Colby

ADMINISTRATIVE SCIENCE

Chair, *Professor Randy Nelson*
Professors Randy Nelson, *Leonard Reich, and Douglas Terp; Visiting Associate Professor Brenda McAleer; Assistant Professor Linwood Downs; Visiting Assistant Professor Michael Dell'Olio; Research Associate Rafael Ramiro Moreno*

The Administrative Science Program is devoted to the study of organizations in American society. In today's climate of intense domestic and international competition it is important to approach organizational problems with rigor, ethical responsibility, historical perspective, and imagination. Students wishing to explore management from a variety of perspectives may choose the administrative science minor.

Requirements for the Minor in Administrative Science

Administrative Science 212, 221, 311; Economics 133, 134; and two courses chosen from among Economics 331, Mathematics 212 or 231, and other courses in administrative science.

Students intending to minor in administrative science should normally take Administrative Science 212 no later than their junior year.

Successful completion of the minor requires a 2.0 average for the courses used to satisfy the minor. None of the required courses may be taken satisfactory/unsatisfactory.

Course Offerings

AD212fs American Business and Management A broad perspective on the ethical, managerial, and economic concerns of American business, including not-for-profit organizations such as colleges and hospitals. Examination of the concerns of American business and management through careful consideration of the issues that managers face in the areas of business responsibility and ethics, strategic planning, human resources, marketing, globalization, and issues related to energy and the environment. Students will gain an appreciation for the complexity of these issues and a basis of understanding to help the students as they begin careers of their own. Based primarily on text, other readings, and classroom discussions. *Four credit hours.* **S** MCALEER, REICH

AD221fs Financial Accounting Introduction to financial accounting and financial statement analysis from the stakeholders' perspective. The statement preparation process is reviewed and analyzed. Accounting concepts, measurement conventions, limitations of financial statements, and the substantive and ethical issues that influence statement preparation and presentation are reviewed. Relates accounting and analysis to microeconomics, finance, and macroeconomic events and public policy, with reference to overlapping concepts and topics. *Four credit hours.* DOWNS

AD231j Introduction to Financial Decision Making Does not count toward the administrative science minor. Five topical areas: (1) planning, including career planning, financial budgeting, and personal federal taxes, (2) consumer credit, costs of credit, and identity theft, (3) major purchasing decisions including housing and automobiles, (4) insurance such as property, health, disability, and life insurance, and (5) investing in stocks, bonds, and mutual funds for now and retirement. *Three credit hours.* LARGAY

AD297f International Business and Management Understanding the main differences in managing a business in America compared to other countries, with particular focus on Europe. Based on readings, cases discussions, and direct interaction with business managers working overseas, learn what globalization means in practical terms and identify key challenges for firms and individuals doing business abroad. If taken in conjunction with Administrative Science 298 in spring 2012, counts as one elective toward the administrative science minor. *Two credit hours.* RAMIRO MORENO

AD298s International Business and the Online Challenge A broad perspective on how companies are using technology to manage and boost business abroad, particularly between the Americas and Europe. Through readings, current events, and interaction with business managers working overseas, learn how firms can take advantage of opportunities driven by the adoption of new technologies. Students will be able to identify potential employers if interested in a European work experience. If taken in conjunction with Administrative Science 297 in fall 2011, counts as one elective toward the administrative science minor. *Two credit hours.* RAMIRO MORENO

AD311f Corporate Finance I An introduction to financial markets, institutions, and instruments. The tools needed for discounted cash-flow analysis, asset valuation, and capital budgeting are developed. The effects of diversification on risk and the relationship between risk and return are considered. *Prerequisite:* Economics 133 and 134. *Four credit hours.* NELSON

AD322s Corporate Finance II An examination of (1) the issues firms face in obtaining long-term financing and establishing a dividend policy, (2) the effects of capital structure on the cost of capital and the value of the firm, (3) international corporate finance, and (4) the use of financial derivatives, including options, to manage financial risk. *Prerequisite:* Administrative Science 311. *Four credit hours.* NELSON

AD333f Marketing in America Understanding of marketing as a pervasive organizational function. Emphasis is on the processes by which organizations make product, service, and social marketing decisions and on the societal consequences of those decisions. Students develop a broad perspective of marketing principles in American society including topics of marketing and social responsibility, the importance of understanding how marketing affects society, and the impact of marketing on for-profit, not-for-profit, and governmental institutions. Based primarily on text, other readings, classroom discussions, and assignments. *Prerequisite:* Administrative Science 212. *Three or four credit hours.* MCALEER

AD335s Strategic Planning in Business An analysis of the interrelationships among management, marketing, and strategic planning in the business sector. *Prerequisite:* Administrative Science 212. *Three or four credit hours.* DOWNS

AD354s Business Law A study of the fundamental principles of the law of contracts, torts, property, agency and employment, and governmental regulations, with emphasis on the role these play in both personal and business life. Attention to the interaction between the business community and legal environment in the context of business ethics and integrity using a systematic analysis, including cases, class participation/discussion, debates, and mock trial. *Four credit hours.* **S** DELL'OLIO

AD491f, 492s Independent Study Individual projects devoted to organizational issues in which the student has demonstrated the interest and competence necessary for independent work. *Prerequisite:* Permission of the instructor. *One to four credit hours.* FACULTY