



BACHELOR OF BUSINESS ADMINISTRATION DEGREE PROGRAM AT THE INTERNATIONAL UNIVERSITY

**WITH SPECIALIZATIONS IN ACCOUNTING, COMPUTER INFORMATION SYSTEMS,
GENERAL BUSINESS, MANAGEMENT AND MARKETING**

The Bachelor of Business Administration offers the student a core of required courses in computer applications for business, economics, finance, general business, law, management, and marketing. The student then concentrates more deeply in several areas through his/her choice of elective courses.

Required Major Courses: 20 courses (60 credit hours)

ACC 2311	Principles of Accounting I	GBS 3354	Business Statistics
ACC 2312	Principles of Accounting II	GBS 4389	Business Policies
BCS 2311	Data Base Management and Design	GBS 4390	Business, Contract & International Law
BCS 4390	Managing E-Business	MGT 3351	Principles of Management
GBS 1311	Fundamentals of Business	MGT 3352	Human Resource Management
GBS 2311	Business Communications	MGT 4363	Entrepreneurship & Small Business Management
GBS 2312	Business Mathematics	MKT 3352	Principles of Marketing
GBS 2321	Macroeconomics	MKT 4352	Marketing Research
GBS 2322	Microeconomics	MKT 4363	Promotional Strategies
GBS 3351	Business Ethics		
GBS 3352	Principles of Finance		

Elective Courses: (select 8)

ACC 5311	Intermediate Accounting I	BCS 4362	Systems Analysis and Design Senior Project
ACC 5312	Intermediate Accounting II	MGT 4351	Organizational Behavior
BCS 2321	Foundations of Computer Languages I or II	MGT 4361	Production/Operation Management
BCS 3351	Fourth Generation Computer Languages	MGT 4362	Labor Relations
BCS 4351	Management of Information Systems	MKT 4353	Personal Selling
BCS 4361	Systems Analysis and Design	MKT 4361	Consumer Behavior
		MKT 4362	Services Marketing

General Education/Liberal Arts: Typical of the American education system, in addition to major courses (20) and elective courses (8), the student takes 15 courses in General Education – including philosophy, history, literature, sociology, etc.



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Course Descriptions: Required (Major) Courses

ACC 2311 **Principles of Accounting I** is an introduction to accounting principles and to the process of recording financial data and preparing periodic financial statements. It is primarily concerned with accounting procedures for sole proprietorships. Prerequisite: GBS 1311 and GBS 2312

ACC 2312 **Principles of Accounting II** is a continuation of Accounting Principles I. This course places emphasis on corporate accounting. The student is also introduced to the managerial and cost accounting functions. Prerequisite: ACC 2311

BCS 2311 **Data Base Management and Design** stresses an individual or team project for database applications of significant size using Microsoft Access. Students will be expected to develop proficiency in using Access (including tables, queries, forms, reports, macros, and modules) as well as to understand the design of databases to meet particular information needs of organizations. A research project of 4,000 to 5,000 words, placing emphasis on practical application or empirical research forms part of the academic requirements for this course. Prerequisite: BCS 1311

BCS 4390 **Managing E-Business** provides insights into the rapid change in e-commerce thought and practice. It will cover Internet/Web use as a basis to obtain a tool which will enable students to get information quickly and currently; additionally, students will be in a position to 'hear' what business leaders think about Internet Economy, or read about the latest academic research. The course will cover issues such as an overview of E-Business, navigating the Web, Digital Design, Web Metrics and Analyses, E-Business Models, E-Marketing and channels, Agents and Auctions, Cyber Trust and Law, Security Issues, Internet Privacy, Intellectual Properties, Cyber Ethics. A research project of 4,000 to 5,000 words, placing emphasis on practical application or empirical research forms part of the academic requirements for this course. Prerequisites: BCS 1311; GBS 1311; MGT 3351

GBS 1311 **Fundamentals of Business** is a presentation of general business activities and the environment in which business occurs. This course is designed to familiarize the student with business terminology and functions.

GBS 2311 **Business Communication** is a study of the theory and process in oral and written business communication. It includes preparing letters, proposals, and presentations in a professional manner. Prerequisites: ENG 1312 and GBS 1311

GBS 2312 **Business Mathematics** combines mathematics for personal and business applications. Topics studied include: interest, markup, depreciation, discounts, installment loans and tax structures. Additionally, the course focuses on linear algebra and differential and integral calculus. Prerequisite: MAT 1312

GBS 2321 **Macroeconomics** is an introduction to the basic principles of the macroeconomic system. It includes the study of national income, various economic policies, and their effects on unemployment, inflation, and economic growth. Prerequisite: GBS 1311

GBS 2322 **Microeconomics** is a study of the specific units that make up an economy, such as individuals, businesses and industries. The student will also study the effects upon the economy of output levels and pricing of goods/services, labor and capital. Prerequisite: GBS 1311

GBS 3351 **Business Ethics** examines the impact of individual values and ethics on business operations, including management of an organization and marketing of goods and services. In this study the student will gain an understanding of the effects business decisions can have on the members of a business, a community, and the society as a whole. Prerequisite: GBS 1311

GBS 3352 **Principles of Finance** is a study of the nature and scope of business finance. It puts emphasis on financial planning, forecasting, and analysis; corporate valuation; capital budgeting and risk assessment; short-term and long-term financial management. Prerequisites: GBS 1311 and 2312

GBS 3354 **Business Statistics** introduces the basic statistical concepts essential for business research and decision making. These include descriptive statistics, probability distributions, statistical inference and simple and multiple regression. The student will learn the vocabulary and basic understanding to read research results intelligently and to use statistics as a research tool. A statistical-related research project of 4,000 to 5,000 words, placing emphasis on practical application or empirical research forms part of the academic requirements for this course. Prerequisite: GBS 2312

GBS 4389 **Business Policies** is study in developing corporate strategy in order to obtain a sustainable competitive advantage. Students will utilize case studies to develop their skills in analyzing a firm's external and internal environment and in decision making. A comprehensive strategic analysis paper based on primary and secondary research forms part of the academic requirements for this course. Prerequisite: Senior standing



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GBS 4390 **Business, Contract, and International Law** provides an understanding of the background and the general principles of business operations and their legal environment. Additionally, emphasis is placed on practices that are part of the process of adjudication across national boundaries. Students will study the interrelationships among countries as these affect individuals and business organizations attempting to operate internationally. A research paper of 4,000 to 5,000 words forms part of the course. Prerequisite: MGT 3351

MGT 3351 **Principles of Management** is a survey of management theory. The course is designed to introduce the basic concepts of managerial science. Students will study the functions of managers, organizational resource management, motivation, power, authority, change, leadership, systems thought, and other critical topics. Class participants will develop an appreciation for the nexus that exist between managerial theory and managerial practice. Prerequisite: GBS 1311

MGT 3352 **Human Resource Management** explores the methods and techniques used in management of human resources of an organization. Special emphasis is placed upon the following: employment planning, recruiting, selecting and development, job and performance analysis, compensation, motivation, and collective bargaining. A research paper of 4000 to 5000 words forms part of the course. Prerequisite: MGT 3351

MGT 4363 **Entrepreneurship/Small Business Management** analyzes the factors and concerns involved in establishing, planning, organizing, and operating new business ventures. Special attention is given to small business leadership in a changing society. A research project of 4,000 to 5,000 words, placing emphasis on practical application or empirical research, forms part of the academic requirements for this course. Prerequisite: MGT 3351

MKT 3352 **Principles of Marketing** is an introductory course in the field of marketing. Its purpose is to provide a general understanding of the process of marketing, its role in business today, and the major aspects of the marketing mix: product planning and development, pricing, marketing communication, and distribution. Prerequisite: GBS 1311

MKT 4352 **Marketing Research** is a study of research processes, problem formulation, the types of problems for which market research is used, primary and secondary data collection methods, questionnaire design and sampling plans. Analysis and interpretation of data and research formats are included. Also studied are the proper use of statistical methods and the use of computers for data analysis. A comprehensive empirical research project forms part of the academic requirements for this course. Prerequisites: MKT 3352 and GBS 3354

MKT 4363 **Promotional Strategies** is a study of the avenues of communication available to distribute information about goods and services offered by an organization. It places particular emphasis upon the duties of marketing managers in planning, implementing, and controlling the complete program of promotional communication. A research paper of 4,000 to 5,000 words forms part of the course. Prerequisite: MKT 3352

The student completes 60 credit hours in Major courses, 45 credit hours in General Education courses and 24 credit hours in Elective courses for a total of a minimum of 128 credit hours. Fifteen (15) of the 24 elective hours must be selected from upper-level Business Computer Information Systems (BCS), General Business (GBS), Management (MGT), and/or Marketing (MKT). Specializations: To select a specialization, the student must complete all remaining courses with that designation; e.g. ACC, BCS, MGT, or MKT (plus sufficient other electives to achieve a minimum of 128 credit hours). For the General Business specialization, the student may choose any eight (8) elective courses. With permission, some courses may be selected from the Diplomatic Studies area.

Elective Courses

ACC 5311 **Intermediate Accounting I** is an intensive study of the body of generally accepted accounting principles concerned with the recognition and matching of revenues and expenses to determine financial accounting net income and the related issues of asset measurement and valuation in external reporting. Specific areas of coverage include an analysis of the balance sheet and income statement, together with the theory of valuation and presentation of the accounts used in these statements. Prerequisites: ACC 2311 & 2312

ACC 5312 **Intermediate Accounting II** A continuation of Intermediate Accounting I, with a detailed study of the body of generally accepted accounting principles concerned with the measurement of liabilities and corporate shareholder equity. Prerequisite: ACC 5312

BCS 2321 **Foundations of Computer Languages I or II:** each assignment corresponds to specific topics in programming language and consists of one or more programming tasks. Prerequisite: BCS 2311



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BCS 3351 Fourth Generation Computer Languages is a study of programming with language structures and systems developed out of earlier generation languages. The course will in some respects be different each time as it will incorporate the more recent developments in the field, including but not limited to SQL, C/C++, and other dialects. A project of 4,000 to 5,000 words, placing emphasis on practical application or empirical research forms part of the academic requirements for this course. Prerequisite: BCS 2321 or 2322

BCS 4351 Management of Information Systems is a study of information systems in the business enterprise with special emphasis on providing information to all levels of management. The course covers types of systems along with the supporting hardware, software, data files and people interaction. Also covered is the control and security of such systems. A textbook study with cases for illustration is included. A research paper of 4,000 to 5,000 words forms part of the academic requirements for this course. Prerequisites: BCS 1131 and BCS 3351

BCS 4361 System Analysis and Design is a study of the methodology of analyzing business problems and developing solutions in the form of Information Systems. The SDLC (System Development Life Cycles) is followed and emphasized. The tools and methods of analysis and design are explained and promoted. The System Analyst is presented as the key actor, as a problem solver, and as a system user and as a service provider. General principles are presented which give a solid foundation for systems development in all environments. A project of 4,000 to 5,000 words, placing emphasis on practical application or empirical research forms part of the academic requirements for this course. Prerequisite: BCS 4351

BCS 4362 System Analysis and Design Senior Project is the practical application of the principles learned in BCS 4361. The student works independently under guidance of the instructor to develop an analysis and will design a system project. He/she will use a CASE (Computer Aided System Engineering) software tool to promote productivity of the process and to document the various procedures involved in the analysis and design. A project of 4,000 to 5,000 words, placing emphasis on practical application or empirical research forms part of the academic requirements for this course. Prerequisite: BCS 4361

MGT 4351 Organizational Behavior examines the research and theory concerning the forces which contribute to the behavior of organizational members. The study examines group behavior, inter-group relations, employee goals and attitudes, communication within the organization, and the supervisory role. A research paper of 4,000 to 5,000 words forms part of the course. Prerequisite: MGT 3351

MGT 4361 Production/Operation Management studies the management of production operations in business. The course emphasizes the design, location, and operation of the production system and its relationship within the organization. Special focus is given to the use of quantitative methods used in decision making. Prerequisite: MGT 3351

MGT 4362 Labor Relations overviews the development and methods of organized groups in industry, the settlement of labor disputes and organizational issues. It studies economic and legal analysis of labor union and employee association activities, and the role of unions today. A research paper of 4,000 to 5,000 words forms part of the course. Prerequisite: MGT 3351

MKT 4353 Personal Selling addresses principles, problems, and the role of personal selling in business, buying motives, and persuasion techniques. In addition, steps in the selling process are considered as they relate to different types of sales activities. A research paper of 4,000 to 5,000 words forms part of the course. Prerequisite: MKT 3352

MKT 4361 Consumer Behavior provides an overview of current consumer behavior knowledge including psychological, cultural, economic and anthropological factors affecting consumer behavior. Topics include demographic analysis, sensory and perceptual analysis, attitude analysis, and psychographics. Links are established between consumer behavior and marketing strategy and marketing's role in shaping consumer demand. A research project of 4,000 to 5,000 words, placing emphasis on practical application or empirical research forms part of the academic requirements for this course. Prerequisite: MKT 3352

MKT 4362 Services Marketing examines the marketing and managerial implications of the differences between goods and services. A wide variety of services are examined in this course (e.g. travel, professional services, hospitals, banks, hotels, sports clubs, theme parks, etc.). The course discusses many service marketing concepts, including the relationship between the service provider and customer, the real-time process experience of services, customer satisfaction and service quality. A research paper of 4,000 to 5,000 words forms part of the course. Prerequisite: MKT 3352



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