

# FOCUS AREA (FA)

## FA 110 | ESSENTIALS OF TRAINING AND DEVELOPMENT | 2 quarter hours

### (Undergraduate)

This is a 5-week, 1-competence course on Employee Training and Development. Students will learn the basic processes of employee training and development, including needs assessment, theories of learning and behavior change, training design to support appropriate selection or development of training, delivery of training, issues of transfer, and assessment of results. (2 quarter hours)

## FA 120 | ESSENTIALS OF COACHING | 2 quarter hours

### (Undergraduate)

Effective coaching has long been recognized as a key element of success in the world of sports. More recently, a new breed of coaches has emerged to help people transform their personal and professional lives. In this course, we will explore the theories, concepts, and techniques of personal life and business coaching. Students will learn about the history of coaching, its uses in personal and professional development and practical applications. Working individually, in pairs, and in small groups, students will practice coaching skills and keep a detailed learning journal. This course will be highly experiential and collaborative in nature. Students will learn concepts of coaching for personal development and professional effectiveness. In addition, students will learn models of collaborative learning and will apply one recognized model in the exploration of their coaching practice in the course. (2 credit hours)

## FA 199 | CAREER ASSESSMENT AND PLANNING | 2 quarter hours

### (Undergraduate)

In this course, students use structured analysis and reflection, research and planning to create a professional development portfolio. Students learn strategies for reflecting, assessing strengths and growth opportunities, identifying support systems and agents, practicing smart goal setting, and attaining goals. Opportunities to return to this portfolio will be built into the major courses for purposes of ongoing assessment, reflection and planning.

## FA 208 | SALES AND MARKETING MANAGEMENT FOR BUSINESS TODAY | 2 quarter hours

### (Undergraduate)

Sales Management is one of the most important jobs in business today. It is the focal point for managing customer relations, and is critical for sustaining profitability and growth. It draws on a broad spectrum of skills and offers many desirable career paths for both entry level as well as experienced workers. Sales Management techniques are applicable in a wide variety of business settings, and the basic framework and details apply in all of them. The purpose of this course is to present a practical, contemporary framework for Sales Management. It starts with basic sales analysis techniques for determining company position in the market. From there it explores modern sales techniques for facilitating the customer's buying decision. It then covers the major Sales Management job functions, such as Territory Management and Sales Training. The course concludes with a discussion of leadership and psychological skills that make for Sales Management excellence. Students will learn Sales Management via course lectures, textbook reading, Internet searches and independent research on the company they work for. (2-4 quarter hours)

## FA 209 | CONSUMER BEHAVIOR INSIGHTS | 2 quarter hours

### (Undergraduate)

In the Consumer Behavior Insights course, students explore the processes that consumers use to make decisions. Understanding of consumer segments is developed and applied to create communication strategies using a decision-making framework. Through coursework, students demonstrate an understanding of various topics including how market intelligence is collected, market segmentation, the impact of various cultural influences on behavior, elements of persuasive communication and development of consumer-oriented strategies. Cultural norms influence receptivity to marketing communication messages. In-depth consumer knowledge of a sub-cultural segment is learned and applied as students conduct market research. Based on analysis, students develop communication objectives, positioning statements and strategies for consumer communication. The role of mass media is examined in two distinct areas. Mass media influence cultural values by reinforcing norms for consumer needs and wants. Mass media are also important means for communication of targeted advertising messages. (2-4 quarter hours)

## FA 214 | ENTREPRENEURIAL ACCOUNTING | 2 quarter hours

### (Undergraduate)

Entrepreneurial Accounting is a thorough coverage of financial and management accounting topics in an economically challenging business environment. Clear principles and procedures are used to demonstrate the complete accounting cycle in any type of organization: For-Profit or Non-Profit. General purpose financial statements are prepared and examined from a fundamental understanding of how for-profit and non-profit businesses operate in a dynamic and changing business marketplace. Specifically, the reach of this course will be on a global environment that is characterized by a high degree of uncertainty. We will examine a variety of accounting challenges faced by business from an international perspective. This will have important implications on the way a company becomes more competitive and thus profitable. As such each of you will be assigned a company on day one of class to manage through a series of accounting dilemmas often both inside and outside our borders. As you acquire the requisite skills (throughout the term) to meet those challenges you'll execute decisions that will change the management course of the company. It is through this individual decision making that you'll learn what works and what doesn't and why. This is not a static accounting course. Your decisions will have an impact on the direction of the company. We will also cover a series of topics that will enhance your understanding of financing techniques and options through detailed ratio-analysis. This will advance your ability to understand and seek creative financing for any ideas you might have in the future. This is essential if you have that entrepreneurial spark that just needs some financial backing and support to get started. As this is an accounting course we would expect some proficiency in basic quantitative /mathematical ability. You should also be able to use a calculator reasonably well. (2-4 quarter hours)

**FA 223 | ACCOUNTING AND FINANCE PRINCIPLES | 2 quarter hours (Undergraduate)**

In this course, we will examine the role of accounting and financial management in the preparation, reporting and analysis of financial information. This topic is particularly important in today's economically challenging business world. Accounting and Finance concepts and principles serve as the bookends for our exploration. Clear principles and procedures are used to capture financial data, which can then be used to make economic and financial decisions. Specifically, the objective of this course is to present the fundamentals of accounting and finance to assist the non-accountant in understanding the financial statements of an organization and how financial information can be used in the management planning, control, and decision-making processes of both profit and non-profit seeking enterprises. Accounting is often called the language of business and as such, it is appropriate that as participants in the economic activities of our society we should have enough knowledge of this language to make informed decisions and judgments about our role in these economic activities. We will also cover a series of topics that will enhance your understanding of financial information, financing techniques and options through financial and ratio-analysis. This will advance your ability to understand and make relevant financing and investment decisions or develop viable future business strategies. (2-4 credit hours)

**FA 231 | PERSONAL FINANCIAL PLANNING | 2-4 quarter hours (Undergraduate)**

This course will help students organize their financial lives by learning and implementing selected principles of accounting, finance, and management. The course will address value and risk determination by dealing specifically with the analysis of one's financial status, goal setting and planning, and decision making. Risk analysis, savings and investment principles, taxes, debt management, retirement, and estate considerations are areas which guide the financial management of individuals and businesses alike. (2-4 quarter hours)

**FA 238 | ENGAGING RESILIENCE IN ADULT LIFE | 2 quarter hours (Undergraduate)**

Building & Engaging Resilience (in Adult Life) (4 credit hours) (Fac: Matamonasa): An ancient proverb reads: "Fall down seven times. Stand up eight." But how? What's involved in such flexibility, adaptability, tenacity, hardiness and resilience? What understandings, values and skills help? How does one develop these and nurture them across an adult lifetime? Through this seminar, participants will explore various concepts, models and "best practices" for growing, rebounding and selfguarding one's resilience given the challenges and uncertainties of adult life. (Questions? Contact instructor at amatamo1@depaul.edu.)

**FA 269 | ENTREPRENEURSHIP: HOW TO FIND AND FUND YOUR DREAM | 2 quarter hours (Undergraduate)**

Did you know that 90% of new restaurants are doomed to fail? Have you always wanted to be your own boss? Are you presently conducting a small business from your garage that you'd like to make bigger and more profitable? Who makes a great entrepreneur? Are businesses easier to manage in the age of technology? In this course, Students will learn how to identify an appropriate small business for their talents and time restrictions. Learners will also consider methods of financing their dream work lives, and review the pit falls awaiting new businesses in today's economic climate. Students need not have a business in mind, but must be willing to consider how they might go about putting together a plan for a successful venture. Ideas about the definition of business in modern society, of entrepreneurship, about the psychological make up of the successful small business owner, and about the long term view for small businesses will also be covered. (2-4 quarter hours)

**FA 270 | STARTING UP AND RUNNING YOUR OWN BUSINESS | 2 quarter hours (Undergraduate)**

This course will help students learn how to start and operate an independent business enterprise. We will address entrepreneurship, defining your markets, accounting basics, business plans, financing, establishing the business, hiring employees, business equipment, software, and marketing. Through readings, discussion, and home assignments, students will learn how to increase the probability of reaching their business goals while minimizing risks and costs. By applying management, financial, and software concepts and practices, students will have the knowledge to start and run a new business. (2-4 quarter hours)

**FA 288 | MARKETING FOR THE SOCIAL GOOD | 2 quarter hours (Undergraduate)**

This is a ten week course on the nonprofit and public organizational issue of social marketing. Generally social marketing techniques are used to influence individuals, or groups to change their behavior in order to improve a social good such as: individual health, the environment, and the community. Students will develop an appreciation for the principles of social marketing and will be taught the techniques for conducting social marketing programs. Students will also learn how to develop social marketing plans and meaningful promotions, including utilizing imagery/art to understand and create advertisements. (2-4 quarter hours)

**FA 300 | PROJECT MANAGEMENT | 2-4 quarter hours (Undergraduate)**

Project Management is a business concept which has received a great deal of attention over the last few years. Business managers are discovering that the complexity of human and technological systems forces workers to organize, prepare, and monitor project development in a way which was not necessary in simpler times. In this course, students will discuss and discover methods of project organization and execution which will help them achieve efficacy and success in the workplace. This course will cover concepts in describing project goals, setting priorities, identifying needs, and designing realistic time lines. Students will learn how to execute successful projects from start to finish. (2-4 quarter hours)

**FA 301 | EFFECTIVE LEADERSHIP IN A CHANGING PROFESSIONAL ENVIRONMENT | 2 quarter hours****(Undergraduate)**

In this leadership course, students will use readings, behavior/trait surveys, and case studies to understand leadership theories and models. Participants will learn to create, establish, and reinforce cultural rules of engagement designed to increase communication effectiveness and get the most out of the current human dynamic in their respective environments. Understanding these various leadership models allows students to reflect on their own style in today's culturally changing environments. (online) (2 credit hours)

**FA 302 | PROJECT MANAGEMENT: DESIGN AND ASSESSMENT | 2 quarter hours****(Undergraduate)**

Project Management is an important discipline that can benefit students in their careers as well as personal life. This course will explore project management methodologies, their common steps and tools. The course translates Project Management theory into a practical and effective methodology, starting with working definitions of Project and Project Management, the course examines project initiation, evaluation and organization using analytic techniques such as discounted cash flow and PERT/CPM. In addition, the course examines project execution and control, along with the documentation and communications skills needed to keep a project on track. The course concludes with an overview of project management applied to computer information systems development. (2 quarter hours)

**FA 304 | ADVANCED PROJECT COURSE | 4 quarter hours****(Undergraduate)**

The main purpose of this course is to guide you through the various steps involved in designing and carrying out an Advanced Project (AP) on a subject that is related to your particular focus Area (FA). Whether you want to address a practical problem or a theoretical question, in this course you will be guided through the process of investigating a problem or issue in depth, and establishing clear links between the definition of the problem or issue, discussion of conceptual issues, methods of investigations, analysis of findings, and practical applications. Successful completion of the Advanced Project will satisfy the F-11 and F-12 competences. This course satisfies a residency requirement.

**LL 300 is a prerequisite for this class. This class is not open to BAC students.**

**FA 310 | GENDER IN BUSINESS AND LEADERSHIP | 2 quarter hours****(Undergraduate)**

Women's work is never done. Not only are women mothers and wives, but these days the expectation is that women will take on leadership roles outside the home as well. What makes a woman a leader? How did the workplace differ when women were not corporate leaders? Who are today's prominent female leaders and how are they shaping our future? In this course, learners will study the lives and contributions of various important women from business, politics, and social action. Students will assess equality in management and leadership, the psychological make up of the woman leader, and the ways in which women's contributions to leadership differ from men's. Furthermore, the class will endeavor to define leadership, its consequences, and its personal ramifications. Students should expect to read extensively about the lives and characteristics of contemporary women who have surfaced in leadership roles. Learners will also identify women leaders in their own workplaces and communities and assess their involvement in the corporation and/or general public. (2-4 quarter hours)

**FA 313 | CHANGE MANAGEMENT: THEORY & PRACTICE | 2 quarter hours****(Undergraduate)**

Change management is a common term for all the processes, skills and practices used to prepare individuals, managers, and leaders to implement organizational changes. Simply put managing change, although difficult, is about the people side of change. Over this 5-weeks course theories, practices, and people management skills that are the foundation of sustainable change will be studied. The course emphasis is on deepening SCPS students' understanding of the challenges and opportunities associated with being an effective change advocate and creating successful change outcomes. (2 credit hours)

**FA 318 | UNDERSTANDING FINANCIAL STATEMENTS | 2 quarter hours****(Undergraduate)**

Business managers as well as investors must have a basic understanding of financial statements as not only a management tool but also as a way of communicating the financial and operational well-being of a company. This course teaches students the essential elements of financial statements, their interpretation and their impact on investors and society. This is a particularly important topic and skill in light of the recent corporate financial reporting scandals plaguing Wall Street and the nation. (2-4 quarter hour)

**FA 325 | CONNECTING THOUGHT AND BEHAVIOR | 2 quarter hours****(Undergraduate)**

This course introduces students to concepts of Cognitive Psychology. They will review the history and development of the field and explore how cognitive processes impact thought and behavior. Through an experiential learning process, students will explore the science behind such topics as perception, consciousness, memory, language, problem solving, reasoning and emotional experience and how these cognitive abilities impact their lives. (2-4 quarter hours)

**FA 330 | PROFESSIONAL COMMUNICATION IN THE WORKPLACE | 2 quarter hours****(Undergraduate)**

This course provides an overview of the fundamentals of professional writing. Through engaging in and reflecting upon a variety of professional writing tasks, you will learn the rhetorical theory and practice necessary for effective written communication in professional contexts. (online) (2 credit hours)

**FA 334 | HUMAN RESOURCE AND TALENT DEVELOPMENT FUNDAMENTALS FOR MANAGERS | 2 quarter hours****(Undergraduate)**

This course is designed as an introduction to the practices of human resources (HR) in a corporate environment. It will target the practices that managers need to know such as recruiting, training, hiring, and terminating employees as well as the basics of HR law. Additional content that will be addressed includes headcount management, performance appraisals, learning & development, compensation basics, and grievance processes. This course will equip managers with the information they need to know without making them Human Resource experts but rather how to work effectively with their HR counterparts. (2-4 hours)

**FA 335 | RISK MANAGEMENT IN THE WORKPLACE | 2 quarter hours  
(Undergraduate)**

This overview course in risk management will introduce managers to the various types of risk that needs to be managed in the workplace. Numerous areas such as operational risk, market risk, global risk, and customer risk will be investigated. While this course is not to create students who will be experts in risk management this course will allow them to identify and analyze areas of potential risk to the assets of their organization. Students will use case studies to ensure that proper communication happens for key risks within the organization. (2-4 hours)

**FA 340 | IMPLEMENTING CORPORATE TRAINING PROGRAMS | 2 quarter hours  
(Undergraduate)**

In this course, students will learn about the strategic process of effectively and efficiently implementing a corporate training program based on business drivers from design stages through measurement of results. This process includes defining requirements and success criteria, designing the process, implementing and powerfully communicating the program to the learners, and then understanding how to measure the success of the program. It is imperative to measure and report on the trends of the program and to understand why it is important. Using methodology and models that have been successful in numerous global and domestic companies, students in this course will create their own plan for implementation, communication, and measurement to ensure success in their future training program implementations. (2-4 quarter hours)

**FA 359 | ETHICAL BUSINESS BEHAVIOR | 2 quarter hours  
(Undergraduate)**

Ethical Business Behavior explores the ethical issues that business decision-makers face and examines the moral principles that are used to help resolve these issues. Ethical decisions in the workplace can have tremendous influence on the individuals and the corporations involved. The outcomes of unethical behavior can affect reputations, trust and career path. Results have been as severe as loss of employment, physical harm to individuals, corporate bankruptcy and even impacts to the economy. Students are placed in decision-making roles through exercises, case studies and role-playing. Reasoning skills are honed through identification of ethical issues and alternative means to analyze these issues. Ethical behavior is evaluated using analytical skills to apply ethical concepts to business situations. (2-4 quarter hours)

**FA 387 | AFRICAN-AMERICAN STUDIES IN CRITICAL PERSPECTIVE | 2 quarter hours  
(Undergraduate)**

This interdisciplinary 19th and 20th century African-American studies course examines the role of protest and resistance, the media, and cultural and artistic expression in African-American history. Vis-a-vis readings, documentaries, and discussion, the course intends to illustrate the multiple ways in which African-Americans have protested and resisted oppression while examining how such efforts have been framed in the media during varying historical eras. It defines 'media' broadly and analyzes its role, both via its traditional forms (print, television and radio) but also vis-a-vis other forms of entertainment/infotainment that were particularly unique to 19th century U.S. society (i.e. minstrelsy [1830-1920]). The course concludes with a discussion of the role of art and culture in refashioning thinking and transforming experience. The latter discussion promises to be rich and thought provoking and unearths some of the works of the raw and revolutionary artists of the 1960s while taking a careful look at novel cultural practices that emerged during this period.