

MICHIGAN STATE
UNIVERSITY

Study Abroad



THE
AMERICAN
• Semester •
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Available Business Courses

ABM 222 Agribus/Food Industry Sales

Selling processes and activities within agribusiness and food firms. Principles and techniques of sales. Operation of sales organizations.

ABM 225 Commodity Marketing I

Commodity markets in the agri-food system. Analysis of supply, demand, and pricing alternatives. Agri-food marketing processes, including marketing cooperatives.

ABM 337 Labor & personal management in Agri-food

Human resource management practices and techniques for farms, and agri-food firms: planning, recruiting, training, motivating, and evaluating. Labor regulations, compensation incentive plans, and employee benefits.

ABM 425 Commodity Marketing II

Advanced application of supply, space demand, and prices in commodity markets. Futures and options and their role in forward pricing. Risk management. Agricultural and food markets.
Prereq: ABM 225

ABM 427 Global agri-food industries and markets

Strategic understanding of the international agri-food system. Analysis of global production, marketing, and consumption. Knowledge of changing conditions in international industries and markets. Global trends and opportunities.
Prereq: ABM 225

ABM 400 Public Policy Issues in the agri-food system

Objectives, alternatives and consequences of public policy in the agri-food system. Analysis of economic implications for food and agribusiness firms, farmers, consumers and society.

ABM 405 Corporate environment management

Integration of environmental protection and pollution prevention with business management. Economic and strategic analysis of environmental protection.
Prereq: EEP 225, ABM 332, MGT 315 or MGT 325

ABM 435 Financial management in the agri-food system

Analysis of agricultural business performance using financial statements. Capital budgeting of durable investments. Risk. Alternative methods to control capital asset services. Financial markets and credit institutions affecting agriculture and food.
Prereq: recommended background in accounting and economics

ABM 437 Agribusiness strategic management

Analysis of strategic management issues for agribusiness. Formulation of business strategy and solutions to strategic problems. Integration of operations, marketing, finance, and human resource management.
Prereq: FIM 220 & ABM 435

EEP 225 Ecological Economics

Relationship between the economy and the natural environment. Economic organization and sustainability. Economic concepts applied to natural resources and agriculture.
Prereq: recommended background in microeconomics

EEP 335 Taxes, government spending and public policy

Economics of the public sector. Public goods, externalities, design and incidence of the tax system. Equity and efficiency effects of government programs.
Prereq: EC 210 (micro) or EC 251H

EEP Risk and decision science for environmental and natural resource management

Influential theories and approaches in risk and decision sciences. Environmental, human health, and natural resources management.

Prereq: STT 200, STT 201, FW 324, PSY 295, or COM 200

EEP 320 Environmental economics

Analytical methods for evaluating economic impacts of environmental policies and understanding the economic causes of environmental problems.

Prereq: EEP 225

EEP 404 Public sector budgeting and program evaluation

Structure and finance of government. Approaches to public sector budgeting. Evaluation of output of programs and community services. Impact and multiple outcome analysis.

Prereq: EC 201 or EC 202 (macro or micro)

EEP 405 Corporate environmental management

Integration of environmental protection and pollution prevention with business management. Economic and strategic analysis of environmental protection.

Prereq: EEP 225, ABM 332, MGT 315 or MGT 325

EEP 460 Natural resource economics

Economic framework for analyzing natural resource management decisions. Spatial and inter-temporal allocation of renewable and nonrenewable resources. Special emphasis on institutions, externalities, and public interests in resource management.

Prereq: EC 201 and ESA 302 or EEP 225

EEP 470 Theory and practice in community and economic development

Concepts, principles, models, and skills for community and economic development.

Community participation in local development initiatives.

Prereq: EC 201 or EC 202 (micro or macro)

FIM 220 Food product marketing

Structure of the food marketing system including food processors, manufacturers, retailers and food service. Impact of consumer behavior and buying patterns. International food product marketing. Strategic planning in food marketing.

FIM 335 Food marketing management

Management decision-making in food industry organizations (processors, wholesalers, retailers). Marketing and sales in response to customer and consumer needs. Distribution and merchandising systems in domestic and international contexts.

Prereq: FIM 220 or MSC 300 and MSC 303

FIM 410 Advanced professional seminar in food industry management

Advanced professional problems and reestablishment of career planning in the agri-food system. Industry trends, career alternatives, and job search strategies. Enhanced verbal, written, and visual communication techniques.

Prereq: FIM 210

FIM 415 Human resource management: Changes and challenges

Human resource management strategies used in food industries. Changing demographics and labor force issues. Diversity, labor markets, regulations, employer policies, job analysis and staffing, compensation and benefits, motivation, performance appraisal, food labor unions, and cases.

Prereq: ABM 100, EC 201, EC 202, or EEP 201

ADV 205 Principles of advertising

Principles and practices of advertising in relation to economies, societies, and mass communication.

ADV 260 Principles of public relations

Role and function of public relations in society. History of the field. Roles of practitioners and understanding the unique professional areas within the field of public relations.

ADV 375 Consumer behaviour

Theories of consumer behavior and their applications to advertising, public relations and retailing.

ADV 430 Social marketing: strategy & practice

Use of marketing concepts and tools from sociology, psychology, commercial marketing, and public opinion research to promote individuals' pro-social and health behaviors. Application of strategies that improve quality of life and result in behavioral and societal changes in positive ways.

Prereq: ADV 275, MKT 300 or MKT 327

ADV 475 Advertising and Society

Impact of advertising on society, culture and economy. Representation of minorities, women, and the elderly in advertising; free speech, advertising law, and regulatory organizations; ethical decision making strategies; and advertising's economic role in information, competition, price, and product choice.

Prereq: ADV 330 or ADV 350

COM 240 Introduction to organizational communication

Theories, systems, structures and processes of organizational communication. Organizational cultures. Communication in multinational organizations and in individual, leadership, supervisor-subordinate and small group situations.

COM 275 Effects of Mass Communication

Major social effects of mass media on audience behavior. Political communication. Media effects on children. Message strategies producing attitude change. Interrelationships between mass media and interpersonal communication.

COM 340 Leadership and Group Communication

Theory and research on dyadic and group relations within organizations. Leadership, motivation, networks, decision making, and organizational taxonomy.

COM 360 Advanced sales communication

Need-based selling and leadership role in meeting client needs. Advanced methods of questioning, customer need analysis, negotiation, effective presentations and interpersonal communication relationships with clients. Sales role-playing presentations, business and technical writing, portfolio presentations, and case studies.

Prereq: MKT 313 and Mkt 300 or MKT 327

EC 201 Introduction to microeconomics

Economic institutions, reasoning and analysis. Consumption, production, determination of price and quantity in different markets. Income distribution, market structure and normative analysis.

EC 202 Introduction to macroeconomics

Determinants of Gross National Product, unemployment, inflation and economic growth. National income accounting and fiscal policy. Aggregate demand, supply management and monetary policy.

EC 210 Economics principles using calculus

A combined microeconomics and macroeconomics course. Emphasis on topics of interest in engineering and management, such as discounting, cost-benefit analysis, innovation, externalities, and the role of government regulation.

Prereq: EC 201 or EC 202 (macro or micro)

EC 251H Microeconomics and public policy

Theories of consumer behavior, production and cost. Output and price determination in competition and monopolies. Welfare economics, general equilibrium, externalities, and public goods.

EC 252H Macroeconomics and public policy

Theory of national income, unemployment, inflation and economic growth and its application to economic analysis and policy.
Prereq: EC 201 and EC 301 or EC 251H

EC 301 Intermediate microeconomics

Theories of consumer choice, production, cost, perfect competition, and monopoly. Welfare economics, general equilibrium, externalities, and public goods.
Prereq: EC 201 and math (124, 132, 152H or LBS 118)

EC 302 Intermediate macroeconomics

National income accounting. Determination of aggregate output, employment, price level, and inflation rate. Policy implications.
Prereq: EC 201 and EC 202 (macro & micro)

EC 306 comparative economics

Characteristics and functions of economic systems. Alternative patterns of economic control, planning, and market structure. Theories, philosophies, and experiences associated with capitalism, socialism, and mixed economies.
Prereq: EC 201 or EC 251H and EC 202 or EC 252H

EC 330 Money, Banking and financial markets

Money markets and financial intermediation. Money, the Federal Reserve System, and monetary policy. Regulation of money markets.
Prereq: EC 201 or EC 251H and EC 202 or EC 252H

EC 335 Taxes, Government spending and public policy

Economics of the public sector. Public goods, externalities, design and incidence of the tax system. Equity and efficiency effects of government programs.
Prereq: EC 201 or EC 251H

EC 340 Survey of international economics

Comparative advantage. Costs and benefits of trade. International economic policies. Balance of payments. Foreign exchange markets. The international monetary system. Contemporary trade and international currency issues.
Prereq: EC 201 or EC 251H and EC 202 or EC 252H

EC 360 Private enterprise & public policy

Effects of antitrust, economic regulation, and other public policies on competition, monopoly, and other market problems in the United States economy.
Prereq: EC 201 or EC 251H

EC 380 Labor relations and labor market policy

Development, functions, legal framework, and economic effects of unions and collective bargaining. Institutions and economic impacts of government programs. Minimum wages, workers' compensation, unemployment insurance, and antidiscrimination policies.
Prereq: EC 201 or EC 251H

EC 391 Special topics in economics

Special topics supplementing regular course offerings. Topics vary each semester. See schedule for outline
Prereq: EC 201 or EC 251H and EC 202 or EC 252H

EC 401 Advanced microeconomics

Economics of uncertainty and incomplete information. Game theory and theories of oligopoly. Transaction costs. Advanced

topics in welfare economics, general equilibrium, externalities, and public goods.

Prereq: EC 251H or EC 301

EC 402 Advanced macroeconomics

Consumption, investment, and monetary theories. The role of expectations. Theories of economic growth and cycles.

Stabilization policies.

Prereq: EC 251H or EC 301 and EC 252H or EC 302

EC 406 Economic analysis of Russia and the commonwealth of independent states

Analysis of structure and performance of planning, transition economy, and post-transition economy in Russia and the commonwealth of independent states (CIS) with focus on micro foundations of macroeconomic outcomes.

Prereq: EC 251H or EC 301 and EC 252H or EC 302

Offered every second year

EC 410 Issues in the economics of developing countries

Topics in development economics, such as growth, technological change, structural transformation, poverty and inequality, investment in human resources, trade, international capital flows, and the political economy of policy formation and governance.

Prereq: EC 202 or EC 252H and EC 251H or EC 301

EC 413 Economic analysis of Asia

Development of agriculture, industry, labor markets, and trade in some of the following: India and South Asia, China, the Pacific Rim countries, and Japan.

Productivity, income distribution, finance, and planning.

Prereq: EC 251H or EC 301 and EC 252H or EC 302

Offered every second year

EC 420 Introduction to Econometric Methods

Specification, estimation, and interpretation of econometric models. Evaluation of current quantitative work in economics.

Prereq: EC 202 or EC 252H and EC 251H or EC 301 and MTH 124 or MTH 132 or MTH 152H and STT 315 or STT 421 or STT 430 or STT 441

EC 421 Advance economic methods

Panel data methods, instrumental variables, limited dependent variables, time series analysis, and other advanced topics.

Prereq: EC 420

EC 425 Law and economics

Application of economic analysis to the law. Property rights, takings, the Coase Theorem. The economics of regulation, crime and punishments, liability law, and public choice.

Prereq: EC 251H or EC 301

EC 435 Public expenditures

Expenditure theory. Objectives and rationale of government activity in the market system. Efficiency criteria in government decision-making. Public choice. Cost benefit analysis.

Prereq: EC 251H or EC 301

EC 440 International trade

Neoclassical and modern theories regarding trade patterns and commercial policies. Applications of theory to United States policy. Contemporary issues involving international trade of goods, services, and productive factors.

Prereq: EC 251H or EC 301

EC 441 International Finance

Neoclassical and modern theories pertaining to balance of payments and exchange rate determination.

Macroeconomic performance under alternative exchange rate regimes.

Contemporary issues involving international monetary arrangements.

Prereq: EC 251H or EC 301 and EC 252H or EC 302

EC 460 American industry: Structure and behaviour

Market structure and performance. Empirical analysis of market definition, concentration, product differentiation, vertical integration, innovativeness, collusion, and entry deterrence.

Prereq: EC 251H or EC 301

EC 480 Analysis of labor markets

Labor supply and demand. Human capital, search, migration, and labor turnover. Analysis of unemployment and wage growth. Structure of wages, including economics of discrimination.

Prereq: EC 251H or EC 301

EC 495 Economics of poverty and income distribution

Theory of the distribution of income and wealth. Concepts and measurement of welfare. Definitions of poverty. Effects of public and private programs on the poor.

Prereq: EC 251H or EC 301

EC 498 Economics of health care

Economic factors in determining health care costs, utilization, quality, and efficiency. Demand and insurance. Comparative health care systems. Public policy issues.

Prereq: EC 251H or EC 301

GEO 259 Geography of recreation and tourism

Cultural, physical, and biotic factors affecting the distribution of recreation and tourism resources and participation. U.S. and international examples and case studies.

GEO 459 Tourism in regional development

The role of tourism in regional development. Examples from Michigan, and

the United States and other nations. Environmental considerations.

Prereq: GEO 259 or PRR 213

FOR 464 Forest resource economics

Basic economic principles that govern human use and production of forest resources. Application of financial and economic analysis techniques to forest resource allocation.

Prereq: EC 201 or EC 202

HB 100 Introduction to Hospitality Business

Sectors, segments and disciplines of the hospitality and tourism industries. Impact of travel and tourism. Hospitality trends. Overview of accounting, marketing, and sales.

HB 105 Service Management Principles

Concept of service organizations. Key issues in delivering and managing services. Service intangibility. Needs, expectations, habituation and customer satisfaction. Prepurchase and postpurchase behaviors.

HB 210 Introduction to the Casino Industry

Social issues of gaming, casino games of chance, management controls and marketing plans.

HB 267 Management of Food and Beverage Systems

Principles of menu planning, designing and pricing. Control of food and beverage products during purchasing, receiving, storing and issuing. Labor control principles. Control of revenue during sale. Food and beverage segment overview.

Prereq: HB100

HB 302 Hospitality Managerial Accounting

Principles of managerial accounting applied to hospitality enterprises. Topics include financial statements, forecasting methods, internal control, and ethics.

Prereq: HB100

HB 307 Hospitality Human Resources

Human resource management and interpersonal skills in the hospitality industry. Managing in a culturally diverse workplace.

Prereq: HB100 + internship experience

HB 311 Hospitality Finance

Optimal management of a hospitality firm's assets and financing requirements. Analysis of financial statements, financial markets, risk, valuation, short-term and long-term financing and investment.

Prereq: HB 302

HB 320 Casino Operations and Management

Practices and problems associated with casino management. Staffing, security, protection of table games, and control.

Prereq: HB210

HB 370 Hospitality Business v-Commerce

Technology and marketing considerations for automatic merchandising in the hospitality industry.

HB 375 Hospitality Marketing

Marketing of hospitality products and services in an increasingly competitive, global, and culturally diverse market.

HB 376 Hospitality Sales Process

Management of the sales process in the hospitality industry.

Prereq: HB375

HB 447 Hospitality Business Law

Legal aspects of hospitality industry, including structure of the U.S. legal system, contracts, torts, discrimination, property and product liability. Administrative law and government regulation of the industry.

Prereqs: HB265, HB307

HB 482 Advanced Hospitality Finance

Cash flow determination and management. Strategies for financing hospitality ventures and expansion. Determining financial viability of proposed and existing operations.

Prereq: HB 311

PRR 214 Introduction to travel and tourism

Travel and tourism industry. Principles, history of development, tourism marketing, planning and management.

PRR 460 Natural resource economics

Economic framework for analyzing natural resource management decisions. Spatial and inter-temporal allocation of renewable and nonrenewable resources. Special emphasis on institutions, externalities, and public interests in resource management.

Prereq: EC 201 & ESA 302 or EEP 255

PRR 360 Marketing communications in recreation and tourism

Marketing concepts and methods in commercial recreation and tourism management. Planning and decision making. Corporate, small business, and destination marketing.

Prereq: ARC 205

PRR 473 Commercial Recreation and Tourism Businesses and Organizations

Start-up and management of commercial recreation and tourism businesses with an emphasis on small businesses. Roles and responsibilities of industry associations. Establishment and operation of tourism marketing organizations.

Prereq: PRR 214

SOC 322 Sociology of work

Social significance of work. Forces changing contemporary occupational structure. Career patterns. Occupational status and mobility. Social organization of various types of work. Gender and work. Social influence on work attitudes.

SOC 424 Organizations and sociology

Formal and informal organizations and bureaucracies. Interorganizational relationships. Structural and procedural problems of organizations. Utility of analytical models of organizations.

STT 200 Statistical models

Data analysis, probability models, random variables, estimation, tests of hypotheses, confidence intervals, and simple linear regression.

Prereq: MTH to calc 1

STT 201 Statistical methods

Probability and statistics with computer applications. Data analysis, probability models, random variables, tests of hypotheses, confidence intervals, simple linear regression. Weekly lab using statistical software.

Prereq: MTH to calc 1

STT 315 Introduction to probability and statistics for business

A first course in probability and statistics primarily for business majors. Data analysis, probability models, random variables, confidence intervals, and tests of hypotheses with business applications.

Prereq: MTH to calc 1

STT 317 Quantitative business research methods

Application of statistical techniques, including forecasting, to business decision making. Includes applications of linear regression and correlation, analysis of variance, selected non-parametric tests, time series, and index numbers.

Prereq: STT 315

STT 421 Statistics 1

Basic probability, random variables, and common distributions. Estimation and tests for one-, two-, and paired sample problems.

Introduction to simple linear regression and correlation, one-way ANOVA.

Prereq: MTH 116

STT 422 Statistics II

Goodness of fit and other non-parametric methods. Linear models including multiple regression and ANOVA for simple experimental designs.

Prereq: STT 421 recommended

STT 430 Introduction to probability and statistics

Calculus-based probability and statistics with applications. Discrete and continuous random variables and their expectations. Point and interval estimation, tests of hypotheses, and simple linear regression.

Prereq: MTH 234

STT 441 Probability and statistics I: Probability

Probability models and basic statistics at an intermediate mathematical level. Discrete, continuous, univariate, and multivariate distributions. Random variables. Normal approximation. Sampling distributions, parameter estimation, and elementary tests of hypotheses.

Prereq: MTH 234 or MTH 254H or LB 220

STT 442 Probability and statistics II: Statistics

Estimation, testing hypotheses and simple and multiple regression analysis. Time series: ARMA (Auto Regressive Moving Average) and ARIMA (Auto Regressive Integrated Moving Average) models, data analysis and forecasting.

Prereq: recommended STT 441 and MTH 309 or MTH 314 or MTH 415

STT 455 Actuarial models

Stochastic models used in insurance. Survival distributions, life insurance, life annuities, benefit premiums, benefit reserves, and analysis of benefit reserves.

Prereq: recommended STT 441 & MTH 360

STT 456 Actuarial models II

Continuation of STT 455. Benefit reserves. Multiple life functions. Multiple decrement models and their applications. Elements of stochastic processes for actuaries including Markov chains and Poisson processes
Prereq: STT 455

TC 101 Understanding media

Critique and analysis of media including television, radio, film, handhelds, video games, social media and the Internet. Media history, policy, industry structure, and ethics. Technology, industry and social trends affecting the media in the information society.

TC 201 Introduction to media and information technology

Operational principles and applications of media and information technologies.
Prereq: TC 101

TC 300 Media policy and economics

Economics and public policy related to traditional, new and emerging media, including radio, television, cinema, telephony, mobile communications, interactive media, and the Internet.
Prereq: TC 101

TC 361 Information and communication technology management

Technologies and organizations that support data communications infrastructure. Case studies of businesses that develop the infrastructure.
Prereq: TC 201 or CSE 231

TC 462 Social computing

Social and technological perspectives on how people collaborate using information and communication technology. Experience with using multiple collaboration platforms and analysis of differences between enabling technologies.
Prereq: TC 349 or TC 361

TC 472 Electronic commerce

Technologies, business models, and organizational and social implications of electronic commerce. Design of e-commerce sites.
Prereq: TC 349 or TC 361 web development

UP 458 Housing and real estate development

Real estate development process from idea inception to asset management. Finance, organization, design and implementation. Housing, social impacts, and public sector involvement.

Broad College of Business:

Course codes not available unless under specific agreement with the College of Business:

- ACC
- BUS
- FI
- GBL
- ITM
- MBA
- MGT
- MKT
- SCM