

# BUSINESS

## Programs

- Accounting, Bachelor of Business Administration (<http://catalog.ben.edu/mesa-undergraduate/academic-programs/business/accounting-bba/>)
- Management, Bachelor of Arts (<http://catalog.ben.edu/mesa-undergraduate/academic-programs/business/management-ba/>)
- Management and Organizational Behavior, Bachelor of Business Administration (<http://catalog.ben.edu/mesa-undergraduate/academic-programs/business/management-organizational-behavior-bba/>)
- Entrepreneurship (<http://catalog.ben.edu/mesa-undergraduate/academic-programs/business/entrepreneurship-bba/>)
- Accounting, Minor (<http://catalog.ben.edu/mesa-undergraduate/academic-programs/business/accounting-minor/>)
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- Management and Organizational Behavior, Minor (<http://catalog.ben.edu/mesa-undergraduate/academic-programs/business/management-organizational-behavior-minor/>)
- Marketing, Emphasis (<http://catalog.ben.edu/mesa-undergraduate/academic-programs/business/marketing-emphasis/>)

## Courses

### Accounting

**ACCT 1111 Principles of Financial Accounting.** (Formerly 111) Principles of financial accounting; including the basic structure of financial disclosures. Credit will not be granted for both ACCT 1111 and ACCT 100 (no longer offered). Prerequisites: MATH 1105 or MATH 1110, BALT 1140, CMSC 1182, CMSC 1184, or BALT 1150. Co-registration in the prerequisites is permitted. IAI BUS903. This is a core course requiring a minimum letter grade of "C" for business majors. 3 semester credit hour/s.

**Campus:** LISLE (Typically Offered: Fall and Spring Terms)  
MESA (Typically Offered: Fall and Spring Terms)

**ACCT 1112 Principles of Managerial Accounting.** (Formerly 112) Principles of managerial accounting; including cost accounting, planning and control systems, and analysis and interpretation of financial statements. Prerequisite: ACCT 1111. IAI BUS904. This is a core course requiring a minimum letter grade of "C" for business majors. 3 semester credit hour/s.

**Campus:** LISLE (Typically Offered: Fall and Spring Terms)  
MESA (Typically Offered: Fall and Spring Terms)

**ACCT 2211 Intermediate Accounting I.** (Formerly 211) A thorough study of balance sheet accounts integrated with an analysis of their relationship to the income statement., statement of cash flows, and their use by management and external users. Prerequisite: ACCT 1111. This course requires a minimum letter grade of "C" for majors. 3 semester credit hour/s.

**Campus:** LISLE (Typically Offered: Fall Term)  
MESA (Typically Offered: Fall Term)

**ACCT 2212 Intermediate Accounting II.** (Formerly 212) Part 2 of a thorough study of balance sheet accounts integrated with an analysis of their relationship to the income statement., statement of cash flows, and their use by management and external users. Prerequisite: ACCT 2211. This course requires a minimum letter grade of "C" for majors. 3 semester credit hour/s.

**Campus:** LISLE (Typically Offered: Spring Term)  
MESA (Typically Offered: Spring Term)

**ACCT 2297 Internship.** (Formerly 297) Practical experiences in business related fields under the supervision of the program coordinator. 2-6 semester credit hour/s. Course Repeatable. Maximum number of units allowed: 12. Department Consent Required.

**Designation:** Engaged Learning

**Campus:** LISLE (Typically Offered: Periodically)  
MESA

**ACCT 3120 VITA Service Learning.** (Formerly 120) A service learning course built around the Internal Revenue Service (IRS) volunteer income tax assistance (VITA) program. Students must participate in the training, successfully complete an online IRS exam, and participate at the volunteer income tax advising site. 2 semester credit hour/s. Department Consent Required. Course Repeatable. Maximum number of units allowed: 4. 2 semester credit hour/s. Course Repeatable. Maximum number of units allowed: 21. Department Consent Required.

**Campus:** LISLE  
MESA (Typically Offered: Periodically)

**ACCT 3309 Accounting Information Systems Laboratory.** (Formerly 309) Students will understand and use accounting software to complete projects related to business processes. Prerequisite: ACCT 1111 and ACCT 1112 and Sophomore standing. 2 semester credit hour/s.

**Campus:** LISLE (Typically Offered: Fall Term)  
MESA (Typically Offered: Periodically)

**ACCT 3310 Accounting Information Systems.** Students will learn to analyze the role of accounting information systems within a company's operating systems; appreciate the wider view of accounting's role in an organization as an integrated and comprehensive database; and learn the connections between transaction cycles, internal controls, and computer ethics. Students will identify major business processes, apply enterprise risk management and the COSO framework to identify risks and controls over these processes, including the risks and controls of a service organization. They will explain the role of IT within the organization including its impact on financial reporting and strategy. They will also understand IT governance, the use of hardware, software, databases, network technology and mobile technology and the advantages/risks of using cloud computing. Sophomore standing. Prerequisite: ACCT 1111 and ACCT 1112. This course requires a minimum letter grade of "C" for majors. 3 semester credit hour/s.

**Campus:** LISLE (Typically Offered: Fall Term)  
MESA (Typically Offered: Fall Term)

**ACCT 3311 Advanced Managerial Accounting.** (Formerly 311) A comprehensive study of methods used to develop cost information for manufacturing and service operations and of models for business planning and control. Prerequisite: ACCT 1112. This course requires a minimum letter grade of "C" for majors. 3 semester credit hour/s. 3 semester credit hour/s.

**Campus:** LISLE (Typically Offered: Fall Term)  
MESA (Typically Offered: Fall Term)

**ACCT 3312 Taxation of Individuals.** (Formerly 312) An introductory study of federal regulations covering income taxation of individuals. Prerequisite: ACCT 1111. This course requires a minimum letter grade of "C" for majors. 3 semester credit hour/s.

**Campus:** LISLE (Typically Offered: Fall Term)  
MESA (Typically Offered: Fall Term)

**ACCT 3313 Taxation of Corporations & Entities.** An introductory study of federal regulations covering income taxation of corporations, partnerships, and other entities. Prerequisite: C or better in ACCT 3312. This course requires a minimum letter grade of "C" for majors. 3 semester credit hour/s.

**Campus:** LISLE (Typically Offered: Spring Term)  
MESA (Typically Offered: Spring Term)

**ACCT 3321 Forensic Accounting.** (Formerly 321) A comprehensive study of forensic accounting topics. This course provides students of all majors, concentrations and level of study with a background in the field of forensic accounting - fundamentals, tools and accounting applications. Prerequisite: ACCT 1111. 3 semester credit hour/s.

**Campus:** MESA (Typically Offered: Periodically)

**ACCT 3322 Fraud Examination.** (Formerly 322) An examination of schemes used by executives, managers, and employees to commit fraud against their organizations and the prevention, detection, and investigation strategies used to combat these schemes. Prerequisite: ACCT 3321. 3 semester credit hour/s.

**Campus:** MESA (Typically Offered: Periodically)

**ACCT 3323 Computer Fraud.** This course provides an understanding of how fraud is accomplished by the use of computers and the Internet. It discusses the types of computer fraud that can occur in organizations and how computer fraud can be prevented. Prerequisite ACCT 3321. 3 semester credit hour/s.

**Campus:** MESA (Typically Offered: Periodically)

**ACCT 3324 Fraud and the Legal Environment.** This course examines criminal theory relating to fraud, existing legislation governing fraud, and preparation of fraud cases in the court system. Cross listed with MBA 6608. Prerequisite ACCT 3321. 3 semester credit hour/s.

**Campus:** MESA (Typically Offered: Periodically)

**ACCT 3391 Topics.** Specially designed courses in various business topics to supplement the business curriculum. Prerequisite: Varies based upon the specific topic being explored. 1-3 semester credit hour/s. Course Repeatable. Maximum number of units allowed: 12.

**Campus:** LISLE  
MESA

**ACCT 3395 Independent Study.** Provides an opportunity for an advanced student in the major to pursue study in a field of business related interest. 1-3 semester credit hour/s. Course Repeatable. Maximum number of units allowed: 12. Department Consent Required.

**Campus:** LISLE  
MESA

**ACCT 3397 Internship.** (Formerly 397) Practical experiences in business related fields under the supervision of the program. Prerequisite: Consent of faculty coordinator. 2-6 semester credit hour/s. Department Consent Required.

**Designation:** Engaged Learning

**Campus:** MESA (Typically Offered: Periodically)

**ACCT 4313 Auditing and Assurance Services.** (Formerly 313) An intensive study of PCAOB auditing standards, generally accepted auditing standards and procedures. Prerequisite: ACCT 2212. 3 semester credit hour/s.

**Campus:** LISLE (Typically Offered: Fall Term)  
MESA

**ACCT 4315 Advanced Accounting.** (Formerly 315) A study of the accounting methods for consolidations, foreign subsidiaries, governmental organizations, non-profit entities, and partnerships. Prerequisite: ACCT 2212. 3 semester credit hour/s.

**Campus:** LISLE (Typically Offered: Spring Term)  
MESA (Typically Offered: Periodically)

**ACCT 4316 Accounting Research.** (Formerly 316) Students will become familiar with sources of accounting standards and current information affecting the accounting profession. Their communication and research skills will be used to learn about and report on the reasoning behind the development of accounting standards and current issues in accounting. Prerequisite: ACCT 2212 and Junior standing. 2 semester credit hour/s.

**Campus:** LISLE (Typically Offered: Spring Term)  
MESA (Typically Offered: Periodically)

**ACCT 4395 Independent Study in Accounting.** This course allows an opportunity for a student to concentrate on a specific topic related to an existing course or to explore a timely topic not covered in an existing course. A proposal is required, outlining the nature of the problem and scope of the investigation. A research paper or project is required, as appropriate to the problem under investigation. 1-3 semester credit hour/s. Course Repeatable. Maximum number of units allowed: 12. Department Consent Required.

**Campus:** LISLE (Typically Offered: Fall and Spring Terms)

**ACCT 4396 Special Topics in Accounting.** Timely accounting topics are presented in the form of 1, 2, or 3-semester credit hour courses. Keeping pace with advances in accounting requires constant learning. These courses provide an opportunity to examine and assess issues in accounting. There are no designated prerequisites, but students are encouraged to have completed several accounting courses. Topics are announced in advance. 1-3 semester credit hour/s. Course Repeatable. Maximum number of units allowed: 12. Department Consent Required.

**Campus:** LISLE (Typically Offered: Fall and Spring Terms)

## Entrepreneurship

**ENT 3301 Entrepreneurship.** An introduction to the various aspects of entrepreneurship. Students learn how to develop and present business plans and business models. Prerequisite: MKTG 2300, ACCT 1111. 3 semester credit hour/s.

**Campus:** LISLE (Typically Offered: Fall Term)  
MESA

**ENT 3330 Family Business.** (Formerly 330) In this course, students are challenged to advance a real opportunity for value creation within a family business. Students will conduct both primary and secondary research through engaging family members, prospective customers, experts, suppliers, stakeholders, and investors of a family-run business. Students will gain a clearer understanding of the complexities involved with mixing entrepreneurial efforts and family dynamics. Course readings and cases will provide supplemental background. 3 semester credit hour/s.

**Campus:** LISLE  
MESA

**ENT 4305 Capital Acquisition and Alternative Investments.** (Formerly FINA/ENT 3310) This course focuses on funding and managing entrepreneurial businesses through the various stages of business growth and explores differences in funding for different business models and organizations (e.g. technology, non-profit). Students will learn: 1) how to develop pro forma financial plans 2) conduct what-if analysis by the changing funding requirements of a firm growing from inception through maturity with a particular emphasis on deal structure and risk/reward scenarios for different investor types. Prerequisite: Earned grade of C or better in FINA 4380. 3 semester credit hour/s.

**Campus:** MESA (Typically Offered: Spring Term)

**ENT 4320 Technology Innovation.** (Formerly 320) Many new businesses are based on technology (e.g., Facebook, Amazon...) for its products or services, which presents many challenges. New technology is often embraced because of its "coolness" factor while the downside risks are ignored. The Internet of Things is presenting such challenges by exposing companies to potential litigation from harmed customers. Other challenges in areas of intellectual property protection, team building and funding opportunities also exist. This course explores entrepreneurship in growing new technology ventures. 3 semester credit hour/s.

**Campus:** LISLE

MESA

**ENT 4340 Entrepreneurial Challenge.** Students, organized in teams, compete over the semester testing their skills in strategy, marketing, negotiation, management, finance and problem solving skills in developing and presenting entrepreneurial ideas and opportunities. . Students will form a business, develop a business plan, and present their results to a panel of judges. Prerequisite: ENT 3301 3 semester credit hour/s.

**Campus:** LISLE

MESA

**ENT 4440 Entrepreneurial Internship.** Students complete an internship to gain practical experience in entrepreneurship. All internships require prior approval by the Goodwin College. 3 semester credit hour/s.

**Campus:** LISLE (Typically Offered: Fall and Spring Terms)

MESA (Typically Offered: Fall and Spring Terms)

## Management

**MGT 1120 "Going Green" in the Business World.** This course provides students of all majors, concentrations and levels of study a variety of business frameworks and tools to influence business leaders' decisions about environmental sustainability. As a result of this course the student will better understand how they can make a positive difference on the job influencing their employers to adopt green business practices. 1 semester credit hour/s.

**Designation:** Sustainability; Global

**Campus:** LISLE (Typically Offered: Periodically)

**MGT 1125 Business Sustainability Topics.** This course traces present-day expectations on corporations for taking on environmental and social responsibilities. Students will study specific topics that are important components of sustainability initiatives. Topics include consumerism and resource depletion, substitution of renewable for non-renewable resources, building design and construction, carbon reduction, waste reduction and recycling, climate change and sustainability measurement and reporting. 3 semester credit hour/s.

**Designation:** Sustainability; Global

**Campus:** LISLE (Typically Offered: Periodically)

MESA (Typically Offered: Periodically)

**MGT 2217 Group Dynamics and Learning Strategies.** (Formerly 217) This course provides an overview of organizational structure, group dynamics, and learning strategies. Prerequisite: Admission to the Adult Bachelor of Arts Learning Team or Online Program. 3 semester credit hour/s.

**Campus:** LISLE

MESA

**MGT 2235 Business Law.** (Formerly 235) Introduction to the role of the legal system in our society with an emphasis on the law of contracts, sales, and agency. 3 semester credit hour/s.

**Campus:** LISLE (Typically Offered: Fall and Spring Terms)

MESA

**MGT 2237 Business Communications.** (Formerly 237) Theory and practice of communication within and between business organizations of all types. Focus on the training for and development of entry-level skills in communication and its related technology. 3 semester credit hour/s.

**Designation:** Writing Intensive

**Campus:** LISLE

MESA

**MGT 2262 Employee Recruitment Strategies.** (Formerly 262) This course will focus on developing, implementing and evaluating sourcing, recruitment, hiring, orientation, succession planning, retention, and organizational exit programs necessary to ensure the workforce's ability to achieve the organization's goals and objectives. 3 semester credit hour/s.

**Campus:** LISLE

MESA

**MGT 2264 Employee Performance and Appraisal Management.** (Formerly 264) This course will focus on developing, implementing and evaluating activities and programs that address employee training and development, performance appraisal, talent and performance management, and the unique needs of employees to ensure that the knowledge, skills, abilities, and performance of the workforce meet current and future organizational and individual needs. 3 semester credit hour/s.

**Campus:** LISLE

MESA (Typically Offered: Periodically)

**MGT 2266 Essentials of Compensation and Benefits.** (Formerly 266) This course will focus on developing, selecting, implementing, administering, and evaluating compensation and benefits programs for all employee groups that support the organization's strategic goals, objectives, and values. 3 semester credit hour/s.

**Campus:** LISLE

MESA (Typically Offered: Periodically)

**MGT 2270 Employment Law and Risk Management.** (Formerly 270) This course will focus on developing, implementing, administering, and evaluating programs, plans, and policies which provide a safe and secure working environment and to protect the organization from liability. Additional focus will be placed on the workplace relationship between employer and employee in order to maintain relationships and working conditions that balance employer and employee needs and rights in support of the organization's strategic goals, objectives, and values. 3 semester credit hour/s.

**Campus:** LISLE

MESA

**MGT 2291 Topics.** (Formerly 291) Specially designed courses on various business topics to supplement the management curriculum. Varies based upon the specific topic being explored. 3 semester credit hour/s. Course Repeatable. Maximum number of units allowed: 9. Department Consent Required.

**Campus:** LISLE  
MESA

**MGT 2297 Internship.** (Formerly 297) Practical experiences in business related fields under the supervision of the program coordinator. 2-6 semester credit hour/s. Course Repeatable. Maximum number of units allowed: 12. Department Consent Required.

**Designation:** Engaged Learning

**Campus:** LISLE  
MESA (Typically Offered: Periodically)

**MGT 3300 Management.** (Formerly 300) Fundamental principles and practices of the corporate enterprise are utilized to consider planning, organizing, implementing and controlling in management. Prerequisite: Sophomore standing. 3 semester credit hour/s.

**Designation:** Writing Intensive

**Campus:** LISLE (Typically Offered: Fall and Spring Terms)  
MESA

**MGT 3303 Management Labor Relations.** The course focuses on the evolution of employer-employee relations in union and non-union organizations. The emphasis is on union, governmental and workplace policies and practices, history, functions, forecasted changes relating to labor and management in both public and private sector. 3 semester credit hour/s.

**Campus:** LISLE (Typically Offered: Periodically)  
MESA

**MGT 3305 Introduction to Sports Culture in America.** Introduces students to the business side of sports in America and provides an overview for the opportunities in the sports and leisure industry. The course emphasizes critical thinking skills and covers ethics, social concerns and the economic impact of sports and leisure upon America. 3 semester credit hour/s.

**Campus:** LISLE (Typically Offered: Periodically)  
MESA (Typically Offered: Periodically)

**MGT 3323 Group Processes.** (Formerly 323) Provides the basic theory necessary to understand the components of the group process. The course gives the opportunity to participate in functioning groups for decision making and to practice newly developed skills in class groups. 3 semester credit hour/s.

**Campus:** LISLE  
MESA

**MGT 3347 Project Management.** (Formerly 347) The art and science of project management as applied to a variety of business and technology settings. Discusses how to initiate, plan, execute and control, and close projects, within budget and on schedule. Includes management of project scope, time, cost, quality, human resources, communications, and risks. A project planning software tool is utilized, usually MS Project. Prerequisite: Junior or Senior Standing. 3 semester credit hour/s.

**Campus:** LISLE (Typically Offered: Spring Term)  
MESA

**MGT 3395 Independent Study.** Provides an opportunity for an advanced student in the major to pursue study in a field of business related interest. 1-3 semester credit hour/s. Course Repeatable. Maximum number of units allowed: 12. Department Consent Required.

**Campus:** MESA (Typically Offered: Periodically)

**MGT 4320 Organizational Behavior.** Overview of organizational structures and group dynamics. Examines job satisfaction, motivation, performance evaluation, decision-making and goal setting. Pre-Req: MGT 3300 "C" or better 3 semester credit hour/s.

**Campus:** LISLE (Typically Offered: Fall and Spring Terms)  
MESA

**MGT 4330 Human Resource Management.** (Formerly 330) This course provides an in-depth understanding of the principles and practices of effective human resource management. Students will gain an appreciation as to how human resource management activities are influenced by the economy, laws, unions, organizational strategies and human behavior. Topics covered include human resource planning, recruitment and selection, training and development, career planning, job analysis and evaluation, performance appraisal, employee compensation and benefits, labor-management relations, discipline and grievance handling, and equal employment opportunity. Prerequisite: Earned a grade of C or better in MGT 3300. 3 semester credit hour/s.

**Campus:** LISLE (Typically Offered: Fall and Spring Terms)  
MESA

**MGT 4331 Compensation and Performance Management.** This course examines theory and practice in designing and managing appraisal, rewards, compensation, and benefit systems in organizations, and examines the policies and practices used to promote equitable treatment of employees. Topics covered include theory and practice of attribution and motivation for talent engagement and retention; how to use rewards, compensation and benefit systems as vehicles for attracting, motivating, and retaining employees; designing individual and group incentive plans; structuring employee benefit plans; determining wage levels and structures; and legal issues and considerations in compensation and benefit administration. Prerequisite: MGT 4330. 3 semester credit hour/s.

**Campus:** LISLE  
MESA

**MGT 4332 Workforce Planning.** This course covers theory and application methods used in workforce planning and the recruitment and selection of employees. Course topics include job analysis, job design, interviewing and assessment methods, selection measures, legal compliance in recruitment and selection, workforce diversity, employment discrimination, affirmative action, internal and external selection processes including the use of contingent workers and outsourcing, staffing philosophies for socialization, international operations, and mergers and acquisitions. Prerequisite: MGT 4330. 3 semester credit hour/s.

**Campus:** LISLE  
MESA

**MGT 4335 Talent Development.** This course explores the theory and practice used for leading, training, and developing talent in organizations. Course topics include training development and evaluation, employee development, career management and career pathing within organizations to satisfy individual and organizational goals. Prerequisite: MGT 4330. 3 semester credit hour/s.

**Campus:** LISLE  
MESA

**MGT 4380 Strategic Management.** Management capstone course enabling business students to use the disciplines and techniques learned throughout their program of study. Case studies stress the importance of basing management decisions on a strategic view of organizations. Prerequisite: Earned a grade of "C" or better in ACCT 1112, BALT 3301 or BALT 2251, FINA 2300, MGT 3300, MKTG 2300. 3 semester credit hour/s. **Designation:** Writing Intensive; Engaged Learning **Campus:** LISLE (Typically Offered: Fall and Spring Terms) MESA

**MGT 4387 Management Capstone.** (Formerly 387) This is the management capstone course enabling students to integrate and use the disciplines and techniques learned throughout the program of study. Case studies are utilized to stress the importance of basing management decisions on a strategic view of organizations. The focus is on the role of management in the development of organizational strategy, on the practice of the decision-making process and in the development of an appropriate organizational structure. Prerequisite: INTB 3302, MGT 4330, MGT 3347 and admission to the B.A. in Management Program. 3 semester credit hour/s.

**Designation:** Writing Intensive; Engaged Learning  
**Campus:** LISLE

**MGT 4391 Topics.** (Formerly 391) Specially designed courses in various business topics to supplement the business curriculum. Prerequisite: Varies based upon the specific topic being explored. 1-3 semester credit hour/s. Course Repeatable. Maximum number of units allowed: 12. **Campus:** LISLE MESA

**MGT 4395 Independent Study in Management & Org Behavior.** This course allows an opportunity for a student to concentrate on a specific topic related to an existing course or to explore a timely topic not covered in an existing course. A proposal is required, outlining the nature of the problem and scope of the investigation. A research paper or project is required, as appropriate to the problem under investigation. 1-3 semester credit hour/s. Course Repeatable. Maximum number of units allowed: 12. Department Consent Required. **Campus:** LISLE (Typically Offered: Fall and Spring Terms)

**MGT 4396 Special Topics in Management & Organizational Behavior.** Timely management topics are presented in the form of 1, 2, or 3-semester credit hour courses. Keeping pace with advances in management requires constant learning. These courses provide an opportunity to examine and assess issues in management. There are no designated prerequisites, but students are encouraged to have completed several management courses. Topics are announced in advance. 1-3 semester credit hour/s. Course Repeatable. Maximum number of units allowed: 12. Department Consent Required. **Campus:** LISLE (Typically Offered: Fall and Spring Terms)

**MGT 4397 Internship.** (Formerly 397) Practical experiences in business related fields under the supervision of the program coordinator. 2-6 semester credit hour/s. Course Repeatable. Maximum number of units allowed: 12. Department Consent Required.

**Designation:** Engaged Learning  
**Campus:** LISLE  
MESA (Typically Offered: Periodically)

**MGT 4433 Operations Management.** (Formerly 4333) A study of theory, principles and computational procedures as applied to such areas as strategic planning, forecasting, capacity planning, productivity and quality control. Prerequisite: MGT 3300. 3 semester credit hour/s. **Campus:** LISLE (Typically Offered: Fall and Spring Terms) MESA

## Marketing

**MKTG 2241 Introduction to Social Media Marketing.** (Formerly 241) Introduction to social media marketing including Facebook, Twitter, and LinkedIn. Students learn how to develop a social media presence and work towards fulfilling requirements for a social media certification (e.g. Hootsuite). To help develop critical thinking and strategic ability, students are exposed to current trends and diverse viewpoints in social media marketing, including evolving best practices. Credit cannot be earned in both MKTG 2241 and MKTG 3347. 3 semester credit hour/s.

**Campus:** LISLE  
MESA

**MKTG 2242 Introduction to Search Engine Optimization (SEO).** (Formerly 242) Students learn the fundamentals about how content development relates to SEO including applying SEO techniques to a blog. As part of the course, students work towards fulfilling requirements for an SEO certification (e.g. Huspot). Students are exposed to sources for gaining an up to date perspective on the constantly evolving field of SEO, as well as getting exposure to the ethics of "white hat" and "black hat" SEO techniques. Credit cannot be earned in both MKTG 2242 and MKTG 3348. 3 semester credit hour/s.

**Campus:** LISLE

**MKTG 2243 Introduction to Search Engine Marketing.** (Formerly 243) Students learn fundamentals of SEM (search engine marketing) through hands-on exposure to the Google Adwords platform. Concepts and skills include creating ads, choosing keywords, monitoring performance. Students take the Google Adwords Fundamentals exam, which is 1 of the 2 exams required for Google Adwords certification. To help develop critical thinking and strategic ability, students are exposed to real world scenarios and live Adwords campaigns, to help them learn how to discriminate between various potential strategies and their relative effectiveness. Credit cannot be earned in both MKTG 2243 and MKTG 3349. 3 semester credit hour/s.

**Campus:** LISLE  
MESA

**MKTG 2244 Intro to Web Analytics (Google Analytics).** (Formerly 244) Students learn fundamentals of Web Analytics through hands-on exposure to the Google Analytics platform. Concepts and skills include learning how Web Analytics can provide insight on Website visitors and their behavior, and the importance of monitoring ROI (return on investment). To help develop critical thinking and strategic ability, students are exposed to current trends and viewpoints in Web Analytics, to understand the importance of the insights that analytics can provide, and how it can inform clients' strategic marketing plans. Credit cannot be earned in both MKTG 2244 and MKTG 3345. 3 semester credit hour/s.

**Campus:** LISLE  
MESA (Typically Offered: Periodically)

**MKTG 2291 Topics.** (Formerly 291) Specially designed courses in various business topics to supplement the marketing curriculum. Prerequisite: Varies based upon the specific topic being explored. 3 semester credit hour/s. Course Repeatable. Maximum number of units allowed: 9. Department Consent Required.

**Campus:** LISLE  
MESA

**MKTG 2297 Internship.** (Formerly 297) Practical experiences in business related fields under the supervision of the program coordinator. 2-6 semester credit hour/s. Course Repeatable. Maximum number of units allowed: 12. Department Consent Required.

**Designation:** Engaged Learning  
**Campus:** LISLE

**MKTG 2300 Principles of Marketing.** (Formerly 300) This course is an investigation of the basic principles of marketing, with an emphasis on the practical application of those principles to formulate marketing plans that will deliver value to customers and meet the goals of the organization. It focuses on how companies develop marketing strategies based on the decisions they make about the types of products they will offer and how those products will be distributed, promoted, and priced. The impact the external market environment can have on those strategies is also examined. Prerequisite: Sophomore standing. 3 semester credit hour/s.

**Designation:** Individuals, Organizations, and Societies (Q10)

**Campus:** LISLE (Typically Offered: Fall and Spring Terms)  
MESA

**MKTG 3305 Sports Marketing.** A case study approach will be used to explore and analyze situations that pertain to sports marketing. Prerequisite: MKTG 2300. 3 semester credit hour/s.

**Campus:** LISLE (Typically Offered: Periodically)  
MESA (Typically Offered: Periodically)

**MKTG 3310 Consumer Behavior.** (Formerly 310) This course is an in-depth examination of the internal and external factors that influence consumers in their selection, use, and disposition of products and services. In examining consumer needs, wants, and behavior as a foundation for the formulation of effective marketing strategies, the course emphasizes the importance that organizations must place on understanding not only the demographic and economic factors that drive consumers to behave in certain ways, but the psychological, cultural, and social factors as well. This course examines consumers' needs, wants, and market behavior as a foundation for the formulation of effective marketing strategies by organizations. The course also provides an understanding of consumer behavior that can be used by all students to enhance their ability to consume wisely and to enable them to appreciate the critical role consumers play in our economic system. Prerequisite: MKTG 2300. 3 semester credit hour/s.

**Designation:** -

**Campus:** LISLE (Typically Offered: Spring Term)  
MESA

**MKTG 3318 Infographics for Business.** (Formerly 318) Infographics employ the use of pictures to tell a story and to convey ideas in a simple and easy to understand format. This course will focus on the uses of infographics in business as well as a hands on learning experience in developing infographics. 3 semester credit hour/s.

**Campus:** LISLE (Typically Offered: Spring Term)

**MKTG 3325 CRM Business Concepts and Software**

**Applications.** (Formerly 325) CRM Business Concepts and Software Applications. Successful businesses rely on a CRM software system to provide a 360 degree view of their customers and important insights into their own business. This course provides students with the understanding of customer relationships, including strategic, operational, and analytical views and their applications to business. Students will also gain hands-on experience in and outside the classroom using SalesForce.com, one of the premier CRM software programs that is widely used in business today. Prerequisite: Earned grade of C or better in MKTG 2300. 3 semester credit hour/s.

**Campus:** LISLE (Typically Offered: Spring Term)  
MESA

**MKTG 3331 Internet Marketing Communications.** (Formerly 331) Internet marketing is reshaping the way businesses and consumers interact with each other. This course studies how the Internet as a communication channel can be valuable to marketing decision makers eager to understand and utilize Internet technology to grow their businesses. Examining the Internet and its evolution from a research tool to a marketing communications medium, this course shows how the Internet offers an array of one-to-one, real-time, personalized marketing communications. Through various exercises and projects, students will explore how the Internet affords decision makers the opportunity to customize their marketing approaches to meet individual customers' needs and to make the Internet an effective part of an overall Integrated Marketing Communications Strategy. Prerequisite: MKTG 2300. 3 semester credit hour/s.

**Campus:** LISLE  
MESA

**MKTG 3333 Personal Selling and Sales Management.** (Formerly 333) This course examines the role personal selling plays in an organization's overall integrated marketing communications program. Students will explore how personal selling works with other elements of the promotional mix (advertising, publicity, sales promotion) to create a uniformed, integrated marketing message. In addition to gaining knowledge of traditional personal selling practices and techniques, students will learn how the Internet is increasingly factoring into an organization's personal selling strategy. Prerequisite: MKTG 2300. 3 semester credit hour/s.

**Campus:** LISLE (Typically Offered: Spring Term)  
MESA (Typically Offered: Periodically)

**MKTG 3345 Introduction to Web Analytics.** (Formerly 345) Web Analytics, one of the core skills for online marketing, is becoming increasingly important to companies, as they seek to evaluate the performance of their websites and advertising campaigns, with the ultimate goal of tracking the return on investment. Students will learn about Google Analytics, one of the top tools, starting with creating a blog and then monitoring the number of people who see the blog posts and where they come from. The students doesn't need any required skills and doesn't need to be "numbers person" – the course is for anyone who wants to get a job in online marketing or who wants to learn how the performance of websites fits into business. Skills that will be learned in this course connect to other areas, such as search engine marketing and social media marketing, and provide a "network effect" to help students become more effective online marketers and more employable. The course also includes working towards a Google Analytics "Individual Qualification," which is like a certification, and is a great thing for students to have on their resumes. Web Analytics can be a competitive differentiator in the job market, either as a skill set or as a dedicated role. Prerequisite: Earned a grade of C in MKTG 2300. 3 semester credit hour/s.

**Campus:** LISLE (Typically Offered: Fall Term)  
MESA

**MKTG 3347 Social Media Marketing.** (Formerly 347) LinkedIn listed Social Media Marketing as the #1 skill that got people hired in 2013. Social Media Marketing continues to grow and be an important area, as a dedicated role or skill set. In this course, students will learn how to create and monitor the performance of social media marketing campaigns, with a focus on the three main platforms - Facebook, Twitter, and YouTube. Coverage also includes establishing and maintaining an organization's presence on LinkedIn, and using tools such as Hoot suite, to post content to multiple networks (e.g., Facebook, Twitter, and LinkedIn). Other topics include social media monitoring, and looking at the performance of social media campaigns with built-in tools such as Facebook Insights and YouTube Analytics. Students will gain an understanding of not just how to manage social media, but how to look at return on investment (ROI). This emphasis on ROI provides a competitive edge, and students can also participate in an experiment that may eventually become a social media certification. Prerequisite: Earned a grade of C in MKTG 2300. 3 semester credit hour/s.

**Campus:** LISLE (Typically Offered: Fall Term)  
MESA

**MKTG 3348 Content Development & Search Engine Optimization.** (Formerly 348) An interdisciplinary course focusing on helping students capture, preserve, and share digital stories. Students will learn how to develop content telling the story of an organization to boost the relevance of a website and support the overall marketing efforts of the organization. Prerequisite: Earned a Grade of C in MKTG 2300. 3 semester credit hour/s.

**Campus:** LISLE (Typically Offered: Spring Term)

**MKTG 3349 Search Engine Marketing.** (Formerly 349) This course introduces search engine marketing, the process of creating and managing ads on Google, which is a core skill in digital marketing that can also be a dedicated role. Students work on live campaigns and work towards Adwords certification. Prerequisite: Earned a grade of C in MKTG 2300. 3 semester credit hour/s.

**Campus:** LISLE (Typically Offered: Spring Term)

**MKTG 3360 Marketing Research.** (Formerly 360) This course presents the principles of marketing research primarily from the perspective of the users of that research, with a focus on the practical and applied aspects of the subject. Emphasis will be placed on how marketing researchers apply the various concepts and techniques, as well as how business decision makers implement the findings to improve marketing practices. Topics covered will include research design, sampling techniques, questionnaire design, measurement and scaling, data collection and analysis, and report preparation. Prerequisite: MKTG 2300, BALT 1150. 3 semester credit hour/s.

**Campus:** LISLE (Typically Offered: Fall Term)

**MKTG 3391 Topics.** (Formerly 391) Specially designed courses in various business topics to supplement the business curriculum. Prerequisite: Varies based upon the specific topic being explored. 3 semester credit hour/s. Course Repeatable. Maximum number of units allowed: 12.

**Campus:** LISLE

**MKTG 4320 Data and Text Mining.** (Formerly 320) This course focuses on algorithm techniques that can be used for knowledge discovery such as classification, association rule mining, clustering, and heuristics. This course will cover data mining for business intelligence and will cover applications to both data and text. The focus is on several techniques that aim at discovering patterns that can bring value or "business intelligence" to organizations. Examples of such patterns include fraud detection, consumer behavior, and credit approval. The course will cover the most important data mining techniques including: classification, clustering, association rule mining, prediction -- through a hands-on approach using specialty software. Cross-listed with BALT 4320. Prerequisite: Earned a grade of C or better in BALT 2251 or BALT 3301. 3 semester credit hour/s.

**Campus:** LISLE (Typically Offered: Fall and Spring Terms)

**MKTG 4330 Promotional Strategy.** (Formerly 330) To maximize their impact on both end consumers and other businesses, companies must coordinate and integrate all of their marketing functions. Using an integrated marketing communications (IMC) approach, this course goes beyond the traditional study of advertising, sales, promotion, personal selling, direct marketing, and public relations, to show how all of these components of promotion, as well as the other three elements of the marketing mix, must blend together to present a unified message to consumers. An integrated marketing communications (IMC) approach to the study of the strategies organizations use to promote their products and services. The course goes beyond the traditional study of advertising, sales promotion, personal selling, direct marketing, and public relations to show how all four elements of the marketing mix – product, price, promotion, and distribution – must blend together to present a unified message to customers. Prerequisite: MKTG 2300. 3 semester credit hour/s.

**Campus:** LISLE (Typically Offered: Fall Term)

**MKTG 4380 Marketing Strategy.** (Formerly 380) A comprehensive study of major topics in strategic marketing, the components of a marketing plan, and financial analysis for marketing management. Case studies are used as the approach for utilizing marketing concepts and practices to analyze marketing problems in a wide variety of industry settings and to develop marketing strategies based on those analyses. Prerequisite: Earned a grade of C or better in both MKTG 3310 and MKTG 3360. 3 semester credit hour/s.

**Campus:** LISLE (Typically Offered: Spring Term)

**MKTG 4395 Independent Study in Marketing.** This course allows an opportunity for a student to concentrate on a specific topic related to an existing course or to explore a timely topic not covered in an existing course. A proposal is required, outlining the nature of the problem and scope of the investigation. A research paper or project is required, as appropriate to the problem under investigation. 1-3 semester credit hour/s. Course Repeatable. Maximum number of units allowed: 12. Department Consent Required.

**Campus:** LISLE (Typically Offered: Fall and Spring Terms)

**MKTG 4396 Special Topics in Marketing.** Timely marketing topics are presented in the form of 1, 2, or 3-semester credit hour courses. Keeping pace with advances in marketing requires constant learning. These courses provide an opportunity to examine and assess issues in marketing. There are no designated prerequisites, but students are encouraged to have completed several marketing courses. Topics are announced in advance. Department Consent Required. 1-3 semester credit hour/s. Course Repeatable. Maximum number of units allowed: 12. Department Consent Required.

**Campus:** LISLE (Typically Offered: Fall and Spring Terms)

**MKTG 4397 Internship.** (Formerly 397) Practical experiences in business related fields under the supervision of the program coordinator. 2-6 semester credit hour/s. Department Consent Required.

**Designation:** Engaged Learning

**Campus:** LISLE

## Faculty Faculty

**Rhon Baiman (2013), Ph.D.**

Business

Associate Professor, Business

Ph.D. Economics, 1992, New School for Social Research, New York, NY

M.A. Economics, 1981, New School for Social Research, New York, NY

B.Sc. Mathematics and Physics,

1973, Hebrew University, Jerusalem, Israel

**Richard Cali (2004), M.B.A.**

Business

Instructor, Business

M.B.A., Dominican University

**John Draut (1996), M.B.A.**

Business

Instructor, Business

M.B.A., DePaul University; 1981

**Tim Goines (1997), Ph.D.**

Business

Professor, Business

**Howard "Chuck" Johnson (2021), J.D., M.B.A.**

Business

Assistant Professor, Business

J.D. City University School of Law 1991

MBA 2015 Benedictine University

B.A. 1989 Western Illinois University

**Todd Kelsey (2014), Ph.D.**

Business

Associate Professor, Business

Ph.D. Illinois Institute of Technology

**Namhoon "August" Lee (2022), Ph.D.**

Business

Associate Professor, Business

Ph.D. 2012. Management Science with Finance concentration, Illinois Institute of Technology

M.S. 2006, Finance, Illinois Institute of Technology

M.B.A. 2004, Thunderbird School of Global Management

M.S. 1995, Physics, Korea University, Seoul

**Zhen Liu (2017), Ph.D.**

Business

Associate Professor, Business

Ph.D. 2007, Northwestern University

**Isobel Lobo (2001), Ph.D.**

Business

Professor, Business

Ph.D. University of Notre Dame, 1998

**Michael Manning (2013), Ph.D.**

Program Director, Values-Driven Leadership, Business

Professor, Business

Ph.D. 1979, Purdue University

**Rachael Narel (2016), Ph.D.**

Business

Assistant Professor, Business

Ph.D. Organization Development, 2017, Benedictine University

M.S. Management and Organizational Behavior, 2009, Benedictine University

B.S. 1999, Saint Xavier University

**Barbara T. Ozog, Ph.D.**

Interim Dean, Goodwin College of Business, Business

Professor, Business

Ph.D. 1985, Northwestern University

M.S. 1979, Northwestern University

B.S. 1977, Loyola University Chicago

**Robert Rebman (1007), Ph.D., C.P.A.**

Business

Assistant Professor, Business

PhD, 2020, Capella University

MBA 1988, University of Chicago

BSBA, 1977, Roosevelt University, Chicago

**Florina Salaghe (2017), Ph.D.**

Business

Associate Professor, Business

Ph.D. 2017, University of Nevada, Reno

B.S. Finance Babes Balyai University, Cluj Napoca, Romania 2004

**Peter Sorensen (1986), Ph.D.**

Program Director, Organization Development, Business

Professor, Business

Ph.D., Illinois Institute of Technology

**Ramkrishnan Tenkasi (1998), Ph.D.**

Business

Professor, Business

Ph.D. 1993, Case Western Reserve University

**Derrick Walters (2022), D.B.A, Finance, 2017, Sacred Heart University**

Business

Assistant Professor, Business

Ed.D., Villanova University

M.B.A., Keller Graduate School of Management

**Therese Yaeger (1994), Ph.D.**

Business

Professor, Business

Ph.D. 2001, Benedictine University

MS, 1996, Benedictine University

**Tsui-Fan Tom Yu (2008), Ph.D.**

Business

Assistant Professor, Business

Ph.D. 1978, Texas A&M University

M.S. 1973, Arizona State University

B.S. 1971, Montana State University

## Lecturers

**Walter R. Baehrend, Jr., M.B.A., Ph.D.**

Lecturer, Business



**Jeffrey Bailey, M.S., Ph.D.**

Lecturer, Business

**Robert Bills, M.B.A.**

Lecturer, Business

**Ardella Burkes, M.B.A. PHR, SHRM-CP**

Lecturer, Business

**Jeffrey C. Chadwell, M.B.A., Lean Six Sigma Green Belt**

Lecturer, Business

**Bobra Ford Crockett, Ed.D.**

Lecturer, Business

**Martin Dunne, M.S.**

Lecturer, Business

**Tracy Elazier, M.B.A., Ph.D.**

Lecturer, Business

**Gregory Evans, M.A., M.S., Ph.D.**

Lecturer, Business

**James Farrell, M.B.A.**

Lecturer, Business

**Nancy Fitzgerald, M.A.T.**

Lecturer, Business

**David L. Forsyth, LL.M., J.D.**

Lecturer, Business

**Robert Gillis, M.B.A., D.B.A.**

Lecturer, Business Analytics

**Cassandra Glenn, M.A.**

Lecturer, Business

**John Gray, M.A., M.B.A., LL.M., J.D.**

Lecturer, Business

**Bradley W. Gronke, M.B.A., M.S., Ed.D.**

Lecturer, Business

**Jose H. Guardiola, M.A., M.S., Ph.D.**

Lecturer, Business

**Victoria Heredia, M.S.**

Lecturer, Business

**James Hill, M.B.A.**

Lecturer, Business

**James J. Itang'ata, M.A., Ph.D.**

Lecturer, Business

**Rodney Kirkham, M.A.**

Lecturer, Business

**Michael London, M.B.A. PMP**

Lecturer, Business

**Kyabaga (David) Lwanga, M.S., G.I.S.**

Lecturer, Business

**Edmund Manrique, M.B.A, M.S.**

Lecturer, Business

**Frank Marchionni, M.B.A, CPIM**

Lecturer, Business

**Michael Medema, M.B.A.**

Lecturer, Business

**Chukwuemeka (Anthony) Orji, M.S.**

Lecturer, Business

**Peter Papantos, M.B.A.**

Lecturer, Business

**David Pfeiffer, M.B.A., Ph.D.**

Lecturer, Business

**Lincoln Pinto, M.S., M.B.A. EA**

Lecturer, Business

**Tim E. Price, M.S., M.B.A. EA**

Lecturer, Business

**Sr. Marilyn Jean Runkel, M.Ed., M.S., Ph.D.**

Lecturer, Business

**Kevin Schenke, M.S.A., C.P.A.**

Lecturer, Business

**Hao Shen, M.S., M.A., M.S.A.**

Lecturer, Business

**Jennifer Smith, M.S., Ph.D. Lean Six Sigma Green Belt**

Lecturer, Business

**Thomas A. Smith, M.P.H., M.B.A.**

Lecturer, Business

**Nathan Patrick Taylor, M.S., M.P.H.**

Lecturer, Business

**Mohamed B. Zarrugh, M.B.A.**

Lecturer, Business

*The lecturers listed are individuals who have been employed as instructors on an as-needed basis, within the last several years, to teach courses at Benedictine University. Instructors listed may not currently be employed by Benedictine University. The University is fortunate to be able to provide our students with part-time faculty whose experience, credentials and commitment to education add to the high quality of our resident faculty.*