INTERDISCIPLINARY COMMERCE STUDIES (ICS)

ICS 200 | INTRODUCTION TO BUSINESS | 4 quarter hours  
(Undergraduate)  
This course is designed for non-Commerce majors who want a minor in business. The course will help the student develop an understanding of the role of the major functional areas of business, as well as ethical considerations, the globalization of business and the role of entrepreneurship. Considerations will be given to the possible career opportunities in each of the functional areas studied. Undergraduate Business students (COMM, UNCOM, GPCOM) are restricted from registering for this class.

ICS 201 | PERSONAL FINANCIAL DECISION MAKING | 4 quarter hours  
(Undergraduate)  
Students will be exposed to a wide variety of money-related topics, with an aim to familiarize the participants with everyday financial issues.

ICS 350 | INTERNATIONAL BUSINESS SEMINAR | 4 quarter hours  
(Undergraduate)  
This foreign study course is meant to introduce the student to the world of international life and business as it is today. The course provides students the opportunity to visit and study foreign commercial enterprises on-site. Additional emphasis is placed on understanding overseas cultures, self-reference criteria, and the fact that people around the world can maintain/develop hopes and dreams within their own lifestyle even though it may differ from others’. Most courses in this group will count for liberal studies credit as an experiential learning course. See the Director of the Driehaus Center for International Business or the College of Commerce undergraduate office for additional information. Registration with the Driehaus Center is required. International Business Seminars may not be taken Pass/Fail.

ICS 392 | SENIOR SEMINAR | 4 quarter hours  
(Undergraduate)  
A variety of senior capstone seminars are offered every term. These seminars focus on specific content areas reflecting a wide range of non-business issues that are relevant to business in contemporary society. The learning experience enables students to see the world differently through reflections and interactions, encourages them to develop a broader perspective on how and where business fits in society, and prepares them to communicate and express that perspective orally and in writing.

Senior standing is a prerequisite for this class.

ICS 394 | ENTREPRENEURSHIP STRATEGY | 4 quarter hours  
(Undergraduate)  
This course is an overview of strategic management applied to entrepreneurial enterprises. General business management problems integrating marketing, accounting, finance and management functions are analyzed from the perspective of the CEO or entrepreneur concerned with start-up and planning of a new venture. The case method is used in this course and real “live” cases may be analyzed. The entrepreneurial process is investigated, including entrepreneurial characteristics, trends in the small business sector of the global economy, start-up and growth strategies and nurturing creativity in organizations. Focus is placed on either a consulting project with a small business or community organization, which may require time outside of class for the project, or on case studies.

(FIN 290 or FIN 300 or FIN 310 or FIN 317), MGT 300, MKT 310 and senior standing are prerequisites for this class.

ICS 395 | MANAGEMENT STRATEGY | 4 quarter hours  
(Undergraduate)  
Management strategy is a course which synthesizes the functional business activities into a general management perspective of the business enterprise. This course presents a conceptual framework for understanding the operation of the firm within the global business environment. Corporate strategy is examined from the perspective of: strategic choice, the link between strategy and organization, and the management of strategic change. Examples will be drawn from service, manufacturing, and not-for-profit organizations. The course emphasizes the use of group decision-making, self-directed work teams, and formal group reports and presentations.

MGT 300, MKT 310 and (FIN 310 or FIN 300 or FIN 317) are prerequisites for this class.

ICS 396 | HOSPITALITY STRATEGY | 4 quarter hours  
(Undergraduate)  
Hospitality strategy is a capstone course designed to expose students to a strategic perspective on issues that concern the firm as a whole. This viewpoint is integrative in that it draws on concepts from the functional disciplines (i.e. Marketing, Finance, Accounting, Operations) in the diagnosis, analysis and resolution of complex business situations. Students will read, discuss and apply a body of theory and techniques from the field of strategic management. The course emphasizes the development of practical problem solving skills. Corporate strategy is examined from the perspective of: strategic choice, the link between strategy and organization, and the management of strategic change. Examples will be drawn from various hospitality operations around the world. The course emphasizes the use of group decision-making, self-directed work teams, and formal group reports and presentations.

(FIN 300 or FIN 310), MGT 300, MKT 310 and Senior standing are prerequisites for this class.

ICS 398 | SPECIAL TOPICS | 4 quarter hours  
(Undergraduate)  
Special Topics. Content and format of this course is variable. Subject matter will be listed in the university class schedule. These courses will be used for a variety of course content and delivery methods including the Foreign Study Seminar Series.

ICS 399 | INDEPENDENT STUDY | 4 quarter hours  
(Undergraduate)  
Available to students of demonstrated capability for intensive work in interdisciplinary studies. (variable credit)

Junior standing with at least 88 cumulative units is a prerequisite for this class.