CIMBA Italy Program

Fall 2015 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. **All courses are subject to change.**

Accounting:

ACCT:2200/06A:002 Managerial Accounting (3 s.h.)
Prerequisites: Introduction to Financial Accounting (ACCT:2100), Principles of Microeconomics (ECON:1100)
Basic topics in cost behavior, measurement, accumulation; use of cost data for relevant analysis, budgeting, performance evaluation. Required Supplies: Calculator.

ACCT:3200/06A:131 Income Measurement & Asset Valuation (Intermediate Accounting) (3 s.h.)
Prerequisites: Statistics for Strategy Problems (ECON:2800), Managerial Accounting (ACCT:2200)
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:

FIN:3000/06F:100 Introductory Financial Management (3 s.h.)
Prerequisites: Introduction to Financial Accounting (ACCT:2100), 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. Required Supplies: Basic Financial Calculator (i.e. Texas Instruments BA II Plus, Sharp- EL-733A or the Hewlett-Packard 10BII are some common ones).

FIN:4240/06F:130 International Finance (3 s.h.)
Prerequisite: Introductory Financial Management (FIN:3000).
International monetary systems, exchange rate determination, use of currency derivatives 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, Sharp- EL-733A or the Hewlett-Packard 10BII are some common ones)

Economics:

ECON:3335/06E:117 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:3345/06E:125 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.

Marketing:

MKTG:3000/06M:100 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.

MKTG:3200/ 06M:135 Consumer Behavior (3)
Prerequisites: Introduction to Marketing Strategies (MKTG:3000).
Behavioral and social aspects of marketing; research methods and findings from behavioral sciences, their relation to production, consumption, and marketing of products, services.

MKTG:4300/06M:151 International Marketing (3)
Prerequisites: Introduction to Marketing Strategies (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.

Management & Organizations:

MGMT:2000/06J:047 Introduction to Law (3 s.h.)
Prerequisites: None
General history, structure of law; law's action in guiding changing economic, social patterns.

MGMT:2100/06J:048 Introduction to Management (3 s.h.)
Prerequisites: None
Principles of management, organizational structure, decision making, leadership, line-staff relationships, administration of organizations.

MGMT:3100/06J:125 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.

MGMT:3450 /06J:146 International Business Environment (3 s.h.)
Prerequisites: None
This course is designed to develop students' skills, which emphasize the application of business concepts and techniques in the global economy and adaptation of business practices to different economic, political, and cultural environments. Topics include globalization; economic, political, and legal systems; international trade; international monetary system; the role of culture in international business, fundamentals in international business strategy; cross-border consolidations and collaborations; global ethics, and managing a multinational workforce. The students learn how multinational companies configure and coordinate activities worldwide and adjust their strategic moves to cross-national differences.

MGMT:4000/06J:168 Experiential Learning and Leadership

Part one: Leadership Initiatives for Excellence (LIFE) (1 s.h.) EX4
Prerequisites: None
3-day training that enhances key leadership competencies including effective communication, decision-making, teamwork, focus, and interpersonal skills.

Part two: Learn, Enrich, Achieve, Perform (LEAP) (3 s.h.) EX3
Prerequisites: LIFE/MGMT:4000:EX4.
Semester-long professional development program that utilizes self-assessment, one-on-one coaching, group coaching, and developmental seminars. Students enrolled in this course will be required to take LIFE as a part of the 3 semester hours.

General Business:

BUS:3050/06B:102 Business, Culture and Society (3 s.h.)
Prerequisites: None.
International business environment and interpersonal traits and skills expected of successful international businessperson; interdisciplinary overview of issues related to business in Western Europe; important cultural differences, the code of business and professional etiquette, business protocol, Italian business history, cultural appreciation, and executive legal/ethical concerns in the workplace; series of lectures, workshops, speakers, plant tours, and cultural events.

Management Sciences:

MSCI:3000/06K:100 Operations Management (3 s.h.)
Prerequisites: Statistics for Business (STAT:1030)
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:

COMM:1816/036:016 Business & Professional Communication (3 s.h.)
Prerequisites: None (may be requirements for UI Communication majors; please check with your advisor)
Basic concepts and skills of communication in workplace settings; interviewing, formal presentations, speeches, teambuilding, managing difference.

COMM:2042/036:042 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.

Italian:

ITAL:1050/018:003 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.