

# Summer 2012

Fordham GBA

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## [GBA'S SPECIAL TOPICS COURSES]

This document includes the descriptions of special topics courses offered at Fordham's Graduate School of Business in the Summer 2012 term. You can find the descriptions of regular courses in the Academic Bulletin: [www.bnet.fordham.edu/files/Bulletin.pdf](http://www.bnet.fordham.edu/files/Bulletin.pdf)

# GBA's Special Topics Courses

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### ACCOUNTING

#### **ACGB 719B-001 Forensic Accounting (CRN 10435)**

**Prof. Michael Cohen**

This course will introduce the accounting student and finance student to the functions of the forensic accountant in preventing and investigating financial fraud, including securities fraud – specifically, financial statement fraud – tax fraud, bankruptcy fraud, and employee theft. The course will also explore the forensic accountant's role in the litigation process as an expert witness. The material will be delivered via lecture, case studies, video presentations, and practical exercises.

**Prerequisites: ACGB 7105, recommended ACGB 7171**

### BUSINESS LAW

#### **BLGB 739A-001 Ethics in Business (CRN 10454)**

**Prof. Zachary Berman**

In this course we look at business from a moral perspective. We examine methods of moral reasoning and argumentation relevant to dealing with contemporary ethical issues in business. In addition, we explore the connection between morality and economic success.

**Prerequisite: BLGB 6310**

#### **BLGB 739B-001 Employment Law (CRN 10453)**

**Prof. Kenneth Davis**

Contemporary Issues in Employment Law explores developing areas of employment law with an emphasis on federal discrimination law. The course emphasizes not only legal principles, but also policy issues and practical concerns facing employer and employee. The course begins with the study of the distinction between employees and independent contractors, the employment-at-will doctrine, and contract and tort exceptions to the doctrine. The course then discusses privacy in the workplace, defamation, infliction of emotional distress, and covenants not to compete. The relationship between respondeat superior and negligent hiring is the next topic, followed by arbitration of workplace disputes. The course then begins an in-depth examination of employment discrimination under Title VII, the ADEA, and the Americans with Disabilities Act and the ADAAA. Disparate treatment and disparate impact theory are stressed. Sexual harassment and affirmative action are also covered as part of this unit. The course strives, not only to acquaint the student with cutting-edge issues in employment law, but also to sharpen analytic and problem-solving skills. Students will analyze case studies and are encouraged to volunteer for role-playing exercises.

**Prerequisite: BLGB 6310**

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### **BLGB 739D-001 White Collar Crime (CRN 10456)**

#### **Prof. Norman Berle**

This course will focus on contemporary issues involving the emerging field of white-collar crime, with special attention to crimes committed within corporations and other large organizations, both nationally and internationally. The initial focus will be on the substantive law and the primary federal statutes: conspiracy, mail and wire fraud, the Hobbs Act, the federal securities laws, RICO, money laundering statutes, the False Statements Act, and the Foreign Corrupt Practices Act. A second focus will be on corporate criminal responsibility, including the rationale thereof and the problems of optimal corporate sanctions; and individual criminal responsibility involving various legal and ethical concepts. Significant attention will also be given to insider trading, women and white-collar crime, and organized crime infiltration of legitimate business organizations. A final analysis will be on the causes, extent and future of white-collar crime in today's workplace from both a legal and ethical perspective.

**Prerequisite: BLGB 6310**

## **FINANCE**

### **FNGB 749A-001 Financial Modeling (CRN 10619)**

#### **Prof. Chandan Sengupta**

This course helps students develop the type of excel –based financial models that businesses use every day to analyze a wide range of financial problems and make decisions. Students deliver written and oral presentations of their models and practice critical skills for a successful career in finance.

**Prerequisite: FNGB 7421**

### **FNGB 749B-001 Investments for Individuals (CRN 10617)**

#### **Prof. Chandan Sengupta**

In this course we will develop a comprehensive investment management program for individuals based on the results of the last four decades of research in securities markets, portfolio theory, and behavioral finance. The course will be practice oriented, and after finishing the course you will be able to use what you learn to manage your own investment portfolio and advise clients and others on the same with confidence. But the course will also be theoretically rigorous, and some of the theoretical and empirical topics we will cover are: basics of portfolio theory, comparison of the historical returns on different classes of assets, evidence of stock market efficiency and inefficiency, measurement and management of risk, measurement of risk-adjusted performance for investment portfolios and mutual funds, and active and passive investment management. We will address the issue of asset allocation in detail because it is one of the key determinants of the risk an investor takes and the return he can expect to earn in the long run. The class will also cover how individuals should plan, save, and invest for retirement

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taking advantage of various tax deduction and deferral opportunities, and then withdraw money from their nest egg during retirement.

**Prerequisite: FNGB 7421**

### **FNGB 749J-001 Sustainability & Finance (CRN 10618)**

**Prof. Frank Werner**

For many years, businesses pursuing the finance goal of shareholder wealth maximization (SWM) have generated robust economic performance creating jobs, providing an extensive array of goods and services, and creating wealth for investors. Today, however, the demands of many customers, employees, shareholders, and of society at large are changing to include not only a robust economy but also a clean, livable environment and much greater social justice. We use the term “global sustainability” to refer to this emerging, integrated set of goals

In this course we explore how the evolving needs of society are changing the way financial theories, tools, and techniques are conceived and applied. For the most part there is no disconnect between existing financial practice and global sustainability—the tools that add financial value can simultaneously add environmental and social value. However, there are situations, for example the failure to fully identify and price externalities, where adding financial value may be at odds with adding value to the environment and society.

After introducing the financial issues surrounding global sustainability, the course will examine how leading, creative financial practitioners are responding to the new demands that are being placed on their organizations. We will look at new data being developed to measure companies' impact on sustainability. We will study examples of how corporate financial managers are finding financial value by pursuing sustainability and how the investment and lending community is learning to analyze and deal with these activities. We will study how financial markets are responding to the need to price externalities. Finally, toward the end of the course, we will explore how the existing financial paradigm of shareholder wealth maximization (SWM) might further evolve to more explicitly incorporate the goals of global sustainability.

**Prerequisite: FNGB 6411**

### **FNGB 749U-001 Global Financial Markets (CRN 10700)**

**Prof. TBA**

**Offered for 4 days only from Jun 25, 2012 - Jun 28, 2012**

This course provides a comprehensive overview to the workings of the global financial markets, the functions and goals of the key financial institutions, and the role played by central banks and regulatory agencies. It will cover international money markets, international equity markets, the foreign exchange market, forward markets for commodities and financial instruments, bond markets and derivative markets.

**Prerequisite: GB 6001, GB 6003 (or FN 7421, BE 6220)**

### **INFORMATION SYSTEMS**

#### **ISGB 799G-001 Mobile Commerce & Applications (CRN 10473)**

**Prof. Michael Brauman**

Roughly two-thirds of the world's population participates in the new mobile economy. Leveraging the mobile marketplace requires a conceptual understanding of mobile-commerce as well as the practical skills needed to create the next generation of wireless enabled goods and services. This course will provide both, using a combination of global case studies and hands-on experience in building mobile applications for handheld devices.

Selected topics: mobile supply chain management, m-banking and payment systems, machine-to machine commerce, location-based services, m-enterprise solutions, mobile advertising and customer analytics, the "app", convergent devices (ex. iPhone), mobile marketplaces, and the use of mobile devices in developing countries (reducing information asymmetry).

**Prerequisite: ISGB 6910 (formerly INSY 6910)**

### **MANAGEMENT**

#### **MGGB 769K-001 History of Business (CRN10506)**

**Prof. Gilbert Stack**

This course will focus on the interrelationships between the business community and the development of the United States of America. The course is divided into three sections that will cover such topics as the colonization of America by the Europeans, industrialization in the United States and the civil war and creating an environment of business regulation.

**Prerequisite: MGGB 6613**

#### **MGGB 769T-001 Me, Inc. (CRN 10490)**

**Prof. Scott Ventrella**

Welcome to this "special topics" course. Me, Inc. – How to Master the Business of Being You, suggests that the best business practices associated with the principles of Total Quality Management (TQM) -- as practiced by thousands of organizations around the world during the 1980's right up through the 21<sup>st</sup> Century -- can be applied to the individual. Traditional models of behavioral change do not have a very high success rate in improving ones overall quality of life. This course will look at the "what's and how's" of transferring an organizational model of change (TQM) to a personal model of change.

By the end of this course, you will have:

- A personal "exceptional living plan," providing you with a better sense of who you are, your priorities, where you are headed in life, and how you will get there.

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- A means for identifying barriers to personal progress and the methods to eliminate them.
- Knowledge of the process for identifying your important life “customers, discovering their needs, and how to consistently deliver on those needs.
- An understanding of the methods used to monitor progress, maintain control and, when necessary, make adjustments.
- Practice applying the concepts.
- Greater insight on how to master the business of being you.

The course is based on the following themes:

- A New World Order: The world is undergoing a tremendous change; it is happening organizationally, socially, and individually. We need to understand how to manage personal and professional change in this evolving context.
- Change Begins And Ends With The Individual: Our world will change for the better only if a tremendous personal change takes place first.
- The World's Number One Priority: Failure of the world to enter into this new paradigm may lead to its decline and potential demise.

**Prerequisite: MGGB 6613**

### **MGGB 769Y-00A Value Innovation (CRN 10491)**

**Westchester Campus**

**Prof. Ralph G. Trombetta**

This course will introduce students to blue ocean strategy and value innovation: the strategic logic of high growth. Students will learn how to develop value innovation strategies that reshape industries and lead to the creation of new market space. The course will include lectures, class team work, and case studies.

**Prerequisite: MGGB 6613**

### **MGGB 76AW-001 Leadership & Trust (CRN 10625)**

**Prof. Robert Hurley**

This course will cover some evolving concepts of leadership and then concentrate on how leaders build trust among followers and other stakeholders and how they architect high trust teams and organizations. The course will be centered around Dr. Hurley's new book *The Decision to Trust* which was named one of the best leadership books of 2011 by the Washington Post.

**Prerequisite: MGGB 6613**

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### **MARKETING**

#### **MKGB 779N-00A Sports Marketing (CRN 10500)**

**Prof. Francis Petit**

**Westchester Campus**

It is estimated that the sports industry generates over \$200 billion a year in revenue and it is still growing. Sports products are more than just the sporting event, the athlete and the arena and now encompass items such as sporting goods and equipment, licensed merchandise and clothing lines, collectibles and memorabilia, personal training/fitness centers and health services, sports camps and instruction as well as sports information and media. In addition, sports products include the successful and strategic management of operations/facilities, overseeing revenues and investments as well as bringing events to the attention of the public through advertising, sales, promotion and sponsorships. This course is designed to provide the sport business student with an overview of the major marketing issues facing the sports industry. As one can see, this is a diverse and growing industry centered around **THE ASSOCIATION OF SPORT**. With this as a background, this course will focus on the industry, the market opportunities and strategies for seizing those opportunities.

**Prerequisite: MKGB 6710**

#### **MKGB 779V-001 Strategic Product Planning (CRN 10501)**

**Prof. James Weldon**

This course aims to introduce students to product planning process, including product line and mix strategies. It covers topics that are relevant to "product" part of marketing mix and management. It focuses on the development and application of value-enhancing strategies used by successful product managers

**Prerequisite: MKGB 6710**

#### **MKGB 879G-001 Retail Buying & Merchandising (CRN 10503)**

**Prof. Patrick Tormey**

**1.5 credits offered in the first half of the term.**

This course explores the creative, financial and analytical aspects of merchandising and buying. During this mini-course students will build a merchandise assortment for the fall 2012 season while exploring:

The fundamentals of retail math

The nuts and bolts of Inventory management and sales performance/analysis

The influence of fashion trend

The impact of historical performance

The importance of merchandise planning and store allocation

**Prerequisite: MKGB 6710**

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### **MKGB 879L-001 Marketing to Young Consumers (CRN 10504)**

**Prof. Jean Butler**

**1.5 credits offered in the second half of the term.**

This course, to be taught by the Vice President, Membership and Executive Director of the Toy Industry Association, examines special considerations in marketing products designed for infants, preschoolers, kids and tweens. Topics to be covered include concept/product testing with children, advertising to children, the parent vs. child as decision maker, and the role of peer influence on decision making.

**Prerequisite: MKGB 6710**

## **MEDIA & COMMUNICATIONS**

### **CMGB 759A-001 The Music Business (CRN 10464)**

**Prof. Richard Bengloff**

This course is an introduction to the music industry from the analysis of demographic trends to the signing of new performers, contracts, copyright issues and connections to the digital economy. The full range of marketing and distribution topics will be discussed, including advertising and promotion, pricing, packaging, the new digital economy and financial consequences. Both U.S. and international marketing will be examined. Special emphasis will be placed on today's new media and the role of the Internet in the future promotion of recorded music. The course will include lectures, discussion and guest speakers, along with texts and supplemental readings.

Professor: Richard Bengloff, president of the American Association of Independent Music, formerly, vice president at Sony Music, senior vice president, Electra Entertainment, Columbia MBA

### **CMGB 759J-001 Leadership W/Pub Relations (CRN10468)**

**Prof. Bret. Tesman**

This course examines real-world public relations campaigns and case studies, current and historic. Through readings, discussions and projects, students learn to strategize, make recommendations and review ways a public relations professional develops and executes a campaign in situations, crises or brand recognition with the intention to shape favorable public opinion.

### **CMGB 759P-001 Presentations For Business (CRN 10603)**

**Online Course**

**Prof. Travis L. Russ**

Being a great communicator elevates your success, bolsters your credibility, and makes you stand out. This intensive, high-impact course coaches you to become a more powerful, confident, and successful speaker.

Benefits from this course includes

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- Speak with confidence, clarity, and conviction. Develop a take-charge attitude infused with confidence and enthusiasm.
- Communicate your ideas so they “stick”. Create powerful messages that get results.
- Become an authentic and eloquent speaker. Learn to be your “bestself” in front of any audience.
- Handle high-stake situations and difficult questions with poise, spontaneity, and grace.

### **CMGB 759R-001 Social Media (CRN 10465)**

#### **Prof. Athan E. Stephanopoulos**

This course examines the phenomenon of social networking as a business as it has evolved from start-ups to large scale firms. Social networking is treated in the context of New, Digital media generally with attention to business models, the role of advertising and other relevant issues. Benefits and hazards of social media, including search, will be discussed. The course will be taught by Athan Stephanopoulos of Gorillaspot.com, an interactive social media platform that allows content publishers and advertisers to reach audiences through the social web, and who has taught New Media courses at Fordham previously. Guest speakers will include leading executives and managers from New Media and social networking firms.

### **CMGB 759U-001 Media Entrepreneurship (CRN 10467)**

#### **Prof. Athan E. Stephanopoulos**

Media Entrepreneurship is an active learning course to provide students with knowledge and tools to take their own idea for a media or communications innovation and determine the feasibility of launching it as a business. Students will work in teams to brainstorm ideas, separate out those that are real opportunities and choose one. Through the course of the semester they will work through the market feasibility, strategy, planning, capital and operations budgeting. They will identify sources of start-up capital. The final product produced by each team is a comprehensive business plan suitable for launching a real business. They will “pitch” their plan to a panel of angel and/or venture capital investors. This course is designed for both students planning to pursue careers as entrepreneurs and those who wish to learn more about small business management in the information age. Topics include entrepreneurship, planning and budgeting, innovation, unique challenges of managing a small media or communication technology firm. Articles and case studies are employed to illustrate successes and failures in the information and media sectors. Classroom time is devoted to lecture, project work and discussion.

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### **TAXATION**

#### **TXGB 709B-001 PFP-Case Studies (CRN 10445)**

**Prof. Edward Dennehy**

This course will cover such topics as entity structure, buy-sell agreements, family limited partnerships, private annuities, division among children and estate issues, qualified deferred compensation plans, non qualified (NQO's) and incentive (ISO's) options, restricted stock grants, retirement planning, choice of entity, and estate planning.

**Prerequisite: TXGB 7025**