

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 and Bachelor of Business Administration with majors in Economics, 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, MBA - Flex Track, MBA – Fast Track, Master of Taxation jointly with the Villanova Law School, Master of Accountancy, Master of Science in Finance, Master of Science in Church Management, 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 96 full-time professors, with over ninety percent holding the terminal degree in their area of expertise. Approximately 40 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 four strategic pillars form the curriculum framework for the development of *The Learning Environment* within VSB.

- **Technological Competence.**
- **Ethics and Social Responsibility.**

- **Innovation**
- **Global Mindset**

THE CLAY CENTER AT VSB

The Clay Center at VSB, named in honor of VSB alumnus, faculty member, and Dean Emeritus Alvin A. Clay, is dedicated to undergraduate student academic advising and professional development services, and serves as a “one-stop-shop” resource where all academic support and informational resources are available in one place to help undergraduate business students to reach their goals. The Clay Center provides;

- educational planning and academic advising,
- experiential learning opportunities (internships and CoOps), and
- professional development programs and resources

These resources help undergraduate business students to explore and develop their educational and career goals, and to successfully apply their unique talents and knowledge to become a lifelong learner and socially-responsible member of the global business community.

The Clay Center connects each incoming freshman with a VSB Peer Counselor and a Clay Center Advisor. VSB Peer Counselors and Clay Center Advisors provide guidance on course selection, registration, curricular planning, major selection, and the general adjustment from high school to college. During the sophomore year, upon selection of their majors, students are assigned a VSB Faculty Advisor in their area of study as an additional source of help and information. VSB Faculty Advisors are available to provide guidance on defining and reaching educational goals in a given field of study as well as to answer questions pertaining to curricular planning, study abroad opportunities, and other academic options.

DEGREE PROGRAMS

UNDERGRADUATE DEGREES OFFERED

The Villanova School of Business offers the following undergraduate degrees: Bachelor of Science in Accountancy and Bachelor of Business Administration with majors in Economics, 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 or Bachelor of Business Administration 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.
- ❑ 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 core credit hours and 50% of major course credit hours required for a degree 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.
- ❑ 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 |
|----------------------|---|----------------|
| ACS 1000 | Traditions in Conversation | 3 |
| ACS 1001 | Modernity & Its Discontents | 3 |
| ECO 1001, 1002 | Intro to Microeconomics/Macroeconomics * ¹ | 6 |
| ENG 1050 | The Literary Experience * ² | 3 |
| MAT 1500, 1505 | Calculus I & II | 8 |
| PHI 1050 | Introduction to Philosophy | 3 |
| VSB 1000 | Information Technology | 1 |
| VSB 1001 | Business Dynamics I | 3 |
| VSB 1002 | Business Dynamics II | 3 |

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| SOPHOMORE YEAR | | Credits |
|--------------------------------|--|---------|
| Behavioral Science | * ³ | 3 |
| ETH 2050 | Ethical Traditions & Contemporary Life * ² & ⁴ | 3 |
| THL 1050 OR 1051 | Christian Theology OR Christianity in History | 3 |
| VSF 2005 | Business Statistics | 3 |
| VSF 2006 | Strategic Information Technology | 3 |
| VSF 2007 OR HIS XXXX | Corporate Responsibility & Regulation * ⁵ OR History Elective * ⁴ & * ⁵ | 3 |
| VSF 2010 | Financial Management & Reporting | 6 |
| VSF 2020 | Competitive Effectiveness | 6 |

| JUNIOR YEAR | | Credits |
|--------------------------------|--|---------|
| Humanities | * ⁶ | 3 |
| ECO 3108 | Global Political Economy * ¹ | 3 |
| HIS XXXX OR VSF 2007 | History Elective * ⁴ & * ⁵ OR Corporate Responsibility & Regulation * ⁵ | 3 |
| Major Electives | | 9 |
| Natural Science | * ⁷ | 3 |
| Social or Natural Science | * ⁸ | 3 |
| VSF 3010 | Business Processes | 6 |

| SENIOR YEAR | | Credits |
|--------------------|-------------------------------------|---------|
| Major Electives | | 9 |
| THL XXXX | * ⁹ | 3 |
| VSF 4002 | Strategic Thinking & Implementation | 3 |
| Free Electives | * ¹⁰ | 15 |

1. **ECO 1001, ECO 1002, and ECO 3108:** are not included in the technical GPA calculation.
2. **ENG 1050, ETH 2050,** and all **VSF** courses must be taken at Villanova.
3. **Behavioral Science:** choose from PSY 1000 or any SOC.
4. **Economics Major:** take ECO 2101 & ECO 2102 in the sophomore year and defer ETH 2050 and VSF 2007 (**or** HIS XXXX) to the junior year.
5. **VSF 2007 or HIS XXXX:** Accounting majors and Business Law & Corporate Governance minors are encouraged to take VSF 2007 in the sophomore year, and take HIS XXXX in the junior year.
6. **Humanities:** choose from Art & Art History, Classical Study, English, Humanities, 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, Physics, GEV 1050, or GEV 1051. (A science lab is not required.)
8. **Social Science or Natural Science:** choose from Criminal Justice, Geography and the Environment, History, Political Science, Psychology, Sociology, or the Natural Sciences (as listed above).
9. **THL XXXX:** choose any Theology elective with a course number of 2000 or above.

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

SPECIAL PROGRAMS

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 apply to seek a General Business Minor through the Villanova School of Business (VSB).

Business Minor applications are reviewed once per year after spring grades are posted. Acceptance is determined on a competitive basis. Applications are available through the Clay Center at VSB (Bartley Hall 1054) and online at <http://www.villanova.edu/business/undergrad/forms.htm>. All students are also required to attend one of the mandatory information sessions held by VSB before applying. Information sessions are held several times each semester. Dates and times are posted at the start of the fall and spring semesters. The deadline for submitting an application is May 1st. Notification of acceptance is sent to students in late May. Any questions should be directed to the Clay Center at (610) 519-5532 or businessminor@villanova.edu.

All business courses must be taken at Villanova. Microeconomics, Macroeconomics, and the Statistics requirement may be taken elsewhere. Preapproval by the Clay Center at VSB is necessary.

The required business courses for a General Business Minor for students in the Class of 2013 are:

| | |
|----------|---|
| ECO 1001 | Intro to Microeconomics |
| ECO 1002 | Intro to Macroeconomics |
| VSB 1000 | Information Technology (1 cr.) |
| VSB 1001 | Business Dynamics I |
| VSB 1002 | Business Dynamics II |
| VSB 2010 | Financial Management & Reporting ¹ (6 cr.) |
| VSB 2020 | Competitive Effectiveness ¹ (6 cr.) |
| | Statistics Requirement ² |

1. Prerequisites: VSB 1000, VSB 1001, VSB 1002, ECO 1001, and ECO 1002. MAT 1235 (or VSB 2005) is a co-requisite for VSB 2010.
2. Statistics may be fulfilled by successfully completing:
 - BIO 3105 - Biostatistics and Experimental Design **OR**

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- MAT 1230 and MAT 1235 - Intro Statistics I and II **OR**
- ECO 2137 - Economics Statistics **OR**
- MAT 2310 - Statistics for Experimenters **OR**
- MAT 4310 - Statistics Methods **OR**
- VSB 2005 - Business Statistics (if a student has successfully completed a calculus course)

Please Note: Statistics is waived for Engineers and Math Majors.

Students who complete the General Business Minor may then minor in Accounting, **Business Law and Corporate Governance**, Economics, Entrepreneurship, Finance, International Business, Management Information Systems, Marketing, or Real Estate. **Additional coursework may be required.** See course requirements listed under *Academic Areas* for more detailed information.

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

The Villanova Summer Business Institute (SBI) provides an opportunity for non-business majors to earn a Minor in Business from VSB. The ten-week program (typically scheduled from end of May – end of July) is taught by full-time VSB faculty members. SBI covers key business disciplines including economics, accounting, finance, ethics, management, marketing, and business law, and provides professional development programs. Courses are taught in an integrated manner, so that the basics of business make sense within the larger context of other professional fields. Villanova students who successfully complete SBI earn a business minor.

Courses include:

- SBI 1000 Professional Success (1 credit)
- SBI 1001 Business Fundamentals (1 credit)
- SBI 2005 Applied Economics (3 credits)
- SBI 2006 Corporate Responsibility (3 credits)
- SBI 3005 Financial Management and Reporting (4 credits)
- SBI 3006 Competitive Effectiveness (4 credits)

Applicants may be current students or alumni from any non-VSB major at Villanova University or from other colleges/universities. Applicants must have completed their freshman year, usually 30 credits, and be in good academic standing.

SBI applications will be accepted until April 15, or until the program is full. Decisions are made on a rolling basis beginning January 15, so early submission of applications is encouraged. Complete information can be found online at <http://www.villanova.edu/business/sbi/>. Questions should be directed to the Clay Center at (610) 519-5951 or via email sbi@villanova.edu.

For Villanova students, SBI credit may apply to the degree requirements in their primary academic college. Students should check with their Dean's Office or academic advisor to find out how the SBI coursework may apply. Non-Villanova students should check with their primary institution about how SBI credits may transfer.

Villanova students who successfully complete SBI will earn a general business minor and may also pursue an additional VSB minor in one of the following business disciplines: Accountancy, **Business Law and Corporate Governance**, Economics, Entrepreneurship, Finance, International Business, Management Information Systems, Marketing, or Real Estate; see course requirements listed under *Academic Areas* for more detailed information. **Additional coursework may be required.**

(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 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 (**must be from at least two 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
 - MGT 2208 Special Topic in International Management
 - MGT 2250 Global Corporate Social Responsibility
 - MGT 2352 Business in Emerging Markets
 - MKT 2280 International Marketing and Trade
 - Or other approved IB Electives.

Please note: IB Co-Majors **are required** to take an international course in their major discipline if such course is offered. This course will also satisfy a major elective requirement. Also, ECO 3108 (Global Political Economy) 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 and the Environment, History, Psychology, Political Science, or Sociology.
- Language Requirement:

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- 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.

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 10% 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 Clay Center at VSB.

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. Credit approval and course registration for an internship or a CoOp must be completed BEFORE the internship/CoOp commences.

Prerequisites for an Academic Internship/CoOp:

Villanova University

- Enrolled as a full time undergraduate VSB student or Business Minor
- Sophomore standing (minimum 30 credits)
- Minimum GPA of 2.5 for fall or spring internships; minimum GPA of 3.0 for CoOps (some employers may require a higher GPA)

Registration Deadlines

| Internship Participation | Course Registration Deadline |
|---------------------------------|---|
| Fall Semester | Prior to start of internship OR end of fall semester drop/add period, whichever comes first |
| Spring Semester | Prior to start of internship OR end of spring semester drop/add period, whichever comes first |
| Summer | Prior to start of internship OR June 15, whichever comes first |

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 the TechZONE in good working order. Further information on VSB's laptop computer program can be obtained by contacting the TechZONE at (610) 519-6646 or <http://www.villanova.edu/unit/support/...>

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, Beta Gamma Sigma – Business Honor Society, Beta Alpha PSI, Business Honors Association, Business Without Borders, Economics Society, Entrepreneurship Society, Equity Society, Financial Management Association, Fixed Income Society, Gamma Phi Honor Society, International Business Society, Management Society, Management Information Systems Society, Marketing Society, National Association of Black Accountants, Omicron Delta Epsilon - Economics Honor Society, Phi Beta Lambda, Real Estate Society, Villanova Technical Analysis Group, and Villanova Women in Business Society.

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: Dr. Michael Peters
Office: 3019 Bartley Hall, tel. 610-519-4340
Website: www.villanova.edu/business/facultyareas/accounting

I. ACCOUNTING MAJOR

COURSE REQUIREMENTS FOR ACCOUNTING MAJOR:

- ACC 2310 Intermediate Accounting I
- ACC 2320 Intermediate Accounting II
- ACC 2430 Auditing
- ACC 2460 Federal Income Tax I

Plus two (2) Accounting elective courses

Please Note: The following courses **do not count** toward **Accounting** elective course:

- ACC 3430 Accounting Internship - 3 credits
- ACC 3460 Accounting Internship - 6 credits
- ACC 3470 Accounting CoOp
- 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 Advanced Taxes
- ACC 3350 Fraud Examination

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) **MIS** major elective courses from the following:

- ACC 2340 Accounting Information Systems
- MIS 3010 Business Data Communications
- MIS 3020 Enterprise Systems and Applications
- MIS 3030 Enabling Technologies in E-Business
- MIS 3040 MIS Seminar
- MIS 3050 CRM & Data Analytics

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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 REQUIREMENTS FOR ECONOMICS MAJOR:

ECO 2101 Macro-Economic Theory
ECO 2102 Micro-Economic Theory
Plus one of the following options:

Option #1: ECO 3132 Research Methods
ECO 4132 Senior Seminar

and two (2) **Economics** elective courses with course number of 3000 or above (except ECO 3108)

Option #2: ECO 3137 Econometrics

and three (3) **Economics** elective courses with course number of 3000 or above (except ECO 3108)

BACHELOR OF ARTS, ECONOMICS MAJOR: 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. In addition, students must successfully complete: ECO 1001, ECO 1002, ECO 2101, ECO 2102, ECO 2137 (or VSB 2005), 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

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| | |
|----------|-------------------------|
| ECO 1001 | Intro to Microeconomics |
| ECO 1002 | Intro to Macroeconomics |
| ECO 2101 | Macro Economic Theory |
| ECO 2102 | Micro Economic Theory |

Plus one **Economics** elective course above 3000 (except ECO 3108) for VSB students **OR** two (2) **Economics** elective courses above ECO 3000 for non-VSB students.

FINANCE

| | |
|-----------------|--|
| Chair: | Dr. David Shaffer |
| Office: | 2019 Bartley Hall, tel. 610-519-7395 |
| Website: | www.villanova.edu/business/facultyareas/finance |

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) **Finance** elective courses **OR** two (2) **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: The following courses **do not count** toward **Finance** elective courses:

| | |
|----------|-----------------------------|
| FIN 3350 | Finance Internship |
| FIN 3360 | Independent Study – Finance |
| FIN 3470 | Finance CoOp |

COURSE REQUIREMENTS FOR FINANCE MINOR:

| | |
|----------|------------------------------------|
| FIN 2227 | Fixed Income Markets and Valuation |
| FIN 2323 | Equity Markets and Valuation |

Plus one (1) **Finance** elective course except FIN 3350, FIN 3360, or FIN 3470

COURSE REQUIREMENTS FOR REAL ESTATE MINOR:

| | |
|----------|--------------------------------------|
| BL 2150 | Real Estate Principles and Practices |
| RES 3150 | Real Estate Investments |
| RES 4150 | Real Estate Development |

MANAGEMENT & OPERATIONS

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

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 (**must be from two 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 |
| MGT 2208 | Special Topic in International Management |
| MGT 2250 | Global Corporate Social Responsibility |
| MGT 2352 | Business in Emerging Markets |
| MKT 2280 | International Marketing and Trade |

Or other approved IB Electives.

Please note: IB co-majors **are required** to take an international course in their major discipline if such course is offered. This course will also satisfy a major elective requirement. Also, ECO 3108 (Global Political Economy) 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 and the Environment, 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,

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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: * fulfills MGT Elective or a Free Elective

** fulfills MKT Elective or a Free Elective

*** fulfills a Free Elective

COURSE REQUIREMENTS FOR INTERNATIONAL BUSINESS MINOR:

| | |
|----------|--------------------------------------|
| MGT 2350 | International Comparative Management |
|----------|--------------------------------------|

Two (2) **International Business** elective courses (**must be from two 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 |
| MGT 2208 | Special Topic in International Management |
| MGT 2250 | Global Corporate Social Responsibility |
| MGT 2352 | Business in Emerging Markets |
| MKT 2280 | International Marketing and Trade |
| Or other Approved IB Electives | |

Please note: IB minors **are required** to take an international course in their major discipline if such course is offered. This course will also satisfy a major elective requirement. Also, ECO 3108 (Global Political Economy) 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 and the Environment, History, Psychology, Political Science, or Sociology.

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Language: If students have two years of a foreign language in high school, the language requirement is waived; otherwise, students 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 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 |
| ENT 2021 | Entrepreneurial Marketing |

COURSE REQUIREMENTS FOR MARKETING MINOR:

MKT 2120 Buyer Behavior

OR

MKT 2197 Marketing Research

Plus two additional **Marketing** elective courses (ENT 2021, Entrepreneurial Marketing, also fulfills a Marketing minor elective course.)

Please Note: The following courses do not count toward the **Marketing** minor requirements:

| | |
|----------|----------------------|
| MKT 3450 | Marketing Internship |
| MKT 3470 | Marketing CoOp |

COURSE REQUIREMENTS FOR BUSINESS LAW & CORPORATE GOVERNANCE MINOR:

BL 2185 The Law of Contracts and Commercial Transactions

BL 2135 The Business Entity: Law, Governance, & Ethics

Plus one of the following courses:

MGT 2212 Leadership

MGT 2250 Global Corporate Social Responsibility

MGT 2208 Topic: Global Business Ethics

BL 2160 International Business Law

Prerequisites (may be taken concurrently with above courses):

VSB 2007 Corporate Responsibility and Regulation

ETH 2050 Ethical Traditions & Contemporary Life