

SCHOOL OF BUSINESS

Phone: (845) 257-2930

Location: van den Berg Hall, Room 312

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The School of Business is an accredited member of AACSB International: the Association to Advance Collegiate Schools of Business. AACSB accreditation represents the highest achievement for an educational institution that awards business degrees. Fewer than five percent of the world's business programs have earned AACSB accreditation.

Bachelor of Science programs in Accounting, Finance, General Business, International Business, Marketing, and Management are offered. In all cases, students fulfill a 40-credit Business core curriculum and also complete courses required for their specific Business major. It is expected that students who complete the program will possess skills in critical thinking, oral and written communication, teamwork and ethics. Follow the links below to learn more about the curriculum for each major, as well as for the minor in Business.

Acceptance as a major in Business is based on overall academic performance and on performance in selected courses. Detailed admission criteria may be obtained from the Office of the School of Business.

Admission to Major

Acceptance as a major in business is based on overall academic performance and on performance in selected courses. Details of admissions criteria may be obtained from the Office of the School of Business.

Business Core Curriculum (All Business Majors)

The School of Business offers six undergraduate degree programs: Accounting, Finance, General Business, International Business, Marketing, and Management. Students in each Business major must complete a 40-credit core curriculum, in which a minimum grade of C- is required for credit toward the major (with the exception noted in the Accounting major).

Building on this core curriculum, students in each of the six majors complete specialized courses. A minimum grade of C- is required for credit toward the major.

Double Major

An undergraduate student may choose to have two majors by meeting the following requirements:

- The core courses apply to both majors.
- Students must take all "Required Courses" for both majors. If there is an overlap in this category between the two majors, then the common course(s) will apply to both majors.
- If a course is required for one major and an elective for the second major, then that course should be counted toward the major that requires the course(s).
- The second business major must have at least 15 credits of coursework over and above that of the first business major.

- If there are not enough courses in the list of electives for either of the majors, students should see the Dean.
- Students will receive one degree with the names of the two majors on the transcript.

Declaring a Minor in Business

To declare a minor, contact the Center for Business Advising at (845) 257-2909, or stop by the office, VH 206.

Majors

- Accounting (<http://catalog.newpaltz.edu/undergraduate/majors-minors/business/major-accounting>)
- Finance (<http://catalog.newpaltz.edu/undergraduate/majors-minors/business/major-finance>)
- General Business (<http://catalog.newpaltz.edu/undergraduate/majors-minors/business/major-general-business>)
- International Business (<http://catalog.newpaltz.edu/undergraduate/majors-minors/business/major-international-business>)
- Management - General Track (<http://catalog.newpaltz.edu/undergraduate/majors-minors/business/major-management-general-track>)
- Management - Entrepreneurship Track (<http://catalog.newpaltz.edu/undergraduate/majors-minors/business/major-management-entrepreneurship-track>)
- Management - Sustainability Track (<http://catalog.newpaltz.edu/undergraduate/majors-minors/business/major-management-sustainability-track>)
- Marketing (<http://catalog.newpaltz.edu/undergraduate/majors-minors/business/major-marketing>)

Minor

- Business (<http://catalog.newpaltz.edu/undergraduate/majors-minors/business/minor-business>)

Undergraduate

BUS093. Business Workshop . 0 Credits.

Non-credit workshop for business majors which will cover various topics such as, but not limited to, graduation requirements, writing skills, career planning and ethics. Attending the Business Workshop is required for all students to become a Business Major.

BUS095. Excel Tutorial. 0 Credits.

Non-credit competency exam and tutorial demonstrating ability to carry out required Excel functions. Successful completion of Excel competency exam is required of all Business majors.

BUS193. Business Selected Topic. 1-12 Credits.

BUS201. Financial Accounting . 3 Credits.

Introduction to basic accounting principles for measuring and communicating financial data about a business enterprise to external parties. Topics include the accounting information system and the recognition and measurement of financial statement information. NOTE: Accounting majors must earn a C+ or better to advance to BUS202.

BUS202. Managerial Accounting . 3 Credits.

Introduction to measurement and communication of the financial information needed by management. Topics include product costing, cost behavior, cost-volume-profit analysis, and budgeting. NOTE: Accounting majors must earn a C+ or better in BUS201 to enroll in this course.

BUS250. Principles of Management . 3 Credits.

Introduction to managerial roles and functions. Topics include planning, organizing, controlling, leading in organizations, foundations of managerial thought, and the processes that lead to organizational effectiveness.

BUS271. Legal Environment of Business . 3 Credits.

Influence of the American legal system and ethical concepts on the conduct of business. Topics include corporate social responsibility, business organizations and regulations, contracts, agency, litigation and dispute resolution, torts and crimes, and employment law.

BUS272. Business Law for Accountants . 3 Credits.

Continued analysis of laws relevant to accounting and finance. Topics include the Uniform Commercial Code, real and personal property, the Sarbanes-Oxley Act, securities regulation, mergers and acquisitions, bankruptcy, insurance trusts, estates, and accountants' professional responsibility.

BUS293. Business Selected Topic. 1-12 Credits.

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BUS295. Indep Study Business. 0 Credits.

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BUS296. Departmental Elective. 0 Credits.

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BUS301. Internship & Career Practicum. 1 Credit.

Coverage of topics that prepare students for internships and their career, including identifying prospective employers, writing an effective resume, networking, interviewing skills, ethics, and corporate culture.

BUS309. Statistics for Business and Economics I. 3 Credits.

Introduction to statistical analysis for business and economic decisions. Topics include descriptive statistics, probability theory, random variables, expected values, sampling distributions, and statistical inference to include estimation and hypothesis testing.

BUS311. Statistics for Business and Economics II . 3 Credits.

Continued coverage of statistical analysis for economic and business decisions. Topics include hypothesis testing, analysis of variance, multiple regression analysis, and non-parametric statistics.

BUS312. Operations Management . 3 Credits.

Study of analytical tools used for managing operations. Topics include forecasting, product/process design, inventory management, project management, supply chain management, and quality management.

BUS321. Organizational Behavior . 3 Credits.

Study research and its application to organizational behavior. Topics include perception, personality, attitudes, motivation, leadership, communication, group dynamics, decision making, and organizational change. Students may not take both this course and PSY315 for credit.

BUS322. Organization Theory . 3 Credits.

Analysis of major theories dealing with organization characteristics and processes. Topics include decision-making, the organizational environment, and the changing nature of organizations in contemporary society.

BUS323. Introduction to Entrepreneurship. 3 Credits.

Provides a broad overview of entrepreneurship, including identifying business opportunities, gathering funding for and launching a business, growing the organization and harvesting the rewards.

BUS324. Introduction to Managing Sustainability. 3 Credits.

Focuses on the environmental, social, and economic impacts of firms' activities. Readings, case analysis, and classroom activities are used to show how businesses develop and implement strategies to simultaneously promote sustainability and improve the competitive position of the firm.

BUS325. Marketing . 3 Credits.

Introduction to the principles of marketing. Topics include consumer behavior, marketing research, segmentation, targeting, and positioning strategy, marketing mix elements.

BUS326. Consumer Behavior . 3 Credits.

Study of consumer behavior using social science concepts. Topics include buyer decision making, product and service choice, motivation and attitudes of consumers, and shopping behavior.

BUS327. Sales Management . 3 Credits.

Discussion of how the sales force and management team contribute to developing and executing a firm's marketing strategy. Topics include selling techniques, customer relationship management, territory management, and training, compensating and evaluating the sales force.

BUS328. Food Retail Management. 3 Credits.

This course is the foundation for a food marketing track. The objective of the course is to familiarize students with the global food industry at all levels and in all segments. Basics of food distribution, wholesaling and retailing, both on the retail and foodservice sides of the business will be covered. The course will also cover the critical issues impacting the industry including the decline of food at home, the growth of foodservice and the food-away-from-home-market, the impact of consolidation, increasing concentration and globalization on the industry's structure, conduct and performance. The course may include both tours of food facilities and industry speakers.

BUS329. Food Category Management. 3 Credits.

This course is the foundation for a food marketing track. Food category management focuses on retailing and purchasing data to analyze groups of products purchased by a business organization or sold by a retailer. The course content will include proficiency in industry knowledge, category management history and process, pricing analysis, promotion analysis, assortment analysis, spreadsheet development, presentation development, syndicated scanner data methodologies, consumer panel data applications, retailer point of sale data analysis, space planning software and relational databases.

BUS341. Fundamentals of Corporate Finance . 3 Credits.

Introduction to basic financial concepts and their application to business enterprises. Topics include financial analysis and forecasting, time-value of money, risk and return, security valuation, and capital budgeting techniques. Students must earn a C+ or better in BUS341 to advance to BUS441, BUS443, BUS445, BUS447, and BUS459.

BUS345. Human Resource Management . 3 Credits.

Study of concepts and applications used in the human resource function in organizations. Topics include human resource strategy, recruitment, selection development, training, compensation, performance appraisal, retention, and legal issues in human resources.

BUS346. International Business . 3 Credits.

Discussion on international business concepts with a focus on doing business in non-western countries. Topics include globalization; country differences in economic, political, legal, cultural, and ethical environments; cross-border trade and strategic and managerial issues facing firms engaged in international activities.

BUS347. Introduction to Business Analytics. 3 Credits.

Examine real world examples of how analytics have been used to transform a business or industry. Cover the following analytics methods and how to implement them: linear regression, logistic regression, trees, clustering and visualization.

BUS348. Decision Modeling and Analysis. 3 Credits.

Introduces the fundamental quantitative techniques of using data to make informed management decisions. Topics include decision analysis, probability, simulation, linear optimization, nonlinear optimization and discrete optimization.

BUS349. Data Management and Big Data. 3 Credits.

This course introduces the design of modern databases to collect, organize, and share data for various business transactional and decision support needs. It covers common database architectures, such as the relational databases and data warehousing schemas.

BUS351. Leadership Workshop. 1 Credit.

Focuses on development of leadership skills. Course consists of hands-on exercises and activities designed around the goal of personal leadership growth.

BUS360. Digital Marketing Strategy. 3 Credits.

Study of the Internet's impact on the conduct of business in various industries. Topics include e-business models and the key strategic marketing issues for conducting business online.

BUS368. Intermediate Accounting I . 3 Credits.

Coverage of financial accounting and reporting for business entities. Topics include the accounting information system, the conceptual framework, financial statements, and recognition and measurement of cash, receivables, inventory, plant and equipment, and intangible assets. Students must earn a C+ or better in BUS368 to advance to BUS369.

BUS369. Intermediate Accounting II . 3 Credits.

Continued coverage of financial accounting and reporting for business entities. Topics include accounting for liabilities and shareholders' equity, income taxes, financial instruments accounting changes and error corrections, the statement of cash flows, and additional topics of current interest.

BUS371. Concepts in Federal Income Taxation . 3 Credits.

Introduction to principles underlying the U.S. federal income tax system. Emphasis on individual income taxation with some coverage of corporate and partnership taxation.

BUS373. Cost Accounting . 3 Credits.

Development and use of quantitative information for management decision-making. Topics include cost accumulation and control, job order and process cost systems, standard costs and variance analysis, and performance evaluation.

BUS375. Auditing . 3 Credits.

Introduction to the attest function and the independent auditor's role in society, with a focus on audit concepts and tools, including computerized auditing.

BUS376. Investment Initiative. 1 Credit.

Introduction to real world basic stock, bond, and mutual fund investing strategy, investment vocabulary, practical application of portfolio construction, and methodology for making sound investment decisions. Students utilize trading software and participate in an investment competition. The course is designed to complement theoretical classes in a practical manner.

BUS381. Advanced Business Analytics. 3 Credits.

Presents a scientific and systematic approach to business data analytics. Topics include dimension reduction, K-nearest neighbor algorithms, neural networks, Logistic regression model building, association rules, and advanced model evaluation and cost-benefit analyses. Results are interpreted with clients in mind.

BUS385. Supply Chain Analytics. 3 Credits.

Supply chains are complex systems involving multiple businesses and organizations with different goals and objectives. Many different analytical methods and techniques are used to better design and manage supply chains. This course focuses on the application of these methods, no necessarily to theoretical underpinnings.

BUS386. Marketing Analytics. 3 Credits.

This course focuses on the use of quantitative tools to support marketing planning decisions and the objectives of this course are to introduce students to state-of-the art marketing analytics and to teach them how to practically apply these analytics to the real-world business decisions.

BUS387. Analytics in Health Care. 3 Credits.

Analytics methods applies to health care. Topics include statistical auditing in healthcare finance, quality of care, predictors of health care outcomes and the application of social networks in epidemiology.

BUS389. Times Series Analysis for Business. 3 Credits.

Teach students practical and empirical approaches to analyze business time series data. Several approaches will be presented to understanding structure of data, on checking the validity of model, and on forecasting data.

BUS390. Business Intelligence and Analytics. 3 Credits.

Covers sophisticated business data analytics methodologies for complex real-world scenarios. Methodologies include Bayesian networks, cost-benefit analysis for trinary classification models, Kohonen networks, imputation of missing data, and model voting. Emphasis on interpreting output for business clients.

BUS391. Data Visualization. 3 Credits.

Data visualization is an important visual method for effective communication and analyzing large datasets. Through data visualizations we are able to draw conclusions from data that sometimes are not immediately obvious, and interact with the data in an entirely different way. This course will provide you with an informative introduction to the methods, tools and processes involved in visualizing big data.

BUS393. Business Selected Topic. 1-12 Credits.

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BUS396. Departmental Elective. 0 Credits.

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BUS399. Modular Course. 0 Credits.

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BUS422. Leadership. 3 Credits.

Provides a study of principles in the field of leadership. Topics include the importance of leadership, leadership behaviors, leadership styles, ethics, power, development, communication, and conflict resolution.

BUS423. New Venture Development. 3 Credits.

Focuses on new product and business opportunities within an established company or a new venture. Topics include innovation, product/service development, and new venture financing. Students will analyze new venture feasibility, resource mobilization, and management of new ventures.

BUS424. Social Entrepreneurship. 3 Credits.

Covers major opportunities and challenges facing social entrepreneurs and their ventures, including how to imagine and evaluate desired social change.

BUS425. Marketing Research . 3 Credits.

Examination of the research process used in marketing decision-making. Topics include survey methodology, sample selection, fieldwork, tabulation, statistical analysis of data and report writing.

BUS427. Advertising Strategy . 3 Credits.

Discussion of advertising and promotion programs. Topics include integrated marketing communications, behavioral responses to advertising, advertising budget controls, the Internet as an advertising medium, advertising research, and strategic applications for the brand management.

BUS429. Marketing Strategy . 3 Credits.

Formulation and implementation of marketing strategies for organizations. Emphasis on marketing decision-making and its integration with the manufacturing and financing dimensions of an organization.

BUS430. International Marketing . 3 Credits.

Focus on marketing management issues in the international environment. Emphasis on how different cultures and environments impact marketing programs.

BUS431. International Management . 3 Credits.

Coverage of management issues corporations face when doing business internationally. Topics include culture, corporate strategy and structure cross-cultural communication and negotiation, and international human resource management.

BUS441. Financial Management and Policy . 3 Credits.

Introduction to long-term investment and financing decisions of the business enterprise. Topics include capital budgeting techniques, project valuations and analysis of risk, cost of capital, capital structure, dividend policy, and leasing evaluation.

BUS442. Advanced Accounting . 3 Credits.

Accounting for business combinations, consolidated entities, partnerships, governmental and not-for-profit organizations, and multinational entities.

BUS443. Investment Analysis and Portfolio Management . 3 Credits.

Focus on theory and quantitative tools for managing financial assets and portfolios. Topics include investment fundamentals and markets, buying and selling strategies, risk and return, diversification, portfolio theories, global investing, and valuation of financial instruments.

BUS445. International Financial Management . 3 Credits.

Discussion of financial management in the international context. Topics include international financial markets, exchange rate behavior and management of its risk, international banking, and multinational financial management.

BUS447. Personal Financial Planning . 3 Credits.

Management of personal finances and investments. Topics include monitoring household wealth, developing a personal financial plan, managing liquidity and credit, financing a home, using insurance, retirement and estate planning, and investing in financial assets.

BUS450. Strategic Management . 3 Credits.

Formulation and implementation of business strategies for competitive advantage. Case analysis is used to develop analytical, communication, and team-work skills. This capstone course fulfills the writing intensive course requirement for all business majors.

BUS453. Voluntary Income Tax Assistance (VITA). 3 Credits.

Preparation of basic federal and New York State income tax returns as a service to the college and local communities.

BUS454. Motivation & Work Behavior. 3 Credits.

Discussion of theoretical and applied aspects of motivation and related work behaviors. Topics include the impact of personality traits, situational and environmental influences, emotional and cognitive factors, and compensation practices on motivation in organizational settings.

BUS455. Workplace Aggression and Counterproductive Behavior . 3 Credits.

Explores research related to the underlying causes of workplace aggression and counterproductive work behavior and techniques for their management and prevention. Topics include aggression, violence, and employee deviance.

BUS456. Human Resources & Organizational Behavior Applications. 3 Credits.

Application of theories, techniques, and strategies from organizational behavior and human resource management. Provides students with practical tools for dealing with the challenges presented by today's highly competitive and dynamic business environment.

BUS457. Entrepreneurship and Business Planning. 3 Credits.

This course will focus on the skills needed to start a business. Topics include identifying markets, developing business plans, and financing operations. Working in teams, students create business plans and may present them to a team of judges.

BUS458. Introduction to Project Management. 3 Credits.

Project manager is often a first step into management. Projects are temporary activities that have a clear goal and end point. Lectures, exercises, and team projects, will develop operational, design, personnel, budget, and communication skills.

BUS459. Intro to Risk Management and Derivatives. 3 Credits.

Introduction to basic concepts of derivatives, risk analysis using quantitative tools and the use of derivatives in risk management. Topics include Introduction to financial derivatives (forwards, futures and options); Risk management strategies using derivatives, forward and futures pricing theories and Black-Scholes option pricing model.

BUS460. Financial Analytics. 3 Credits.

Introduction to financial modeling and data analysis. Topics include application of asset pricing models, risk measurement, bond market data analysis, interest rate term structure modeling, commodities market data analysis, valuation of swaps and bootstrapping zero-coupon curve, and stochastic process.

BUS461. Business Analytics Capstone. 3 Credits.

In this capstone class students integrate the knowledge they have gained in the core curriculum in a project presented in a seminar. Students in this course will review and explore the analytics methodologies and associate risk analysis and risk assessment.

BUS493. Business Selected Topic. 3-12 Credits.

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BUS494. Fieldwork In Business. 1-12 Credits.

Supervised experience in a business environment.

BUS495. Independent Study Business. 1-12 Credits.

Supervised study and research.