



# CIMBA Undergraduate Programs in Italy

## Summer 2015 Course Descriptions

*Please Note: The courses listed below are tentative and subject to demand. 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

#### **ACCT:4100 Auditing (3 s.h.)**

*Prerequisites: Valuation of Financial Claims (ACCT:3300), Statistics for Strategy Problems (ECON:2800), Applied Information Systems (MSCI:3100), & senior standing*

General framework underlying auditing, role of audit standards in planning and conduct of audits, effect of regulation, ethics, liability on audit practices.

#### **ACCT:4000 Special Topics in Accounting: International Financial Accounting (3 s.h.)**

*Prerequisites: 2 semesters of accounting*

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. This course explores the many determinants of international accounting as a means of comprehending the development of many different approaches to accounting practices. Of special interest is the evolution and application of International Financial Reporting Standards (IFRS).

### Finance & Economics

#### **FIN:3000 Introduction to Financial Management (3 s.h.)**

*Prerequisites: Managerial Accounting (ACCT:2200), Principles of Microeconomics (ECON:1100), Principles of Macroeconomics (ECON:1200)*

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.

#### **ECON:3335 Economics of Money, Banking and Financial Markets (3 s.h.)**

*Prerequisites: Principles of Microeconomics (ECON:1100) & Principles of Macroeconomics (ECON:1200)*

Role of money, institutions in determination of income, employment, prices in domestic and world economy.

#### **ECON:3345 Global Economics and Business (3 s.h.)**

*Prerequisites: Principles of Microeconomics (ECON:1100) & Principles of Macroeconomics (ECON:1200)*

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.

### Management & Entrepreneurship

#### **MGMT:2000 Introduction to Law (3 s.h.)**

*Prerequisites: None*

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

#### **MGMT:3100 Entrepreneurial Strategy (3 s.h.)**

*Prerequisites: 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.

### Marketing

#### **MKTG:3000 Introduction to Marketing Strategies (3 s.h.)**

*Prerequisites: Principles of Microeconomics (ECON:1100)*

Philosophy and activities of marketing; marketing environment of an organization; strategies with respect to marketing decisions, buyer behavior; spreadsheet analysis of marketing problems.

#### **06M:151/MKTG:4300 International Marketing (3 s.h.)**

*Prerequisites: Introduction to Marketing Strategy (MKTG:3000)*

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.

### **MKTG:4000 Contemporary Topics in Marketing: The Global Consumer (3 s.h.)**

*Prerequisites: Introduction to Marketing Strategy (MKTG:3000)*

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. This course will focus primarily on answering the question: how do consumers in various parts of the world interact with their retail environments? What differences exist in the global marketplace with regard to how consumers become aware of new products, make product choices, and become brand loyal? Following the techniques established by one of the world leaders in understanding global consumer behavior (Paco Underhill's Envirosell Incorporated) we will learn the basics of how consumers in Italy interact with their retail environment. We will expand on this foundation to explore consumer behavior templates in Central & South America, Europe, Africa, Canada, and the Pacific Rim.

### **Journalism and Mass Communication**

#### **COMM:3042 Intercultural Communication (3 s.h.)**

*Prerequisites: None (may be requirements for UI Communication majors; please check with your advisor)*

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

### **Music**

#### **MUS:1301 Concepts and Contexts of Western Music (3 s.h.)**

*Prerequisites: None*

Designed to aid non-music majors in developing the skills needed for listening to and enjoying Western art music, particularly the opera and song repertoire of Northern Italy (the Veneto, Treviso, and South-Tyrolean regions). Class is supplemented by live performances and cultural excursions. No previous musical knowledge or abilities are required.

### **Engineering**

#### **ENGR:2110 Engineering Fundamentals I: Statics (3 s.h.)**

*Prerequisites: Engineering Math I: Single Variable Calculus (MATH:1550), Introductory Physics I (PHYS:1611)*

Vector and scalar treatment of coplanar and non-coplanar force systems; resultants of forces, couples, and moments; two- and three-dimensional equilibrium of a particle and of rigid bodies; applications to simple trusses, frames, machines, cables, and arches; distributed loading; principles of friction; internal forces, shear and bending moment diagrams; centroids, centers of gravity, and moments of inertia; virtual work.

### **Italian:**

#### **ITAL:1050 Italy Live: Introduction to Italian Language and Culture (3 s.h.)**

*Prerequisites: None*

Introduction to Italian language and culture designed for students whose first contact with the language is in Italy. Conversational skills for those who have never studied Italian before. The functional syllabus will take you from introductions, telling time, and counting euros to making reservations, ordering full course meals and talking on the telephone. Important elements of Italian grammar will be covered to provide students a base from which to decipher road signs, read menus, and ask for directions. Students will also be introduced to Italian culture through the arts, food, music, videos, and song. .

### **Classics:**

#### **CLSA:3015 Mythology (3 s.h.)**

*Prerequisites: None*

Mythology provides a way of thinking about the world that helps provide answers to many fundamental questions that all cultures ask themselves. While these questions may be universal, the answers they provide tell us a lot about the concerns and values of the culture that produced them. This course will examine the stories of gods and legendary heroes that were told in ancient Greece and Rome. The central aims of the course will be to study these myths in their various literary forms, such as epic and drama. We will look at these myths not simply as "ingredients" of ancient culture, but as important vehicles used by the Greeks and Romans to explain themselves to themselves. This course will be offered with sufficient enrollment.