

VILLANOVA

SCHOOL OF BUSINESS

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*Always be dissatisfied with what you are, if you
want to arrive at what you are not yet. Always add some more.
Always keep on walking. ALWAYS FORGE AHEAD!*
St. Augustine, SERMON 169, 18

HISTORY

The original College of Commerce and Finance was founded in 1922 by Father Joseph C. Bartley. Father Bartley served as dean until his death in 1962. The school was reorganized in 1964 to meet the exigencies of the ever changing business community. Since that time, it has attracted outstanding undergraduate and graduate students from across the nation and the world. In 2006 the name was changed to the Villanova School of Business (VSB). Today it offers the following undergraduate degrees: Bachelor of Science in Accountancy, Bachelor of Science in Economics, Bachelor of Science in Business Honors, and Bachelor of Science in Business Administration with majors in Finance, Management, Management Information Systems, and Marketing. In addition, an International Business Co-major is also available and must be taken in conjunction with another business major. Graduate programs include the Executive MBA, Professional MBA, Full-time Equivalent (FTE) MBA, Master of Taxation jointly with the Villanova Law School, Master of Accountancy, Master of Technology Management, Master of Science in Finance, and a JD/MBA program offered jointly with the Villanova Law School.

The undergraduate and graduate business programs of VSB are fully accredited by AACSB International - the Association to Advance Collegiate Schools of Business. In addition, the accounting program is separately accredited by the AACSB and, as such, is among a select number of accounting programs so designated.

VSB faculty consists of 95 full-time professors, with over ninety percent holding the terminal degree in their area of expertise. Approximately 25 adjunct professors drawn from industry are also part of the faculty contingent. The faculty is widely recognized for its excellence in teaching, research, and professional service.

MISSION

The Villanova School of Business seeks to be a leader among business schools in fostering a learning environment that enables members of our community to develop the knowledge, experience, values, and capabilities needed for a lifetime of learning consistent with the moral vision of St. Augustine. Strengthened by our liberal arts foundation, we also strive to collaborate with the business and academic communities to create, share, and apply knowledge.

We value and support:

- the rich tradition of Catholic Social Teaching and the guidance it provides for all College activities
- an environment of mutual respect, professional development, and continuous improvement
- a quest to achieve educational distinctiveness in the markets in which we choose to compete
- active partnership with other units of the University
- the mutually supportive activities of teaching, research, and service
- innovation and experimentation by faculty and staff in achieving continuous improvement in the educational delivery process
- all dimensions of scholarship, including teaching, discovery, integration, and application
- stakeholder-based perspectives in decision-making
- life-long relationships with our graduates
- the creation of a learning environment the end product of which is adaptive problem solvers
- diversity of opinion and thought, as they relate to the development of operational strategies and tactics chosen to accomplish our mission

OBJECTIVES

We seek to develop students who are responsive to new and changing environments, effective in crafting creative solutions to complex problems; in essence, adaptive problem solvers. The six strategic initiatives form the curriculum framework for the development of *The Learning Environment* within VSB.

- **Technological Competence:** Ability to use the processes and tools of information management in problem-solving such as computer hardware and software.
- **Ethics and Social Responsibility:** Set of moral principles and values governing individual conduct and fulfilling obligations to society.
- **Experiential Learning:** Active participation in events or activities leading to the accumulation of knowledge and skill.
- **Integrated Curriculum:** Presenting business principles in a cross-functional manner so as to create connections across disciplines with an integrated view of life.
- **Communication Skills:** Exchange of thoughts, information, and ideas through various media.
- **Multicultural & Global Perspective:** Comprehensive, worldwide view.

DEGREE PROGRAMS

UNDERGRADUATE DEGREES OFFERED

The Villanova School of Business offers the following undergraduate degrees: Bachelor of Science in Accountancy; Bachelor of Science in Economics; Bachelor of Science in Business Honors; and Bachelor of Science in Business Administration with majors in Finance, Management, Management Information Systems, and Marketing. In addition, an International Business Co-major is also available and must be taken in conjunction with another business major.

BACCALAUREATE DEGREE REQUIREMENTS

The requirements for the Bachelor of Science degree in VSB are:

- Completion of all *core curriculum* requirements, *academic major course* requirements, and *elective* requirements for the degree with an overall cumulative quality point average (QPA) of not less than 2.00 and a cumulative technical quality point average of not less than 2.00. **Please note:** the curriculum requirements of Bachelor of Science in Business Honors are different. See course requirements listed under *Special Programs* for more detailed information.
- For transfer students, no more than 60 credits (20 courses) may be transferred into a program including AP, transfer, and study abroad. At least 50% of the business credit hours and 50% of major course credit hours required for degrees in VSB must be completed at Villanova University.
- The final 30 hours of one's academic program must be completed at Villanova (residency requirement). With permission of the Associate Dean, a student may study abroad during the first semester of senior year.
- Successful completion of VSB CEO Program I and II (BA 1001 and BA 1002) in freshman year.
- Successful completion of the diversity requirement by participating in one of the following activities: Habitat for Humanity trip, Study Abroad, Special Olympics, or Freedom School/Martin Luther King Day activities.
- Discharge of all financial obligations to Villanova University.

Students are responsible for the degree requirements in effect at the time of their initial enrollment. If they are formally readmitted to VSB, they must meet the requirements of their new graduating class. Transfer students' degree requirements are determined at time of transfer.

A student's eligibility for graduation is determined by the Dean. NOTE: it is the personal responsibility of the student to ensure that all requirements for graduation are met.

BASIC CURRICULUM

The curriculum outlined below provides a suggested sequence to complete the baccalaureate degree requirements. It incorporates some modifications based on particular majors. However, this suggested sequence should not be viewed as limiting since individual adjustments are made to meet desired educational objectives.

FRESHMAN YEAR		Credits
ACC 1101	Principles of Financial Accounting	3
BL 1090	Legal Environment of Business and Society	3
ACS 1000	Traditions in Conversation	3
ACS 1001	Modernity & Its Discontents	3
ECO 1001, 1002	Intro to Microeconomics/Macroeconomics	6
ENG 1010	Composition	3
MAT 1500, 1505	Calculus I and II	8
MIS 1006	Intro to MIS	3
PHI 1050	Intro to Philosophy	3
BA 1001, BA 1002	VSB CEO Program I & II	0

SOPHOMORE YEAR		Credits
ACC 1102	Principles of Managerial Accounting	3
COM 1101 ¹	Business & Professional Communication	3
DIT 2010	Business Statistics	3
ENG 1050	The Literary Experience	3
ETH 2050 ^{2 & 9}	Ethical Traditions and Contemporary Life	3
FIN 1113 ³	Principles of Finance	3
HIS xxxx ⁴	History Elective	3
MGT 1102 ⁹	Management Essentials	3
MKT 1137	Principles of Marketing	3
THL 1050 Or THL1051	Christian Theology or Christianity in History	3

JUNIOR YEAR		Credits
Behavioral Science Elective ⁵		3
ECO 3109	International Economics	3
DIT 1141	Operations Management	3
Humanities Elective ⁶		3
Major Courses		9
Natural Science ⁷		3
Social Science or Natural Science ⁸		3
Non-Business Elective		3

SENIOR YEAR		Credits
Major Courses		9
MGT 3301 ⁹	Policy Formulation and Administration	3
THL xxxx ¹⁰	Theology Elective	3
Free Electives ¹¹		15

¹ Internal transfer students who have taken COM 1100 may use COM 1100 to substitute for the required COM 1101.

² Economics major take ECO 2101 & ECO 2102 in the sophomore year and defer ETH 2050 and HIS xxxx elective to the junior year.

³ ACC 1101, ECO 1001/1002, DIT 2010, and MIS 1006 are prerequisites of FIN 1113. DIT 2010 can be taken concurrently with FIN 1113.

⁴ HIS xxxx: choose any offering from the History department.

⁵ Behavioral Science: choose PSY 1000 or any SOC course.

⁶ Humanities: choose from Art & Art History, Classical Study, English, Humanities, *Modern Languages, Philosophy, Studio Art & Music, or Theater. *If a student completed 2 years of a language in high school, credit for introductory courses in that language taken at the college level will not satisfy degree requirements, including electives.

⁷ Natural Science: choose from Astronomy & Astrophysics, Biology, Chemistry, Meteorology, or Physics.

⁸ Social Science or Natural Science: choose from Geography, History, Political Science, Psychology, Sociology, or the Natural Sciences.

⁹ ETH 2050, MGT 1102, and MGT 3301 must be taken at Villanova.

¹⁰ THL xxxx: choose any THL elective with a course number of 2000 or above.

¹¹ BL 2185 is recommended for ACC majors who want to sit for CPA certification.

SPECIAL PROGRAMS

BACHELOR OF SCIENCE IN BUSINESS HONORS

The Honors Program at Villanova is a comprehensive four year program of challenging seminars, research opportunities, and cultural and social events designed to bring together superior students and dedicated faculty. Honors courses emphasize extensive reading and writing, and attempt to develop the critical abilities of judgment and analysis.

Incoming freshmen are invited to apply for admission in late May based upon high school credentials. Current Villanova students may apply directly to the Honors Program at any time. Out of 41 courses (125 credits) required for a B.S. degree, a total of 12 Honors courses (36 credit hours) are required:

- Six of the Honors courses (18 credits) must be VSB Honors courses
- At least four Honors courses (12 credits) must be selected from the following:

HON 1101	HON 2010
HON 1102	HON 1080
HON 1090	HON 1081
HON 1016	HON 1113

HON 1141

HON 1137
HON 3209

- Six credit senior thesis; three credits each semester

BUSINESS MINORS

(1) MINORS FOR NON-BUSINESS MAJORS:

A. General Business Minor (Traditional Track; spread over several semesters)

Students enrolled in other colleges of the University may seek a General Business Minor upon application to, and approval by, the Associate Dean of the Villanova School of Business. Acceptance is determined on a competitive basis. Required business courses are ACC 1101, BL 1090, ECO 1001, ECO 1002, FIN 1113, MGT 1102, MIS 1006, and MKT 1137. In addition to the business courses, a statistics sequence is also required. The statistics requirement may be fulfilled by successfully completing:

- MAT 1230 and MAT 1235 or
- DIT 2010 (or ECO 2137 or MAT 2310 or MAT 4310) if a student has completed a calculus course or
- Statistics requirement is waived for Engineering and Math majors.

Students in the General Business Minor program are required to either purchase VSB laptop or purchase the necessary software programs for their pre-owned laptops. Students who complete the General Business Minor may then minor in Accounting, Economics, Entrepreneurship, Finance, International Business, Management Information Systems, or Marketing. (See course requirements listed under *Academic Areas* for more detailed information).

B. Business Law and Corporate Governance Minor (*Business Minor status is not required to pursue this VSB minor*)

Students must complete BL 1090 (Legal Environment of Business and Society) and MGT 1102 (Management Essentials) before applying for the Business Law and Corporate Governance minor. Other required minor courses are:

- ETH 2050 (Ethical Traditions and Contemporary Life) - may be taken concurrently
- BL 2185 (The Law of Contracts and Commercial Transactions)
- BL 2135 (The Business Entity: Law, Governance, and Ethics)
- MGT 2212 (Leadership) **OR** MGT 2250 (Global Corporate Social Responsibility)

C. Villanova Summer Business Institute (One full summer – 10 weeks)

The Villanova Summer Business Institute (SBI) is an innovative, intensive program seeking to provide the motivated, non-business student with broad exposure to the major foundational areas of modern business and is recognized as a general business minor by

VSB. The SBI's unique aspect is the integrated, cross-functional teaching approach employed. Faculty from each of the subject areas follow a truly interdisciplinary teaching approach. Specific modules included are:

- SBI 2107 – Understanding the Business Context (3 credits)
- SBI 2108 – Problem Solving and Decision Making (3 credits)
- SBI 2207 – Strategic Leadership & Followership (3 credits)
- SBI 2208 – Innovation and Creativity (3 credits)
- SBI 2209 – Professional Development & Synthesis (3 credits)

Applicants may come from any college (except business) of the University or any other college or university. An applicant must have completed his/her freshman year, usually 30 credits and be in good academic standing. Because of the computational aspects of several of the SBI modules, students are encouraged to take MAT 1230, 1250, DIT 2010, or their equivalent at their home institution. These courses are not prerequisites; students may apply without having taken any of these courses. Applications are accepted beginning December 1 each year and must be received by April 15. Decisions are made on a rolling basis on all complete application packages, so early submission of applications is encouraged. Space is limited; applications will continue to be accepted until April 15 or the SBI is full. Complete details and applications are available from the SBI web site at www.business.villanova.edu/sbi. Additional questions may be directed to the Clay Center at VSB at (610) 519-5532 or email at sbi@villanova.edu.

Students who successfully complete a general business minor through either the SBI or the General Business Minor may also pursue a minor in the following business areas: Accounting, Economics, Entrepreneurship, Finance, International Business, Management Information Systems, and Marketing. (See course requirements listed under *Academic Areas* for more detailed information).

(2) MINORS FOR BUSINESS MAJORS:

VSB students may pursue a minor in various business disciplines. See course requirements listed under *Academic Areas* for more detailed information.

CO-MAJOR INTERNATIONAL BUSINESS

The IB Co-Major is restricted to VSB majors. The Co-Major must be taken in conjunction with a major in Accounting, Economics, Finance, Management Information Systems, Management, or Marketing.

The International Business Co-Major course requirements are as follows:

- MGT 2350 (International Comparative Management)
- Three (3) **International Business** elective courses (9 credits). Choose from:
 - ACC 2420 (International Accounting)
 - BL 2160 (International Business Law)
 - ECO 3115 (Alternative Economic Systems)
 - ECO 3127 (Economics of Underdeveloped Areas)
 - ECO 4204 (Economics of Latin America & Caribbean)
 - FIN 2335 (International Financial Management)
 - MKT 2280 (International Marketing and Trade)
 - MGT 2208 (Special Topic in International Management)
 - MGT 2250 (Global Corporate Social Responsibility)

Or other approved IB Electives.

Please Note: International Business electives must be taken from at least two (2) different disciplines. Accounting, Economics, Finance, Management, and Marketing majors must select the international course offered by their major department. This course will also fulfill a major elective requirement. (Please note: ECO 3109, International Economics, is a core requirement and does not fulfill a major elective requirement for IB Co-Major.)

- One (1) international-related History or international related Social Science selected from Geography, History, Psychology, Political Science, or Sociology.
- Language Requirement: Successful completion of placement beyond the intermediate levels on language placement exam administered by Villanova University, or two semesters of a foreign language (minimum 6 credits) at or above intermediate level if French, German, Italian, or Spanish is chosen or two semesters at the introduction level if Arabic, Chinese, Japanese, Russian is chosen. If a student took two years or more of Arabic, Chinese, Japanese, or Russian in high school, then the student must complete the intermediate II of the language to satisfy the language requirement for IB Co-Major.
- Approved international study experience.

HONORS AND AWARDS

Awards for distinguished scholarship in VSB are made annually at the Beta Gamma Sigma dinner when the top 10% of the senior class and the top 7% of the junior class are honored. Beta Gamma Sigma is the national scholastic honor society in the field of business administration. Villanova's chapter is one of 157 from among 700 institutions offering undergraduate degrees in business.

VSB awards the Bartley Medallion for distinguished scholarship and service each year at the VSB Graduation Recognition Ceremony, held on the Saturday of Commencement weekend.

Other awards by professional organizations and departments are distributed on a regular basis at appropriate times.

INTERNATIONAL STUDY

VSB encourages all students to study abroad. Alliances have been developed between Villanova and numerous institutions abroad.

The Office of International Studies Office (Middleton Hall, 2nd floor, telephone 610-519-6412) provides assistance to students desiring to study in a foreign country through a variety of one semester, full academic year, and summer programs. The courses must be approved in advance as to content and rigor by the chairperson of the student's major.

INTERNSHIPS AND COOPS

VSB encourages all students to participate in an internship during their academic career. Internships, whether taken for academic credit or not for credit, provide valuable insight into career interests and objectives, provide concrete opportunities for students to make connections between classroom and theory, and often lead to permanent

employment. Academic internships (“for credit” internships) are graded on a satisfactory/unsatisfactory basis and fulfill a free elective requirement (not a major elective requirement). Full-time CoOp opportunities are also available to all VSB students. A maximum of six (6) credits of internship or CoOp can be counted toward VSB degree requirements. Students should contact the Clay Center at VSB, Bartley Hall 1054, 610-519-5532 for complete information and procedures.

NON-BUSINESS MINORS FOR BUSINESS MAJORS

Students enrolled in VSB may pursue minors in programs offered by other colleges of the University, including the Honors Program. Detailed information on the process for approval may be obtained in the department of the discipline of the minor.

LAPTOP COMPUTERS

Computing technology is integrated throughout the undergraduate program of the Villanova School of Business. The University supports VSB’s learning environment by assigning state-of-the-art laptop computers to students. This computer is fully configured, and contains the hardware features and software necessary to support VSB’s academic programs and to access all of the University’s information resources. The University operates a computer support center, TechZONE, (Vasey Hall, Room 101, Phone: 610-519-7777) that offers hardware and software assistance, and also provides a loaner pool of laptops for business students whose machines require service. At the conclusion of the Sophomore year, students return the assigned computer in good working order to the University, and then receive a new laptop for use during their junior and senior years. Students return this second computer in good working order to the University at the conclusion of their senior year. If a student leaves VSB for any reason, the student must immediately return the computer to VSB in good working order. Further information on VSB’s laptop computer program can be obtained by contacting TechZONE at (610) 519-6646 or <http://unit.villanova.edu/support/menu/csc>.

ORGANIZATIONS

The objectives of collegiate education include proper social development and social leadership. Accordingly, Villanova University offers to the students a variety of extracurricular and co-curricular activities - religious, athletic, social, and cultural. Student activities are under the jurisdiction of the Dean of Students, the Dean's staff, and the Faculty Moderator of the individual organization. VSB sponsors the following organizations: Accounting Society, Advertising Society, Association of Information Technology Professionals, Beta Gamma Sigma, Beta Alpha PSI, Economics Society, Entrepreneurship Society, Equity Management Society, Financial Management Association, Gamma Phi Honor Society, International Business Society, Marketing Society, Omicron Delta Epsilon - Economics Honor Society, Phi Beta Lambda, Pi Sigma Epsilon (Marketing Profession Fraternity), Women in Business Society, and Society for the Advancement of Management.

ACADEMIC POLICIES AND INFORMATION

Unless otherwise noted, VSB follows the general university academic policies and regulations listed in the University section of this Catalog. The specific VSB policies are listed in the VSB Undergraduate Handbook, which is available from the Clay Center at VSB. *It is the responsibility of the student to know and comply with all academic policies and regulations of the University and of the Villanova School of Business. Such policies are subject to change without prior notice.*

ACADEMIC AREAS

ACCOUNTANCY & INFORMATION SYSTEMS

Chair: Daniel J. O'Mara
Office: 3019 Bartley Hall, tel. 610-519-4340
Website: www.villanova.edu/business/facultyareas/accounting
Course Descriptions: www.catalog.villanova.edu/courses/acc.html
www.catalog.villanova.edu/courses/mis.html

I. ACCOUNTING MAJOR

COURSE REQUIREMENTS FOR ACCOUNTING MAJOR:

ACC 2310 (Intermediate Accounting I)
ACC 2320 (Intermediate Accounting II)
ACC 2340 (Accounting Information Systems)
ACC 2430 (Auditing)
ACC 2460 (Federal Income Tax I)
Plus one (1) **Accounting** elective course

Please Note: The following courses **do not count** toward **Accounting** elective course: ACC 3300 (Top: Financial Statements Analysis), ACC 3430 and ACC 3460 (Accounting Internship), ACC 3470 (Accounting Co-Op), and ACC 3500 (Independent Study)

COURSE REQUIREMENTS FOR ACCOUNTING MINOR:

Three (3) **Accounting** elective courses from the following list:

ACC 2310 (Intermediate Accounting I)
ACC 2320 (Intermediate Accounting II)
ACC 2340 (Accounting Information Systems)
ACC 2420 (International Accounting)
ACC 2430 (Auditing)
ACC 2450 (Advanced Accounting)
ACC 2460 (Federal Income Tax I)
ACC 2470 (Cost Accounting, Analysis and Control)
ACC 2480 (Federal Income Tax II)
ACC 3350 (Fraud Examination)
ACC 3300 (Top: Financial Statement Analysis) can also be used to fulfill the minor requirement if ACC 2310 is not taken.

II. MANAGEMENT INFORMATION SYSTEMS

COURSE REQUIREMENTS FOR MANAGEMENT INFORMATION SYSTEMS MAJOR:

MIS 2020: (Programming for Adaptive Problem Solving)

MIS 2030 (Database Management)

MIS 2040 (Systems Analysis and Design)

Plus any three (3) major elective courses from the following:

ACC 2340 (Accounting Information Systems)

DIT 2160 (Business Decision Making)

MIS 3010 (Business Data Communications)

MIS 3020 (Enterprise Systems and Applications)

MIS 3030 (Enabling Technologies in E-Business)

MIS 3040 (MIS Seminar)

MIS 3090 (Special Topics in MIS)

COURSE REQUIREMENTS FOR MANAGEMENT INFORMATION SYSTEMS MINOR:

MIS 2020 (Programming for Adaptive Problem Solving)

MIS 2030 (Database Management)

MIS 2040 (Systems Analysis and Design)

ECONOMICS & STATISTICS

Chair: Dr. Wen Mao
Office: 2015 Bartley Hall, tel. 610-519-4370
Website: www.villanova.edu/business/facultyareas/economics
Course descriptions: www.catalog.villanova.edu/courses/eco.html

BACHELOR OF SCIENCE IN ECONOMICS:

ECO 2101 (Macro-Economic Theory)

ECO 2102 (Micro-Economic Theory)

ECO 4132 (Senior Seminar)

Plus three (3) additional **Economic** elective courses above ECO 3000 (ECO 3109 does not fulfill a major elective requirement.)

BACHELOR OF ARTS IN ECONOMICS: Students in the College of Liberal Arts and Sciences who major in Economics earn the degree of Bachelor of Arts in Economics. Such students must take Calculus (MAT 1310, MAT 1320, or MAT 1500) either to satisfy their math requirement or as a free elective. They should take ECO 1001 and ECO 1002 as two of the three social science courses in the Freshman or Sophomore year. In addition, students must successfully complete: ECO 2101, ECO 2102, ECO 2137, ECO 3132, ECO 4132, and 12 elective Economics credits numbered above 3000. Students may receive a Specialization certificate by choosing to specialize in one of the

following areas – (Business Economics, Global Economics, Human Resources, or Pre-Law) by taking, as part of their 12 Economic credits, three courses within their specialty and focusing their seminar paper (ECO 4132) on that specialty area.

COURSE REQUIREMENTS FOR ECONOMICS MINOR:

MAT 1310, MAT 1320, or MAT 1500 (Calculus)
ECO 1001 and ECO 1002 (Intro to Microeconomics & Macroeconomics)
ECO 2101 and ECO 2102 (Macro Economic Theory & Micro Economic Theory)
Plus two (2) additional **Economics** elective courses above ECO 3000.

FINANCE

Chair: Dr. David Shaffer
Office: 2019 Bartley Hall, tel. 610-519-7395
Website: www.villanova.edu/business/facultyareas/finance
Course descriptions: www.catalog.villanova.edu/courses/fin.html

COURSE REQUIREMENTS FOR FINANCE MAJOR:

FIN 2114 (Intermediate Corporate Finance)
FIN 2227 (Fixed Income Markets and Valuation)
FIN 2323 (Equity Markets and Valuation)
Plus three (3) other **Finance** elective courses or two (2) other **Finance** elective courses plus one of the following:
ACC 2310 (Intermediate Accounting I)
ECO 2101 (Macro-Economic Theory)
ECO 2102 (Micro-Economic Theory)
ECO 3137 (Intro to Econometrics)

Please Note: FIN 3350 (Finance Internship), FIN 3360 (Independent Study – Finance), and FIN 3470 (Finance Co-Op) do not count toward **Finance** elective courses.

COURSE REQUIREMENTS FOR FINANCE MINOR:

FIN 2114 (Intermediate Corporate Finance)
FIN 2227 (Fixed Income Markets and Valuation)
FIN 2323 (Equity Markets and Valuation)

MANAGEMENT & OPERATIONS

Chair: Dr. Kevin Clark
Office: 2083 Bartley Hall, tel. 610-519-6924
Website: www.villanova.edu/business/facultyareas/management
Course descriptions: www.catalog.villanova.edu/courses/mgt.html

COURSE REQUIREMENTS FOR MANAGEMENT MAJOR:

MGT 2155 (Organizational Behavior)
MGT 2350 (International Comparative Management)
DIT 2160 (Business Decision Making)
Plus three (3) **Management** elective courses.

COURSE REQUIREMENTS FOR INTERNATIONAL BUSINESS CO-MAJOR:

- MGT 2350 (International Comparative Management)
 - Three (3) **International Business** elective courses (9 credits). Choose from:
 - ACC 2420 (International Accounting)
 - BL 2160 (International Business Law)
 - ECO 3115 (Alternative Economic Systems)
 - ECO 3127 (Economics of Underdeveloped Areas)
 - ECO 4204 (Economics of Latin America & Caribbean)
 - FIN 2335 (International Financial Management)
 - MKT 2280 (International Marketing and Trade)
 - MGT 2208 (Special Topic in International Management)
 - MGT 2250 (Global Corporate Social Responsibility)
- Or other approved IB Electives.

Please Note: International Business electives must be taken from at least two (2) different disciplines. Accounting, Economics, Finance, Management, and Marketing majors must select the international course offered by their major department. This course will also fulfill a major elective requirement. (Please note: ECO 3109, International Economics, is a core requirement and does not fulfill a major elective requirement for IB Co-Major.)

- One (1) international-related History or international related Social Science selected from Geography, History, Psychology, Political Science, or Sociology.
- Language Requirement: Successful completion of placement beyond the intermediate levels on language placement exam administered by Villanova University, or two semesters of a foreign language (minimum 6 credits) at or above intermediate level if French, German, Italian, or Spanish is chosen or two semesters at the introduction level if Arabic, Chinese, Japanese, Russia is chosen. If a student took two years or more of Arabic, Chinese, Japanese, or Russia in high school, then the student must complete the intermediate II of the language to satisfy the language requirement for IB Co-Major.
- Approved international study experience.

COURSE REQUIREMENTS FOR ENTREPRENEURSHIP MINOR:

ENT 2020 (Entrepreneurial Management)
ENT 2021 (Entrepreneurial Marketing)
ENT 2022 (Entrepreneurial Finance)
ENT 2023 (Entrepreneurial Practicum)

Note: These four (4) courses must be taken together during the same semester.

COURSE REQUIREMENTS FOR INTERNATIONAL BUSINESS MINOR:

MGT 2350 (International Comparative Management)

Two (2) **International Business** elective courses (6 credits). Choose from the following list (*must be from two (2) different disciplines*):

ACC 2420 (International Accounting)
BL 2160 (International Business Law)
ECO 3115 (Alternative Economic Systems)
ECO 3127 (Economics of Underdeveloped Areas)
ECO 4204 (Economics of Latin America & Caribbean)
FIN 2335 (International Financial Management)
MKT 2280 (International Marketing and Trade)
MGT 2208 (Special Topic in International Management)
MGT 2250 (Global Corporate Social Responsibility)
Or other Approved IB Electives

Please Note: Accounting, Economics, Finance, Management, and Marketing majors must select the international course offered by their major department. This course will also fulfill a major elective requirement. (Please note: ECO 3109, International Economics, is a core requirement and does not fulfill an IB minor requirement.)

One (1) international-related History or international related Social Science selected from Geography, History, Psychology, Political Science, or Sociology.

Language: If you have two years of a foreign language in high school, your language requirement is waived; otherwise, you are required to take two semesters of a foreign language (minimum 6 credits) at or above the introductory level.

International study experience is OPTIONAL

MARKETING & BUSINESS LAW

Chair: Dr. P. Greg Bonner
Office: 3015 Bartley Hall, tel. 610-519-4350
Website: www.villanova.edu/business/facultyareas/marketing
Course descriptions: www.catalog.villanova.edu/courses/bl.html

COURSE REQUIREMENTS FOR BUSINESS LAW & CORPORATE GOVERNANCE MINOR (*Business minor status is not required for this VSB minor*):

Students must complete BL 1090 (Legal Environment of Business and Society) and MGT 1102 (Management Essentials) before applying for the Business Law and Corporate Governance minor. Other required minor courses are:

ETH 2050 (Ethical Traditions and Contemporary Life) - may be taken concurrently with the courses for the minor
BL 2185 (The Law of Contracts and Commercial Transactions)
BL 2135 (The Business Entity: Law, Governance, and Ethics)
MGT 2212 (Leadership) **OR** MGT 2250 (Global Corporate Social Responsibility)

COURSE REQUIREMENTS FOR MARKETING MAJOR:

MKT 2197 (Marketing Research)
MKT 2375 (Marketing Management)
Plus four (4) additional **Marketing** elective courses:
MKT 2120 (Buyer Behavior)
MKT 2220 (Advertising Management)
MKT 2224 (Professional Selling)
MKT 2225 (Sales Management)
MKT 2230 (Marketing of Services)
MKT 2235 (Sports Marketing)
MKT 2280 (International Marketing)
MKT 2290 (Interactive Marketing)
MKT 2349 (Contemporary Topics in Marketing)
MKT 4132 (Integrated Marketing Campaigns).

COURSE REQUIREMENTS FOR MARKETING MINOR:

Three (3) **Marketing** elective courses, one of which must be either MKT 2120 or MKT 2197.

Please Note: MKT 3450 (Marketing Internship) and MKT 3470 (Marketing Co-Op) do not count toward the minor requirements.