

UH Bauer College of Business Fall 2009 Class Visitation

Complete your UH campus tour with a visit to a business class! Choose from any of the course offerings below and experience what it would be like to reach your potential at UH Bauer College.

Keep in mind that UH Bauer College does not hold classes/lectures on Fridays; therefore there is only class visitation Monday through Thursday. You do not need to make an appointment or get permission to visit these classes (except for groups of five or more), as they have already been approved by the faculty member.

Class Visitation Do's and Don'ts

- **As a courtesy to faculty members, do not attend classes that are not on this list.**
- Visitors are not permitted to enter a class if the lecture has started.
- Please introduce yourself to the faculty member before the course begins.
- Please do not eat in classrooms.
- Please select a seat near the door of the lecture if you do not plan on remaining for the entire class period.
- **Prospective students/visitors must allow current students to be seated first.**
- **If class attendance is heavy and space is limited, parents should not sit in on the class.**
- **Visitors in the classroom are expected to be silent observers unless otherwise directed by the professor.**

Group Visits

Groups of five or more may not visit a class without approval from the instructor and the UH Bauer College Undergraduate Assistant Director for Outreach. Unexpected groups larger than five disrupt classes and cause seating problems that negatively affect students and instructors. We kindly emphasize that interested groups must contact us for permission at least *two weeks* prior to visiting campus. Our goal is accommodate your group if at all possible!

Contact information for group visits:

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Special Accommodations

Melcher Hall is ADA compliant. Therefore, visitors with mobility-related disabilities should be able to access classrooms. However, if special accommodations are needed beyond basic access, please contact the Assistant Director for Outreach at least two weeks prior to your visit.

Maps and Parking

Maps of Melcher Hall and UH parking and building maps are available [online](#). If you are just coming to campus for a quick campus/class visit of less than three hours, we recommend you utilize Lot 1B, a metered lot next to Melcher Hall. Bring change!

Concierge Services

If you need help finding a UH Bauer College classroom, please visit our Concierge Desk, located on the first floor of Melcher Hall near the AIM Center Lobby and classrooms.

Class Visitation Schedule: Fall 2009

Mondays & Wednesdays

TIME	COURSE	MH ROOM	INSTRUCTOR
10:00-11:30	FINA 4365 Insurance Operations	110	Dr. Dan Jones
	ACCT 3367 Intermediate Accounting I	116	Dr. Tom Noland
	SCM 3301 Service & Manufacturing Operations	160	Dr. Basheer Khumawala
	ACCT 3337 Management Accounting	130	Dr. Michael Newman
11:30-1:00	SCM 3301 Service & Manufacturing Operations	160	Dr. Basheer Khumawala
	ACCT 3367 Intermediate Accounting I	116	Dr. Tom Noland
	ACCT 3337 Management Accounting	130	Dr. Michael Newman
	MANA 4355 Selection and Staffing	126	Dr. Jim Phillips
1:00-2:30	FINA 4310 Behavioral Finance/Behavioral Mgt.	129	Dr. Dale Rude
	MARK 4372 Services Marketing	116	Dr. Steven Brown
	ACCT 3371 Accounting Information Systems	127	Dr. James Stinson
2:30-4:00	MIS 3371 Transaction Processing Systems I	160	Dr. Michael Parks
	MARK 4372 Services Marketing	126	Dr. Steven Brown

Tuesdays & Thursdays

TIME	COURSE	MH ROOM	INSTRUCTOR
10:00-11:30	FINA 4355 International Risk Management	116	Dr. Dan Jones
	MARK 3336 Elements of Marketing Administration	170	Dr. Keith Cox
	MARK 4362 Applied Buyer Behavior	114	Dr. Jill Sundie
	ACCT 3371 Accounting Information Systems	110	Dr. James Stinson
11:30-1:00	MIS 3370 Info Systems Development Tools	126	Dr. Randolph Cooper
	MARK 4362 Applied Buyer Behavior	114	Dr. Jill Sundie
	ACCT 2331 Financial Accounting	138	Dr. Ron Lazer
	ACCT 3371 Accounting Information Systems	110	Dr. James Stinson
1:00-2:30	FINA 4354 Risk Management	118	Dr. Dan Jones
	MARK 3336 Elements of Marketing Administration	170	Dr. Keith Cox
	MARK 4362 Applied Buyer Behavior	114	Dr. Jill Sundie
	ACCT 3371 Accounting Information Systems	127	Dr. James Stinson
2:30-4:00	MARK 3336 Elements of Marketing Administration	170	Dr. Keith Cox
4:00-5:30	SCM 3301 Service and Manufacturing Operations	150	Dr. Victor Wayhan

Class Descriptions

ACCT 2331: Accounting Principles I - Financial

This course covers the fundamentals of financial accounting as well as the identification, measurement, and reporting of the financial effects of economic events on enterprises. The course content consists of a mix of descriptive material, financial accounting rules, and the application of these rules to various business situations. Topics include accrual accounting concepts; transaction analysis, recording, and processing (journals and ledgers); preparation, understanding, and analysis of financial statements; accounting for sales and cost of sales; inventory valuation; depreciation of operational assets; accounting for liabilities and present value concepts; and accounting for stockholders' equity.

ACCT 3337: Management (“Cost”) Accounting

This course continues your introduction to managerial and cost accounting that was begun in the introductory accounting sequence (ACCT 2331/2332). Management accounting and cost accounting focus on two basic functions in which the management accounting practitioner adds value to the modern organization: The accumulation and transformation of cost data for the purposes of inventory valuation and income determination (the product costing function) and the collection and use of cost information to facilitate long- and short-horizon planning and decision making, management control, and performance evaluation (the cost management function).

Cost management systems have been designed to provide relevant cost information for managers to make better choices between alternative courses of action, while at the same time allowing them to satisfy the requirements of their customers

ACCT 3367: Intermediate Accounting I

Accounting organizations, the conceptual framework of accounting, the accounting process, basic financial statements, and the time value of money. Financial theory and practice in accounting for assets.

ACCT 3371: Accounting Information Systems

In Accounting Information Systems, students gain an understanding of the operation of and accounting for business cycles, including the financing, revenue, expenditure, production, human resources/payroll cycles, as well as the systems of internal control (including common internal control frameworks and activities) and how data generated from the business cycles is recorded in the general ledger. Students are exposed to database concepts and practices, the definition, causes, detection (including Benford's Law) and prevention of employee and financial statement fraud eXtensible Business Reporting Language (XBRL) as the new method of reporting financial results electronically to a diverse set of users of accounting information,

FINA 4310: Behavioral Finance

Individual decision behavior within a financial market context. Evaluation of psychological explanations for market movements and anomalies. Emphasis on the application of psychological principles to decision-making behavior. Course contents help students to understand how to accumulate “enough” wealth to live comfortably throughout your life. Because the stock market is important for building wealth, the course is focused on operating characteristics of a) the stock market and b) you as a decision maker within it.

This course examines four major questions.

- 1) How should retirement systems be designed to minimize organizational costs and maximize employee welfare?
- 2) Can the stock market be predicted? Our focus will be on long term success. It is extremely difficult to accurately predict the stock market long term.
- 3) Can one identify people or techniques that accurately predict the market? Due to great variations in market returns, evaluation of predictors and prediction methods is difficult.
- 4) What decision processes are used by investors and how do they lead investors astray? We are “programmed” to seek patterns in information and to extrapolate from limited information. Thus, we find it easy to believe that we have found “the method” for predicting the market. Unfortunately, this is very risky because the market is extremely unforgiving.

FINA 4354: Risk Management and Insurance

Provides a broad perspective of risk management that, while emphasizing traditional risk management and insurance, introduces other types of risk management and stresses that the same general framework can be used to manage all types of risk. Students are provided a framework for (a) making risk management and insurance decisions to increase business value (b) understanding insurance contracts and institutional features of the insurance industry, and (c) understanding the effects of and the rationale for public policies that affect risk.

FINA 4355: International Risk Management

Decisions about how to deal with some risky activities and processes have become incredibly complex. The consequences of wrong decisions or just plain bad luck can have profoundly adverse effects, not only on decision-makers, but also on employees, customers, suppliers, and citizens. Increasingly, adverse effects can spill across industries and even national borders, causing grave harm to the innocent and uninvolved. For these reasons, the study of the management of risk in global context is more important than ever.

FINA 4356: Insurance Operations

Insurance is a system in which payments of participant (individuals, businesses, or others) are made in exchange for a commitment to reimburse for specific types of losses and under certain conditions. The organization or entity that facilitates the pooling of funds and the payment of benefits is called an insurer.

The principal function of an insurer is the acceptance of risks transferred to it by others. This task is divided into insurer functional areas consisting of marketing, loss control, underwriting, premium audition, claims and reinsurance. Because of their complexity, insurer functions are segmented into specialty departments who must work together to be successful in performing the task of risk transfer.

MANA 4355: Selection and Staffing

Selection and Staffing is an advanced elective designed to provide students with an in-depth knowledge of the staffing function within an organization. Staffing includes all the necessary activities for an organization to attract, recruit, and select new employees. It can also include placement issues. The focus of the current course as it is taught by Professor Phillips will be on the assessment of applicants so that an organization can fulfill the following three goals: hire an appropriate number of qualified persons; do so in a legally defensible manner; and, stay within appropriate budgetary and time constraints. This course is definitely not a course in supervision and it is not a course in effective interviewing skills. To the contrary, the vast majority of the course will be from the organization's perspective.

MIS 3370: Information Systems Development Tools

This is a beginning programming course that uses Java to help you understand programming concepts, such as an object orientation, routine (method) calls, conditional logic, looping logic, file handling, and effective programming. Therefore, we will not cover many aspects of the Java language that would be important if we were learning Java itself. For example, we will not cover how to create Java applets (that can be used on the Web), how to create and use windows-based forms, graphics, etc.

MIS 3371: Transaction Processing Systems I

Transaction driven information systems including system design, file design, program structure, and internal control.

SCM 3301: Service and Manufacturing Operations

Operations Management (OM) is the study of how organizations employ their resources to produce goods and services to satisfy customer demands. This business process (from purchasing to making to distributing) is known as the supply chain, and the planning and control of this process is called Supply Chain Management (SCM). SCM brings together the areas of Marketing, Engineering, Accounting, Finance, MIS, Statistics, and General Management to solve problems so that the supply chain operates more effectively. Much of our work in this class will be focused on ways organizations use SCM principles to reduce cost, improve operational efficiency and achieve high levels of customer satisfaction across the supply chain. These principles apply to both service-oriented and manufacturing firms as well as governmental and non-profit organizations, and NGO's.

MARK 3336: Elements of Marketing Administration

Marketing orientation of the political, social, legal, and economic environments. Development of marketing programs incorporating these perspectives. Formulation of strategies for the design, pricing, channels, and promotion of products/services.

MARK 4362: Applied Buyer Behavior

The applications of buyer behavior in the execution of marketing strategy.

MARK 4372: Services Marketing

Most businesses in the global economy are service businesses, and managers must understand how marketing services differs from marketing tangible goods to perform effectively and be successful. This course focuses on issues and strategies that apply specifically to the marketing of services. We will discuss the many ways in which marketing services differs from the marketing of tangible goods. Principles and practices of services marketing are also important in industries in which bundling service together with tangible goods can result in competitive advantage and differentiation from competitors. We will consider how the traditional marketing mix must be expanded and adapted for effective practice of services marketing.

After your visit.....



Consider going on a self-guided tour of UH Bauer College! Self-guided tours are available at the Concierge Desk or at the front desk of the Office of Undergraduate Business Programs (262 Melcher Hall).