DEPARTMENT OF ENTREPRENEURSHIP, LEADERSHIP AND MARKETING

Department of Entrepreneurship, Leadership and Marketing

Chairperson: Dr. Ge Grace Xiao

Faculty

Professors: Alves, Batory
Associate Professors: Xiao
Assistant Professors: Clevenger, Lee, Lee
Director of Allan P. Kirby Center: Dr. Rodney Ridley
Director of Assessment and Accreditation: Dr. Justin Matus
Director of MBA Program: Dr. Dean Frear
Director of Personal & Professional Development Programming: Bridget Turel
Assistant Director, Sidhu School Initiatives: Dina Udomsak

• Entrepreneurship
• Leadership
• Marketing
• Personal And Professional Development
• Sports Management
ACCELERATED BBA PROGRAM (ABBA)

Accelerated BBA program

The Accelerated BBA program has been formulated especially for working adults—to take advantage of their career experience, to teach real-world business skills that have immediate application, and to expand their career opportunities. The twelve courses in the core sequence ground students in the fundamentals of business practice that are critical to a managerial perspective on the enterprise. The Sidhu School’s signature Personal & Professional Development (PPD) program has been customized to help mature adults already embarked on a career to round out their life skills and realize their full professional potential.

The program's schedule was designed specifically with adult learners in mind: Courses are taken one at a time for a 5-to-8 week term: no other courses to distract you. Courses meet once a week from 6 until 10 PM: the same day, every week, every course, throughout the program... (For example: Cohort 1, starting in September, will have all physical class meetings occurring on Wednesday nights, throughout the entire program.) In addition to the material covered in class meetings, instructors will provide an additional, equivalent-sized body of material for you on the course website, which you can cover at your own pace, and at times that fit into your schedule. Instructors will offer both conventional and "virtual" office hours, making themselves available for face-to-face discussions over the web or in their office (of course, you can always blank your webcam if you feel like talking to them in your pajamas).

The Accelerated BBA program offers the 18 courses that satisfy requirements in the business administration major. Courses can be taken in any order, except where noted.

All courses are 3 credits.

ABBA 151: Entrepreneurship and Innovation
ABBA 152: The Leadership Process
ABBA 153: Business Communications
ABBA 154: Business Economics
ABBA 161: Financial Accounting
ABBA 162: Managerial Accounting
ABBA 235: The Legal Environment and Business Law
ABBA 251: Principles of Management
ABBA 257: Information Technology for Business
ABBA 319: Statistics for Business
ABBA 321: Principles of Marketing
ABBA 340: Corporate Finance
ABBA 351: Production and Operations in Business
ABBA 353: Management of Human Resources
ABBA 354: Organizational Studies
ABBA 358: International Business Management
ABBA 461: Business Strategy and Decision-Making (advisor permission required)
ABBA 462: Professional Business Experience (advisor permission required)

The business administration degree requires 120 credits. In addition to the courses listed here, participants must satisfy bachelor degree requirements, including general education courses.

Accelerated Bachelor of Business Administration (ABBA)..............................13
Entrepreneurship creates value and improves society’s standard of living. It is an integrating discipline that draws on knowledge and skills developed in a variety of areas. Entrepreneurial endeavors are successful when they identify opportunities, assess those opportunities, and take action to pursue the opportunities. Students who are pursuing the Bachelor of Business Administration in Entrepreneurship will understand the motivations, behaviors, and strategies necessary to create, implement, and sustain new ideas and ventures. The Entrepreneurship program is closely affiliated with the Allan P. Kirby Center for Free Enterprise and Entrepreneurship and the Small Business Development Center. Both offer academic and experiential opportunities under the direction of senior professional staff.

Change is an accepted constant in today’s world. And change, whether it is gradual or radical, is a rich source of opportunity. The Entrepreneurship major and minor will prepare students to recognize and act upon opportunities and meet the challenges that lie ahead.

The entrepreneurship curriculum blends the traditional components of a management education with the study of those content, skill, and sensitivity areas that uniquely define entrepreneurship. Through a combination of academic and clinical experiences, students will develop an appreciation and understanding of the entrepreneurial process. The Entrepreneurship major builds upon the knowledge and experience from courses in the Personal and Professional Development Series, the Sidhu Foundations courses, and the Sidhu Undergraduate Core Courses.

The Entrepreneurship major requires an additional 27 credits, including:

### Requirements for the Entrepreneurship Major

#### 18 Credits

- **BA-336** – Advanced Topics in Business Law 3
- **ENT-203** – Opportunity Identification: Innovation and Creativity 3
- **ENT-342** – Entrepreneurial Finance 3
- **MGT-209** – Business Correspondence & Reports 3
- **MGT-356** – Social Responsibility of Business 3

### Electives for the Entrepreneurship Major

#### 6 Credits

- **MKT-322** – Advertising 3
- **MKT-327** – Marketing Seminar 3
- **MKT-328** – Consumer Behavior 3
- **ENT-384** – Small Business Consultancy 3
- **ENT-395** – Independent Study 3
- **ENT-396** – Independent Research 3
- **ENT-198/298/398** – Topics

### Additional Requirement for the Entrepreneurship Major 3 Credits

Each student with a major in Entrepreneurship must complete 3 additional credits in a course with the prefix ART, COM, EGM, DAN, ENG, MUS, or THE.
Entrepreneurship Major - Required Courses and Recommended Course Sequence

<table>
<thead>
<tr>
<th>First Semester</th>
<th>Credits</th>
<th>Fifth Semester</th>
</tr>
</thead>
<tbody>
<tr>
<td>BA-151 – Integrated Management Experience I</td>
<td>3</td>
<td>BA-335 – Law &amp; Business</td>
</tr>
<tr>
<td>CS-115 – Computers and Applications</td>
<td>3</td>
<td>ENT-321 – Analyzing Markets &amp; Competitions</td>
</tr>
<tr>
<td>ENG-101 – Composition</td>
<td>4</td>
<td>FIN-240 – Introduction to Finance</td>
</tr>
<tr>
<td>HST-101 – Historical Fndns. of the Modern World</td>
<td>3</td>
<td>Social Science Distribution Requirement (Area III)</td>
</tr>
<tr>
<td>PPD-101 – Personal &amp; Professional Development I</td>
<td>1</td>
<td>PPD-301 – Personal &amp; Professional Development V</td>
</tr>
<tr>
<td><strong>Total Credits</strong></td>
<td><strong>17</strong></td>
<td><strong>Total Credits</strong></td>
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<table>
<thead>
<tr>
<th>Second Semester</th>
<th>Sixth Semester</th>
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<tbody>
<tr>
<td>Arts Distribution Requirement (Area IV)</td>
<td>3</td>
</tr>
<tr>
<td>BA-152 – Integrated Management Exp. II</td>
<td>3</td>
</tr>
<tr>
<td>Humanities Distribution Requirement (Area I)</td>
<td>3</td>
</tr>
<tr>
<td>MTH-101 – Solving Problems Using Mathematics</td>
<td>3</td>
</tr>
<tr>
<td><strong>Total Credits</strong></td>
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<thead>
<tr>
<th>Third Semester</th>
<th>Seventh Semester</th>
</tr>
</thead>
<tbody>
<tr>
<td>EN-191</td>
<td>3</td>
</tr>
</tbody>
</table>

Entrepreneurship Minor

Total minimum number of credits required for a minor in Entrepreneurship – 18

For majors in other disciplines, The Jay S. Sidhu School of Business and Leadership offers an 18 credit minor in Entrepreneurship. Students who may be contemplating pursuit of entrepreneurial opportunities will find the Entrepreneurship Minor to be an excellent complement to their chosen majors. Courses required to complete the Entrepreneurship Minor are:

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>MKT-221</td>
<td>Marketing</td>
<td>3</td>
</tr>
<tr>
<td>ENT-151</td>
<td>Integrated Management Experience I</td>
<td>3</td>
</tr>
<tr>
<td>ENT-152</td>
<td>Integrated Management Experience II</td>
<td>3</td>
</tr>
<tr>
<td>(OR BA-153 – Management Foundations + ENT-252 or [LDR-202])</td>
<td></td>
<td>3</td>
</tr>
<tr>
<td>ENT-201</td>
<td>Nature and Essence of Entrepreneurship</td>
<td>3</td>
</tr>
<tr>
<td>ENT-461</td>
<td>Practicing Entrepreneurship</td>
<td>3</td>
</tr>
<tr>
<td>AND ONE OF THE FOLLOWING:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>ENT-384</td>
<td>Small Business Consultancy or</td>
<td>3</td>
</tr>
<tr>
<td>ENT-462</td>
<td>Entrepreneurship Internship</td>
<td>3</td>
</tr>
</tbody>
</table>

Entrepreneurship................................................................. 18
Marketing.......................................................................................... 21
Leadership.......................................................................................... 20
Personal and Professional Development.............................................. 21
Business Administration.................................................................... 14
HOSPITALITY LEADERSHIP
Hospitality Leadership Major
Director: Dr. HyeRyeon Lee

Total minimum number of credits required for a major in Hospitality Leadership leading to the Bachelor of Science degree – 125
Total minimum number of credits required for a minor in Hospitality Leadership – 18

The Hospitality Leadership program will provide students with the opportunity to develop expertise in business management applied to the world of hospitality industry. Students will have a variety of managerial career opportunities in lodging, food and beverage, gaming, tourism, cruises, airlines, managed services for clubs and institutions, and the convention and meeting industry.

The Sidhu undergraduate business program focuses on self-development through three interconnected components: leadership development, a balanced set of foundation courses, and preparation for entry into specific careers and jobs. The Hospitality Leadership program within the Sidhu School will provide core business education and will help students develop the skills for authentic hospitality leadership and ethical business practices.

All Sidhu School students will work to sharpen their critical thinking and economic reasoning skills; for the Hospitality Leadership major, specifically, a student should be relatively outgoing with great communication skills, an understanding of ‘People Process Culture,’ and the ability to excel at solving problems quickly and keeping track of details. In addition, hospitality leadership students will take opportunities to have the specialized career preparation and leadership development. To prepare their managerial skills, students will take Certification in Hospitality Industry Analytics (CHIA) and Training for Intervention procedures (Tips) Certification. Students will also apply their knowledge to real-world experience through two internships.

The Hospitality Leadership major requires an additional 30 credits, including:

REQUIREMENTS FOR THE HOSPITALITY LEADERSHIP MAJOR (24 credits)

[Hl-201] – Introduction to Hospitality 3
[LDR-201] – Introduction to Leadership 3
[Hl-381] – Hotel Operations Management 3
Hl-356 – Hospitality Law & Leadership Ethics 3
Hl-382 – Food and Beverage Management 3
Hl-341 – Hospitality Finance 3
Hl-353 – Human Resource Management in the Service Industry 3
Hl-325 – Advanced Hospitality Marketing 3

ELECTIVES FOR THE HOSPITALITY LEADERSHIP MAJOR (6 credits)

[Hl-355] – Event Management 3
Hl-386 – Gaming and Casino Management 3
[Hl-198/298/398] – Topics 3
[SM-355] – Facility Management 3
[SM-201] – Introduction to Sports Mgmt. 3

SM-325 – Sports Marketing 3
MKT-328 – Customer Behavior 3
ENT-252 – The Entrepreneurial Leader 3
BA-419 – Quantitative Decision Making 3
# Hospitality Leadership Major Required Courses and Recommended Course Sequence

<table>
<thead>
<tr>
<th>First Semester</th>
<th>Credits</th>
<th>Fifth Semester</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>CS-115 – Computers and Applications</td>
<td>3</td>
<td>MKT-221 – Marketing</td>
<td>3</td>
</tr>
<tr>
<td>HST-101 - Historical Fnds. of the Modern World</td>
<td>3</td>
<td>HL-381 – Hotel Operations Management</td>
<td>3</td>
</tr>
<tr>
<td>ENG-101 – Composition</td>
<td>4</td>
<td>HL-356 – Hospitality Law &amp; Leadership Ethics</td>
<td>3</td>
</tr>
<tr>
<td>FYF-101 – First-Year Foundations</td>
<td>3</td>
<td>Free Elective</td>
<td>3</td>
</tr>
<tr>
<td>PPD-101 – Personal &amp; Professional Development I</td>
<td>1</td>
<td>PPD-301 – Personal &amp; Professional Development V</td>
<td>1</td>
</tr>
<tr>
<td><strong>Total Credits</strong></td>
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<td><strong>Total Credits</strong></td>
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</table>

<table>
<thead>
<tr>
<th>Second Semester</th>
<th></th>
<th>Sixth Semester</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Arts Distribution Requirement (Area IV)</td>
<td>3</td>
<td>EC-102 – Principles of Economics II</td>
<td>3</td>
</tr>
<tr>
<td>BA-152 – Integrated Management Exp. II</td>
<td>3</td>
<td>([HL-382] – Food and Beverage Management)</td>
<td>3</td>
</tr>
<tr>
<td>COM-101 – Fundamentals of Public Speaking</td>
<td>3</td>
<td>HL-341 – Hospitality Finance</td>
<td>3</td>
</tr>
<tr>
<td>ENG-120 - Intro. to Literature and Culture</td>
<td>3</td>
<td>Science Distribution Requirement (Area II)</td>
<td>3</td>
</tr>
<tr>
<td>Social Science Distribution Requirement (Area III)</td>
<td>3</td>
<td>Humanities Distribution Requirement (Area I)</td>
<td>3</td>
</tr>
<tr>
<td><strong>Total Credits</strong></td>
<td>15</td>
<td>Free Elective</td>
<td>3</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Third Semester</th>
<th></th>
<th>Seventh Semester</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>MGT-251 –</td>
<td>3</td>
<td>HL-353 - Human</td>
<td>3</td>
</tr>
</tbody>
</table>

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# Hospitality Leadership Minor

Total minimum number of credits required for a minor in Hospitality Leadership = 18

For majors in other disciplines, The Jay S. Sidhu School of Business and Leadership offers an 18 credit minor in Hospitality Leadership. Students considering careers in or involving aspects of the hospitality profession will find this minor to be an excellent complement to their primary academic and career interests. Courses required to complete the Hospitality Leadership Minor are:

- HL-201 – Introduction to Hospitality 3
- [[LDR-201]] – Introduction to Leadership 3
- HL-381 – Hotel Operations Management 3
- (OR HL-382 – Food and Beverage Management) 3
- HL-466– Advanced Hospitality Internship 3
- AND TWO OF THE FOLLOWING COURSES:
  - HL-355– Event Management 3
  - HL-366 – Gaming and Casino Management 3
  - HL-341 – Hospitality Finance 3
  - HL-198/298/398 – Topics 3
  - SM-355 – Facility Management 3
  - SM-201 – Introduction to Sports Management 3
  - SM-326 – Sports Marketing 3
  - MKT-328 – Customer Behavior 3
  - ENT-252 – The Entrepreneurial Leader 3
  - [[BA 419]] – Quantitative Decision Making 3

Entrepreneurship........................................................................................................ 18
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LEADERSHIP

Leadership Studies Minor

Director: Dr. Ge Grace Xiao

Total minimum number of credits required for a minor in Leadership Studies – 18

The current generation of college students will be responsible for dealing with a growing leadership crisis and finding solutions to some of the most difficult problems of our time. Challenges facing society include economic polarity, dramatic demographic changes, as well as issues of natural resources and energy, national security, foreign diplomacy, international conflict, and economic instability, to name just a few. Leadership education has the potential to transform and develop the current generation of college students into future leaders of tomorrow. The Leadership Studies Minor, offered in the Sidhu School of Business and Leadership, is an interdisciplinary, academic and applied program of study that focuses on the fluid process and components of the interaction between leaders and followers in a particular context. Students from all majors will have an opportunity to learn about leadership, while preparing to take an active leadership role in their future career.

There are a number of benefits for students choosing to complement their major with a minor in Leadership Studies. Research suggests that undergraduate leadership education can impact a student’s personal/professional skills, increase self-confidence, increase interpersonal skills, and make students more effective decision makers, conflict negotiators, and goal setters. The Leadership Studies minor aims to improve a student’s self-awareness, develop stronger personal values, increase communication effectiveness, and increase a student’s organizational skills.

Additionally, the Leadership Studies minor can increase a student’s likelihood to be involved with community action programs and more willing to serve others. Research on leadership education supports the notion that students in leadership programs are more committed to developing leadership in others and are more willing to promote understanding across racial and ethnic groups. Students taking the minor in Leadership Studies will learn how to become effective social change agents at the institutions where they learn, the organizations where they work, and the communities where they live. Finally, these increased competencies and skills not only serve the personal needs of each student, by developing a well rounded individual, it also helps a student’s marketability in pursuing jobs after college.

REQUIREMENTS FOR THE LEADERSHIP STUDIES MINOR (18 credits total)

Each student with a minor in Leadership Studies must complete the following 9 credits:

LDR-201. Introduction to Leadership
LDR-202. Advanced Leadership Theory and Practice
LDR-361: Leadership Capstone

Each student with a minor in Leadership Studies must complete one course from each of the following content areas, for a total of 9 credits:

Leadership Issues (see options below)
Leadership Skills (see options below)

Leadership in Context (see options below)
Leadership Issues (3 credits) (Courses listed have no or minimum prerequisite requirements)
EES-218. Environmental Ethics
EES-210. Global Climatic Change
MGT-356. The Social Responsibility of Business
PHL-110. Introduction to Ethical Problems
PHL-216 Philosophies of Nonviolence
SOC-251 Sociology of Minorities
WS-101. Introduction to Women’s Studies
Or 3 credits of Personal and Professional Development courses pertaining to leadership issues

Leadership Behaviors/Skills (3 credits) (Courses listed have no or minimum prerequisite requirements)

COM-202. Interpersonal Communication
COM-203. Small Group Communication
COM-301. Persuasion
COM-303. Organizational Communication
COM-304. Intercultural Communication
ENG-202. Technical and Professional Writing
ENT-203. Opportunity Identification: Innovation and Creativity
MGT-209. Business Correspondence and Reports
Or 3 credits of Personal and Professional Development courses pertaining to leadership behaviors/skills

Leadership In Context (3 credits)

ANT-212. People and Cultures of the World
ENT-252. The Entrepreneurial Leader
MGT-358 International Business
MGT-251. Management of Organizations and People
PS-260. Introduction to Political Thinking
SOC-352. Social Stratification
Or 3 credits of Personal and Professional Development courses pertaining to leadership in context

Entrepreneurship................................................................. 18
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MARKETING

Marketing Major

Coordinator: Dr. Anne Heineman Batory

Marketing majors choose courses to prepare themselves for careers in marketing fields that range from product management, advertising, sales and account management to retailing, e-business, distribution management, and strategic marketing planning in entrepreneurial, corporate, or not-for-profit organizations. Students can look forward to career opportunities in large and small organizations representing a spectrum of industrial, consumer goods, service, and e-commerce firms in public- and private-sector institutions. Our students are expected to engage with the marketplace. Enhancing corporate competitiveness and delivering customer value is the starting goal for faculty and students in the Marketing Major. Consumer behavior, market segmentation, products as solutions, pricing, and brand strategy are taught with innovation and application.

Sidhu Marketing Majors get much more than a classroom education – they partner with area businesses and organizations to deliver value for our community. For example, class projects give students the chance to tackle key marketing issues for many local and regional organizations. Many students participate in consulting projects through the Wilkes Small Business Development Center. Students are also invited to demonstrate their skills by participating in national competitions such as Collegiate Effie Challenges.

The Marketing major requires an additional 27 credits, including:

Requirements for the Marketing Major
(27 credits total) Credits

Each student with a major in Marketing must complete 15 of the following credits:

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>COM-302</td>
<td>Public Relations (*prerequisite COM 260)</td>
<td>3</td>
</tr>
<tr>
<td>MKT-322</td>
<td>Advertising</td>
<td>3</td>
</tr>
<tr>
<td>MKT-324</td>
<td>Retailing</td>
<td>3</td>
</tr>
<tr>
<td>MKT-326</td>
<td>The Selling Process</td>
<td>3</td>
</tr>
<tr>
<td>MKT-327</td>
<td>Marketing Seminar</td>
<td>3</td>
</tr>
<tr>
<td>MKT-328</td>
<td>Consumer Behavior</td>
<td>3</td>
</tr>
<tr>
<td>MKT 198/298/398</td>
<td>Topics</td>
<td>up to 12</td>
</tr>
</tbody>
</table>

Each student with a major in Marketing may also complete up to 12 of the following credits (or additional courses above):

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>ENT-201</td>
<td>Nature and Essence of Entrepreneurship</td>
<td>3</td>
</tr>
<tr>
<td>ENT-203</td>
<td>Opportunity Identification: Innovation and Creativity</td>
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</tr>
<tr>
<td>ENT-252</td>
<td>The Entrepreneurial Leader</td>
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<td>ENT-384</td>
<td>Small Business Consultancy</td>
<td>3</td>
</tr>
<tr>
<td>MGT-257</td>
<td>Management Information Systems</td>
<td>3</td>
</tr>
<tr>
<td>MGT-209</td>
<td>Business Correspondence and Reports</td>
<td>3</td>
</tr>
<tr>
<td>MGT-352</td>
<td>Production and Operations Management</td>
<td>3</td>
</tr>
</tbody>
</table>
## Marketing Major Required Courses and Recommended Course Sequence

<table>
<thead>
<tr>
<th>First Semester</th>
<th>Credits</th>
<th>Fifth Semester</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>BA-151 – Integrated Management Experience I</td>
<td>3</td>
<td>BA-319 – Business Statistics</td>
<td>3</td>
</tr>
<tr>
<td>CS-115 – Computers and Applications</td>
<td>3</td>
<td>BA-335 – Law &amp; Business</td>
<td>3</td>
</tr>
<tr>
<td>ENG-101 – Composition</td>
<td>4</td>
<td>Science Distribution Requirement (Area II)</td>
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</tr>
<tr>
<td>FYF-101 – First-Year Foundations</td>
<td>3</td>
<td>Free Elective</td>
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</tr>
<tr>
<td>PPD-101 – Personal &amp; Professional Development I</td>
<td>1</td>
<td>MKT Major Course</td>
<td>3</td>
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<tr>
<td><strong>Total Credits</strong></td>
<td><strong>14</strong></td>
<td><strong>PPD-301 – Personal &amp; Professional Development V</strong></td>
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</tr>
<tr>
<td><strong>Total Credits</strong></td>
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<tr>
<th>Second Semester</th>
<th>Credits</th>
<th>Sixth Semester</th>
<th>Credits</th>
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<tbody>
<tr>
<td>Arts Distribution Requirement (Area IV)</td>
<td>3</td>
<td>Humanities Distribution Requirement (Area I)</td>
<td>3</td>
</tr>
<tr>
<td>BA-152 – Integrated Management Exp. II</td>
<td>3</td>
<td>FIN-240 – Introduction to Finance</td>
<td>3</td>
</tr>
<tr>
<td>COM-101 – Fundamentals of Public Speaking</td>
<td>3</td>
<td>MKT Major Course</td>
<td>3</td>
</tr>
<tr>
<td>Humanities Distribution Requirement (Area I)</td>
<td>3</td>
<td>MKT Major Course</td>
<td>3</td>
</tr>
<tr>
<td>Social Science Distribution Requirement (Area III)</td>
<td>3</td>
<td>MKT Major Course</td>
<td>3</td>
</tr>
<tr>
<td><strong>Total Credits</strong></td>
<td><strong>15</strong></td>
<td><strong>Total Credits</strong></td>
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<table>
<thead>
<tr>
<th>Third Semester</th>
<th>Credits</th>
<th>Seventh Semester</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>MGT-251 – Management of Organizations &amp; People</td>
<td>3</td>
<td>MKT Major Elective Course</td>
<td>3</td>
</tr>
<tr>
<td><strong>Total Credits</strong></td>
<td><strong>15</strong></td>
<td></td>
<td></td>
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</tbody>
</table>

## Marketing Minor

Total minimum number of credits required for a minor in Marketing – 18

For majors in other disciplines, The Jay S. Sidhu School of Business and Leadership offers an 18 credit minor in Marketing. Students considering careers in or involving aspects of the marketing profession will find the Minor in Marketing an excellent complement to their primary academic and career interests. All students seeking the Minor in Marketing will be required to complete a minimum of eighteen (18) credits from the following list of courses:

<table>
<thead>
<tr>
<th>Course</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>MKT 221 - Marketing</td>
<td>3</td>
</tr>
<tr>
<td>Plus 15 credits of MKT or MKT related courses approved by the Department Chair</td>
<td>15</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Distribution</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Humanities</td>
<td>18</td>
</tr>
<tr>
<td>Business Administration</td>
<td>14</td>
</tr>
<tr>
<td>Marketing</td>
<td>21</td>
</tr>
<tr>
<td>Communication Studies</td>
<td>15</td>
</tr>
</tbody>
</table>
PERSONAL AND PROFESSIONAL DEVELOPMENT

The Personal and Professional Development Series

Director: Bridget Turel

At the Sidhu School we believe that leadership and career development matters. The Personal and Professional Development Series (PPD) is a four credit program closely linked to the Sidhu School business curriculum. It is an innovative, integrated, developmental advising/coaching program designed to unleash and nurture each student’s personal and professional potential.

Employers in business, government, military and social organizations all agree that superior performance depends on effective leadership up and down the line. This calls for leaders with self-awareness, empathy, emotional intelligence, vision, integrity, and compassion. Research has shown that superior leaders are authentic. They understand their own strengths and values, and the effect they have on others. They are competent, caring, resilient, and consistent. They listen, analyze, and are able to provide vision, energy, and motivation. These are capabilities, skills and behaviors the Sidhu School seeks to cultivate in its students.

The PPD provides an environment where each student can link academic content in their curriculum with career planning, extracurricular activities and leadership development. Each student has the opportunity to build a strong professional network, face social and business challenges, and practice meaningful leadership.

Throughout the PPD program students undertake on-going self-assessment, build their emotional intelligence, strengthen team building competencies, engage in field work/career preparation experiences, learn to take advantage of coaching/mentoring activities, and formulate developmental action plans and a leadership portfolio. In the process, they discover strengths and areas for improvement, nurture their passions, and facilitate their own authentic leadership journey.

The Personal and Professional journey consists of two bookend courses (PPD 101 and PPD 401), which are consistent for every student throughout the program. These two courses provide an introductory and capstone experience that build the foundation for the PPD program. Additionally, students choose a one credit course each in the areas of leadership competency and career focus, to customize the program to their specific developmental needs. The one credit elective courses vary each semester and are taught by subject matter experts.

- **PPD-101**: Personal & Professional Development I: Introduction to PPD
- **PPD-201**: Personal & Professional Development III: Topics in Career Development
- **PPD-301**: Personal & Professional Development V: Topics in Leadership Competencies
- **PPD-401**: Personal & Professional Development VII: Leadership Legacy

Personal and Professional Development........................................21
SPORTS MANAGEMENT

Sports Management Major

Coordinator: Dr. Woojun Lee

Total minimum number of credits required for a Major in Sports Management leading to the Bachelor of Business Administration degree — 125.
Total minimum number of credits required for a minor in Sports Management — 18.

The Sports Management major provides students with the opportunity to develop expertise in business management applied to the world of sport and recreation. As sports have evolved into an integral part of the American culture, the operations of sport programs have become more sophisticated and complex. Managers of sport programs and sport/recreational facilities must become familiar with the intricacies of sport/recreational activities and be effective as business professionals.

Requirements for the Sports Management Major (30 credits total)

<table>
<thead>
<tr>
<th>Each student with a major in Sports Management must complete the following 21 credits:</th>
</tr>
</thead>
<tbody>
<tr>
<td>BA-337 – Legal Aspects of Sports/Event Management</td>
</tr>
<tr>
<td>MGT-352 – Production and Operations Management</td>
</tr>
<tr>
<td>SM-201 – Introduction to Sports Management</td>
</tr>
<tr>
<td>SM-325 – Special Events Marketing</td>
</tr>
<tr>
<td>SM-355 – Facility &amp; Event Management</td>
</tr>
<tr>
<td>SOC-261 – Sociology of Sport</td>
</tr>
<tr>
<td>SM-365 – Wilkes Sports Management Experience</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Each student with a major in Sports Management must complete</th>
</tr>
</thead>
<tbody>
<tr>
<td>9 credits from the following list:</td>
</tr>
<tr>
<td>COM-302 – Fundamentals of Public Relations</td>
</tr>
<tr>
<td>COM-303 – Organizational Communication</td>
</tr>
<tr>
<td>ENT-398 – Topics in Entrepreneurship</td>
</tr>
<tr>
<td>LDR-201 – Introduction to Leadership</td>
</tr>
<tr>
<td>MGT-209 – Business Correspondence &amp; Reports or COM-260</td>
</tr>
<tr>
<td>MGT-257 – Management Information Systems</td>
</tr>
<tr>
<td>MGT-353 – Human Resource Management</td>
</tr>
<tr>
<td>MKT-326 – The Selling Process</td>
</tr>
<tr>
<td>NSG-200 – Principles of Normal Nutrition</td>
</tr>
</tbody>
</table>

Sports Management Major- Required Courses and Recommended Course Sequence
### Sports Management Minor

For majors in other disciplines, The Jay S. Sidhu School of Business and Leadership offers an 18-credit minor in Sports Management.

**Total number of credits required for a minor in Sports Management -18**

<table>
<thead>
<tr>
<th>Course</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>SM-201 – Introduction to Sports Management</td>
<td>3</td>
</tr>
<tr>
<td>SM-355 – Facility &amp; Event Management</td>
<td>3</td>
</tr>
<tr>
<td>BA-337 – Legal Aspects of Sports &amp; Event Management</td>
<td>3</td>
</tr>
<tr>
<td>SM-465 – Wilkes Sports Management Experience</td>
<td>3</td>
</tr>
<tr>
<td>And 2 of the following courses:</td>
<td></td>
</tr>
<tr>
<td>COM-302 – Fundamentals of Public Relations</td>
<td>3</td>
</tr>
<tr>
<td>COM-303 – Organizational Communication</td>
<td>3</td>
</tr>
<tr>
<td>ENT-396 – Topics in Entrepreneurship</td>
<td>3</td>
</tr>
<tr>
<td>SOC-261 – Sociology of Sport</td>
<td>3</td>
</tr>
<tr>
<td>MGT-353 – Human Resource Management</td>
<td>3</td>
</tr>
<tr>
<td>MKT-326 – The Selling Process</td>
<td>3</td>
</tr>
<tr>
<td>NSG-200 – Principles of Normal Nutrition</td>
<td>3</td>
</tr>
<tr>
<td>SEM.................................................................</td>
<td>22</td>
</tr>
<tr>
<td>Management..........................................................</td>
<td>20</td>
</tr>
<tr>
<td>Entrepreneurship.......................................................................</td>
<td>18</td>
</tr>
</tbody>
</table>

### Students who complete the above courses in their major curriculum are recommended to take:

- MGT-358 – International Business
- BA-309 – Business Statistics
- EC-335 – Law & Business
- SM Major Elective
- Free Elective
- SM Major Elective
- BA-337 – Legal Aspects of Sports & Event Management
- SM-465 – Wilkes Sports Management Experience
- Total Credits 17

### Second Semester

<table>
<thead>
<tr>
<th>First Semester</th>
<th>Credits</th>
<th>Fifth Semester</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>BA-151 – Integrated Management Experience I</td>
<td>3</td>
<td>SM-355 – Facility &amp; Event Management</td>
<td>3</td>
</tr>
<tr>
<td>CS-115 – Computers and Applications</td>
<td>3</td>
<td>BA-319 – Business Statistics</td>
<td>3</td>
</tr>
<tr>
<td>ENG-101 – Composition</td>
<td>4</td>
<td>Humanities Distribution Requirement</td>
<td>3</td>
</tr>
<tr>
<td>FYF-101 – First-Year Foundations</td>
<td>3</td>
<td>SM Major Elective</td>
<td>3</td>
</tr>
<tr>
<td>PPD-101 – Personal &amp; Professional Development I</td>
<td>1</td>
<td>PPD-301 – Personal &amp; Professional Development V</td>
<td>1</td>
</tr>
<tr>
<td><strong>Total Credits</strong></td>
<td><strong>17</strong></td>
<td><strong>Total Credits</strong></td>
<td><strong>16</strong></td>
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</tbody>
</table>

### Sixth Semester

<table>
<thead>
<tr>
<th>Second Semester</th>
<th>Credits</th>
<th>Sixth Semester</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>BA-152 – Integrated Management Experience II</td>
<td>3</td>
<td>BA-337 – Legal Aspects of Sports/Event Management</td>
<td>3</td>
</tr>
<tr>
<td>COM-101 – Fundamentals of Public Speaking</td>
<td>3</td>
<td>MGT-354 – Organizational Behavior</td>
<td>3</td>
</tr>
<tr>
<td>MTH-101 – Problem Solving Using Math</td>
<td>3</td>
<td>SM Major Elective</td>
<td>3</td>
</tr>
<tr>
<td>ENG-120 – Reading Classical Traditions</td>
<td>3</td>
<td>Free Elective</td>
<td>3</td>
</tr>
<tr>
<td><strong>Total Credits</strong></td>
<td><strong>15</strong></td>
<td><strong>Total Credits</strong></td>
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</tbody>
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### Third Semester

<table>
<thead>
<tr>
<th>Third Semester</th>
<th>Credits</th>
<th>Seventh Semester</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACC-161 – Financial Accounting &amp; Decision Making</td>
<td>3</td>
<td>Free Elective</td>
<td>3</td>
</tr>
<tr>
<td>SM-201 – Introduction to Sports Management</td>
<td>3</td>
<td>Social Science Distribution Requirement</td>
<td>3</td>
</tr>
<tr>
<td>MKT-321 – Management Experience II</td>
<td>3</td>
<td>Free Elective</td>
<td>3</td>
</tr>
</tbody>
</table>

Wilkes University Undergraduate Bulletin 2017 - 2018
ABBA. ACCELERATED BACHELOR OF BUSINESS ADMINISTRATION (ABBA)

ABBA-151. ENTREPRENEURSHIP AND INNOVATION
Credits: 3
This course takes students through the entrepreneurial process from the creative practice of developing a business concept, to planning the venture, to launching and operating the business, to harvest and closure of the firm. Students learn how businesses operate through the study of functional areas such as marketing, management, human resources, accounting, finance, and operations. Most importantly, students learn and experience how to integrate the functional areas by tracking information and performance using financial statements.

ABBA-152. THE LEADERSHIP PROCESS
Credits: 3
This course takes an interdisciplinary approach to understanding the complex process of leadership. Students will have the opportunity to explore both leadership theory and the practical application of leadership within different contexts (i.e., group, community, not-for-profit, small business and large organizational environments). The course will also focus on current issues that impact the leadership process including culture, diversity, and global perspectives. Additionally, the course will explore skills and behaviors associated with leadership including ethical decision-making, communication, influences, conflict resolution, and motivation.

ABBA-153. BUSINESS COMMUNICATIONS
Credits: 3
Three credits
This course emphasizes written and oral communications used in business. Students practice writing major business correspondence, including letters containing persuasive requests and refusals, inquiries, orders, sales, applications, credit, collection, and goodwill. Investigative techniques of research and analytical report writing are examined. Students learn the major techniques of effective oral presentations - such as organizing for impact, gaining and keeping audience attention, multimedia applications, and adapting to cross-cultural audiences.

ABBA-154. BUSINESS ECONOMICS
Credits: 3
This course introduces the student to macroeconomic and microeconomic theories and principles. Core issues in both areas of Economics such as supply and demand, fiscal policy and monetary policy, employment, and pricing and output determination are explored in a business environment context.

ABBA-161. FINANCIAL ACCOUNTING
Credits: 3
This course studies the nature, function, and environment of accounting, including the accounting information system, account analysis, and decision-making. The course also provides an understanding of accounting issues and objectives for proper interpretation and analysis of financial accounting information.

ABBA-162. MANAGERIAL ACCOUNTING
Credits: 3
This course develops managerial accounting as an internal tool used to generate information for managerial planning and control. Students will develop an understanding of how costs flow through the manufacturing process and how financial and non-financial information is used to make budgeting and other managerial accounting decisions.

ABBA-235. THE LEGAL ENVIRONMENT AND BUSINESS LAW
Credits: 3
This course provides a foundation for business managers to operate within the legal environment in which all businesses in our society function. It provides an overview of law and our legal system, the lawmaking and adjudicatory processes, and the roles of economic, social, and political forces in the shaping of constraining legal rules and regulations. It also provides a study of the laws protecting consumers and employees; and the law of contracts, sales, and business organizations.

ABBA-251. PRINCIPLES OF MANAGEMENT
Credits: 3
This course introduces the theory and practice of managing organizations. Students analyze the concepts required in overseeing a company including planning, organizing, and controlling. Interdisciplinary in nature, social and ethical dimensions of managing are also examined.

ABBA-257. INFORMATION TECHNOLOGY FOR BUSINESS
Credits: 3
This course explores the assumptions, concepts and theories of information technologies for digital business in the knowledge economy. Topics will include examining critical issues of communication and connectivity of information systems for the organization from both the strategic and technical perspectives. Digital opportunities for organizational connectivity, development of standards and motivating strategic alliances will be emphasized.

ABBA-319. STATISTICS FOR BUSINESS
Credits: 3
This course serves as an introduction to the primary calculations and tools needed in business and economics. Topics include, but are not limited to, algebraic functions, interest rates, defining and describing data, numerical and graphical summaries of data, hypothesis testing, and regression and correlation analysis. Mathematical modeling in the business environment is emphasized.

ABBA-321. PRINCIPLES OF MARKETING
Credits: 3
This course provides an introduction to the planning and activities of marketing. The course will provide an understanding of the dynamic role marketing plays in the global and national economy as well as the organization. The student will have the opportunity to build a knowledge base about the following areas: strategic marketing, research, consumer behavior, segmentation and targeting, marketing mix planning, the selling process, implementation, and evaluation. Marketing challenges, ethical thinking and action, and global dimensions of the practice of marketing and retailing will be identified.

ABBA-340. CORPORATE FINANCE
Credits: 3
This course provides a study of the financial theories and decision-making models relating to: financial analysis and planning; working capital management; cash budgeting; capital asset acquisitions; capital asset financing; cost of capital; capital structuring; acquisitions; divestitures; and reorganizations.
ABBA-352. PRODUCTION AND OPERATIONS IN BUSINESS  
Credits: 3  
This course introduces principles of decision-making, how competition is enhanced, product and process development and management, quality management, and fundamentals of supply chain and inventory management.

ABBA-353. MANAGEMENT OF HUMAN RESOURCES  
Credits: 3  
This course deals with acquiring skills and understanding of the planning and technologies involved with local, regional, national, and global human resources management. Topics such as selection and recruitment, and job analysis and design are explored. Also included are appraising and rewarding performance, compensation and benefits, and labor management relations.

ABBA-354. ORGANIZATIONAL STUDIES  
Credits: 3  
This course emphasizes organizational theory and structure enhancing the student’s ability to take action in organizations. The role of the employee and manager in the organizational change process will be discussed, highlighting the complexity of change. Topics such as motivation, risk, social influence, communication, organizational structure, team dynamics, leadership, culture, and power will be presented.

ABBA-358. INTERNATIONAL BUSINESS MANAGEMENT  
Credits: 3  
This course is an introduction to the field of international business. It provides an overview of the world economy; trade channels; and the effects of economic, political, and the social environment on international management. It also provides an insight to problems that exist in international operations, as well as the role of government in fostering international business.

ABBA-461. BUSINESS STRATEGY AND DECISION-MAKING  
Credits: 3  
This first capstone course integrates the functional areas of business from the perspective of top management. Emphasis is on the role of management in the formation and execution of strategic plans and a particular emphasis on improving a company’s performance. ADVISOR PERMISSION REQUIRED.

ABBA-462. PROFESSIONAL BUSINESS EXPERIENCE  
Credits: 3  
This second capstone course is part of a three-session (15 week) professional business experience in which students apply their accumulated knowledge, skills, and abilities in a private or public organization related to the students' academic objectives and career goals. The course will include cooperative education, independent study, and/or an experiential component. ADVISOR PERMISSION REQUIRED.

BA. BUSINESS ADMINISTRATION

BA-119. DATA ANALYSIS IN EXCEL  
Credits: 1  
This course is designed to teach the basic and advanced features and functions of Excel, including summative, descriptive and reporting techniques. Students will also gain the knowledge of data manipulation and visual reporting. This one-credit class will meet multiple times each week, and will run for 5 consecutive weeks.

BA-151. INTEGRATED MANAGEMENT EXPERIENCE I  
Credits: 3  
Terms Offered: Fall  
Integrated Management Experience is a two-semester sequence that takes you through the entrepreneurial process from creating a business concept to planning the venture to launching and operating the business to harvest and closure of the firm. You learn how businesses plan and operate through the study of functional areas such as marketing, management, human resources, accounting and finance, and operations. Most importantly, you will learn and experience how the pieces fit together through integrating the functional areas tracking information and performance using financial accounting principles. Cross listed with ACC-151 and ENT-151.

BA-152. INTEGRATED MANAGEMENT EXPERIENCE II  
Credits: 3  
Terms Offered: Spring  
Integrated Management Experience is a two-semester sequence that takes you through the entrepreneurial process from creating a business concept to planning the venture to launching and operating the business to harvest and closure of the firm. You learn how businesses plan and operate through the study of functional areas such as marketing, management, human resources, accounting and finance, and operations. You develop a clear understanding of the importance of accounting cycles and how financial accounting principles provide not only information but an integrating thread for all types of organizations. Cross listed with ACC-152 and ENT-152.

Pre-Requisites  
ACC/BA/ENT 151.

BA-153. MANAGEMENT FOUNDATIONS  
Credits: 3  
Management Foundations provides the framework for further study in accounting, business administration, and entrepreneurship programs. Functional areas of management are examined. This class is closed to freshmen and to any student who completed ACC/BA/ENT 151 and ACC/BA/ENT 152.

BA-319. BUSINESS STATISTICS  
Credits: 3  
Terms Offered: Fall  
An introduction to the primary tools of research in business and economics; the collection, summarization, analysis, and interpretation of statistical findings relevant to business decisions. Two hours of lecture and one hour of individualized laboratory. Topics covered will include, but not be limited to, descriptive statistics, probability, sampling theory, hypothesis testing, and regression and correlation analysis. Cross-listed with EC-319.
BA-335. LAW AND BUSINESS  
Credits: 3  
This course provides a foundation for understanding how the law functions; the laws protecting consumers and employees; and the law of contracts, sales, and business organizations.

BA-336. ADVANCED TOPICS IN BUSINESS LAW  
Credits: 3  
Terms Offered: Spring  
This course provides students with an understanding of select advanced topics in law, specifically those that have the greatest impact on business and accounting.

Pre-Requisites  
BA-335

BA-337. LEGAL ASPECTS OF SPORT AND EVENT MANAGEMENT  
Credits: 3  
Introduces legal issues that confront contemporary organized athletics and sports management. Specific topics which are highlighted include impact of antitrust laws; personal services contracts; labor law; injury and liability; franchise and transfer rules; and tax aspects. Examines the role of legal services within sports organizations and in individual athlete representation.

Pre-Requisites  
BA-335

BA-419. QUANTITATIVE DECISION MAKING  
Credits: 3  
This course is designed to build on the basics of introductory statistics so that the students understand how a variety of advanced statistical tools are used to support decision-making using business data. Students develop necessary skills to build models that conform the assumptions of the procedures. The course aims to provide more hands on experience. The topics that will be introduced include descriptive statistics, t-tests, ANOVA, simple linear regression, multiple linear regression, logistic regression and their applications on business data.

BA-461. BUSINESS STRATEGY AND DECISION-MAKING  
Credits: 3  
The first of a two-semester capstone experience. This course integrates the functional areas of business from the perspective of top management. Emphasis is on the role of management in the formation of strategic and long-range plans.

Pre-Requisites  

BA-462. PROFESSIONAL BUSINESS EXPERIENCE  
Credits: 3  
Pre-Requisites  
MKT-221, FIN-240, and MGT-251.

BA-463. THE BUSINESS FIELD AND RESEARCH EXPERIENCE  
Credits: 3  
This course allows the student to choose from a variety of professional opportunities. The student could perform research and writing in his or her major area. Such research must be approved by the instructor in advance. (The Undergraduate Thesis) The student may participate in a multidisciplinary capstone course that incorporates the application of business creation, development, and planning. It includes the application of business functions such as management, business strategy, marketing, accounting, finance, operations management, and sales. (The Business Incubator) The student could also visit several local organizations to conduct a live case comparison that spans industries and organizations as it pertains to his or her major area and faculty interests. (The Business Field Experience) Action learning gives students the opportunity to develop an understanding of the Sidhu School disciplines and business practices that are ethically and socially responsible.

Pre-Requisites  
Senior class standing.

BA-464. INTERNATIONAL BUSINESS EXPERIENCE  
Credits: 3  
The course provides an overview of a Western European Society. A ten-day field trip in Western Europe is a major learning experience of the course. Site visits are made in a number of cities in European countries. Site visits include Cities, Regions, and Business and travel centers. Arrangements for travel are made during the fall, and travel in the spring. The purpose of the course is to create a global learning experience using Western Europe as a medium to facilitate the student’s understanding of the global business environment. Presentations, discussions, travel, observations, projects, as well as written papers will provide students with the opportunity to demonstrate their understanding and knowledge.

COM. COMMUNICATION STUDIES  

COM-101. FUNDAMENTALS OF PUBLIC SPEAKING  
Credits: 3  
Principles of study, application, and evaluation of public speaking. Emphasis will be upon meeting the needs of students through individualized instruction in oral communication settings. The course is taught each semester.

COM-102. PRINCIPLES OF COMMUNICATION  
Credits: 3  
A study of the theory and process of communication. Required of all department majors. Taught every spring semester.

COM-124. MASS MEDIA LITERACY  
Credits: 3  
This is a survey course that takes a literacy approach to the study of mass media and their role in society. Taught every spring semester.
Course Descriptions

COM-144. DEPARTMENT PRACTICUM
Credits: 1-2
A-Debate and Forensics; B-P.R. Agency; C-WCHL Radio; D-The Beacon; E-Television; F- Department. The Department Practicum may be taken for one or two credits per semester with the total not to exceed six credits. Students may earn credit for major roles and positions of major responsibility in the above co-curricular activities. Credit for participation in these activities is optional, and voluntary participation (without credit) is also encouraged. The department, through the advisor or instructor of the activity, has the authority to approve or reject any contract for credit under this designation. Credits earned are applicable toward graduation, but do not count toward the degree requirements of any concentration in Communication Studies. Written approval of credit must be by advisor and Department chairperson.

COM-201. ADVANCED PUBLIC SPEAKING
Credits: 3
Inquiry into the practice and principles of speech composition and presentation. Detailed analysis of the areas of invention, arrangement, style, and delivery, and an introduction to speech criticism.

Pre-Requisites
COM-101 or consent of the instructor.

COM-202. INTERPERSONAL COMMUNICATION
Credits: 3
This course focuses on interpersonal communication theory and its application to improving the student’s interpersonal skills in managing conflict, negotiating, interviewing, and in developing relationships. Taught every fall semesters.

Pre-Requisites
COM-101 or consent of the instructor.

COM-203. SMALL GROUP & TEAM COMMUNICATION
Credits: 3
This course is designed to enable students to improve their decision-making abilities within group and team settings. Emphasis will be placed on team-building, as well as task, leadership and interpersonal skills needed for effective group communication.

Pre-Requisites
COM-102.

COM-204. ARGUMENTATION AND DEBATE
Credits: 3
Training in the fundamentals of argumentation and debate, with practice in gathering and organizing evidence and support materials. Course taught every other fall semester.

Pre-Requisites
COM-101 or consent of the instructor.

COM-206. BUSINESS AND PROFESSIONAL COMMUNICATION
Credits: 3
Course will concentrate on communication theory as applied to business and professional settings. Students will make several oral presentations and participate in interviewing and conferences. Course taught fall semester in alternate years.

COM-220. INTRODUCTION TO ELECTRONIC MEDIA
Credits: 3
An overview of the history, institutions, and message systems of the radio, television, cable, satellite, and internet industries.

COM-222. BROADCAST PRODUCTION
Credits: 3
Fees:
A study of the principles and techniques of audio and video production. A special emphasis is placed on the utilization of these techniques in broadcast settings. Click here for course fee.

COM-223. THE ART OF FILM
Credits: 3
An introduction to the aesthetics, techniques, and critical analysis of cinematic art through the study of representative films of current and past film directors. Screenings and writing intensified.

COM-252. INTERNSHIP
Credits: 5-6
A supervised program of work and study in any of the concentrations. Written permission of the department is required. Offered every semester.

COM-260. BASIC NEWSWRITING
Credits: 3
Fundamentals of newsgathering, newswriting, and news judgment for all media; study of news sources; fieldwork, research, and interview techniques.

Pre-Requisites
ENG-101.

COM-261. MULTIMEDIA COMMUNICATION
Credits: 3
This course offers a skills-focused and theoretical approach to multimedia communication. Through a variety of readings, discussions and practical workshops, students will earn basic skills for navigating through multimedia platforms, including, but not limited to social media, apps, and audio/visual modes of communication. Students will be given the tools and information to adapt their knowledge and expertise as media and software packages change. Students will also critically analyze multimedia platforms to better understand their functions and the repercussions of releasing information on (or through) them.

Pre-Requisites
ENG-101.

COM-222. INTRODUCTION TO ELECTRONIC MEDIA
Credits: 3
An overview of the history, institutions, and message systems of the radio, television, cable, satellite, and internet industries.

COM-222. BROADCAST PRODUCTION
Credits: 3
Fees:
A study of the principles and techniques of audio and video production. A special emphasis is placed on the utilization of these techniques in broadcast settings. Click here for course fee.

COM-223. THE ART OF FILM
Credits: 3
An introduction to the aesthetics, techniques, and critical analysis of cinematic art through the study of representative films of current and past film directors. Screenings and writing intensified.

COM-252. INTERNSHIP
Credits: 5-6
A supervised program of work and study in any of the concentrations. Written permission of the department is required. Offered every semester.

COM-260. BASIC NEWSWRITING
Credits: 3
Fundamentals of newsgathering, newswriting, and news judgment for all media; study of news sources; fieldwork, research, and interview techniques.

Pre-Requisites
ENG-101.

COM-261. MULTIMEDIA COMMUNICATION
Credits: 3
This course offers a skills-focused and theoretical approach to multimedia communication. Through a variety of readings, discussions and practical workshops, students will earn basic skills for navigating through multimedia platforms, including, but not limited to social media, apps, and audio/visual modes of communication. Students will be given the tools and information to adapt their knowledge and expertise as media and software packages change. Students will also critically analyze multimedia platforms to better understand their functions and the repercussions of releasing information on (or through) them.

Pre-Requisites
ENG-101.

COM-262. DIGITAL STORYTELLING AND DESIGN
Credits: 3
This course offers a hands-on approach to exploring the visual aspects of design and storytelling. Students will be introduced to basic principles of design that are applicable to a variety of career fields. Students also will learn about visual storytelling, the power of visual messages, and the interconnectedness between verbal and visual messages. Through readings, class discussions and workshops, students will gain the knowledge to not only produce effective and quality visual messages, but they will also be challenged to critically analyze visual messages and discuss the ethics behind the messages and the message making process.

Pre-Requisites
COM-260.
COM-300. COMMUNICATION CRITICISM  
**Credits:** 3  
Theories from classical to contemporary will be applied to the analysis of written, visual, and electronic messages. Emphasis on speech writing and criticism.  

**Pre-Requisites**  
COM-101.

COM-301. PERSUASION  
**Credits:** 3  
Study and practice of persuasive speaking. General theories of persuasion, the role of persuasion in a democratic society, and an introduction to modern experimental research in the field.  

**Pre-Requisites**  
COM-101.

COM-302. FUNDAMENTALS OF PUBLIC RELATIONS  
**Credits:** 3  
An introduction to the fundamentals of public relations practice, including program planning and evaluation, working with the media, writing for PR, and coordinating special events and functions. Taught every fall semester.  

**Pre-Requisites**  
COM-260.

COM-303. ORGANIZATIONAL COMMUNICATION  
**Credits:** 3  
Course focuses on traditional and modern concepts of communication channels in simple and complex organizations. Considerable attention is given to interviewing and conducting communication audits.  

**Pre-Requisites**  
COM-102 or consent of the instructor.

COM-304. INTERCULTURAL COMMUNICATION  
**Credits:** 3  
Intercultural Communication is a systematic study of what happens when people from different cultural backgrounds interact face-to-face. The course is a balance between theoretical and practical knowledge, with emphasis on immediately usable knowledge. Guest speakers, in-class simulations, cross-cultural interviews, and research projects ask students to apply communication skills to actual intercultural situations.  

**Pre-Requisites**  
COM-102 or consent of the instructor.

COM-305. STUDIES IN PUBLIC ADDRESS  
**Credits:** 3  
This class is a hybrid or comparative approach to the study of public address in the United States. We will study traditional and critical rhetorical theories of public address. We will also engage with speakers and texts that both challenge and reinforce the "great speeches" mold. As we pursue these objectives, we will focus our study on selected social movement rhetorics in the United States, including those of women's and feminist movements, civil rights movements, labor movements, and LGBTQ movements.  

**Pre-Requisites**  
COM-102 or consent of the instructor.
COM-325. COMMUNICATION RESEARCH METHODS II
Credits: 3
A focus on the principles and techniques of sampling, data analysis, and data interpretation as applied to communication research. Qualitative and quantitative analyses will be explored, as well as fundamental aspects of both descriptive and interpretive statistics. An emphasis is placed on students’ ability to work independently to gather, analyze, interpret, and report original research findings. Required of all majors. Course taught every spring semester.

Pre-Requisites
COM-324

COM-352. ADVANCED PUBLIC RELATIONS CAMPAIGNS
Credits: 3
COM-352 is an advanced course in public relations, taught in seminar format. Emphasis is placed on planning, researching, budgeting, carrying out and evaluating actual public relations campaigns. The course is both writing and speaking intensive. In cooperation with various community-based businesses and non-profit clients, student teams conduct actual semester-long promotional campaigns. Students should be competent in basic newswriting, interviewing, and fundamentals of public relations. Course taught in alternative spring semesters.

Pre-Requisites
COM-302

COM-354. INTERNATIONAL FIELD EXPERIENCE IN COMMUNICATION
Credits: 1-6
One to six creditsInternational Field Experience in Communication is an international service-learning experience that focuses on social and communication issues. Students will do a service project related to an area of communication studies including, but not limited to, Broadcast and Print Media, Public Relations, or Strategic Communication. Qualifies for Study Tour Experience (STE) credit pricing.

COM-360. ADVANCED NEWSWRITING
Credits: 3
A study of specialized reporting and an introduction to news editing. Click here for course fee.

Pre-Requisites
COM-260

COM-361. FEATURE WRITING
Credits: 3
A study of feature articles for newspapers, syndicates, magazines, and specialized publications. Practice in research, interviewing, and writing.

Pre-Requisites
COM-260

COM-362. MASS COMMUNICATION LAW
Credits: 3
Current legal problems, theory of controls in journalism, television, and radio; libel, copyright, privacy law, and other legal issues affecting the mass media. A case study approach will be used.

COM-372. MANAGING A PUBLIC RELATIONS AGENCY
Credits: 3
Focus on difference between in-house public relations and agency operators. Students work with several clients.

Pre-Requisites
COM-302.

COM-397. SENIOR SEMINAR/COMMUNICATIONS
Credits: 3
An in-depth investigation of current research and ethical issues in communication. A research paper and senior project required. Required of all majors. Course taught every spring semester.

Pre-Requisites
COM-324 and junior or senior standing.

COM-398. TOPICS
Credits: 1-3
A study of topics of special interest not extensively treated in regularly offered courses.

COM-399. COOPERATIVE EDUCATION
Credits: 1-6
Professional cooperative education placement in a private or public organization related to the student’s academic objectives and career goals. In addition to their work experience, students are required to submit weekly reaction papers and an academic project to a Faculty Coordinator in the student’s discipline. (See the Cooperative Education section of this bulletin for placement procedures.)

Pre-Requisites
Completion of Sophomore year, 2.25 cumulative GPA, consent of academic advisor, and approval of placement by department chairperson.

ENT. ENTREPRENEURSHIP

ENT-151. INTEGRATED MANAGEMENT EXPERIENCE I
Credits: 3
Terms Offered: Fall
Integrated Management Experience is a two-semester sequence that takes you through the entrepreneurial process from creating a business concept to planning the venture to launching and operating the business to harvest and closure of the firm. You learn how businesses plan and operate through the study of functional areas such as marketing, management, human resources, accounting, finance, and operations. Most importantly, you will learn and experience how the pieces fit together through integrating the functional areas tracking information and performance using financial accounting principles. Cross listed with ACC-151 and BA-151.
ENT-152. INTEGRATED MANAGEMENT EXPERIENCE II  
Credits: 3  
Terms Offered: Spring  
Integrated Management Experience is a two-semester sequence that takes you through the entrepreneurial process from creating a business concept to planning the venture to launching and operating the business to harvest and closure of the firm. You learn how businesses plan and operate through the study of functional areas such as marketing, management, human resources, accounting and finance, and operations. You develop a clear understanding of the importance of accounting cycles and how financial accounting principles provide not only information but an integrating thread for all types of organizations. Cross listed with ACC-152 and BA-152.  
Pre-Requisites  
ACC/BA/ENT 151.

ENT-201. NATURE AND ESSENCE OF ENTREPRENEURSHIP  
Credits: 3  
Terms Offered: Fall  
An introduction to entrepreneurs and self-career creation in small and large entrepreneurial organizations. The importance of entrepreneurs in the local, national, and world economies and personal characteristics of successful entrepreneurs will be studied. Guest speakers and a case study are included.  
Pre-Requisites  
ENT-152 or BA-153

ENT-203. OPPORTUNITY IDENTIFICATION: INNOVATION AND CREATIVITY  
Credits: 3  
Terms Offered: Fall  
An introduction to the creative and innovative processes. Emphasis on forms of creativity and how they are interrelated, psychology and behavioral aspects of creativity, recognizing creativity, and the practice of managing innovation and creativity in different environments. Direct experience with two or more forms of creativity.

ENT-252. THE ENTREPRENEURIAL LEADER  
Credits: 3  
Terms Offered: Spring  
Examines leadership characteristics and behaviors of entrepreneurs. Emphasis on authentic and integrity-based leadership, role of emotional intelligence, and effective leadership strategies in entrepreneurial environments.

ENT-321. ANALYZING MARKETS AND COMPETITION  
Credits: 3  
Terms Offered: Fall  
In-depth study of identification and assessment of markets and competition. Sources of information, key analytical techniques, and evaluation strategies are examined.  
Pre-Requisites  
MKT-221.

ENT-342. ENTREPRENEURIAL FINANCE  
Credits: 3  
Terms Offered: Spring  
The study of the financial dimensions of launching and growing ventures. Topics include financial characteristics and requirements of growth, venture capital, angel capital and private investment, equity markets and public offerings, and specialized funding programs.  
Pre-Requisites  
FIN-240.

ENT-384. SMALL BUSINESS CONSULTANCY  
Credits: 3  
Terms Offered: Spring  
Teams of students diagnose, analyze, and recommend solutions for problems defined by small business clients. Course requires students to apply a range of classroom skills in a real situation and present oral and written reports to the client firm. Requirements: Senior standing and permission of the instructor.

ENT-385. OPPORTUNITY ASSESSMENT: TECHNICAL, ECONOMIC AND MARKET FEASIBILITY  
Credits: 3  
Terms Offered: Spring  
Theory and practice of assessing market, economic, and technical feasibility. Use of project management techniques to develop an in-depth feasibility analysis plan for expected outcomes.

ENT-399. COOPERATIVE EDUCATION  
Credits: 1-6  
Professional cooperative education placement in a private or public organization related to the student's academic objectives and career goals. In addition to their work experience, students are required to submit weekly reaction papers and an academic project to a Faculty Coordinator in the student's discipline. See the Cooperative Education section of this bulletin for placement procedures. Requirements: Sophomore standing; minimum 2.0 cumulative GPA; consent of the academic advisor; and approval of placement by the department chairperson.

ENT-461. PRACTICING ENTREPRENEURSHIP  
Credits: 3  
Terms Offered: Fall  
Advanced essentials and elements of becoming an entrepreneur, or intrapreneur, will be examined through current classic ‘real life’ entrepreneurial case readings and entrepreneur and guest faculty lectures. Students will create their own entrepreneurial enterprise as a team project.  
Pre-Requisites  
Senior standing, ENT-201, or permission of the instructor.

ENT-462. ENTREPRENEURIAL INTERNSHIP  
Credits: 3  
The course content provides an on-the-job multi-discipline experience assisting a working local entrepreneur in the development and operation of a business enterprise.
Course Descriptions

LDR. LEADERSHIP

LDR-201. INTRODUCTION TO LEADERSHIP
Credits: 3
The introductory course in the Leadership Studies major provides a general overview of the field of leadership, various definitions, models and theories of leadership, as well as an opportunity for students to understand, reflect, and practice leadership in their environment. In addition, the Introduction to Leadership course will provide students with a basic introduction to leadership skills, provide opportunities to apply the leadership learning, and encourage students to learn more about the field by taking upper level courses.

LDR-202. ADVANCED LEADERSHIP THEORY AND PRACTICE
Credits: 3
This course is designed to build upon fundamental leadership theory and further explore historical, classic, and contemporary leadership theories, models and perspectives within a variety of contexts. The course addresses the use and usefulness of various leadership styles and models in the decision-making process. Emphasis is placed on the student's personal growth and development. Through a series of self-assessments, students explore their personal leadership style. The class includes presentations and projects focused on increasing leadership skills.

LDR-461. CAPSTONE IN LEADERSHIP
Credits: 3
This course is designed to provide a capstone experience in which students apply their accumulated knowledge, skills and abilities in leadership. The course will include both an in-class component and a cooperative education (see Cooperative Education section of this Bulletin for placement procedures), independent study, and/or an experiential component.

MGT. MANAGEMENT

MGT-209. BUSINESS CORRESPONDENCE AND REPORTS
Credits: 3
An emphasis on written communications: practice in writing major classification of business letters; persuasive requests and refusals; and inquiry, order, sales, application, credit, collection, and goodwill letters. Investigative techniques of research and analytical report writing.

MGT-251. MANAGEMENT OF ORGANIZATIONS AND PEOPLE
Credits: 3
Introduction to the theory and practice of managing organizations, including planning, organizing, and controlling. Interdisciplinary in nature, social and ethical dimensions of managing are examined.

MGT-257. MANAGEMENT INFORMATION SYSTEMS
Credits: 3
This course introduces the fundamental concepts underlying the design, implementation, control, and evaluation of business-oriented computer based information systems, office automation, information reporting, and decision making.

MGT-352. PRODUCTION AND OPERATIONS MANAGEMENT
Credits: 3
Terms Offered: Spring
Principles of decision-making, systems design, introduction to quantitative tools of analysis, and fundamentals of production, inventory, financial, and distribution management.

Pre-Requisites
BA-319 and MGT-251.

MGT-353. HUMAN RESOURCE MANAGEMENT
Credits: 3
Terms Offered: Fall
This course focuses on introducing the student to the theories, practices, problems, and legislation relevant to attracting, selecting, developing, compensating, and effectively using human resources in organizations.

Pre-Requisites
MGT-251.

MGT-354. ORGANIZATIONAL BEHAVIOR
Credits: 3
A behavioral science approach to understanding individual, formal, and informal group behavior, macro- and micro-organizational structures, motivation and leadership theories, group influences, conflicts, decision-making, and communication, with emphasis on behavioral science applications in developing organizational effectiveness.

Pre-Requisites
MGT-251.

MGT-356. THE SOCIAL RESPONSIBILITY OF BUSINESS
Credits: 3
A course dealing with the problems faced by managers in responding to issues such as the kinds and extent of social responsibility to be assumed by businesses, employee rights, consumerism, and the balance of public and private interests.

Pre-Requisites
MGT-251 and junior standing.

MGT-357. BUSINESS TRANSFORMATIONS IN THE DIGITAL ECONOMY
Credits: 3
This course is designed to help students understand how the digital economy forces companies to rethink their business strategies—and architect processes, products, and information differently. Topics will allow for the development of problem solving abilities using business analytics and intellectual curiosity using radical openness in the workplace. The course content will incorporate cases in business, and it will seek to create an understanding of big data, culture and ubiquitous technologies. Students will also understand how to thinking critically and to make decisions using internal and external sources of data.

Pre-Requisites
ACC-162, BA-119, FIN-240
MGT-358. INTERNATIONAL BUSINESS
Credits: 3
An introduction to the field of international business. Topics include the empirical dimensions of the world economy, business enterprise in international trade, trade channels, effects of economic, political, and social environment on international management problems of international operations, and the role of government in fostering international business. A substantial amount of writing is required.

Pre-Requisites
MGT-251 and senior standing.

MGT-397. SEMINAR
Credits: 1-3
One to three credits

MKT. MARKETING
MKT-221. MARKETING
Credits: 3
An introduction to the planning and activities of marketing. Emphasis on budgeting, product conception and development, pricing, distribution channels, and promotion.

MKT-322. ADVERTISING
Credits: 3
Terms Offered: Spring
A managerial analysis of the decisions involved in advertising. Topics include research, ethics, campaign design, copy, art, media, budgeting, and effectiveness.

Pre-Requisites
MKT-221.

MKT-324. RETAILING
Credits: 3
A basic course that discusses opportunities in retailing, types of retail institutions, problems of store policy and store location, study of organizational structure of department stores, and organization and functions of all store divisions.

Pre-Requisites
MKT-221.

MKT-326. THE SELLING PROCESS
Credits: 3
Examines the buyer-seller relationship process of marketing products and services to consumers and organizations. Emphasis is placed on sales techniques, presentation styles, and sales management skills appropriate to the business interaction.

Pre-Requisites
MKT-221.

MKT-327. MARKETING SEMINAR
Credits: 3
Terms Offered: Fall
In-depth examination of selected issues and problems in marketing. Specific topics alternate depending on student and faculty interests in areas such as marketing strategy formulation, marketing research, new product development, international marketing, and sports marketing.

Pre-Requisites
MKT-221.

MKT-328. CONSUMER BEHAVIOR
Credits: 3
Terms Offered: Fall
This course presents a survey and integration of concepts and theories that help explain or predict consumer behavior. Emphasis is on the implications of this information for marketing planning.

Pre-Requisites
MKT-221.

PPD. PERSONAL AND PROFESSIONAL DEVELOPMENT
PPD-101. PERSONAL AND PROFESSIONAL DEVELOPMENT I
Credits: 1
The PPD Series begins with Personal and Professional Development 101, which adds value and depth to your learning program by explicitly targeting personal and professional competency assessment, development, practice and evaluation with a strong emphasis on self-awareness, working in teams, and an introduction to emotional intelligence competencies.

PPD-201. PERSONAL AND PROFESSIONAL DEVELOPMENT III
Credits: 1
One creditSpecial studies and experiences in career focused areas of personal and professional development. The one-credit courses vary each semester and are taught by subject matter experts.

PPD-301. PERSONAL AND PROFESSIONAL DEVELOPMENT V
Credits: 1
One creditSpecial studies and experiences in leadership focused areas of personal and professional development. The topics will be relevant to leadership issues, leadership skills, or leadership in context. The one-credit courses vary each semester and are taught by subject matter experts.

PPD-401. PERSONAL AND PROFESSIONAL DEVELOPMENT VII
Credits: 1
The PPD Series adds value and depth to your learning program by targeting personal and professional competency assessment, development, practice, and evaluation. PPD-401 continues the Life Plan and prepares students for development of a Personal Learning Plan. Emphasis will be on continuous portfolio and résumé development, interview skills, and job search strategies.

Pre-Requisites
PPD-101, PPD-201, & PPD-301
SM-201. INTRODUCTION TO SPORTS MANAGEMENT
Credits: 3
This Sport and Recreation Management course provides an overview of the sport and recreation industry. The course examines the principles of entertainment management in high school, professional, collegiate, and Olympic sport. A primary focus of the course will be on the business of collegiate and professional sport. The course will also focus on the application of business topics discussed in class and business content from assigned readings, along with perspectives from sport and entertainment business professionals.

Pre-Requisites
BA-152 or BA-153.

SM-325. SPECIAL EVENTS MARKETING
Credits: 3
Marketing is an introduction to the principles and practices of the marketing profession. You will study the dynamic role marketing plays in our global and national economies. You have the opportunity to build a knowledge base about the following areas: strategic marketing, research, consumer behavior, segmentation and targeting, marketing mix planning, implementation, and evaluation. We will identify marketing challenges, ethical thinking and action, and global dimensions within the profession and practice of marketing.

Pre-Requisites
MGT-251.

SM-355. SPORTS FACILITY & EVENT MANAGEMENT
Credits: 3
Terms Offered: Fall
This course provides students with an understanding of the complexity involved in sport facility and event management. Sport facility management includes a variety of activities such as planning and designing a sports facility, staff management, facility marketing, developing revenue streams, and facility scheduling and operating. Sport event management consists of identifying goals of the event and coordinating people in the organizations involved to achieve those goals with the resources available.

Pre-Requisites
MKT-221

SM-465. WILKES’ SPORTS MANAGEMENT EXPERIENCE
Credits: 3
This is a Wilkes business experience course where students apply their accumulated knowledge, skills, and abilities to a Wilkes University Sports or Event related department. The course will include cooperative education (see the Cooperative Education section of this bulletin for placement procedures), independent study, and an experiential component. Credits in excess of 3 may be applied toward the degree’s Free Elective requirement.

Pre-Requisites
SM-201, SM-355.

SM-466. PROFESSIONAL SPORTS MANAGEMENT EXPERIENCE
Credits: 3
This course is part of a two-semester professional business experience in which students apply their accumulated knowledge, skills, and abilities in a private or public organization related to sport or event management. The course will include cooperative education (see the Cooperative Education section of this bulletin for placement procedures), independent study, and an experiential component. Credits in excess of 3 may be applied toward the degree’s Free Elective requirement.

Pre-Requisites
BA-461.