

# 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 and a Real Estate co-major are 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 School of Law.

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 100 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.

The school is also home to prestigious business research centers including the Center for Business Analytics, Center for Global Leadership, Center for Innovation, Creativity, and Entrepreneurship (ICE Center), Center for Marketing and Public Policy Research, Center for Church Management, and the Daniel M. DiLella Center for Real Estate.

## MISSION

The Villanova School of Business (VSB) seeks to be a leader among business schools in fostering a learning environment that enables students and other members of our community to develop the knowledge, experience, values, and capabilities needed for a lifetime of learning. Strengthened by our Catholic and Augustinian traditions

and liberal arts foundation, we strive to collaborate with the business and academic communities—and all relevant stakeholders—to create, share, and apply knowledge that connects theory to practice. VSB’s holistic approach encourages students to explore the interconnected nature of business disciplines and to shape innovative and strategic solutions that address contemporary business problems. The VSB community will maintain and enhance its commitment to an environment of mutual respect, professional development, and continuous improvement.

## 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 a “one-stop-shop” resource where all academic support and informational resources are available to help undergraduate business students reach their goals. The Clay Center is dedicated to facilitating the intellectual, professional, and personal growth of undergraduate business students by providing:

- 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 Advisor and a Clay Center Advisor. VSB Peer Advisors and Clay Center Advisors provide guidance on course selection, registration, curricular planning, major selection, study abroad opportunities, 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 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 and a Real Estate co-major are 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. 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	Intro to Microeconomics * <sup>1</sup>	3
ECO 1002	Intro to Macroeconomics * <sup>1</sup>	3
ENG 1050	The Literary Experience * <sup>2</sup>	3
MAT 1400	Business Calculus	4
MAT 1430	Business Statistics	4
PHI 1000	Knowledge, Reality, and Self	3
VSB 1000	Information Technology	1
VSB 1001	Business Dynamics I	3
VSB 1002	Business Dynamics II	3

SOPHOMORE YEAR		Credits
Behavioral Science	* <sup>3</sup>	3
ETH 2050	Ethical Traditions & Contemporary Life * <sup>2</sup>	3
THL 1000	Christian Faith and Life	3
VSB 2006	Strategic Information Technology	3
VSB 2007	Corporate Responsibility & Regulation	3
VSB 2008	Business Analytics	3
VSB 2010	Financial Management & Reporting	6
VSB 2020	Competitive Effectiveness	6

<b>JUNIOR YEAR</b>		<b>Credits</b>
Humanities	* <sup>4</sup>	3
ECO 3108	Global Political Economy * <sup>1</sup>	3
HIS XXXX	History Elective	3
Major Electives	Three Major Courses	9
Natural Science	* <sup>5</sup>	3
Social or Natural Science	* <sup>6</sup>	3
VSB 3006	Principles of Managerial Accounting	3
VSB 3008	Operations Management	3

<b>SENIOR YEAR</b>		<b>Credits</b>
Major Electives	Three Major Courses	9
THL XXXX	* <sup>7</sup>	3
VSB 4002	Strategic Thinking & Implementation	3
Free Electives	* <sup>8</sup>	15

1. **ECO 1001, ECO 1002, and ECO 3108:** are not included in the technical GPA calculation.
2. **ENG 1050, ETH 2050,** and all **VSB** courses must be taken at Villanova.
  3. **Behavioral Science:** choose from PSY 1000 or any SOC.
4. **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.
5. **Natural Science:** choose from Astronomy & Astrophysics, Biology, Chemistry, Meteorology, Physics, Geography and the Environment (GEV 1050 or GEV 1051). A science lab is not required.
6. **Social Science or Natural Science:** choose from Criminal Justice, Geography and the Environment, History, Political Science, Psychology, Sociology, Social Science, or the Natural Sciences (as listed above).
7. **THL XXXX:** choose any Theology elective with a course number of 2000 or above.
  8. **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. Students must attend an information session held by VSB before applying. Dates and times of information sessions are posted at the start of the fall and spring semesters.

Applications are available through The Clay Center at VSB (Bartley Hall 1054) and online at <http://www.villanova.edu/business/undergrad/forms.htm>. The application deadline is May 1st and students are notified of acceptance in late May. Any questions should be directed to The Clay Center at (610) 519-5532 or [businessminor@villanova.edu](mailto: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 2015 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 <sup>1</sup> (6 cr.)
VSB 2020	Competitive Effectiveness <sup>1</sup> (6 cr.)
	<b>Statistics Requirement <sup>2</sup></b>

1. Prerequisites: VSB 1000, VSB 1001, VSB 1002, ECO 1001, and ECO 1002. Statistics is a pre or co-requisite for VSB 2010.
2. Statistics may be fulfilled by successfully completing:
  - MAT 1230 and MAT 1235 - Intro Statistics I and II, **OR**
  - If a student has successfully completed a calculus course, one of the following courses may substitute for MAT 1230 and MAT 1235:
    - BIO 3105 – Biostatistics & Experimental Design, **OR**
    - MAT 4310 - Statistics Methods.

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

Students who successfully complete the General Business Minor may then pursue an additional VSB 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 prior to pursuing upper-level coursework.** 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 in one summer. The ten-week program (typically scheduled from end of May – end of July) is taught by VSB faculty members. SBI covers key business disciplines including economics, accounting, finance, ethics, management, marketing, and business law. Professional development events and workshops complete the curriculum. 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 non-business students or alumni from Villanova University or from other colleges/universities. Applicants must be in good academic standing and have completed, or in the process of completing their freshman year, usually 30 credits.

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](mailto: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: Accounting, Business Law and Corporate Governance, Economics, Entrepreneurship, Finance, International Business, Management Information Systems, Marketing, or Real Estate. **Additional coursework may be required prior to pursuing upper-level coursework.** 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.

## INTERNATIONAL BUSINESS CO-MAJOR

The International Business 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. An international course in each major is required if a student has more than one major. 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, Greek, Italian, Portuguese, or Spanish is chosen, **OR**
  - Two semesters at the introduction level if Arabic, Chinese, Hindustani, Japanese, or Russia is chosen. If a student took two years or more of Arabic, Chinese, Hindustani, 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.

## REAL ESTATE CO-MAJOR

The Real Estate co-major must be taken in conjunction with a major in Accounting, Economics, Finance, Management Information Systems, Management, or Marketing.

The Real Estate co-major course requirements are as follows:

- BL 2150 Real Estate Principles and Practices
- RES 3150 Real Estate Investments
- RES 4150 Real Estate Development
- Advanced Real Estate Modeling (RES 3250)\*
- Plus** one of the following:
  - Real Estate Capital Markets (FIN 2350)\*
  - Urban Economics (ECO 3141)
  - Accounting for Real Estate Investments (ACCT 2350)\*

\* Pending final approval

## 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 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:

- 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

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

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. 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 Honor Society, Business in Entertainment Society, Beta Alpha PSI, Business Without Borders, Economics Society, Entrepreneurship Society, Equity Society, Financial Management Association, Fixed Income Society, Gamma Phi Honor Society, International Business Society, Investment Banking & Private Equity Society, Management Society, Management Information Systems Society, Marketing Society, Multicultural Business Association, Omicron Delta Epsilon International 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

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### ACCOUNTANCY & INFORMATION SYSTEMS

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**Chair:** Dr. Michael Peters  
**Office:** 3019 Bartley Hall, tel. 610-519-4340  
**Website:** [www.villanova.edu/business/facultyareas/accounting](http://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:

Required courses for Accounting minor:

ACC 2310 Intermediate Accounting I  
**Plus two (2) Accounting** elective courses from the following:

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

## 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** 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

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

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## ECONOMICS & STATISTICS

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**Chair:** Dr. Wen Mao  
**Office:** 2015 Bartley Hall, tel. 610-519-4370  
**Website:** [www.villanova.edu/business/facultyareas/economics](http://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 1320 or higher) 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, MAT 1430 (or 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, MAT 1400, or MAT 1500 - Calculus  
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.

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## FINANCE

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**Chair:** Dr. David Shaffer  
**Office:** 2019 Bartley Hall, tel. 610-519-7395  
**Website:** [www.villanova.edu/business/facultyareas/finance](http://www.villanova.edu/business/facultyareas/finance)

### I. FINANCE MAJOR

**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

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

## II. REAL ESTATE CO-MAJOR

The Real Estate co-major must be taken in conjunction with a major in Accounting, Economics, Finance, Management Information Systems, Management, or Marketing.

### COURSE REQUIREMENTS FOR REAL ESTATE CO-MAJOR:

BL 2150 Real Estate Principles and Practices  
RES 3150 Real Estate Investments  
RES 4150 Real Estate Development  
Advanced Real Estate Modeling (RES 3250)\*

**Plus** one of the following:

Real Estate Capital Markets (FIN 2350) \*  
Urban Economics (ECO 3141)  
Accounting for Real Estate Investments (ACCT 2350) \*

\* Pending final approval

### COURSE REQUIREMENTS FOR REAL ESTATE MINOR:

BL 2150 Real Estate Principles and Practices  
RES 3150 Real Estate Investments

**Plus** one of the following:

Real Estate Capital Markets (FIN 2350)\*  
Urban Economics (ECO 3141)  
Accounting for Real Estate Investments (ACCT 2350)\*

\* Pending final approval

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## MANAGEMENT & OPERATIONS

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**Chair:** Dr. Daniel Wright  
**Office:** 2083 Bartley Hall, tel. 610-519-6924  
**Website:** [www.villanova.edu/business/facultyareas/management](http://www.villanova.edu/business/facultyareas/management)

## I. MANAGEMENT MAJOR

### COURSE REQUIREMENTS FOR MANAGEMENT MAJOR:

MGT 2155 Organizational Behavior  
MGT 2350 International Comparative Management  
MGT 3160 Business Decision Making

**Plus** three (3) **Management** elective courses (ENT 2020, Entrepreneurial Management, also fulfills a **Management** elective course.)

## II. INTERNATIONAL BUSINESS CO-MAJOR

The International Business co-major must be taken in conjunction with a major in Accounting, Economics, Finance, Management Information Systems, Management, or Marketing.

### **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 TradeOr 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. An international course in each major is required if a student has more than one major. 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, Greek, Italian, Portuguese, or Spanish is chosen, **OR**
  - Two semesters at the introduction level if Arabic, Chinese, Hindustani, Japanese, or Russian is chosen. If a student took two years or more of Arabic, Chinese, Hindustani, 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.

### **COURSE REQUIREMENTS FOR BUSINESS ANALYTICS MINOR:**

- MGT 3170 Data Mining
- MIS 3060 Business Intelligence and Performance Measurement
- Plus** one of the following:

- ECO 3137 Introduction to Econometrics
- MIS 3050 CRM and Data Analytics
- MIS 3020 Enterprise Systems and Applications
- MKT 2349 Contemporary Topics in Marketing: Database Marketing

### **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. An international course in each major is required if a student has more than one major. 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.

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

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## MARKETING & BUSINESS LAW

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**Chair:** Dr. P. Greg Bonner  
**Office:** 3015 Bartley Hall, tel. 610-519-4350  
**Website:** [www.villanova.edu/business/facultyareas/marketing](http://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 from the following list:

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

In addition, **one** of the following will also fulfill a marketing major course:  
MGT 3170 Data Mining  
MIS 3050 CRM and Data Analytics

**COURSE REQUIREMENTS FOR MARKETING MINOR:**

Three **Marketing** elective courses, one must be:  
MKT 2120 Buyer Behavior **OR** MKT 2197 Marketing Research

ENT 2021 Entrepreneurial Marketing fulfills a marketing minor course. In addition, **one** of the following will also fulfill a marketing minor course:

MGT 3170 Data Mining  
MIS 3050 CRM & Data Analytics

**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:

BL 2150 Real Estate Principles & Practices  
BL 2160 International Business Law  
MGT 2208 Topic: Global Business Ethics  
MGT 2212 Leadership  
MGT 2250 Global Corporate Social Responsibility

Prerequisites (may be taken concurrently with above courses):

VSU 2007 Corporate Responsibility and Regulation  
ETH 2050 Ethical Traditions & Contemporary Life