economic decision-making, both at micro and macro level. Case studies in business decision making, computer models of national economic forecasts, and other simulations. Prerequisites: MTH 218.

ECN 440 (3 credits) Behavioral Economics = ECON 4423 Behavioral economics involves examining the assumptions underlying 'standard' economic theories and models and revising these assumptions and models to place them on a more realistic psychological foundation. The overall objective is to increase the explanatory power of economic theories and to enable more accurate predictions to be made from such theories. Prerequisites: ECN 301 or ECN 308.

ECN 450 (3 credits) International Economics = ECON 499t Considers international specialization, the development of world trade, commercial policy, balance of payments, foreign exchange rates, and payment mechanisms. Prerequisites: ECN 301 or ECN 308. ECN 480 (4 credits)

FNN 304 (3 credits) Money and Banking = ECON 3433 The most significant recent developments are reviewed and commented upon. The main emphasis is on money and its place within the macro economy. The role of the commercial banks and the central bank is studied from the viewpoint of the part each plays in portfolio selection among economic agents. Some of the controversies about the effectiveness of fiscal and monetary policies are also reviewed. Prerequisites: ECN 210 and ECN 211.

Finance

FNN 301 (3 credits) Corporate Finance = FINN 3603 Examines the financial needs of corporations and the range of mechanisms available to meet them. The concept of the time value of money is studied and applied to several decision models in capital budgeting and investment valuation. Other basic theories of finance are examined, including financial statement analysis and risk and return. Different financial

requirements are studied with an emphasis on a comparison of internal and external sources of funds and their relative availability and cost. Topics include: capital budgeting; cost of capital; dividend policy; capital structure; portfolio theory; and current asset management. Prerequisites: ACC 201, ACC 202, MGT 205.

FNN 302 (3 credits) Principles of Investment = FINN 3063 The course familiarizes the student with basic financial instruments and capital market operations, including new issuance, securities trading, and the role of different intermediaries in the investment market. Investment companies are subject to closer study. The fundamentals of portfolio theory are introduced and applied to investment management. Valuation of fixed-income securities, equity instruments, and common stock is discussed on the basis of modern capital market theory. The course introduces financial derivatives, including options, futures, forward rate agreements, and interest rate swaps, and relates the use of derivatives to fixed income investment, portfolio analysis, and interest rate risk management. Prerequisite: FNN 301.

FNN 306 (3 credits) Financial Statement Analysis = FINN 399t The course focuses on how financial statements are used to make informed lending and investment decisions. Effective financial statement analysis requires an understanding of accounting principles and the differences between financial reporting and economic reality. The course provides a comprehensive examination of financial reporting systems, principal financial statements, inventory analysis, long-term asset analysis, income taxes, financial liabilities, lease analysis, and off-balance sheet assets and liabilities. Prerequisite: FNN 301.

FNN 308 (3 credits) Financial Institutions and Markets = FINN 3053 This course familiarizes the student with the diversity of financial institutions that operate in the global economy, including depository institutions, insurance companies, securities firms, investment banks, finance companies, and mutual funds. The economic roles of the financial institutions are analyzed and major trends in the financial markets discerned within the regulatory environment that guide activities in the financial industry. Significant focus is devoted to operational issues in the financial industry, particularly regarding the measurement and management of fundamental risk exposures in financial institutions, and topics include interest rate risk, liquidity risk, market risk, credit risk, operations risk, and technology risk, as well as foreign exchange, political, and sovereign risks. The course discusses the issues facing asset and liability committees in financial institutions and the risk management opportunities offered through market diversification and derivative instruments. Prerequisites: ECN 210, ECN 211.

FNN 402 (3 credits) International Finance = FINN 3703 The course focuses on the global market and the basics of multinational financial management from an international trade finance perspective. An understanding of multinational finance begins with a mastery of the principles of exchange rates—how they are determined, how they affect the price of goods, and their relationship to interest rates. The course also covers foreign exchange markets, multinational accounting, foreign exchange risk, strategies for managing exchange rate exposure, import and export finance, and multinational financial management. Prerequisite: FNN 301.

FNN 404 (3 credits) The Global Investor = FINN 499t This course examines the role, function, and competencies of the Global Investor in terms of portfolio management process. The course examines

the conceptual foundations of portfolio theory as well as practical implementation issues relating to the construction and management of diversified portfolios. Analysis of the modern techniques of portfolio management includes the evaluation standards for the selection of individual securities for inclusion or deletion from portfolios. Throughout the course, students are made aware of the risk-return analysis across a broad range of asset classes, with practical exercises of how to exercise control at both the instrument and operational levels. This course is essential for all students who wish to participate consciously in global capitalism or who wish simply to learn how to manage their money well over the long term. Prerequisites: FNN 301, FNN 302.

FNN 406 (3 credits) Derivatives = FINN 499t This course provides an analysis of financial economics of exchange-traded futures and options and selected over-the-counter derivatives. The course covers such topics as the market structures of the futures and options markets, the valuation of futures and options contracts, and their use in global risk management strategies. Prerequisites: FNN 301, FNN 302.

FNN 408 (3 credits) Quantitative Models in Finance = FINN 499t A comprehensive capstone course that focuses on model-building and quantitative methods used by professionals engaged in finance and investments. The course focuses on applying mathematical formulas utilizing Microsoft Excel across a broad range of financial and investment situations. Topics include: the time value of money; basic statistical concepts; probability and random variables; expected value; variance, covariance, and correlation; probability distributions; sampling and estimation; statistical inference and hypothesis testing; correlation analysis and regression; multivariate regression; time series analysis; portfolio concepts; risk analysis; and value at risk. Prerequisites: FNN 302, FNN 304, FNN 306, and senior status.

Information Systems

MGT 305 (3 credits) Information Systems in Management = ISYS 3293 Builds upon MGT 205 (Computer Applications in Management) and provides the student with advanced study in the application of computing in the functional areas of management. In addition to the advanced use of spreadsheets and databases, this course provide examples and applications of the design and implementation of management information systems and information technology in managing organizations. Prerequisites: MGT 205.

MGT 307 (3 credits) Operations Management = ISYS 399t Provides a theoretical and practical understanding of operations management, together with the ability to apply some of its major techniques to practical business problems. It includes operations strategy, materials management, production planning and simulation, network planning, variety reduction, quality assurance, quality circles, purchasing, and problems and opportunities of introducing new technology. Prerequisite: ACC 202 and MGT 205.

International Business

INB 302 (3 credits) Foreign Trade Policy = WCOB 399t Familiarizes students with the most important practical and legal aspects of the foreign trading operation. Financing, insurance, documentation, goods handling, and transportation are discussed within the context of an export contract and also under

counter trade arrangements. Field trips to commodity exchanges and a research project form a part of this course. Prerequisites: ECN 210, ECN 211 and MTH 118 or MTH 122 or MTH 129.

INB 304 (3 credits) Country Risk Analysis = WCOB 399t Provides students with an overview of the history, methods, strengths, and limitations of economic and political risk forecasting. Economics and political risk forecasting is defined as a package of social science concepts and methods used by governments and multinational businesses to analyze the future economic and political environments in which they operate. A seminar format with extensive student participation is used. Prerequisites: ECN 211.

INB 306 (3 credits) European Business Environment = WCOB 399t The course focuses on the economic, political, and social environment for business in Europe. Within this field, it examines the institutional interplay with the European Union, the contrasting structure of the European economy compared to its major competitors, the single market, the Euro, Foreign Direct Investment, the role of multinationals, and the developing relationship between central and eastern Europe and the EU. When offered in Florence, several course-related visits are arranged. Prerequisites: MGT 100, MTH 115, and ECN 211.

INB 308 (3 credits) The European Union: Business and Politics = WCOB 399t The course is designed to provide an introduction to the enlarged European Union, its markets, trading, and institutions. As background, it explores the evolution of its institutions and markets and the drivers of its decision making processes. The conduct of trade and business, both within the EU and through international markets, is explored in depth. The course is taught as a combination of formal lectures and integrated visits to institutions and organizations throughout Europe. This course is offered over an intensive three week period in June/July and is not an International Business concentration course. Prerequisites: MGT 100, MTH 115, ACC 201, and ECN 211.

INB 402 (3 credits) Managing the Multinational Corporation = WCOB 499t This is a capstone course for International Business students. It provides a managerial perspective into managing the structure and operations of multinational corporations (MN Cs) in the global business environment. Major managerial issues are studied from the MN C's perspective, and the problems of planning and executing business strategies on a global scale are analyzed. A capstone project in International Business is required. Prerequisites: Completion of lower-division Business Core Courses, MTH 122 or MTH 212, INB 302, and Senior Status in Business.

Management

MGT 225 (3 credits) Introduction to Entrepreneurship = MGMT 3933 This course provides an introduction to the concept and practice of entrepreneurship. The course intends to provide the 'big picture' on entrepreneurship, but to also cover a number of key issues on the far more numerous small businesses that make up the majority of all business activity in societies everywhere. The course readily acknowledges that there is no single theory or model of entrepreneurship. The lack of a distinct theoretical spine provides the course with its strongest advantage as this means that a multiplicity of case work and concepts, illustrating the diversity of approach, is discussed. Prerequisites: MGT 100 and ECN 210.

MGT 301 (3 credits) Organizational Behavior = MGMT 399t This course explores the structure and nature of organizations and the contribution that communication and human behavior makes to organizational performance. The course addresses not only macro level issues relating to the environment and context within which organizations operate, but also the micro level influences of people as individuals and groups, their motivations and operating styles. The management of people for successful organizational performance is emphasized by considering work environmental factors that facilitate or impede organizational success. Pre- or co-requisite: MGT 304.

MGT 304 (3 credits) Research Methods = MGMT 399t This module introduces the main concepts and techniques involved in research in the field of business and economics. The module develops four main themes: research in context which puts the student as the researcher and as the user of research; research methodology which deals with the nature and limitations of different philosophies of research design e.g. deductive versus inductive approaches and qualitative versus quantitative approaches and the role of literature; research methods which deals with advantages and issues associated with the use of various data collection methods including observation, use of groups, interviewing techniques and questionnaire design; research proposal preparation which deals with issues of planning, literature review, topic selection, access to data, schedules, action plans, writing styles and referencing systems. Prerequisites: ENG 215, MGT 205, MTH 122 or MTH 212.

MGT 308 (3 credits) Legal and Ethical Concepts in Management = BLAW 399t Concentrates on the legal framework within which most business takes place. Topics include examining how the law impacts business organizations, contracts, and the conduct of business worldwide. The course will examine the rise of the corporation, or more specifically, the multi-national corporation, and the ethical and legal issues that surround the execution of business transactions worldwide. Examples are used of the ways in which statute and judge-made case law has dealt with these problems. Prerequisites: MGT 220 or MGT 304.

MGT 358 (3 credits) Human Resource Management = MGMT 399t Combines elements of different disciplines, ranging from industrial relations, social psychology, personnel management, motivation, recruitment and selection, leadership, communication, manpower planning, aspects of training and development, and related processes. It is appropriate both for those seeking to follow a career in personnel management and for those contemplating careers in other areas of functional management. Prerequisite: MGT 304.

MGT 401 (3 credits) Leadership = MGMT 4253 As a capstone, Leadership is designed to give students a firm understanding of the importance of leadership in the development and implementation of organizational strategic vision. From entrepreneurial start-ups to worldwide corporate expansion, the role of the leader is studied as the architect of organizational purpose and an inspiration to the workforce, and as the focal point of organizational change. This course combines the study of leadership as social process, involving interaction of leaders and followers in different contexts; an examination of critical thinking and ethics; and an analysis of leadership competencies in leading organizations, groups, and individuals. It provides background on historical and contemporary issues concerning the role, responsibility, and process of leadership. Differentiation of leadership roles within organizations by

structure, size, membership, and mission are analyzed. Students use readings, projects, class exercises, and case analyses to examine leadership in diverse settings. Prerequisites: MGT 304 and Senior Status in Business.

Marketing

MKT 301 (3 credits) Principles of Marketing = MKTG 3433 Introduces students to the principles and operations of marketing. Course work includes an in-depth analysis of the strategic role played by marketing in contemporary business, from new product development, marketing research, and target marketing to consumer behavior analysis, advertising, and promotion and personal selling activities. Each variable of the marketing mix is covered in detail, and the macro and micro business environment are assessed for their impact on marketing planning. Lectures, discussion topics, case studies, videos, and practical exercises are used to cover the course material. Prerequisites: For Business Administration majors: MGT 205, MTH 122, and MGT 304. (MGT 304 may be a co-requisite). For Communication majors: MGT 100 with a minimum grade achieved of C; and COM 304 (COM 304 may be a co-requisite).

MKT 302 (3 credits) Consumer Behavior = MKTG 3553 This course will focus on the study of what it means to be a consumer in a global, information-oriented (technology-oriented, market-oriented) culture. Examines behavioral science concepts, processes, and approaches that inform marketing strategy as to what, how, when, where, and why people consume. Provides a managerial-oriented understanding of the ubiquity of consumption in post-modern life. Examines the influences upon and the behavior of consumers, both in groups and as individuals. Prerequisite: MKT 301.

MKT 304 (3 credits) Marketing Research = MKTG 3633 This course is designed to provide an overview of marketing research and its use in making more effective marketing decisions. The primary emphasis is on providing the students with the skills to effectively utilize marketing research findings and to understand how these aid in the development of sound marketing strategy. The course is also intended to familiarize students with the development of effective measuring instruments (i.e., questionnaires) and their use in the collection and analysis of data. Prerequisites: MTH 122, MGT 304, and MKT 301.

MKT 306 (3 credits) Advertising Management = MKTG 399t The course provides an in-depth study and application of advertising and its role in marketing plans. Topics include: identification of relevant data to analyze the marketing situation; development of product positioning; marketing and advertising objectives; creative strategy; and media planning and evaluation. Prerequisite: MKT 301.

MKT 308 (3 credits) Internet Marketing = MKTG 399t Provides students with an insight into the techniques and processes involved in creating and maintaining a marketing presence on the Internet. New technologies have created some radical changes in the way companies reach their markets. The successful entrepreneurs of the twenty-first century will be those who can harness the potential of virtual technology and marry it to sound marketing practice. Students have the opportunity to learn about electronic commerce in action; the interplay between the technology and marketing applications; the changing scope and uses of the Internet; and current management issues facing businesses attempting to use the World Wide Web. Prerequisites: MKT 301.

MKT 310 (3 credits) Developing and Managing Sales = MKTG 4343 This course examines the role of sales development and management for new business as well as for existing companies of any size. It focuses on the various theories and applications of new business and market development strategies that are designed to help companies compete in a global and increasingly electronic market place. Lectures, projects, and cases analyze all aspects of the systems and controls necessary for the effective management of a sales team, whether in consumer goods, business-to business, or service marketing. Prerequisite: MKT 301.

MKT 312 (3 credits) Distribution and Retailing Management = MKTG 4433 Addresses the roles and processes of physical distribution, channel management, and retailing. Emphasis is placed on decision areas concerning transportation, inventory control, and customer service levels. Students study current practices in retail marketing strategy, the retail marketing mix decisions, the distribution channel function, and management. The relationship between the manufacturer and the end-user is analyzed and the activities and functions of channel intermediaries are studied for their impact on market planning. Channel design and developments in contemporary retailing methods are covered, with the emphasis on retail store location, operations, and the influence of technology on distribution. Prerequisite: MKT 301.

MKT 315 Florence Only (3 credits) Fashion, Marketing and Merchandising = MKTG 399t This course covers the fundamentals of fashion and the basic principles that govern all fashion movement and change. It examines the history, development, organization and operation of merchandising and marketing activities, trends in industries engaged in producing fashion, purchasing of fashion merchandise, foreign and domestic markets, and the distribution and promotion of fashion. Prerequisite: MKT 301 or equivalent or permission of the instructor.

MKT 402 (3 credits) Global Marketing Management = MKTG 399t Provides an insight into the strategic problems and opportunities faced by companies as they move from local to multinational to global markets. The problems and issues encountered in market entry are highlighted, and standardization, contextualization, and adaptation strategies are assessed for their appropriateness to new market situations. Students are expected to understand and be able to implement an environmental approach to strategic international marketing planning. Lectures, case studies, research projects, and presentations comprise the teaching format for the course. Prerequisite: MKT 301.

MKT 404 (3 credits) Marketing Planning and Strategy = MKTG 4853 Provides the capstone experience for students concentrating in marketing. Using the case study approach, students integrate their knowledge from previous marketing courses and develop the analytical and interpretive skills necessary for strategic and tactical decision-making. All types of marketing decisions are considered and students undertake a field work project