

BUSINESS Department

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- Chairperson of the Business Department
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Chestnut Hill College offers a Bachelor of Science (BS) in Accounting; a Bachelor of Science (BS) in Business Administration and Management with a concentration in either *General Business* or *Sports Management*; a Bachelor of Science (BS) in Marketing; and an interdisciplinary Bachelor of Science (BS) in International Business, Language, and Culture with a concentration in a *foreign language*.

Minors are available in Accounting; Business Administration and Management; International Business, Language and Culture; Marketing; and Sports Management. Interested students should contact Joseph Bucci, DeSales Center #1. Telephone: 215.248.7141. Email: buccij@chc.edu.

General Course Options

There are Business Department courses available to undergraduates looking to fulfill a *Core Requirement* or expand on interests without pursuing a minor. The following courses are open to students in any Major; however, they may not be offered every semester and may have Prerequisites. Courses are 3 credits unless indicated. Check the *Course Descriptions* section for information on the following courses for information on the following courses:

ACCT-103: Financial Accounting
BUSN-101: International Business
BUSN-102: Business Ethics (*Fulfills the Core Ethics Requirement*)
BUSN-104: Introduction to Business
BUSN-120: Law and the Business Enterprise
ECON-101: Principles of Macroeconomics (*Fulfills the Core Social Science Requirement*)
MKTG-203: Principles of Marketing

Advanced Placement Test Information

Generally, a score of 3 or above on an *Advanced Placement Test* earns academic credit at the College. Scores on the following tests are equivalent to the courses/credits indicated:

AP TEST	SCORE	EQUIVALENT COURSE
Macroeconomics	3, 4, or 5	ECON-101: Principles of Macroeconomics (<i>3 credits; Fulfills the Core Social Science Requirement</i>)
Microeconomics	3, 4, or 5	ECON-102: Principles of Microeconomics (<i>3 credits; Fulfills the Core Social Science Requirement</i>)

Career Connections, Public Speaking and Technology Requirements

Majors in the Business Department fulfill the Career Connections requirement by completing MGMT-204: Management and Organization of Human Resources and BUSN-498: Senior Seminar, which include presentations conducted by the Office of Career Development. Business majors are also required to attend two presentations per academic year offered by professional business practitioners through the Business Speakers Series. The Public Speaking requirement is fulfilled by completing MGMT-204: Management and Organization of Human Resources and BUSN-498: Senior Seminar, which provide training in public speaking and require students to make oral presentations based on written research projects. The Technology requirement is fulfilled by Business majors by completing CMSM-285: Management Information Systems and CMTC-103: Introduction to Microsoft Excel.

Departmental Honors

Eligibility is determined by mastery of the major field and by general ability. To be eligible a student must have declared a major, have achieved a grade point average of 3.6 or higher in the major and an overall grade point average of 3.5 or higher, and completed 60 semester hours toward his/her degree (12 of which must be credits in the major). In addition, the student must have the recommendation of the faculty in the major department. Students not meeting this criteria might be recommended for the program by the major department. In most instances, students will receive a formal, written invitation early in the Fall semester of their Junior year. The Departmental Honors program provides an opportunity for independent study and research culminating in an Honors thesis submitted in the spring of Senior year. All students who have successfully completed the Honors Program will be recognized with Honors in their Major at the annual Honors Convocation and on their academic transcripts. In addition, the title of the completed *Honors Thesis* will appear on the academic transcript.

Honor Societies

Established at the College in 2006, *Sigma Beta Delta*, the International Honor Society for Business, Management, and Administration, encourages and recognizes scholarship and accomplishment among students of business, management, and administration. Eligibility for election to membership is limited to those students that rank in the upper 20% of their class and have achieved a Career GPA of 3.50 at the time of invitation to membership following completion of at least one-half of the degree program in which they are enrolled. Transfer students who meet the qualifications for membership may be inducted after they have completed a minimum of one semester of academic work in the Business Department. Eligible students must be approved by the Department.

Phi Beta Lambda is part of the oldest and largest national student business organization in the United States where a quarter of a million students develop their skills for successfully competing in the business world and in the global economy. It is a student-run organization in which career development, ethical leadership, and collaborative teamwork skills are the main focus.

Accounting

Chestnut Hill College offers a Bachelor of Science (BS) in Accounting and a minor in Accounting. The study of accounting prepares the student for graduate or professional school, or for careers in public, private, or non-profit accounting. Students planning to sit for the *Uniform Certified Public Accounting (CPA)* examination are advised to contact the State Board of Accountancy in the state in which they plan to qualify for specific educational and experience requirements mandated by that state. The Major in Accounting provides students with both the theoretical background and application of the concepts, technology, and procedures of accounting. Students also study the basic areas of economics, finance, marketing, and management.

Major in Accounting

A minimum Career GPA of 2.00 and a minimum Major GPA of 2.00 are required for graduation. Students must earn a grade of C- (1.70) or better to successfully complete the requirements for the Major. An *Independent Study* may be available with appropriate permissions. Courses are 3 credits unless indicated and may not be offered every semester.

Requirements for the Major in Accounting

ACCT-103: Financial Accounting

ACCT-104: Managerial Accounting

ACCT-213: Intermediate Accounting Theory I

ACCT-214: Intermediate Accounting Theory II

ACCT-216: Taxes

ACCT-223: Cost Accounting

ACCT-333: Auditing

ACCT-363: Advanced Accounting Theory I

ACCT-364: Advanced Accounting Theory II

ACCT-498: Senior Seminar in Accounting

BUSN-104: Introduction to Business *

BUSN-120: Law and the Business Enterprise or PSCI-117: Business Law

CMSM-285: Management Information Systems

CMTC-103: Introduction to Microsoft Excel (1 credit)**

ECON-101: Macroeconomic Principles (Fulfills the Core Social Science Requirement)

ECON-102: Microeconomic Principles

ECON-201: Principles of Finance: Money and Banking

FINA-304: Corporate Finance

MATH-201: Mathematics for Management I/Finite Mathematics

MATH-202: Mathematics for Management II/Applied Calculus

MATH-227: Introduction to Probability and Statistics

MGMT-204: Organization and Management of Human Resources (Writing Intensive)

MGMT-300: Operations Management

MKTG-203: Marketing Principles

Sample Academic Plan

Major in Accounting

This is a *suggested academic plan only*; it is not meant to address each student's individual requirements or interests. Students will develop a personalized plan with a Faculty Advisor; however, it is the student's responsibility to be aware of, register for, and successfully complete all of the requirements for graduation in the Major. The minimum number of Academic Credits required for graduation is 120.

Year One/Fall	15 academic credits/16 credits total	Year One/Spring	15 academic credits/16 credits total
ACCT-103: Financial Accounting		ACCT-104: Managerial Accounting	
FILA-120: Foundations in the Liberal Arts		BUSN-104: Introduction to Business	
Foreign Language Requirement		ENGL-101: College Writing	
FYIN-120: First Year Initiative (1 credit non-academic)		Foreign Language Requirement or General Elective	
MATH-201: Math for Management I		MATH-202: Math for Management II	
RLST-104: The Religious Imagination		Physical Education Requirement #1 (1 credit non-academic)	
Year Two/Fall	15 academic credits	Year Two/Spring	16 academic credits
ACCT-213: Intermediate Accounting Theory I		ACCT-214: Intermediate Accounting Theory II	
ECON-101: Macroeconomic Principles		BUSN-120: Law and the Business Enterprise	
GLST-201: Global Awareness Seminar		CMTC-103: Introduction to Microsoft Excel (1 credit)	
MATH-227: Introduction to Probability and Statistics		Core Ethics Requirement (BUSN-102)	
Core Arts Requirement		ECON-102: Microeconomic Principles	
		MGMT-204: Organization and Management of HR	

Year Three/Fall	15 academic credits	Year Three/Spring	15 academic credits/16 credits total
ACCT-216: Taxes		ACCT-223: Cost Accounting	
ACCT-363: Advanced Accounting Theory I		ACCT-364: Advanced Accounting Theory II	
Core Natural Science Requirement		Core Literature Requirement	
ECON-201: Principles of Finance		FINA-304: Corporate Finance	
MGMT-300: Operations Management		General Elective	
		Physical Education Requirement #2 (1 credit non-academic)	
Year Four/Fall	15 academic credits	Year Four/Spring	15 academic credits
CMSM-285: Management Information Systems		ACCT-333: Auditing	
Core History Requirement		ACCT-498: Senior Seminar in Accounting	
Core Religious Studies 200-Level Requirement		General Elective	
General Elective		General Elective	
MKTG-203: Marketing Principles		General Elective	

Minor in Accounting

Students must earn a grade of C- (1.70) or better to successfully complete the requirements for the minor. Courses are 3 credits and may not be offered every semester.

Requirements for the Minor in Accounting

- ACCT-103: Financial Accounting
- ACCT-104: Managerial Accounting
- ACCT-213: Intermediate Accounting Theory I
- ACCT-214: Intermediate Accounting Theory II
- ACCT-216: Taxes
- BUSN-120: Law and the Business Enterprise or PSCI-117: Business Law

Business Administration and Management

Chestnut Hill College offers a Bachelor of Science (BS) in Business Administration and Management with a choice of concentration in *General Business* or *Sports Management* (BS in Management changed Fall 2013) and a minor in Business Administration and Management (re-introduced in Fall 2013). The Business Administration and Management curricula are designed to provide the student with knowledge in the basic areas of accounting, economics, finance, marketing, operations management, and entrepreneurship.

Major in Business Administration and Management with Concentration in General Business

A minimum Career GPA of 2.00 and a minimum Major GPA of 2.00 are required for graduation. Students must earn a grade of C- (1.70) or better to successfully complete the requirements for the Major. An *Independent Study* may be available with appropriate permissions; *Special Topics* courses are repeatable for credit, as are all of the *Internship* courses (course number 401). Courses are 3 credits unless indicated and may not be offered every semester.

Requirements for the Major in Business Administration and Management with General Business Concentration

ACCT-103: Financial Accounting

ACCT-104: Managerial Accounting

BUSN-104: Introduction to Business

BUSN-120: Law and the Business Enterprise or PSCI-117: Business Law

BUSN-498: Senior Seminar in Business

CMSM-285: Management Information Systems

CMTC-103: Introduction to Excel (1 credit)*

ECON-101: Macroeconomic Principles (Fulfills the Core Social Science Requirement)

ECON-102: Microeconomic Principles

ECON-201: Principles of Finance

ECON-211: Introduction to Global Economics

FINA-304: Corporate Finance

MATH-201: Mathematics for Management I/Finite Mathematics

MATH-202: Mathematics for Management II/Applied Calculus

MATH-227: Introduction to Probability and Statistics

MGMT-204: Organization and Management of Human Resources (Writing Intensive)

MGMT-300: Operations Management

MGMT-302: Entrepreneurship

or MGMT-303: Strategic Management

MKTG-203: Marketing Principles

Three Business Department Electives (9 credits minimum)

Business Department Electives:

ACCT-213: Intermediate Accounting Theory I

ACCT-214: Intermediate Accounting Theory II

ACCT-216: Taxes

ACCT-223: Cost Accounting

ACCT-281: Special Topics in Accounting

ACCT-333: Auditing

ACCT-363: Advanced Accounting Theory I

ACCT-364: Advanced Accounting Theory II

ACCT-481: Advanced Special Topics in Accounting

BUSN-101: International Business

BUSN-102: Business Ethics (Fulfills Core Ethics Requirement)

BUSN-252: Business of Music

BUSN-281: Special Topics in Business

BUSN-401: Internship in Business

BUSN-481: Advanced Special Topics in Business

BUSN-490: Independent Study in Business

ECON-109: Environmental Economics

ECON-312: History of Economic Thought

FINA-181: Introduction to Investments and Securities

FINA-336: Financial Markets and Institutions

FINA-352: International Financial Management

MGMT-105: Principles of Management

MGMT-205: Project Management

MGMT-206: Purchasing and Supply Chain Management

MGMT-281: Special Topics in Management

MGMT-302: Entrepreneurship

MGMT-303: Strategic Management

MGMT-304: Culture in International Decision-Making

MGMT-401: Internship in Management

MGMT-481: Advanced Special Topics in Management

MGMT-490: Independent Study in Management

MKTG-205: Consumer Behavior

MKTG-206: International Marketing

MKTG-253: Retailing

MKTG-254: Advertising

MKTG-255: Public Relations

MKTG-256: Personal Selling and Sales Force Management

MKTG-310: Marketing Research

MKTG-365: Marketing Management

SPMA-210: Introduction to Sports Management

SPMA-220: Event Planning

SPMA-230: Facilities Management

SPMA-320: Sports Law

SPMA-330: Sports Marketing

SPMA-340: Sports Finance

Sample Academic Plan

Major in Business Administration with Concentration in General Business

This is a *suggested academic plan only*; it is not meant to address each student's individual requirements or interests. Students will develop a personalized plan with a Faculty Advisor; however, it is the student's responsibility to be aware of, register for, and successfully complete all of the requirements for graduation in the Major. Declaration of minor not required for graduation. The minimum number of Academic Credits required for graduation is 120.

Year One/Fall	15 academic credits/16 credits total	Year One/Spring	15 academic credits/16 credits total
ACCT-103: Financial Accounting BUSN-104: Introduction to Business FILA-120: Foundations in the Liberal Arts Foreign Language Requirement FYIN-120: First Year Initiative (1 credit non-academic) MATH-201: Math for Management I		ACCT-104: Managerial Accounting ENGL-101: College Writing Foreign Language Requirement or General Elective MATH-202: Math for Management II Physical Education Requirement #1 (1 credit non-academic) RLST-104: The Religious Imagination	
Year Two/Fall	15 academic credits	Year Two/Spring	16 academic credits
ECON-101: Macroeconomic Principles GLST-201: Global Awareness Seminar MATH-227: Introduction to Probability and Statistics Core Religious Studies 200-Level Requirement Core History Requirement		BUSN-120: Law and the Business Enterprise CMTC-103: Introduction to Microsoft Excel (1 credit) Core Ethics Requirement (BUSN-102) Core Literature Requirement ECON-102: Microeconomic Principles MGMT-204: Organization and Management of HR	
Year Three/Fall	15 academic credits	Year Three/Spring	15 academic credits/16 credits total
Core Natural Science Requirement ECON-201: Principles of Finance MGMT-300: Operations Management MGMT-302: Entrepreneurship <i>OR</i> MGMT-303: Strategic Management MKTG-203: Marketing Principles		Business Elective #1 Business Elective #2 CMSM-285: Management Information Systems ECON-211: Introduction to Global Economics FINA-304: Corporate Finance Physical Education Requirement #2 (1 credit non-academic)	
Year Four/Fall	15 academic credits	Year Four/Spring	15 academic credits
Business Elective #3 Core Arts Requirement Minor #1 or General or Business Elective Minor #2 or General or Business Elective Minor #3 or General or Business Elective		BUSN-498: Senior Seminar in Business Minor #4 or General or Business Elective Minor #5 or General Elective Minor #6 or General Elective General Elective	

Major in Business Administration and Management with Concentration in Sports Management

A minimum Career GPA of 2.00 and a minimum Major GPA of 2.00 are required for graduation. Students must earn a grade of C- (1.70) or better to successfully complete the requirements for the Major. An *Independent Study* may be available with appropriate permissions; *Special Topics* courses are repeatable for credit, as are all of the Internship courses (course number 401). Courses are 3 credits unless indicated and may not be offered every semester.

Requirements for the Major in Business Administration and Management with Sports Mgmt Concentration

ACCT-103: Financial Accounting
ACCT-104: Managerial Accounting
BUSN-104: Introduction to Business
BUSN-120: Law and the Business Enterprise or PSCI-117: Business Law
BUSN-498: Senior Seminar in Business
CMSM-285: Management and Information Systems
CMTC-103: Introduction to Excel (1 credit)
ECON-101: Macroeconomic Principles (Fulfills the Core Social Science Requirement)
ECON-102: Microeconomic Principles
ECON-201: Principles of Finance
ECON-211: Introduction to Global Economics
FINA-304: Corporate Finance
MATH-201: Mathematics for Management I/Finite Mathematics
MATH-202: Mathematics for Management II/Applied Calculus
MATH-227: Introduction to Probability and Statistics
MGMT-204: Organization and Management of Human Resources (Writing Intensive)
MGMT-300: Operations Management
MGMT-302: Entrepreneurship
or MGMT-303: Strategic Management
MKTG-203: Marketing Principles
SPMA-210: Introduction to Sports Management
SPMA-220: Event Planning
SPMA-230: Facilities Management
SPMA-320: Sports Law
SPMA-330: Sports Marketing
SPMA-340: Sports Finance

Sample Academic Plan

Major in Business Administration and Management with Concentration in Sports Management

This is a *suggested academic plan only*; it is not meant to address each student's individual requirements or interests. Students will develop a personalized plan with a Faculty Advisor; however, it is the student's responsibility to be aware of, register for, and successfully complete all of the requirements for graduation in the Major. Declaration of minor not required for graduation. The minimum number of Academic Credits required for graduation is 120.

Year One/Fall	15 academic credits/16 credits total	Year One/Spring	15 academic credits/16 credits total
ACCT-103: Financial Accounting		ACCT-104: Managerial Accounting	
BUSN-104: Introduction to Business		ENGL-101: College Writing	
FILA-120: Foundations in the Liberal Arts		Foreign Language Requirement or General Elective	
Foreign Language Requirement		MATH-202: Math for Management II	
FYIN-120: First Year Initiative (1 credit non-academic)		Physical Education Requirement #1 (1 credit non-academic)	
MATH-201: Math for Management I		RLST-104: The Religious Imagination	
Year Two/Fall	15 academic credits	Year Two/Spring	16 academic credits
ECON-101: Macroeconomic Principles		BUSN-120: Law and the Business Enterprise	
GLST-201: Global Awareness Seminar		CMTC-103: Introduction to Microsoft Excel (1 credit)	
MATH-227: Introduction to Probability and Statistics		Core Ethics Requirement (BUSN-102)	
Core Religious Studies 200-Level Requirement		ECON-102: Microeconomic Principles	
SPMA-210: Introduction to Sports Management		MGMT-204: Organization and Management of HR	
		SPMA-220: Event Planning	
Year Three/Fall	15 academic credits	Year Three/Spring	15 academic credits/16 credits total
ECON-201: Principles of Finance		CMSM-285: Management Information Systems	
MGMT-300: Operations Management		Core Literature Requirement	
MGMT-302: Entrepreneurship		ECON-211: Introduction to Global Economics	
OR MGMT-303: Strategic Management		FINA-304: Corporate Finance	
MKTG-203: Marketing Principles		Physical Education Requirement #2 (1 credit non-academic)	
SPMA-230: Facilities Management		SPMA-320: Sports Law	
Year Four/Fall	15 academic credits	Year Four/Spring	15 academic credits
Core Arts Requirement		BUSN-498: Senior Seminar in Business	
Core History Requirement		General or Business Elective	
Core Natural Science Requirement		General or Business Elective	
SPMA-330: Sports Marketing		General or Business Elective	
SPMA-340: Sports Finance		General or Business Elective	

Minor in Business Administration and Management

Students must earn a grade of C- (1.70) or better to successfully complete the requirements for the minor. An *Independent Study* may be available with appropriate permissions; *Special Topics* courses are repeatable for credit, as is *BUSN-401: Internship in Business*. Courses are 3 credits and may not be offered every semester.

Requirements for the Minor in Business Administration and Management

ACCT-103: Financial Accounting

BUSN-104: Introduction to Business

ECON-101: Principles of Macroeconomics (*Fulfills the Core Social Science Requirement*)

Three Business Administration Minor Electives (9 credits)

Business Administration Minor Electives:

ACCT-104: Managerial Accounting

BUSN-102: Business Ethics

BUSN-120: Law and the Business Enterprise or PSCI-117: Business Law

BUSN-281: Special Topics in Business

BUSN-401: Internship in Business

BUSN-481: Advanced Special Topics in Business

BUSN-490: Independent Study in Business

ECON-102: Principles of Microeconomics

ECON-211: Introduction to Global Economics

ECON-201: Principles of Finance: Money and Banking

MGMT-204: Organization and Management of HR

MGMT-300: Operations Management

MGMT-302: Entrepreneurship

MKTG-203: Principles of Marketing

Minor in Sports Management

New minor introduced Fall 2013. Students must earn a grade of C- (1.70) or better to successfully complete the requirements for the minor. Courses are 3 credits and may not be offered every semester. Requirements are developed on case-by-case basis at the discretion of the Business Department.

Requirements for the Minor in Sports Management

Six Sports Management Minor Electives (18 credits)

Marketing

Chestnut Hill College offers a Bachelor of Science (BS) in Marketing as well as a minor in Marketing. The Marketing program is designed to provide the student with an in-depth exposure to the various facets of marketing including the role of the marketing function in the organization, consumer buying decision processes within the context of marketing strategies, market research analysis and planning.

Major in Marketing

A minimum Career GPA of 2.00 and a minimum Major GPA of 2.00 are required for graduation. Students must earn a grade of C- (1.70) or better to successfully complete the requirements for the Major. An *Independent Study* may be available with appropriate permissions; *Special Topics* courses are repeatable for credit, as is MKTG-401: *Internship in Marketing*. Courses are 3 credits unless indicated and may not be offered every semester.

Requirements for the Major in Marketing

ACCT-103: Financial Accounting
ACCT-104: Managerial Accounting
BUSN-104: Introduction to Business
BUSN-120: Law and the Business Enterprise or PSCI-117: Business Law
CMSM-285: Management Information Systems
CMTC-103: Introduction to Microsoft Excel (1 credit)
ECON-101: Principles of Macroeconomics (Fulfills the Core Social Science Requirement)
ECON-102: Principles of Microeconomics
ECON-201: Principles of Finance: Money and Banking
FINA-304: Corporate Finance
MATH-201: Mathematics for Management I/Finite Mathematics
MATH-202: Mathematics for Management II/Applied Calculus
MATH-227: Introduction to Probability and Statistics
MGMT-302: Entrepreneurship
or MGMT-303: Strategic Management
MKTG-203: Marketing Principles
MKTG-205: Consumer Behavior
MKTG-310: Marketing Research
MKTG-365: Marketing Management
MKTG-498: Senior Seminar in Marketing
Three Marketing Electives (9 credits minimum)

Marketing Electives:

MKTG-206: International Marketing	MKTG-281: Special Topics in Marketing
MKTG-253: Retailing	MKTG-401: Internship in Marketing
MKTG-254: Advertising	MKTG-481: Advanced Special Topics in Marketing
MKTG-255: Public Relations	MKTG-490: Independent Study in Marketing
MKTG-256: Personal Selling and Sales Force Management	SPMA-220: Event Planning

Sample Academic Plan

Major in Marketing

This is a *suggested academic plan only*; it is not meant to address each student's individual requirements or interests. Students will develop a personalized plan with a Faculty Advisor; however, it is the student's responsibility to be aware of, register for, and successfully complete all of the requirements for graduation in the Major. The minimum number of Academic Credits required for graduation is 120.

Year One/Fall	15 academic credits/16 credits total	Year One/Spring	15 academic credits/16 credits total
ACCT-103: Financial Accounting		ACCT-104: Managerial Accounting	
BUSN-104: Introduction to Business		ENGL-101: College Writing	
FILA-120: Foundations in the Liberal Arts		Foreign Language Requirement or General Elective	
Foreign Language Requirement		MATH-202: Math for Management II	
FYIN-120: First Year Initiative (1 credit non-academic)		Physical Education Requirement #1 (1 credit non-academic)	
MATH-201: Math for Management I		MKTG-203: Marketing Principles	
Year Two/Fall	15 academic credits	Year Two/Spring	16 academic credits
ECON-101: Macroeconomic Principles		BUSN-120: Law and the Business Enterprise	
GLST-201: Global Awareness Seminar		CMTC-103: Introduction to Microsoft Excel (1 credit)	
MATH-227: Introduction to Probability and Statistics		Core Literature Requirement	
MKTG-205: Consumer Behavior		Core Religious Studies 200-Level Requirement	
RLST-104: The Religious Imagination		ECON-102: Microeconomic Principles	
		MGMT-204: Organization and Management of HR	
Year Three/Fall	15 academic credits	Year Three/Spring	15 academic credits/16 credits total
Core History Requirement		CMSM-285: Management Information Systems	
Core Natural Science Requirement		FINA-304: Corporate Finance	
ECON-201: Principles of Finance		Marketing Elective #1	
MGMT-302: Entrepreneurship		Marketing Elective #2	

OR MGMT-303: Strategic Management
MKTG-310: Marketing Research

Year Four/Fall **15 academic credits**

Core Arts Requirement
Core Ethics Requirement (BUSN-102)
Marketing Elective #3
Minor #1 or General or Business Elective
Minor #2 or General or Business Elective

MKTG-365: Marketing Management
Physical Education Requirement #2 (1 credit non-academic)

Year Four/Spring **15 academic credits**

MKTG-498: Senior Seminar in Marketing
Minor #3 or General or Business Elective
Minor #4 or General or Business Elective
Minor #5 or General Elective
Minor #6 or General Elective

Minor in Marketing

Students must earn a grade of C- (1.70) or better to successfully complete the requirements for the minor. An *Independent Study* may be available with appropriate permissions; *Special Topics* courses are repeatable for credit, as is *MKTG-401: Internship in Marketing*. Courses are 3 credits unless indicated and may not be offered every semester.

Requirements for the Minor in Marketing

MKTG-203: Marketing Principles

MKTG-205: Consumer Behavior

MKTG-206: International Marketing

MKTG-254: Advertising

MKTG-365: Marketing Management

One Marketing Minor Elective (3 credits)

Marketing Minor Electives:

MKTG-253: Retailing

MKTG-255: Public Relations

MKTG-256: Personal Selling and Sales Force Management

MKTG-281: Special Topics in Marketing

MKTG-401: Internship in Marketing

MKTG-481: Advanced Special Topics in Marketing

MKTG-490: Independent Study in Marketing

SPMA-220: Event Planning

International Business, Language and Culture

Chestnut Hill College offers a Bachelor of Science (BS) in International Business, Language, and Culture (IBLC) with a Concentration in French, Spanish, German, or another approved language (may require additional study at other institutions at home or abroad), and a minor in International Business.

IBLC is an interdisciplinary, globally oriented program that includes a strong language component. It will provide solid preparation for a career in international business, in profit and not-for-profit organizations, competence in French, Spanish, or another language and culture, and a foundation for graduate study. Supporting courses in other departments complement the Major requirements. Students should discuss any plans for a second Major or minor with an advisor as soon as possible. Also offered is the minor in International Business, Language and Culture.

Seven courses (21 credits) are required in the same foreign language. At least five of these must be on the 200 level or above. At the Faculty Adviser's discretion, a native speaker of a foreign language may be permitted to substitute a maximum of four courses (12 credits) in a non-native language to fulfill four of the language courses required in the major. For example, a native Spanish speaker may be permitted, at the Faculty Adviser's discretion, to take four courses in French to fulfill the Spanish language courses required in the major.

For assistance with the Major or minor, please contact Sr. Mary Helen Kashuba, Room 25B, Fournier Hall. Telephone: 215.248.7124. Email: kashubam@chc.edu or Barbara Diemer, DeSales Center, Office #5, Telephone: 215-248-7033, Email: DiemerB@chc.edu.

Departmental Honors

Eligibility is determined by mastery of the major field and by general ability. To be eligible a student must have declared a major, have achieved a grade point average of 3.6 or higher in the major and an overall grade point average of 3.5 or higher, and completed 60 semester hours toward his/her degree (12 of which must be credits in the major). In addition, the student must have the recommendation of the faculty in the major department. Students not meeting this criteria might be recommended for the program by the major department. In most instances, students will receive a formal, written invitation early in the Fall semester of their Junior year. The Departmental Honors program provides an opportunity for independent study and research culminating in an Honors thesis submitted in the spring of Senior year. All students who have successfully completed the Honors Program will be recognized with Honors in their Major at the annual Honors Convocation and on their academic transcripts. In addition, the title of the completed *Honors Thesis* will appear on the academic transcript.

International Experience Abroad

The International Experience Abroad is required of all IBLC majors. It is optional for international students (not American citizens or residents). Students may fulfill this requirement by one or a combination of the following:

Study abroad at an approved institution in a country where the target language is spoken. Students must take at least one course in the target language. The Study Program must extend for a minimum of one month. A semester is recommended.

An approved internship abroad in a country where the target language is spoken. The student must demonstrate some use of the language.

An approved work-study tour of three to five companies in a country where the target language is spoken. The student must demonstrate some use of the language.

In order to participate in any of these options, students must have the approval of the Chairs of the Business and Foreign Language Departments as well as the Internship Coordinator and Study Abroad Director where appropriate. The student is expected to earn academic credits for study abroad, internships, or a work-study tour. Credits earned in any of these activities with a C or better will be accepted by Chestnut Hill College provided that all the College regulations for Study Abroad and Internships have been observed. Some options for study abroad are the University of Salamanca, Spain, the American Business School in Paris, France and CEFAM in Lyon, France. Consult the Office of Study Abroad for further information and other possibilities.

An internship in United States is highly recommended for all IBLC students, in addition to the required International Experience. Students are expected to fulfill all the Internship requirements and earn academic credit.

Major in International Business, Language and Culture with Concentration in French

A minimum Career GPA of 2.00 and a minimum Major GPA of 2.00 are required for graduation. Students must earn a grade of C- (1.70) or better to successfully complete the requirements for the Major. An *Independent Study* may be available with appropriate permissions; *Special Topics* courses are repeatable for credit, as is *FREN-401: Internship in French*.

At the Faculty Advisor's discretion, a native speaker of a foreign language may be permitted to substitute a maximum of four courses (12 credits) in a non-native language to fulfill four of language courses required in the major. For example, a native French speaker may be permitted, at the Faculty Advisor's discretion, to take four courses in Spanish to fulfill the French language courses required in the major.

One semester abroad is highly recommended and students work with a Faculty Advisor to determine which semester is the most appropriate for that experience. Enrollment in Summer Session courses may be necessary to complete the program in four years. Courses are 3 credits unless indicated and may not be offered every semester.

Requirements for the Major in IBLC with Concentration in French

ACCT-103: Financial Accounting
ACCT-104: Managerial Accounting
BUSN-101: International Business
CMSM-285: Management Information Systems
CMTC-103: Introduction to Excel (1 credit)*
ECON-101: Microeconomic Principles (Fulfills the Core Social Science Requirement)
ECON-102: Macroeconomic Principles
ECON-201: Principles of Money and Banking
ECON-211: Introduction to Global Economics
FINA-304: Corporate Finance
FINA-352: International Financial Management
FREN-221: Grammaire et Composition (Writing Intensive; Fulfills the Core Foreign Language Requirement)
FREN-222: French for Oral Proficiency
FREN-228: Le Français Commercial
FREN-231: Introduction à la Culture Française I
FREN-232: Introduction à la Culture Française II
IBLC-498: Senior Seminar in IBLC
MATH-201: Mathematics for Management I
MATH-202: Mathematics for Management II
MATH-227: Introduction to Probability Statistics
MGMT-304: International Business Decision-Making
MKTG-203: Marketing Principles
MKTG-206: International Marketing
PSCI-341: International Political Economy
Two French Electives (6 credits minimum)

French Electives:

FREN-103: Intermediate French Culture & Language I **	FREN-353: Romantisme et Réalisme (Fulfills the Core Lit Req)
FREN-214: Intermediate French Culture & Language II **	FREN-354: Le Vingtième Siècle (Fulfills the Core Lit Req)
FREN-231: Intro à la Culture Française/Historical	FREN-355: Le Classicisme Éternel (Fulfills the Core Lit Req)
FREN-232: Intro à la Culture Française/Contemporary	FREN-361: Littérature Francophone (Fulfills the Core Lit Req)
FREN-281: Special Topics in French Culture	FREN-401: Internship in French
FREN-281: Special Topics in French Language	FREN-481: Advanced Special Topics in French Culture
FREN-281: Special Topics in French Literature	FREN-481: Advanced Special Topics in French Language
FREN-341: Le Dix-septième Siècle (Fulfills the Core Lit Req)	FREN-481: Advanced Special Topics in French Literature
FREN-342: Le Siècle des Lumières (Fulfills the Core Lit Req)	

**At the Faculty Advisor's discretion and if warranted by language placement.

Sample Academic Plan

Major in IBLC with Concentration in French

This is a *suggested academic plan only*; it is not meant to address each student's individual requirements or interests. Students will develop a personalized plan with a Faculty Advisor; however, it is the student's responsibility to be aware of, register for, and successfully complete all of the requirements for graduation in the Major. The minimum number of Academic Credits required for graduation is 120.

Year One/Fall	15 academic credits/16 credits total	Year One/Spring	15 academic credits/16 credits total
ACCT-103: Financial Accounting BUSN-101: International Business FILA-120: Foundations in the Liberal Arts FREN-221: Grammaire et Composition FYIN-120: First Year Initiative (1 credit non-academic) MATH-201: Math for Management I		ACCT-104: Managerial Accounting ENGL-101: College Writing FREN-222: French for Oral Proficiency MATH-202: Math for Management II Physical Education Requirement #1 (1 credit non-academic) RLST-104: The Religious Imagination	
Year Two/Fall	15 academic credits	Year Two/Spring	16 academic credits
Core Arts Requirement ECON-101: Macroeconomic Principles FREN-231: Introduction à la Culture Française I GLST-201: Global Awareness Seminar MATH-227: Introduction to Probability and Statistics		CMTC-103: Introduction to Microsoft Excel (1 credit) Core Ethics Requirement Core Religious Studies 200-Level Requirement ECON-102: Microeconomic Principles FREN-232: Introduction à la Culture Française II French Elective #1	
Year Three/Fall	15 academic credits	Year Three/Spring	15 academic credits/16 credits total
ECON-201: Principles of Finance FREN-228: Le Français Commercial MGMT-304: International Business Decision-Making MKTG-203: Marketing Principles MKTG-206: International Marketing		CMSM-285: Management Information Systems Core History Requirement ECON-211: Introduction to Global Economics FINA-304: Corporate Finance Physical Education Requirement #2 (1 credit non-academic) PSCI-341: International Political Economy	
Year Four/Fall	15 academic credits	Year Four/Spring	15 academic credits
Core Natural Science Requirement FINA-352: International Financial Management French Elective #2 IBLC-498: Senior Seminar in IBLC Minor #1 or General Elective		Minor #2 or General Elective Minor #3 or General Elective Minor #4 or General Elective Minor #5 or General Elective Minor #6 or General Elective	

Major in International Business, Language and Culture with Concentration in Spanish

A minimum Career GPA of 2.00 and a minimum Major GPA of 2.00 are required for graduation. Students must earn a grade of C- (1.70) or better to successfully complete the requirements for the Major. An *Independent Study* may be available with appropriate permissions; *Special Topics* courses are repeatable for credit, as is SPAN-401: *Internship in Spanish*.

At the Faculty Advisor's discretion, a native speaker of a foreign language may be permitted to substitute a maximum of four courses (12 credits) in a non-native language to fulfill four of language courses required in the major. For example, a native Spanish speaker may be permitted, at the Faculty Advisor's discretion, to take four courses in French to fulfill the Spanish language courses required in the major.

One semester abroad is highly recommended and students work with a Faculty Advisor to determine which semester is the most appropriate for that experience. Enrollment in Summer Session courses may be necessary to complete the program in four years. Courses are 3 credits unless indicated and may not be offered every semester.

Requirements for the Major in IBLC with a Concentration in Spanish

ACCT-103: Financial Accounting
ACCT-104: Managerial Accounting
BUSN-101: International Business
CMSM-285: Management Information Systems
CMTC-103: Introduction to Excel (1 credit)*
ECON-101: Microeconomic Principles (Fulfills the Core Social Science Requirement)
ECON-102: Macroeconomic Principles
ECON-201: Principles of Money and Banking
ECON-211: Introduction to Global Economics
FINA-304: Corporate Finance
FINA-352: International Financial Management
IBLC-498: Senior Seminar in IBLC
MATH-201: Mathematics for Management I
MATH-202: Mathematics for Management II
MATH-227: Introduction to Probability Statistics
MGMT-304: International Business Decision-Making
MKTG-203: Marketing Principles
MKTG-206: International Marketing
PSCI-341: International Political Economy

SPAN-221: Advanced Grammar and Composition (*Writing Intensive; Fulfills the Core Foreign Language Requirement*)

SPAN-222: Advanced Conversation

SPAN-228: Commercial Spanish

SPAN-231: Introduction to Hispanic Culture/Spain

SPAN-232: Introduction to Hispanic Culture/Latin America

Two Spanish Electives (6 credits)

Spanish Electives:

SPAN-103: Intermediate Spanish Culture & Language I **

SPAN-214: Intermediate Spanish Culture & Language II **

SPAN-230: Spain/Works of Lorca (*Fulfills the Core Lit Req*)

SPAN-261: Hispanic Literature I (*Fulfills the Core Lit Req*)

SPAN-262: Hispanic Literature II (*Fulfills the Core Lit Req*)

SPAN-263: Hispanic Literature III (*Fulfills the Core Lit Req*)

SPAN-281: Special Topics in Spanish Culture

SPAN-281: Special Topics in Spanish Language

SPAN-281: Special Topics in Spanish Literature

SPAN-354: Contemporary Spanish Lit (*Fulfills the Core Lit Req*)

SPAN-355: Contemp Latin Am Lite (*Fulfills the Core Lit Req*)

SPAN-361: Literary Works/Movies (*Fulfills the Core Lit Req*)

SPAN-362: Hispanic Women Writers

SPAN-481: Advanced Special Topics in Spanish Culture

SPAN-481: Advanced Special Topics in Spanish Language

SPAN-481: Advanced Special Topics in Spanish Literature

SPAN-490: Independent Study in Spanish

**At the Faculty Advisor's discretion and if warranted by language placement.

Sample Academic Plan

Major in IBLC with Concentration in Spanish

This is a *suggested academic plan only*; it is not meant to address each student's individual requirements or interests. Students will develop a personalized plan with a Faculty Advisor; however, it is the student's responsibility to be aware of, register for, and successfully complete all of the requirements for graduation in the Major. The minimum number of Academic Credits required for graduation is 120.

Year One/Fall	15 academic credits/16 credits total	Year One/Spring	15 academic credits/16 credits total
ACCT-103: Financial Accounting		ACCT-104: Managerial Accounting	
BUSN-101: International Business		ENGL-101: College Writing	
FILA-120: Foundations in the Liberal Arts		MATH-202: Math for Management II	
FYIN-120: First Year Initiative (1 credit non-academic)		Physical Educ Requirement #1 (1 credit non-academic)	
MATH-201: Math for Management I		RLST-104: The Religious Imagination	
SPAN-221: Advanced Grammar and Composition		SPAN-222: Advanced Conversation	
Year Two/Fall	15 academic credits	Year Two/Spring	16 academic credits
Core Arts Requirement		CMTC-103: Introduction to Microsoft Excel (1 credit)	
ECON-101: Macroeconomic Principles		Core Ethics Requirement	
GLST-201: Global Awareness Seminar		Core Religious Studies 200-Level Requirement	
MATH-227: Introduction to Probability and Statistics		ECON-102: Microeconomic Principles	
SPAN-231: Introduction to Hispanic Culture/Spain		SPAN-232: Introduction to Hispanic Culture/Latin America	
		Spanish Elective #1	
Year Three/Fall	15 academic credits	Year Three/Spring	15 academic credits/16 credits total
ECON-201: Principles of Finance		CMTC-285: Management Information Systems	
MGMT-304: International Business Decision-Making		Core History Requirement	
MKTG-203: Marketing Principles		ECON-211: Introduction to Global Economics	
MKTG-206: International Marketing		FINA-304: Corporate Finance	
SPAN-228: Commercial Spanish		Physical Educ Requirement #2 (1 credit non-academic)	
		PSCI-341: International Political Economy	
Year Four/Fall	15 academic credits	Year Four/Spring	15 academic credits
FINA-352: International Financial Management		Minor #2 or General Elective	
Spanish Elective #2		Minor #3 or General Elective	
Core Natural Science Requirement		Minor #4 or General Elective	
IBLC-498: Senior Seminar in IBLC		Minor #5 or General Elective	
Minor #1 or General Elective		Minor #6 or General Elective	

Major in International Business, Language and Culture with Concentration in German

A minimum Career GPA of 2.00 and a minimum Major GPA of 2.00 are required for graduation. Students must earn a grade of C- (1.70) or better to successfully complete the requirements for the Major. An *Independent Study* may be available with appropriate permissions; *Special Topics* courses are repeatable for credit, as is *GERM-401: Internship in German*.

At the Faculty Adviser's discretion, a native speaker of a foreign language may be permitted to substitute a maximum of four courses (12 credits) in a non-native language to fulfill four of language courses required in the major. For example, a native German speaker may be permitted, at the Faculty Adviser's discretion, to take four courses in French to fulfill the German language courses required in the major.

One semester abroad is highly recommended and students work with a Faculty Advisor to determine which semester is the most appropriate for that experience. Enrollment in Summer Session courses may be necessary to complete the program in four years. Courses are 3 credits unless indicated and may not be offered every semester.

Requirements for the Major in IBLC with Concentration in German

ACCT-103: Financial Accounting
ACCT-104: Managerial Accounting
BUSN-101: International Business
CMSM-285: Management Information Systems
CMTC-103: Introduction to Excel (1 credit)*
ECON-101: Microeconomic Principles (Fulfills the Core Social Science Requirement)
ECON-102: Macroeconomic Principles
ECON-201: Principles of Money and Banking
ECON-211: Introduction to Global Economics
FINA-304: Corporate Finance
FINA-352: International Financial Management
IBLC-498: Senior Seminar in IBLC
MATH-201: Mathematics for Management I
MATH-202: Mathematics for Management II
MATH-227: Introduction to Probability Statistics
MGMT-304: International Business Decision-Making
MKTG-203: Marketing Principles
MKTG-206: International Marketing
PSCI-341: International Political Economy
GERM-228: Commercial German
Six German Electives (18 credits minimum)

German Electives:

GERM-103: Intermediate German Culture & Language I **
 GERM-214: Intermediate German Culture & Language II **
 GERM-281: Special Topics in German Culture
 GERM-281: Special Topics in German Language
 GERM-281: Special Topics in German Literature

GERM-401: Internship in German
 GERM 481: Advanced Special Topics in German Culture
 GERM 481: Advanced Special Topics in German Language
 GERM 481: Advanced Special Topics in German Literature

** At the Faculty Adviser's discretion and if warranted by language placement.

Sample Academic Plan

Major in IBLC with Concentration in German

This is a *suggested academic plan only*; it is not meant to address each student's individual requirements or interests. Students will develop a personalized plan with a Faculty Advisor; however, it is the student's responsibility to be aware of, register for, and successfully complete all of the requirements for graduation in the Major. The minimum number of Academic Credits required for graduation is 120.

Year One/Fall	15 academic credits/16 credits total	Year One/Spring	15 academic credits/16 credits total
ACCT-103: Financial Accounting		ACCT-104: Managerial Accounting	
BUSN-101: International Business		ENGL-101: College Writing	
FILA-120: Foundations in the Liberal Arts		GERM-228: Commercial German	
FYIN-120: First Year Initiative (1 credit non-academic)		MATH-202: Mathematics for Management II	
German Elective #1		Physical Education Requirement #1 (1 credit non-academic)	
MATH-201: Mathematics for Management I		RLST-104: The Religious Imagination	
Year Two/Fall	15 academic credits	Year Two/Spring	16 academic credits
Core Arts Requirement		CMTC-103: Introduction to Microsoft Excel (1 credit)	
ECON-101: Macroeconomic Principles		Core Ethics Requirement	
German Elective #2		Core Religious Studies 200-Level Requirement	
GLST-201: Global Awareness Seminar		ECON-102: Macroeconomic Principles	
MATH-227: Introduction to Probability and Statistics		German Elective #3	
		German Elective #4	
Year Three/Fall	15 academic credits	Year Three/Spring	15 academic credits/16 credits total
ECON-201: Principles of Finance		CMSM-285: Management Information Systems	
German Elective #5		Core History Requirement	
MGMT-304: International Business Decision-Making		ECON-211: Introduction to Global Economics	
MKTG-203: Marketing Principles		FINA-304: Corporate Finance	
MKTG-206: International Marketing		Physical Education Requirement #2 (1 credit non-academic)	
		PSCI-341: International Political Economy	
Year Four/Fall	15 academic credits	Year Four/Spring	15 academic credits
Core Natural Science Requirement		Minor #2 or General Elective	
FINA-352: International Financial Management		Minor #3 or General Elective	
German Elective #6		Minor #4 or General Elective	
IBLC-498: Senior Seminar in IBLC		Minor #5 or General Elective	
Minor #1 or General Elective		Minor #6 or General Elective	

Minor in International Business, Language and Culture

The International Business, Language and Culture Minor is designed to provide students with an understanding of the theory, structure and process of international economics, business practices, and cultures. Students will gain a working knowledge of the analytical aspects of the international economic system, global economic theory, an understanding of international politics and economic effects of international economic policies on culture. Cultural differences that underlie today's global structure of production and overall business environment will also be explored.

Students must earn a grade of C- (1.70) or better to successfully complete the requirements for the minor. An *Independent Study* may be available with appropriate permissions; *Special Topics* courses are repeatable for credit. Courses are 3 credits and may not be offered every semester.

Requirements for the Minor in International Business, Language and Culture

ACCT-103: Financial Accounting

ECON-101: Principles of Macroeconomics (*Fulfills the Core Social Science Requirement*)

ECON-211: Introduction to Global Economics

MGMT-304: Culture in International Decision-Making

PSCI-341: International Political Economy

One Foreign Language Elective on 200 level or higher

(3 credits; *Fulfills the Core Foreign Language Requirement*)

Foreign Language Electives:

FREN-221: Grammaire et Composition Avancée

FREN-222: French for Oral Proficiency

FREN-228: Le Français Commercial

FREN-231: Introduction à la Culture Française I

FREN-232: Introduction à la Culture Française II

FREN-281: Special Topics in French

FREN-341: Le Dix-septième Siècle (*Fulfills the Core Lit Req*)

FREN-342: Le Siècle des Lumières (*Fulfills the Core Lit Req*)

FREN-353: Romantisme et Réalisme (*Fulfills the Core Lit Req*)

FREN-354: Le Vingtième Siècle (*Fulfills the Core Lit Req*)

FREN-355: Le Classicisme Éternel (*Fulfills the Core Lit Req*)

FREN-361: Littérature Francophone (*Fulfills the Core Lit Req*)

FREN-481: Advanced Special Topics in French

GERM-228: Commercial German

GERM-281: Special Topics in German

GERM-481: Advanced Special Topics in German

SPAN-222: Advanced Conversation

SPAN-228: Commercial Spanish

SPAN-230: Spain through the Works of Lorca

SPAN-231: Introduction to Hispanic Culture/Spain

SPAN-232: Introduction to Hispanic Culture/Latin Am

SPAN-261: Hispanic Literature I (*Fulfills the Core Lit Req*)

SPAN-262: Hispanic Literature II (*Fulfills the Core Lit Req*)

SPAN-263: Hispanic Literature III (*Fulfills the Core Lit Req*)

SPAN-281: Special Topics in Spanish

SPAN-354: Contemporary Spanish Lit (*Fulfills the Core Lit Req*)

SPAN-355: Contemp Latin Am Lit (*Fulfills the Core Lit Req*)

SPAN-361: Literary Works/Movies (*Fulfills the Core Lit Req*)

SPAN-362: Hispanic Women Writers (*Fulfills the Core Lit Req*)

SPAN-365: Literature/Caribbean (*Fulfills the Core Lit Req*)

SPAN-370: Literature in Translation (*Fulfills the Core Lit Req*)

SPAN-481: Advanced Special Topics in Spanish