



CIMBA Undergraduate Programs in Italy

Summer 2010 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

06A:144 Auditing (3)

Prerequisites: Valuation of Financial Claims, Applied Information Systems, and senior standing

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

06A:170 Special Topics in Accounting: European Accounting Practices (3)

Prerequisites: 2 semesters of accounting or 1 semester of accounting and consent of instructor

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. The course explores managerial decision-making, evaluation of foreign financial statement information and the impact of political practice and culture on capital formation. Although of special interest to accounting students, the course does not require an accounting knowledge beyond an introductory course.

Finance & Economics

06F:100 Introduction to Financial Management (3)

Prerequisites: Managerial Accounting, Principles of Microeconomics, Principles of Macroeconomics, and junior standing

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.

06E:117 Economics of Money, Banking and Financial Markets (3)

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

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

06E:125 Global Economics and Business (3)

Prerequisite: 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:151 International Marketing (3)

Prerequisite: Introduction to Marketing Strategy

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.

06M:190 Contemporary Topics in Marketing: The Global Consumer (3)

Prerequisites: Introduction to Marketing Strategy

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.

Management & Entrepreneurship

06J:146 International Business Environment (3)

Prerequisites: Junior standing

Differences in international and domestic business; cultural, legal, political factors for managers.

06J:047 Introduction to Law (3)

Prerequisites: Sophomore standing

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

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.

Communication Studies

036:042 Intercultural Communication (3)

Prerequisite: Core Concepts in Communication Studies (or an introductory communication studies course)

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

036:090 Topics in Communication Studies: Social Media Law (3)

Prerequisite: None

This course explores the legal, business, and ethical issues that mass media professionals face with social media, including blogs, Twitter, and Facebook. Students will interact on social networks and learn how global businesses balance the immediate need to manage company messages, with the constraints placed by attorneys to limit legal exposure. The course examines cyber law cases dealing with online defamation, company employees fired for using social media, publicity, the First Amendment, anonymity on the web, shield laws, intellectual property, and trade secret protection. In addition, it compares the United States and international court systems and cases relating to nations with conflicting internet laws. Finally, students will construct a Social Media Policy for a fictitious company and read case studies on the business benefits and legal pitfalls of employees utilizing social media.

Journalism & Mass Communication

019:169 Topics in Mass Communication: Social Media Law (3)

Prerequisite: None

This course explores the legal, business, and ethical issues that mass media professionals face with social media, including blogs, Twitter, and Facebook. Students will interact on social networks and learn how global businesses balance the immediate need to manage company messages, with the constraints placed by attorneys to limit legal exposure. The course examines cyber law cases dealing with online defamation, company employees fired for using social media, publicity, the First Amendment, anonymity on the web, shield laws, intellectual property, and trade secret protection. In addition, it compares the United States and international court systems and cases relating to nations with conflicting internet laws. Finally, students will construct a Social Media Policy for a fictitious company and read case studies on the business benefits and legal pitfalls of employees utilizing social media.

Other

025:013 Concepts and Contexts of Western Music (3)

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-Tirolean regions). Class is supplemented by live performances and cultural excursions. No previous musical knowledge or abilities are required.