

# Frank G. Zarb School of Business

Students should consult the *Class Schedule* for specific offerings before registering for their programs.

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The Frank G. Zarb School of Business offers day and evening undergraduate and graduate study leading to the Bachelor of Business Administration, the Master of Business Administration/Juris Doctor, the Master of Business Administration, the Executive Master of Business Administration, and the Master of Science degrees, as well as minors in business subjects. Combined B.B.A./M.S. programs, undergraduate certificates and advanced graduate certificates in business are also offered.

During the summer, the Zarb School of Business offers Hofstra students the opportunity to study at Erasmus University in Rotterdam, The Netherlands, and at Hong-Ik University in Seoul, South Korea. For further information, contact the Dean's Office, Frank G. Zarb School of Business. (See International Study, page 17.)

The following departments comprise the School:

Accounting, Taxation, and Business Law  
Business Computer Information Systems and Quantitative Methods  
Finance  
Management, Entrepreneurship, and General Business  
Marketing and International Business

## Statement of Mission

The Frank G. Zarb School of Business at Hofstra University provides a quality education to future leaders in the profit, not-for-profit and public sectors. The School offers an in-depth education within a framework that includes a major field of specialization and a focus on decision making and management in a culturally, politically, socially, and demographically diverse environment. A major objective of the curricula is to provide students with a perspective on the integration of the functional areas of business, while maximizing the use of analytical skills and knowledge for decision making in a contemporary global business environment.

Within a University dedicated to the liberal arts and sciences as the foundation of education, the Zarb School is committed to developing in its undergraduate students an appreciation for those disciplines. The Zarb School emphasizes to all its students the importance of lifelong learning and a sense of the social and ethical responsibil-

ity of managers toward all stakeholders in a diverse global workplace.

The academic organization is designed to foster student learning through close student/faculty interaction. Faculty are primarily concerned with excellence in teaching and are strongly committed to research and scholarship. They are also committed to service to the School and to the community at large.

The vision of the Zarb School of Business is to expand its national and international reputation for excellence by building on its strong regional reputation as a leading school of business.

**Educational Philosophy to Achieve Mission:** The Zarb School of Business is committed to maintaining and increasing the quality of its educational programs through:

1. Viewing the Mission Statement as a living document to be reviewed regularly and revised as warranted.
2. Assessing its programs on a continuing basis by communicating with all of the School's stakeholders.
3. Providing an environment of fellowship among faculty, students, and administrators, that encourages collegiality and interaction through which a diversity of contributions are welcomed. Student advisement is an important component of this close association among faculty, students, and administrators.
4. Maintaining as its priority the recognition and reward of faculty achievements in teaching excellence. Recognizing and rewarding faculty achievements in research and scholarship is deemed critical. A balance among basic scholarship, applied scholarship, and instructional development is essential. Encouraging and recognizing University and community service is emphasized as well.
5. Attracting and retaining students with a strong commitment to learning, a sense of responsibility and the skills and academic preparation necessary to pursue a rigorous academic program.
6. Developing in both undergraduate and graduate students a sense of the special responsibilities incumbent upon them as future business leaders by stressing the value of ethical behavior and diversity in all of its forms in the global workplace.
7. Promoting and encouraging the professional and personal development of students through sponsorship of a broad variety of student organizations providing students with opportunities for formal and informal interaction with business practitioners and organizations. The School utilizes its proximity to New York City to better implement these interactions.
8. Seeking active linkages with local, national, and international business organizations, agencies, and other appropriate partners to provide service to a variety of

communities and constituents, and to afford opportunities to others to benefit from participation in Hofstra's academic community.

### ***Educational Objectives to Achieve Mission***

#### **General Objectives**

At both the baccalaureate and master's levels, the Frank G. Zarb School of Business is committed to promoting quality teaching that requires rigor, relevance, and a thorough exploration of the application of business knowledge in an ever-changing business environment. Simultaneously, the School must impart to its students:

1. Strong functional knowledge integrated across business disciplines.
2. Proficiency in oral and written communications.
3. Analytical and critical thinking skills for effective decision making.
4. Appreciation for the sociopolitical, demographic, economic, and environmental issues that characterize the contemporary global business environment.
5. An understanding of information systems and other technologies and their use in both domestic and global environments.
6. Understanding of ethical principles and social responsibility.

Beyond service to traditional students, the Frank G. Zarb School seeks to increase its base of service to the business and not-for-profit communities through a variety of delivery systems such as certificate programs, consulting services, conferences, workshops, research, and new course/program development for working executives, among others.

***Specific Objectives of Each Program:*** In addition to the general education objectives listed above, each program in the Zarb School of Business has the following specific objectives:

#### **Objectives of the Bachelor of Business Administration Program**

- Offer curricula that are grounded in both the principles of a general, yet challenging, liberal arts curriculum and the fundamentals of business in contemporary practice.
- Serve qualified students who enter into the program directly from secondary schools, other four-year institutions, and two-year community colleges.
- Offer a wide range of B.B.A. concentrations.

#### **Objectives of the Master of Business Administration Program**

- Provide qualified students (who already hold baccalaureate degrees) with a professional perspective, broad exposure to the functional areas of business, specialized instruction in the leadership aspects of business, integrative capstone courses, and an opportunity to gain expertise in a specific field of business.
- Serve individuals with a strong commitment to managerial careers in business, government, or the not-for-profit sector who exhibit the potential for leadership in the global business community.
- Offer a wide range of M.B.A. concentrations.

#### **Objectives of the M.B.A./J.D. Program**

- Offer qualified students a joint program leading to both M.B.A. and J.D. degrees.
- Give people with legal backgrounds a knowledge of business practice, the economic ramifications of the law, and a foundation in business problem solving. Areas of law and business that especially benefit from such an approach include tax law, corporation law, real estate law, and antitrust law.

#### **Objectives of the Executive M.B.A. Program**

- Provide a graduate management education leading to the M.B.A. degree for those qualified students who possess at least seven years of managerial (or equivalent) experience and for whom a more appropriate venue for pursuit of the M.B.A. would be the structure and environment of the executive mode of delivery.
- Provide an appropriate professional perspective, broad exposure to the functional areas of business, specialized instruction in the leadership aspects of business, integrative capstone courses, and an international residency component to foster global skills.
- Serve the particular needs of E.M.B.A. students through a lockstep program that encourages interaction among students.

#### **Objectives of the Master of Science Programs**

- Provide qualified students who already hold baccalaureate degrees with a professional perspective and an opportunity to gain expertise in a specific field of business. These programs are targeted at those who seek to develop expanded bases of knowledge in a particular area of business, as well as those who may seek career change from one business discipline to another.
- Serve individuals with a strong commitment to managerial careers in business, government, or the not-for-profit sector who exhibit the potential for leadership in the global business community.
- Offer M.S. degrees in several functional areas of business.

#### **Objectives of the Undergraduate Certificate Programs**

- Enable qualified individuals holding baccalaureate degrees (in any field) to have the opportunity to earn certificates of achievement by completing 18-19 additional credits of undergraduate work in business.
- Offer these certificates in several specialized areas.
- Stimulate interest in business careers and encourage lifelong learning opportunities.
- Provide appropriate counseling and advisement.

#### **Objectives of the Advanced Graduate Certificate Programs**

- Enable qualified individuals holding M.B.A.s or other professional graduate degrees to earn certificates of achievement by completing 18 additional credits of graduate work in business. These programs are of value

for those seeking to update skills in a particular field or to learn more about other functions of a firm.

- Offer these certificates in several specialized areas.
- Stimulate interest in business careers and encourage lifelong learning opportunities.
- Provide appropriate counseling and advisement.

## Undergraduate Programs

The Bachelor of Business Administration program has been professionally accredited by AACSB International for more than 30 years. This accreditation ensures that faculty, academic programs and facilities are up to the highest professional standards. The curricula provide a broad, liberating education that prepare students for responsible citizenship and leadership roles in business and not-for-profit organizations in the United States and abroad. The majority of business core courses are taken at the sophomore level and above. Major elective courses are taken in the last two years of a four-year curriculum, thus permitting freshmen and sophomores to acquire a solid liberal arts foundation in the humanities, social and natural sciences, mathematics, computer science, and cross-cultural areas.

Prior to the beginning of junior year, the student must confer with a Zarb School of Business adviser. Undecided business students should meet with a faculty adviser in one of the School of Business departments. The School of Business academic majors are as follows:

Accounting (leading to eligibility for CPA certification)  
 Business Computer Information Systems  
 Entrepreneurship  
 Finance  
 International Business  
 Management  
 Marketing

**NOTE:** all majors must be declared at the Office of Academic Records. Forms are available in Zarb School of Business departmental offices.

To facilitate and improve the advisement process, the Zarb School of Business has prepared an advisement form for each B.B.A. major. It shows all course requirements and the recommended sequence of courses. In addition, a personalized progress report called the Degree Audit Report (DAR) is available online. Students are required to make use of this report for course selection, advisement and registration purposes. **Students who fail to do so assume the risk of notification of nonfulfillment of requirements prior to graduation.**

*School of Business courses may not be taken on a Pass/D+/D/Fail basis.*

FOR OPTIONAL MINORS IN BUSINESS, SEE PAGE 100.

**Nonbusiness students may take no more than 25% of their course work in business subjects.**

## BACHELOR OF BUSINESS ADMINISTRATION

Candidates for graduation with the degree of Bachelor of Business Administration must fulfill the following requirements:

1. The successful completion of at least 128 semester hours, including all requirements, and a cumulative grade point average of 2.0 in work completed at Hofstra.

**NOTE: Majors in accounting must also have an overall grade point average of 2.0 in accounting course work at Hofstra. In addition, they must have a C- or better in ACCT 101, 102, 123, and 124 whether taken at Hofstra or transferred in from another institution. Otherwise, these accounting courses must be retaken at Hofstra since no waivers will be granted for them. Students transferring from two-year colleges who have successfully completed the equivalent of ACCT 123 & 124 will receive transfer credit for these courses provided that they successfully complete ACCT 125 with a grade of C or better.**

2. At least 58 semester hours, (61 semester hours for international business majors), including all requirements, must be in liberal arts, and 6 semester hours of general education requirements fulfilled by QM 1 and 122.
3. There are certain requirements that must ordinarily be completed in residence at Hofstra: **15 semester hours in the major field of specialization** and the last 30 hours. The 15 hours need not be included within the last 30 hours.
4. At least 50% of the business credits required for the B.B.A. degree must be earned at Hofstra.
5. The fulfillment of the following requirements:

### **Liberal Arts Core Requirements (30 s.h.)**

(See pp. 82-83 for core courses)

- a) Humanities Division, 9 semester hours including:
 

Creative Participation core	3 s.h.
Appreciation and Analysis core (including a minimum of 3 s.h. of literature courses)	6 s.h.
- b) Natural Sciences, Mathematics/  
 Computer Science Division,  
 9 semester hours including:
 

Mathematics/Computer Science core*	3 s.h.
Natural Sciences core	3 s.h.
Course chosen from Mathematics/Computer Science or Natural Sciences core*	3 s.h.

\*MATH 12 and 16 may not be taken by B.B.A. students. Students who plan to pursue an M.B.A. degree are strongly urged to take a calculus course (MATH 10, 10E, or 19).
- c) Social Sciences Division, 9 semester hours including:
 

History and Philosophy core	3 s.h.
Behavioral Social Sciences core	3 s.h.
Course chosen from History and Philosophy or Behavioral Social Sciences core	3 s.h.

d) Cross-Cultural core 3 s.h.

**ENGL 1-2** (6 s.h.)

(See University Degree Requirements, page 71)

**Specific Liberal Arts Requirements for B.B.A. Students**  
(18 s.h.)

*Students may not use courses listed below in a-e) to fulfill or reduce core residency requirements (see below for exception made for international business majors\*).*

a) ECO 1, 2 6 s.h.

A third economics course if specified by the department.

(These economics courses may not be taken on a Pass/D+/D/Fail basis.)

**NOTE: a maximum of 9 semester hours in economics will be accepted toward the fulfillment of the liberal arts requirement.**

b) MATH 9 or above (except MATH 12 and 16),  
*chosen under business department advisement* 3 s.h.

c) Ethics course (PHI 14 [formerly PHIL 9]  
or PHI 90 [formerly PHIL 11]) 3 s.h.

d) Political science course 3 s.h.

e) SPCM 1 or 7 (formerly SPCH 1 or 7) 3 s.h.

**International business majors must fulfill the following additional specific liberal arts requirements:**

f) Foreign language, level 5 or equivalent (up to 15 s.h.) or standardized test assessments accepted.

g) 3 s.h. chosen from HIST 11, 12, ENGL 43, 44, CLL 39 or 40.

h) A *second* Cross-Cultural core course (3 s.h.)

i) ECO 142

\*International business majors need a minimum of 61 s.h. in liberal arts and may also apply up to 12 s.h. of “**Specific Liberal Arts Requirements for B.B.A. Students**” (b-h) to fulfill “**Liberal Arts Core Requirements.**” Students should see an adviser in the Department of Marketing and International Business.

**Additional Liberal Arts Electives**

Students may select courses from any liberal arts area as needed to complete the minimum of 58 s.h. (61 s.h. for International Business majors).

Additional mathematics courses may be taken to fulfill part of the liberal arts core requirements (see p. 58) and/or as needed to complete the minimum number of liberal arts credits needed for graduation, chosen under advisement from the major department.

**Requirements for B.B.A. Majors** (18-24 s.h.)

(See specific requirements as listed under the field of specialization.)

Accounting	24 s.h.
Business Computer Information Systems	24 s.h.
Entrepreneurship	24 s.h.
Finance	21 s.h.
International Business	21 s.h.
Management	18 s.h.
Marketing	21 s.h.

**Business Core Requirements** (34 s.h.)

ACCT 101, 102 (sophomores or above)†† 6 s.h.

BCIS 14† 4 s.h.

BLAW 20 3 s.h.

FIN 101 (sophomores or above)†† 3 s.h.

FIN 110 (juniors or above)†† 3 s.h.

GBUS 180 or 180 H (seniors only)†† 3 s.h.

IB 150 (sophomores or above)†† 3 s.h.

MGT 101 (sophomores or above)†† 3 s.h.

MGT 110 (juniors or above)†† 3 s.h.

MKT 101 (sophomores or above)†† 3 s.h.

†Students who have successfully completed BCIS 9 and 10 are not required to take BCIS 14. Credit will not be given for both this course and BCIS 9 and/or 10.

††Sophomore class standing (completion of 24 s.h. or above) is required. Junior class standing (completion of 58 s.h. or above) is required. Senior class standing (completion of 88 s.h. or above) is required. These requirements cannot be waived.

**General Education Requirements**

QM 1, 122 6 s.h.

**Free Electives**

Electives as needed to complete the 128 semester hour minimum.

**TRANSFER CREDIT AND RESIDENCY REQUIREMENTS**

**1. Transfer of Business Credits**

**At least 50% of the business credits required for the B.B.A. degree must be earned at Hofstra.**

**2. Transfer of Liberal Arts Core Courses**

Students may be able to use transfer credit and/or advanced standing/placement credit to reduce the liberal arts core course requirements in the Bachelor of Business Administration program described above.

Credits earned elsewhere may be used to reduce core requirements only if courses are completed *before the student matriculates at Hofstra*. Credits that Hofstra students earn as visiting students elsewhere *may not be used* to reduce core course requirements. Please see page 86 regarding transfer credit of liberal arts core course requirements.

**3. Hofstra Students as Visiting Students Elsewhere**

**Currently enrolled Hofstra students who want to earn business or nonbusiness credits as visiting students elsewhere must obtain prior approval from the major adviser and/or chairperson of their major department and the Office of the Dean, Zarb School of Business. If approved, business credits may only be earned at AACSB-accredited institutions.**

**MINORS IN BUSINESS**

Business minors provide B.B.A. and non-B.B.A. students with an enriched understanding of the business world. A completed minor field will be listed on the student's transcript.

Students with a *major* in a business area may choose a minor in a second business area. For a business minor,

B.B.A. students must complete, *only under faculty advisement in the department offering the minor*, a minimum of 18-19 semester hours with grades of C– or better in that second area of study, with at least six-twelve hours in residence depending upon the chosen minor. While the introductory courses (e.g., courses numbered 1, 2, 101 and 110) included in the undergraduate business and general requirements may be counted within the total 18-19 credit hours, no course may be used toward the minor if it is also being used as an elective in the major field.

For a minor in Business Computer Information Systems, see page 141.

For a minor in Business Law, see page 144.

For a minor in Finance, see page 189.

For a minor in Human Resources Management, see page 230.

For a minor in International Business, see page 218.

For a minor in Management, see page 230.

For a minor in Marketing, see page 233.

Business majors who want to pursue a minor in a nonbusiness area should obtain a description of the minor requirements from the appropriate department. For a minor in the Hofstra College of Liberal Arts and Sciences, see page 79; for the School of Education and Allied Human Services, see page 110; for interdisciplinary minors, see page 216.

Nonbusiness majors may choose a minor in the School of Business. The requirements are the successful completion of a minimum of 18-19 semester hours of business courses with grades of C– or better, *only under faculty advisement in the department offering the minor*, with at least six-twelve hours in residence.

For a minor in General Business, *for nonbusiness majors only*, see page 199.

*No School of Business courses may be taken on a Pass/D+/D/Fail basis.*

No student pursuing a bachelor's degree, other than a Bachelor of Business Administration degree, may complete more than 30 semester hours of School of Business course work without prior permission of the School of Business Dean's Office. The student must have the appropriate form approved by and filed with the major and minor departments.

For further information regarding business minors, contact the chairperson of the appropriate department.

*All minors must be declared at the Office of Academic Records. Forms are available in Zarb School of Business departmental offices.*

## **BACHELOR OF BUSINESS ADMINISTRATION/MASTER OF SCIENCE**

The Frank G. Zarb School of Business offers combined B.B.A./M.S. programs with majors in the following areas:

### **Accounting (152 credits)**

### **Taxation (152 credits)**

Qualified Hofstra University undergraduate accounting majors may choose to take one of the above-listed 152-

credit joint B.B.A./M.S. programs. These students must take the Graduate Management Admission Test (GMAT), meet the M.S. admission requirements and submit the appropriate application after successfully completing a minimum of 88 undergraduate credits, but prior to enrolling in their last 12 credits of course work toward the B.B.A. Students meeting these requirements will be eligible to take two graduate-level courses, ACCT 215 and 242 instead of ACCT 144 and 125. ACCT 215 and 242 are credited to both the B.B.A. and M.S. degree requirements. Students taking this option will require a minimum of 24 additional credits to complete their M.S. degree. In most states candidates for the CPA examinations are required to have completed 150 semester hours of course work in order to be eligible to take the examination. The B.B.A./M.S. program offered by the Department of Accounting, Taxation, and Business Law should enable accounting students to meet this requirement. (Students are advised to check with their state boards of accountancy to obtain specific requirements.)

### **Marketing (152 credits)**

### **Marketing Research (155 credits)**

Qualified Hofstra University undergraduate marketing majors may choose to take one of the above-listed joint B.B.A./M.S. programs. These students must take the Graduate Management Admission Test (GMAT), meet the M.S. admission requirements, and submit the appropriate application after successfully completing a minimum of 88 undergraduate credits, but prior to enrolling in their last 12 credits of course work toward the B.B.A. Students meeting these requirements will be eligible to take two graduate-level courses, MKT 207 and MKT 247 in place of two undergraduate marketing electives. MKT 207 and MKT 247 are credited to both the B.B.A. and M.S. degree requirements. Students taking this option will only require an additional 24-27 credits to complete their M.S. degree.

For complete M.S. requirements, please see the *Hofstra University Graduate Bulletin*.

## **BUSINESS EDUCATION**

In cooperation with the School of Education and Allied Human Services, the Zarb School of Business offers programs leading to New York State certification for classroom teachers in business education, and in business and distributive education. Students who want to be certified should consult an adviser in the School of Business for selection of a major field and an adviser in the School of Education for selection of the proper courses for meeting the New York State requirements. See page 285 for complete description.

## **BACHELOR OF SCIENCE IN VIDEO/TELEVISION AND BUSINESS**

The School of Communication offers a program leading to the degree of Bachelor of Science with a specialization in video/television and business. See page 131 for requirements.

## UNDERGRADUATE CERTIFICATE PROGRAMS

The Zarb School of Business and University College for Continuing Education offer career certificate programs which are open to qualified college graduates with baccalaureate degrees. Each program consists of six undergraduate-level courses (18-19 credits) which are taken under advisement. At least 12 credits must be taken in residence. Individuals may develop significant expertise in a new field, thus enabling them to begin or move along a new career path. Additionally, graduates may be able to use these courses to fulfill some prerequisites toward an M.B.A. program. Courses in these programs are taught by Zarb School of Business faculty.

**The Accounting Certificate Program** enables college graduates to become accountants, usually for either public accounting or industry; and they will meet some of the State requirements for taking the CPA examination. Participants in this program learn the basic concepts, techniques, and skills required to understand and practice accounting.

**The Certificate in Business Information Systems Program** prepares college graduates for the fastest growing careers in systems analysis and information resources management. Students learn to analyze business needs and procedures in order to design a system of computer-based tools to simplify business functions and improve productivity.

**The Finance Certificate Program** offers three concentrations, all of which enable graduates to be eligible for positions with brokerage houses, corporations, government agencies, not-for-profit institutions, insurance firms, and investment banks. Graduates may also be able to use these courses to fulfill the prerequisites for admittance to the CFA examination.

**The General Management Certificate Program** enables graduates to advance their careers by developing high-level competencies as managers. Individuals who have recently assumed responsibility for coordinating the work of others, as well as those preparing for promotion to supervisory positions, will benefit from this program.

**The Human Resources Management Certificate Program** offers individuals the opportunity to pursue a career in the field of human resources management. Graduates of the program become eligible for positions in a variety of business entities including corporations, not-for-profit in-

stitutions, and government agencies in both domestic and international markets.

**The International Business Certificate Program** prepares graduates to work at a variety of exciting positions, such as international financial managers, import/export managers, foreign subsidiary managers, international human resources managers, international trade managers, and others depending on prior experience and education.

**The Marketing Certificate Program** offers two concentrations for college graduates. One concentration focuses on marketing management that prepares students for positions in a variety of settings, such as direct marketing, international marketing, retail management, and marketing research. The other focuses on marketing media with emphasis on television and print advertising.

## ACADEMIC CHAIRS AND DISTINGUISHED PROFESSORSHIPS

For information, see page 336.

THE BERNON FAMILY ENDOWED DISTINGUISHED PROFESSORSHIP IN BUSINESS.

THE BRODLIEB DISTINGUISHED PROFESSORSHIP IN BUSINESS is held by Dr. Stern, Professor of Business Computer Information Systems.

THE CHAYKIN DISTINGUISHED TEACHING PROFESSORSHIP IN ACCOUNTING is held by Professor Katz, Professor of Accounting.

THE CHAYKIN ENDOWED CHAIR IN ACCOUNTING is held by Dr. Polimeni, Dean of the Zarb School of Business.

THE ROBERT F. DALL DISTINGUISHED PROFESSORSHIP IN BUSINESS is held by Dr. Sonfield, Professor of Management and General Business.

THE WALTER H. "BUD" MILLER DISTINGUISHED PROFESSORSHIP IN BUSINESS is held by Dr. Berman, Professor of Marketing.

THE RMI DISTINGUISHED PROFESSORSHIP IN BUSINESS is held by Dr. Evans, Professor of Marketing.

THE HONEY AND ARTHUR SORIN DISTINGUISHED TEACHING FELLOW IN BUSINESS is held by Professor Fellman, Adjunct Associate Professor of Management.

THE MEL WEITZ DISTINGUISHED PROFESSORSHIP IN BUSINESS is held by Dr. Lazarus, Professor of Management.