Fall 2014 Registration Information

To: Majors and Prospective Majors in the Department of Management and Business
Fr: Timothy Harper, Department Chair
Date: March 19, 2014

As you begin to think about your next semester, take some time to think out to the end of your Skidmore career. A little planning now can save you from anguish later. Here are some things to think about.

**Timeslots for Fall 2014 Registration:**

- Class of 2015 Last name A - K: Tuesday Apr 1 @ 8am
- Class of 2015 Last name L - Z: Wednesday Apr 2 @ 8am
- Class of 2016 Last name A - K: Thursday Apr 3 @ 8am
- Class of 2016 Last name L - Z: Friday Apr 4 @ 8am
- Class of 2017 Last name A - K: Tuesday Apr 8 @ 8am
- Class of 2017 Last name L - Z: Wednesday Apr 9 @ 8am

Please meet with your academic advisor well ahead of your registration date. Be prepared for this meeting. It's your responsibility to check your progress on your all-college and major requirements by reviewing your Degree Audit (available to you online), which you should print and take with you to your advisement meeting or be prepared to review it online (to save paper). If you have questions about what you need to do for the business major, check the on-line college catalog and/or the departmental web page. Also, your advisement meeting will be more successful if you create a Fall 2013 planning sheet prior to the meeting.

Importantly, only your advisor can lift your "advising hold." The two of you should spend some time talking about how you are doing and what your academic plans are. Often your advisor will have some insightful advice about your program of study. Note, academic advisors develop their own advising schedules, policies and procedures so please stay in communication with your academic advisor(s).

**COURSE SEQUENCING**

After MB107 we generally recommend that you take MB234 Foundations of Accounting I. This gives you greater flexibility in scheduling future classes, particularly if you study abroad. You should also take EC 103 Introduction to Macroeconomics and/or EC 104 Introduction to Microeconomics early in the sequence as they provide context for your future courses. Of course, you should take MB 214 Marketing and MB 224 Organizational Behavior in your first or second year.
Here is the required sequence of the courses that build on each other and are necessary (in addition to others) to complete the major.

1) MB 107 Business Organization and Management
2) MB 234 Foundations of Accounting I
3) MB 235 Foundations of Accounting II
4) EC237/MS104/SO226 – Statistics Requirement (may be taken concurrently with MB 235)
5) MB338 Foundations of Finance
6) MB 349 Business Strategy

**STUDENTS PLANNING TO STUDY ABROAD**

It is never too early to start thinking about your study abroad plans; please, meet NOW with your academic advisor if you plan to study abroad next year. In preparation for such a meeting, you should review the listing of "affiliated programs" that have been approved for credit by Skidmore College. A listing of programs is available through the Off-Campus Study & Exchange Program ([www.skidmore.edu/ocse](http://www.skidmore.edu/ocse)).

1) Sit down with your academic advisor to make sure that you will have satisfied all of the requirements for the major by the time you are scheduled to graduate. Remember, there is a prescribed group of courses that must be completed sequentially: you will need to factor this into your study abroad program. You should have at least completed MB 234, MB 235 and EC 237 or MS 104 or SO226 before you leave if you are planning to go abroad in the spring of your junior year. It's better if you complete Finance (MB 338) as well; however, you must enroll in MB338 by the fall of your senior year in order to enroll in the MBD Capstone Course, MB349 in the Spring semester of your senior year.

2) If you must complete course work away from Skidmore, it is essential that the Chair of the Department approve the courses for transfer credit before you register. You cannot take accounting, finance, or strategy outside the US.

**Remember:** The purpose of going abroad is to get something not offered here at Skidmore. Pick a program or a course(s) that will allow you to study something other than business. The US is a premier business educator, fulfill your business core requirements and expand your horizons abroad with elective and interdisciplinary courses that are distinctive to the place you choose to study.

**Foundation Courses:** We are offering the following number of sections of our foundations courses:

- MB 234 Foundations of Accounting I (3 sections)
- MB 235 Foundations of Accounting II (2 sections)
- MB 214 Foundations of Marketing (3 sections)
- MB 224 Foundations of Organizational Behavior (3 sections)
These sections fill fast. If you have just finished MB 107 and think you might major or minor in Business, try to get into either MB 234 (1st priority), MB 214, or MB 224.

Coaching Course: For those of you, who have an interest in serving as MB107 coaches; think about registering for MB 240, Coaching Experience. This is a one-credit course that meets once a week for an hour and offers a unique learning opportunity for students to serve as coaches for a group of students working on the MB 107 Executive Presentation Project.

TERM SPECIFIC COURSE DESCRIPTIONS:

MB 347: COMPARATIVE MANAGEMENT (3 CREDITS)

In this course, students will gain a foundation for understanding and managing in a global multicultural environment and workplace. Through studying similarities and differences among managers, management practices, and organizations in different countries and regions, students will develop an understanding of the significant issues facing multinational corporations in their management of international operations. Throughout the course, the impact of culture will be examined on micro and macro-organizational issues, including employee motivation, communication, negotiation, decision making, multinational teams, as well as firm strategies. (This course incorporates the following dimensions for studying management and business in context: I. History, philosophy, and ethics of management and business; II. Media, technology, and innovation; III. Culture and global awareness; IV. Creativity and the arts; V. Natural environment and sustainability; VI. Government and politics.)

Prerequisite: MB 224

MB 351: POLITICAL MARKETING (3 CREDITS)

Political marketing is an upcoming field of study. This course examines the concept of political marketing in a democracy. It traces the evolution of political marketing in the United States from the impact of television on the Nixon/Kennedy election to the role Facebook, Twitter and Tumblr play in today’s elections. The students will explore various theoretical models in branding and political marketing as well as analyze real case studies from recent elections. In addition, the class will engage with issues such as gender, race, and ethnicity in political marketing as well as the ethics of marketing in politics.
MB 351: INNOVATION & THE STRUCTURE OF AMERICAN INDUSTRY (3 CREDITS)

Why and how does innovation occur in some industries and not in others? Students will explore historical and contemporary theories of innovation within the context of varied industry structures and macro-environmental factors. Using Innovation Masters and other print and online sources, students will study the nature, frequency, defining characteristics and rate of innovation in approximately ten industries. Further, students will examine the interrelationships among a variety of industry environments, organizational forms and industry structures, allowing students to gain an understanding of organizational and industry evolution.

MB 351B: BUSINESS AND THE NATURAL ENVIRONMENT (4 CREDITS)

This course aims to foster awareness, sensitivity and literacy concerning the major forces and challenges bearing upon the intersection of business organizations and the natural environment. It broadly examines and appraises the role of business enterprise in relation to the current (and future) state of the planet. The course begins by reviewing major ecological and socio-economic challenges facing the planet, including population growth, human poverty, climate change, toxic pollution, loss of biodiversity, etc., paying particular attention to the impacts of business enterprise upon each issue. The course then turns to an assessment of sustainable development and biophysically and socially sustainable business practices. The course concludes with a comprehensive assessment of various ways business may become a proactive force in an evolution to global sustainability. Prerequisites: MB 107, EC 103, 104, or permission of instructor.