



# CIMBA Italy Program

## Summer 2022 Course Offerings & KU Equivalencies

**Please Note:** The prerequisites listed are specific to CIMBA. 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 tentative and subject to change.**

**Note for Business Minors:** Minor students may substitute MGMT 310 for MGMT 305 and MKTG 310 for MKTG 305 to count toward the KU Business minor. While FIN 310 can be substituted for FIN 305 as well, it is not recommended that minors take it in Italy due to the accelerated pace of the course unless they have taken previous quantitative coursework.

### ACCOUNTING

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

*Prereqs: Introduction to Financial Accounting*

A continuation of Financial Accounting I. A study of concepts of materials, labor, and overhead control; budget administration; cost accounting systems including standard costing; full costing and direct costing; income determination; differential costing; break-even analysis; accounting statement analysis; and use of return on investment as a basis for management decisions. Satisfies KU Core Goal 1 Outcome 2 (GE12)

**CIMBA Course:** ACCT 4000 Special Topics in Accounting: International Financial Accounting  
**KU Equivalent:** ACCT 400 Special Topics in Accounting: International Financial Accounting (3 credits)

*Prereqs: Introduction to Financial Accounting*

Accounting has to do with how executives keep track of their businesses. Since accounting practices differ around the world, otherwise intelligent decision-making will be hampered by misinterpretation of accounting information. This course explores the many determinants of international accounting as a means of comprehending the development of many different approaches to accounting practices. Of special interest is the evolution and application of International Financial Reporting Standards (IFRS).

### FINANCE

**CIMBA Course:** FIN 3000 Introduction to Financial Management  
**KU Equivalent:** FIN 310 Finance (3 credits)

*Prereqs: Principles of Accounting, Principles of Microeconomics, & Principles of Macroeconomics*

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.

**CIMBA Course:** ECON 3345 Global Economics and Business  
**KU Equivalent:** ECON 604 International Trade (3 credits)

*Prereqs: Principles of Microeconomics & Principles of Macroeconomics*

Current topics such as the North American Free Trade Agreement, high tech trade and growth, trade policies for developing countries, agricultural subsidies and the European Economic Community, trade and budget deficits, U.S. competitiveness, exchange rates and markets for foreign exchange, protection, and trade are covered in a course that emphasizes a unified approach to these topics. Basic models of international economies are developed and related to the above topics.

## **MANAGEMENT**

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

*Prereqs: None*

General history, structure of law; law's action in guiding changing economic, social patterns. Satisfies KU Core Goal 1 Outcome 1 (GE11), Goal 3 Social Sciences (GE3S)

**CIMBA Course:** MGMT 2100 Introduction to Management  
**KU Equivalent:** MGMT 310 Principles of Management (3 credits)

*Prerequisites: None*

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

## **MARKETING & JOURNALISM**

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

*Prereqs: Principles of Microeconomics*

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 credits) *OR*  
JOUR 613 International Strategic Communication (3 credits)

*Prereqs: None*

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. Satisfies KU Core Goal 4 Outcome 2 (AE42) if taken as MKTG 440

**CIMBA Course:** MKTG 4000 Contemporary Topics in Marketing: The Global Consumer  
**KU Equivalent:** MKTG 400 Special Topics in Marketing: The Global Consumer (3 credits) *OR*  
JOUR 409 Special Topics: The Global Consumer (3 credits)

*Prereqs: None*

When faced with the challenge of meeting the needs of attracting and retaining customers, global firms must adopt new strategies to gain information about how consumers make product and consumption choices. This course will focus primarily on answering the question: how do consumers in various parts of the world interact with their retail environments? What differences exist in the global marketplace with regard to how consumers become aware of new products, make product choices, and become brand loyal? Following the techniques established by one of the world leaders in understanding global consumer behavior (Paco Underhill's Envirosell Incorporated) we will learn the basics of how consumers in Italy interact with their retail environment. We will expand on this foundation to explore consumer behavior templates in Central & South America, Europe, Africa, Canada, and the Pacific Rim.

**CIMBA Course:** EVNT3185 Topics in Event Planning: Public Relations & Experiential Events  
**KU Equivalent:** JOUR 320 Stratcom I: Introduction to Strategic Communications

*Prereqs: None*

Events, marketing, communications, and product branding have undergone dramatic changes in recent years. We know that our audiences want us to create meaningful experiences for them. In this course we will examine and practice how we can create and market attendee engagements, interactions, and deeper conversations. Are you ready to learn about creating relationships with our target markets in new and tangible ways?

## **ENGINEERING**

**CIMBA Course:** ENGR2110 Engineering Fundamentals I: Statics  
**KU Equivalent:** CE 201 Statics (2 credits)

*Prereqs: Engineering Math I: Single Variable Calculus (MATH:1550) and Introductory Physics I (PHYS:1611)*  
Vector and scalar treatment of coplanar and non-coplanar force systems; resultants of forces, couples, and moments; two- and three-dimensional equilibrium of a particle and of rigid bodies; applications to simple trusses, frames, machines, cables, and arches; distributed loading; principles of friction; internal forces, shear and bending moment diagrams; centroids, centers of gravity, and moments of inertia; virtual work.

*\*Cannot be taken simultaneously with Engineering Fundamentals: Thermodynamics (ENGR:2130)*

**CIMBA Course:** ENGR 2130 Engineering Fundamentals III: Thermodynamics  
**KU Equivalent:** ME 312 Basic Engineering Thermodynamics (3 credits)

*Prereqs: Principles of Chemistry, Introductory Physics I*  
Basic elements of classical thermodynamics, including first and second laws, properties of pure materials, ideal gas law, reversibility and irreversibility, and Carnot cycle; control volume analysis of closed simple systems and open systems at steady state; engineering applications, including cycles; psychrometrics.

*\*Cannot be taken simultaneously with Engineering Fundamentals I: Statics (ENGR:2110)*

## **CLASSICS**

**CIMBA Course:** CLSA 2016 Mythology  
**KU Equivalent:** CLSX 148 Greek and Roman Mythology (3 credits)

*Prereqs: None*

Mythology provides a way of thinking about the world that helps provide answers to many fundamental questions that all cultures ask themselves. While these questions may be universal, the answers they provide tell us a lot about the concerns and values of the culture that produced them. This course will examine the stories of gods and legendary heroes that were told in ancient Greece and Rome. The central aims of the course will be to study these myths in their various literary forms, such as epic and drama. We will look at these myths not simply as "ingredients" of ancient culture, but as important vehicles used by the Greeks and Romans to explain themselves to themselves. This course will be offered with sufficient enrollment. Satisfies KU Core Goal 4 Outcome 2 (AE42), Goal 1 Outcome 1 (GE11), Goal 3 Arts and Humanities (GE3H)

## **ITALIAN**

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

*Prereqs: 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.