



BSAD 195A: Ethics & Social Resp. in Mgt. |fall|

Professor Kenneth De Roeck; Thursdays, 4:35-7:35pm

- Business majors: satisfies a requirement for the Sustainable Business Theme
- Business minors: satisfies an upper-level Business course requirement

The last crisis brought our financial, economic and governance systems to an unprecedented moment of truth. The business world is facing a strong socioeconomic uncertainty and societal distrust, while the acceleration of climate and demographic changes are hurrying for a drastic political, cultural and technological (r)evolution. As such, the overall objective of this course is to engage students in reflecting upon the role and purpose of business organizations in society and question the sense of human action in these business organizations in order to face tomorrow's world challenges in a socially responsible and sustainable way. For this purpose, after having introduced and discussed fundamentals of business ethics and ethical decision-making models, we will address the specificity of business organizations' impact on society by discussing the principles and practices covered by the field(s) of stakeholder theory, corporate social responsibility (CSR), corporate sustainability (CS) and associated notions. In particular, we will see how these notions can help future managers in developing alternative values-based business and management models in their commercial activities.

BSAD 195B: Digital Marketing |summer & fall|

Professor Elaine Young; Fridays, 12:00-3:00pm; Pre-req: BSAD 150, minimum junior standing

- Business majors: satisfies a requirement for the Entrepreneurship Theme and Marketing concentration (double-dipping restrictions apply)
- Business minors: satisfies an upper-level Business course requirement

Students will learn how digital communication tools and platforms have increased the wide range of marketing options for organizations. Theoretical strategy, professional engagements, and hands-on practice will illustrate the strategic reasons for utilizing digital marketing and how to use the tools most effectively. Students will participate in an online ecommerce simulation that mimics foundational practice in search engine marketing, email marketing and landing page optimization. Students will become Inbound Certified as part of the course requirements.

BSAD 195C: Collaborate for Sustainability |summer|

Adjunct Lecturer David Dearden; Online

- Business majors: satisfies a requirement for the Sustainable Business Theme
- Business minors: satisfies an upper-level Business course requirement

"Collaboration is one of the keys for unlocking sustainability. No single organization or sector has the knowledge or resources to 'go it alone.'" Businesses today are highly complex with blurry and global boundaries and where collaboration is a significant component for success. Business are increasingly facing sustainability challenges that are too complex and too costly to be addressed by themselves; therefore, over the past decades businesses have increased their efforts at adopting sustainable business practices. As a result, collaborative approaches to sustainability challenges have emerged. This course will take a broad look at the concepts of collaboration and how they are applied to sustain businesses.

BSAD 295A: Investment Banking |fall|

Professor Kevin Chiang; Mondays & Wednesdays, 1:30-2:45pm; Pre-req: BSAD 180, minimum junior standing

- Business majors: satisfies a requirement for the Entrepreneurship Theme, Global Business Theme, and Finance concentration (double-dipping restrictions apply)
- Business minors: satisfies an upper-level Business course requirement

Historically, investment banking was the business of underwriting securities. Today, investment banking comprises a diverse set of businesses: security underwriting, advisory services, trading and sales, traditional and alternative asset management, etc. The purpose of this course is to provide financial intermediation theories, institutional knowledge, and analytical skills, and introduce students to a career in investment banking.