

CIMBA Italy Program

Fall 2010 Course Descriptions

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 Managerial Accounting (3)**

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:130 Accounting for Management Analysis and Control (3)**

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 Income Measurement & Asset Valuation (3)**

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).

Finance:

- **06F:100 Introductory Financial Management (3)**

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 International Finance (3)**

Prerequisite: Intro to Financial Management, Macroeconomics, and Statistics

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).

- **06F:112 Applied Equity Valuation (3)**

Prerequisite: Introductory Financial Management

The class exposes students to applied equity valuation and portfolio management techniques employed by investment professionals. Topics include economic forecasting, industry analysis, financial statement analysis and forecasting, spreadsheet modeling, cost of capital estimation, equity valuation and portfolio construction. The primary goal for the course is to cultivate a solid understanding of basic valuation techniques and develop an aptitude for analyzing the primary drivers of a company's value. The class is recommended for students targeting a variety of careers such as investment banking, portfolio management, financial analysis, corporate finance, and commercial banking.

Economics:

- **06E:104 Microeconomic Theory (3)**

Prerequisites: Principles of Microeconomics and Calculus and Matrix Algebra for Business, or consent of instructor

This course introduces students of economics to contemporary theories of the behavior of consumers, producers, and other economic agents; the role of markets in coordinating economic activity and the conditions required by those markets for efficient allocation of resources; market robustness and market imperfections; and strategic behavior of economic actors. This course is designed to give students the economic tools for the applied economics courses which follow it.

- **06E:125 Global Economics and Business (3)**

Prerequisites: Principles of Microeconomics and Principles of Macroeconomics or consent of instructor

Current topics such as the North American Free Trade Agreement, high tech trade and growth, trade policies for developing countries, agricultural subsidies and the European Economic Community, trade and budget deficits, U.S. competitiveness, exchange rates and markets for foreign exchange, protection, and trade are covered in a course that emphasizes a unified approach to these topics. Basic models of international economies are developed and related to the above topics.

Marketing:

- **06M:100 Introduction to Marketing Strategies (3)**

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 Consumer Behavior (3)**

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 International Marketing (3)**

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.

Management:

- **06J:047 Introduction to Law (3)**

Prerequisite: Sophomore standing

General history, structure of law; law's action in guiding changing economic, social patterns.

- **06J:048 Introduction to Management (3)**

Prerequisite: Sophomore standing

Principles of management, organizational structure, decision making, leadership, line-staff relationships, administration of organizations.

- **06J:125 Entrepreneurial Strategy (3)**

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:168 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. Utilizing a series of lectures, workshops, distinguished speakers, plant tours, and cultural events, followed up by class lectures and discussions, the course will acquaint students with the important cultural differences, the code of business and professional etiquette, business protocol, Italian business history, Italian cultural appreciation, and executive legal/ethical concerns in the workplace.

Management Sciences:

- **06K:100 Operations Management (3)**

Prerequisites: Junior standing and Computer Analysis

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.

Journalism & Mass Communication Courses:

- **019:120 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.

Communication Studies Courses:

- **036:016 Business & Professional Communication (3)**

Prerequisite: Completion of at least 30 credit hours

Basic concepts and skills of communication in workplace settings; interviewing, formal presentations, speeches, team-building, managing difference.

- **036:042 Intercultural Communication (3)**

Prerequisite: Core Concepts in Communication Studies

Relationships among culture-based assumptions, values, thought patterns, communication behavior; theory and practice.

- **036:146 Issues in Rhetoric and Culture (3)**

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 (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 (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.