

CIMBA Italy Program

Spring 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:117 Corporate Finance (3)**

Prerequisite: Introductory Financial Management/Corequisite: Financial Information Technology or consent of instructor

Advanced managerial decision making; corporate financial policy, dividend policy, agency theory, corporate restructuring, capital structure strategies, mergers and acquisitions, option pricing fundamentals, convertible debt, callable debt, warrants.

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).

Economics:

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

Prerequisites: Principles of Microeconomics and Calculus and Matrix Algebra for Business, or consent of instructor
Economic theory of the behavior of consumers, producers, and other economic agents; role of markets in coordinating economic activity, conditions that markets require for efficient allocation of resources; market imperfections; strategic behavior of economic actors.

Please Note: Calculator.

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:139 Sales Management (3)**

Prerequisite: Introduction to Marketing Strategies

Personal selling, management of sales force; emphasis on recruitment, selection, training of sales representatives; problems in allocation of sales effort, supervision, control.

- **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:070 Computer Analysis (3) (This course will only be offered if there is sufficient demand)**

Prerequisite: None

The computer and its uses in organization operation, management; computer systems terminology, programming, management information systems, use of applications software.

Please Note: This is an on-line course. Students will meet with a TA in Italy during the scheduled meeting time as well as have regular contact with the professor at Iowa. Requires use of Microsoft Office 2007 which is available on a number of computers in the lab. If you are bringing a laptop and do not already have Office 2007, it is highly recommended that you purchase it. Many university bookstores offer it at a special student rate. If your university does not, please contact us and we will help you purchase it through the University of Iowa.

- **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.

- **019:150 Visual Communication (3)**

Prerequisite: None

History of modern visual communication from a cultural perspective; visual form, composition, spatial representation, color and other topics; in-depth study of selected artists, designers, photographers.

Lab Fee: This course will have a 15E lab fee collected for printing costs. This fee will be collected in Italy.

- **019:132 Photojournalism Workshop: Travel Photography (4)**

Prerequisite: None; Enrollment to this course is first offered to Journalism & Mass Communication students. Other majors may participate if there is enough space.

Basic elements of still image, digital photography that include skill in the use of a camera and digital editing techniques as well as aesthetic concerns of composition, depth of field and lighting. Special emphasis on elements of travel photography and capturing images that convey a sense of place, culture and people.

Techniques include: basic craft, location shooting, editing photographs; group critiques of assignments.

Required Supplies: Students must supply, at minimum, a point and shoot digital camera. The preferred digital camera would have manual shutter and aperture control. A 35mm SLR camera is great but not required.

Lab Fee: This course will have a 15E lab fee collected for printing costs. This fee will be collected in Italy.

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.

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 (4)**

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.