



CIMBA Italy Program

Summer 2017 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: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: Intro 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.

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.

MGMT/ENTR:4000 Topics in Entrepreneurship: Innovation in an Entrepreneurial Environment

Prerequisites: None

This course gives future managers a perspective on how innovation shapes today's global marketplace. Students learn to research and analyze a country's science, technology and innovation policies that are essential to the creation and design of innovative products, processes and services. Students are then able to assess the business environment that nurtures innovative and entrepreneurial firms. It will address innovation in healthcare, biomedical and drug research; innovation in food and agriculture; inclusive and green growth. The course is interdisciplinary, there are no prerequisites, and it is well-suited to students majoring in all fields of business, engineering and social sciences.

Journalism and Mass Communication

JMC:3400 Specialized Reporting & Writing: Travel Writing (3 s.h.)

Prerequisites: None

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.

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.

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:4101 Integrated Marketing Communications

Prerequisites: Introduction to Marketing Strategy (MKTG:3000)

Making marketing communication decisions and understanding how marketing communications work; planning and evaluation of marketing communications; theories, models, and tools to make better marketing communication decisions; course uses an Integrated Marketing Communications perspective, which involves understanding the role of the different promotional mix elements and coordinating them to develop effective marketing communication programs.

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.

ENGR:2130 Engineering Fundamentals III: Thermodynamics (3 s.h.)

Prerequisites: Principles of Chemistry (CHEM:1110), Introductory Physics I (PHYS:1611)

Basic elements of classical thermodynamics, including first and second laws, properties of pure materials, ideal gas law, reversibility and irreversibility, and Carnot cycle; control volume analysis of closed simple systems and open systems at steady state; engineering applications, including cycles; psychrometrics.

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 Classical 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 examines 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.