**CIMBA Italy Program**

Summer 2024 Course Offerings & KU Equivalencies

**Please Note**: Program participants will take two courses while in Italy. It is important to have one or two backup course options in case your top two choices meet at the same time. The prerequisites listed are specific to the University of Iowa (CIMBA’s school of record). The general rule of thumb is that if you would be allowed to take the KU course equivalent, then you are allowed to take it in Italy. **All courses are tentative and subject to change.**

**BUSINESS LAW**

**Foreign Course: MGMT 2000 Introduction to Law** (3 credits)

**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)*

**ENTREPRENEURSHIP**

Foreign Course: **Course # TBD Design Thinking for Innovation** (3 credits)

KU Equivalent: **TBD** ([view syllabus](https://cimbaitaly.com/wp-content/uploads/2023/09/Design-Thinking-Syllabus.pdf))

In this course, students will learn and apply Design Thinking (DT) methodologies to generate ideas, identify opportunities for innovation, engage with end-users, and reframe problems at the human-level in order to create innovative solutions to meaningful problems, and achieve true impact.

**FINANCE & ECONOMICS**

**Foreign Course: FIN 3000 Introductory Financial Management** (3 credits)

**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.

**Foreign Course: ECON 3345 Global Economics and Business** (3 credits)

**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.

**GENERAL BUSINESS**

**Foreign Course: BUS 3800 Business Writing** (3 credits)

**KU Equivalent: BUS 305 Business Writing** (3 credits)

*Prereqs: None*

This course develops students’ ability to use persuasive business communication within a public relations context. Students hone analytical skills needed to solve communications problems through a series of practical projects. The rudiments of grammar and usage, writing persuasive thesis statements and topic sentences, professional language and tone in business correspondence such as cover letters, reviews of public relations problems, and public relations responses make up part of the course work. Students will work in groups on certain projects and will workshop most papers in class. Whether or not students have a business background, those who take this course gain the ability to think strategically about the use of language and communicate more effectively. *Satisfies KU Core Goal 2 Outcome 1 (GE21)*

**MANAGEMENT**

**Foreign Course: MGMT 2100 Introduction to Management** (3 credits)

**KU Equivalent: MGMT 310 Principles of Management** (3 credits) ***OR***

**MGMT 305 Survey of Management &** **Leadership** (3 credits)

Prerequisites: *None*

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

**MARKETING & JOURNALISM**

Foreign Course: MKTG 3000 Introduction to Marketing Strategy (3 credits)

KU Equivalent: MKTG 310 Marketing (3 credits) OR

MKTG 305 Survey of 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.

Foreign Course: MKTG 4300 International Marketing (3 credits)

KU Equivalent: MKTG 440 Global Marketing (3 credits) *OR*

JMC 613 International Strategic Communication (3 credits)

*Prereqs: Introduction to Marketing Strategy*

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

**MARKETING & JOURNALISM (continued)**

Foreign Course: MKTG 4000 Contemporary Topics in Marketing: The Global Consumer (3 credits)

**KU Equivalent: MKTG 400 Special Topics in Marketing: The Global Consumer** (3 credits) ***OR***

**JMC 409 Special Topics: The Global Consumer** (3 credits)

*Prereqs: Introduction to Marketing Strategy*

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.

**Foreign Course: JMC 3530 Social Media Marketing** (3 credits)

**KU Equivalent: MKTG 400 Advanced Social Media Marketing** (3 credits) **OR**

**JMC 615 Social Media Strategic Communication** (3 credits)

*Prereqs: None*

Social Media Marketing is an ever-changing area that seems to only grow in importance for everyone from academic institutions to nonprofits to businesses big and small. Each of these entities and more has an online brand and goals that social media can help them meet. In this course, we will study social media best practices and put our ideas into action using real-world scenarios.

**ENGINEERING**

**Foreign Course Course # TBD Design Thinking for Innovation** (3 credits)

**KU Equivalent TBD** ([view syllabus](https://cimbaitaly.com/wp-content/uploads/2023/09/Design-Thinking-Syllabus.pdf))

*Prereqs: None*

In this course, students will learn and apply Design Thinking (DT) methodologies to generate ideas, identify opportunities for innovation, engage with end-users, and reframe problems at the human-level in order to create innovative solutions to meaningful problems, and achieve true impact.

**Foreign Course: ENGR 2130 Engineering Fundamentals III: Thermodynamics** (3 credits)

**KU Equivalent: TBD** [view syllabus](https://cimbaitaly.com/wp-content/uploads/2022/09/Thermo_CIMBA_syllabus.pdf)

*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.

**CLASSICS**

**Foreign Course: CLSA 2016 Mythology** (3 credits)

**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**

**Foreign Course: ITAL 1050 Italy Live: Introduction to Italian Language and Culture** (3 credits)

**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.

**SOCIOLOGY**

**Foreign Course:**  **GWSS 1310 or SOC 1310** **Gender and Society** (3 credits)

**KU Equivalent:**  **SOC 450 Gender and Society** (3 credits)

Role and status of women in society; sex differences, sex role socialization, theories about origin and maintenance of sexual inequalities, changes in social life cycle of women, implications for social institutions and processes; focus on contemporary United States. Satisfies KU Core Goal 4 Outcome 1 (AE41), S Social Science (S)