



# CIMBA Italy Program

## Spring 2022 Course Descriptions & KU Equivalencies

**Please Note:** The prerequisites listed are specific to the University of Iowa. The general rule of thumb is that if you would be allowed to take the course equivalent at KU (meaning you meet the prerequisites here), then you are allowed to take it in Italy. **All courses are subject to change.**

**Note for Business Minors:** Minor students may substitute FIN 310 for FIN 305, MGMT 310 for MGMT 305 and MKTG 310 for MKTG 305 to count toward the KU Business minor.

### Accounting:

**CIMBA Course**                      **ACCT:2200 Managerial Accounting**  
**KU Equivalent**                      **ACCT 201 Managerial Accounting I (3)**

*Prerequisites: Introduction to Financial Accounting (ACCT:2100), Principles of Microeconomics (ECON:1100)*

Basic topics in cost behavior, measurement, accumulation; use of cost data for relevant analysis, budgeting, performance evaluation. Required Supplies: Calculator.

### Finance:

**CIMBA Course**                      **FIN:3000 Introductory Financial Management**  
**KU Equivalent**                      **FIN 310 Finance (3)**

*Prerequisites: Introduction to Financial Accounting (ACCT:2100), Principles of Microeconomics (ECON:1100), Principles of Macroeconomics (ECON:1200)*

Financial management goals and decision making; valuation of bonds and stocks, risk and return analysis, portfolio diversification, market efficiency, asset pricing, cost of capital, agency theory, capital budgeting, financial planning. Required Supplies: Basic Financial Calculator (i.e. Texas Instruments BA II Plus regular or professional model, Sharp- EL-733A or the Hewlett-Packard 10BII are some common ones).

**CIMBA Course**                      **FIN:4240 International Finance**  
**KU Equivalent**                      **FIN 420 International Finance (3)**

*Prerequisite: Introductory Financial Management (FIN:3000)*

International monetary systems, exchange rate determination, use of currency derivatives in hedging and risk management, currency swaps, foreign direct investment, international corporate finance, international capital budgeting, international portfolio investment, Third World debt, privatization, joint ventures. Required Supplies: Basic Financial Calculator (i.e. Texas Instruments BA II Plus regular or professional model, Sharp- EL-733A or the Hewlett-Packard 10BII are some common ones)

### Marketing:

**CIMBA Course**                      **MKTG:3000 Introduction to Marketing Strategy**  
**KU Equivalent**                      **MKTG 310 Marketing (3)**

*Prerequisites: Principles of Microeconomics (ECON:1100)*

Philosophy and activities of marketing; marketing environment of an organization; strategies with respect to marketing decisions, buyer behavior; spreadsheet analysis of marketing problems.

**CIMBA Course**                    **MKTG:4300 International Marketing**  
**KU Equivalent**                    **MKTG 440 Global Marketing (3)**

*Prerequisites: Introduction to Marketing Strategies (MKTG:3000)*

Differences in global environment: how cultural considerations, political, legal, and economic conditions affect market entry strategies and marketing mix decisions; development of marketing plan for non-U.S. environments.

**CIMBA Course**                    **MKTG: 3200 Consumer Behavior**  
**KU Equivalent**                    **MKTG 411 Consumer Behavior (3)**

*Prerequisites: Introduction to Marketing Strategies (MKTG:3000)*

Behavioral and social aspects of marketing; research methods and findings from behavioral sciences, their relation to production, consumption, and marketing of products, services.

## **Management & Organizations:**

**CIMBA Course**                    **MGMT:2000 Introduction to Law**  
**KU Equivalent**                    **BLAW 301 Legal Aspects of Business (3)**

*Prerequisites: None*

General history, structure of law; law's action in guiding changing economic, social patterns.

**CIMBA Course**                    **MGMT:2100 Introduction to Management**  
**KU Equivalent**                    **MGMT 310 Organizational Behavior (3)**

*Prerequisites: None*

Principles of management, organizational structure, decision making, leadership, line-staff relationships, administration of organizations.

**CIMBA Course**                    **MGMT:3100 Entrepreneurial Strategy**  
**KU Equivalent**                    **ENTR 410: Introduction to Entrepreneurship**

*Prerequisites: None*

The synergistic effect of entrepreneurial attributes (e.g., innovation, creativity, opportunity recognition) and managerial attributes (e.g., strategic management, planning, budgeting) on profit and nonprofit organizations.

**CIMBA Course**                    **MGMT:3999 CIMBA Italy Experiential Leadership: LIFE and LEAP**  
**KU Equivalent**                    **BUS 300/MGMT 400 Special Topics in Business: Experiential Learning & Leadership: LEAP (1-3)**  
*\*KU students MUST take both part one and two to transfer back THREE credits. May transfer back 1 credit for LIFE only as BUS 300.*

### **Part one: Leadership Initiatives for Excellence (LIFE) EX4 (BUS 300 1-credit at KU)**

*Prerequisites: None*

3-day training that enhances key leadership competencies including effective communication, decision-making, teamwork, focus, and interpersonal skills.

### **Part two: Learn, Enrich, Achieve, Perform (LEAP) EX3 (MGMT 400 3-credits at KU)**

*Prerequisites: LIFE/MGMT:3999:EX4*

Semester-long professional development program that utilizes self-assessment, one-on-one coaching, group coaching, and developmental seminars. Students enrolled in this course will be required to take LIFE as a part of the 3 semester hours.

## **Management Sciences:**

**CIMBA Course**                    **MSCI:3000 Operations Management**  
**KU Equivalent**                    **SCM 310 Management Science/Operations Management (3)**

*Prerequisites: Statistics for Business (STAT:1030)*

Strategic, tactical, operational issues that arise in management of production and service operations; product and process design, facilities planning, quality management, materials management, operations planning and scheduling, emerging technologies in production and service management.

## **Communication Studies:**

**CIMBA Course**                    **BUS:3000 Business Communication and Protocol**  
**KU Equivalent**                    **COMS 330 Effective Business Communication (3)**

*Prerequisites: None*

This course focuses primarily, although not exclusively, on digitally-driven business communication and protocol. The emphasis is on the audience, purpose, context, and style of business communication, but will do so by working with blogs, video, infographics, and social media platforms in addition to creating standard business documents and presentations. Students who take this class can expect to learn how to compose for an online readership, present to an online audience, and acquire a familiarity with a variety of web editing, video editing, and design software. The goal of this course is to prepare students for the sort of collaborative, multi-modal digital communication that has increasingly become the norm in today's workplace.

## **Italian:**

**CIMBA Course**                    **ITAL:1050 Italy Live: Introduction to Italian Language and Culture**  
**KU Equivalent**                    **ITAL 107 Elementary Conversation I (3)**

*Prerequisites: None.*

Introduction to Italian language and culture designed for students whose first contact with the language is in Italy. Conversational skills for those who have never studied Italian before. The functional syllabus will take you from introductions, telling time, and counting euros to making reservations, ordering full course meals and talking on the telephone. Important elements of Italian grammar will be covered to provide students a base from which to decipher road signs, read menus, and ask for directions. Students will also be introduced to Italian culture through the arts, food, music, videos, and song.

## **Other:**

**CIMBA Course** **BUS:3050 Business, Culture, and Society**  
**KU Equivalent** **IBUS 300 Business, Culture, and Society: Western Europe (3)**

*Prerequisites: None*

International business environment and interpersonal traits and skills expected of successful international businessperson; interdisciplinary overview of issues related to business in Western Europe; important cultural differences, the code of business and professional etiquette, business protocol, Italian business history, cultural appreciation, and executive legal/ethical concerns in the workplace; series of lectures, workshops, speakers, plant tours, and cultural events.