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*The mission of McKendree University is to provide a high-quality educational experience to outstanding students.*

*~Responsible Citizenship ~Engagement ~Academic Excellence ~Lifelong Learning~*

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### **ECO 211 PRINCIPLES OF MICROECONOMICS (3)**

Analysis of individual decision making and the firm's decision making regarding the allocation of resource inputs and pricing of outputs.

#### **Student Learning Outcomes**

*Students will:*

1. Understand basic microeconomic concepts such as specialization and trade, supply and demand, market efficiency, and consumer behavior.
2. Analyze the behavior of individuals and firms in different market structures.
3. Apply logical and mathematical reasoning to explain microeconomic principles.
4. Evaluate the effects of government intervention, externalities, and public good on economic efficiency.
5. Utilize microeconomic principles to make informed decisions as a consumer, worker, entrepreneur, and voter.

#### **Course Topics**

1. Introduction to Microeconomics
2. Elasticity and Efficiency
3. Behavior and Strategic Thinking
4. Production and Costs
5. Market Structures
6. Externalities and Public Goods
7. Factors of Production



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### **ECO 212 PRINCIPLES OF MACROECONOMICS (3)**

Introduction to major areas of macroeconomic theory and policy. Topics include national income, fiscal policy, monetary policy, international trade, and economic growth.

#### **Student Learning Outcomes**

*Students will:*

1. Understand basic macroeconomic concepts such as specialization and trade, supply and demand, GDP, unemployment, inflation, economic growth, fiscal policy, and monetary policy.
2. Develop critical thinking skills to analyze economic issues and policies.
3. Apply mathematical and logical reasoning to explain macroeconomic principles.
4. Utilize macroeconomic concepts to make informed decisions as a consumer, worker, entrepreneur, and voter.

#### **Course Topics**

1. Introduction to Macroeconomic
2. Macroeconomic Indicators
3. Economic Growth and Policy
4. Monetary Economics and Inflation
5. Open-Economy Macroeconomics



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### **ECO 309 MONEY AND BANKING (3)**

An introduction to monetary standards and theories, commercial banking structure and operations, monetary and fiscal policy implementation, central banking, and the Federal Reserve System. Prerequisites: ECO 211, 212. Same as FIN 309.

#### **Student Learning Outcomes**

*Students will:*

1. Understand the role of money, banking, and financial markets within an economy.
2. Analyze the determinants of interest rates, bond markets, and stock markets.
3. Evaluate the role of financial institutions, the central bank, and the money supply process.
4. Comprehend monetary theory and policy and their impact on economic performance.
5. Gain insights into the international financial system and foreign exchange markets.

#### **Course Topics**

1. Introduction to Money
2. Interest Rates and Financial Markets
3. Banking and Financial Institutions
4. Central Banking and Monetary Policy
5. Foreign Exchange and International Finance
6. Macroeconomic Analysis



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### **ECO 320 ECONOMICS OF SPORT (3)**

A course in the principles of the economics of sport. Typical topics include the relationship of sports to the economy; an examination of demand, revenue, and profit; the market for sports broadcast rights; franchise issues; athlete pay; and labor disputes. Prerequisite: ECO 211.

#### **Student Learning Outcomes**

*Students will:*

1. Understand the objectives of sports franchises and the nature of franchise competition.
2. Evaluate antitrust policies and their applications in the sports industry.
3. Analyze the economic impacts of sports teams, stadium financing, and mega-events on communities.
4. Examine labor markets in professional sports, including player salaries and market imperfections.
5. Investigate discrimination and other relevant issues in sports labor economics.
6. Apply economic theory to real-world issues in sports through research and analysis.

#### **Course Topics**

1. Introduction to Sports Economics
2. Sports Franchises and markets
3. Economic Impacts and Public Finance
4. Labor Market in Sports
5. Market Structures in Sports
6. Intercollegiate Athletics



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### **ECO 353 MANAGERIAL ECONOMICS (3)**

Application of microeconomics to managerial and organizational decision making. Strong emphasis is placed on student problem solving and case analysis. Prerequisites: ECO 211, 212. Recommended: MTH 170.

#### **Student Learning Outcomes**

*Students will:*

1. Apply intermediate microeconomic theories to managerial and organizational decision-making.
2. Analyze pricing strategies and understand their implementation in firms.
3. Develop problem-solving skills related to profit maximization, elasticity determination, demand estimation, and optimal pricing.
4. Utilize economic and statistical tools to solve real-world managerial challenges.
5. Enhance critical thinking skills through case analysis and group projects.

#### **Course Topics**

1. Introduction to Managerial Economics
2. Demand Theory
3. Production Theory
4. Cost Analysis
5. Market Structures
6. Advanced Pricing Techniques
7. Special Topics in Managerial Economics



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### **ECO 410 ECONOMETRICS (3)**

This course is an introduction to quantitative modeling of economic and financial information. The course will teach modeling techniques with an emphasis on applying these tools to make informed business and economic decisions. The course will include a discussion of statistical models, their underlying assumptions and properties, how to test whether these assumptions are met, and how to address violations of these assumptions. Prerequisites: MTH 170 and either ECO 211 or 212.

#### **Student Learning Outcomes**

*Students will:*

1. Model relationships between variables using econometric techniques.
2. Apply appropriate statistical methods to estimate relationships between variables.
3. Test assumptions underlying econometric models and address violations.
4. Analyze data, interpret estimated parameters, and draw conclusions from econometric analysis.
5. Develop proficiency in using statistical software (Stata) for econometric applications.

#### **Course Topics**

1. Introduction to Statistic Review
2. Simple and Multiple Regression Analysis
3. Qualitative Information in Regression Analysis
4. Heteroskedasticity and Model Assumptions
5. Advanced Econometric Techniques



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### **FIN 306 CONSUMER FINANCE (3)**

A basic course in personal finance. Topics include financial planning, establishing credit, purchasing a home, and planning an insurance program. Open to all majors.

#### **Student Learning Outcomes**

*Students will:*

1. Develop a deeper understanding of personal finance planning issues.
2. Understand the components of a personal financial plan.
3. Learn how to develop and implement a personal financial plan.

#### **Course Topics**

1. Financial Planning Basics
2. Credit and Debt Management
3. Home Ownership and Real Estate
4. Insurance Planning
5. Investment and Retirement Planning
6. Consumer Decision-Making



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### **FIN 308 PRINCIPLES OF BUSINESS FINANCE (3)**

Basic financial management of the business firm involving procurement, allocation, and control of funds to maximize shareholder wealth. Prerequisites: ACC 205, ECO 211.

#### **Student Learning Outcomes**

*Students will:*

1. Understand the fundamentals of financial management and its role in business decision-making.
2. Analyze financial statements and assess financial health.
3. Apply the concepts of financial asset valuation, including the time value of money, stock valuation, and bond valuation.
4. Evaluate investment opportunities using capital budgeting techniques.
5. Assess the relationship between financial risk and expected return.
6. Demonstrate knowledge of capital structure and cost of capital.
7. Develop critical thinking and analytical skills in financial decision-making.
8. Exhibit social responsibility in investment choices.

#### **Course Topics**

1. Introduction to Financial Management
2. Financial Statements and Cash Flow
3. Time Value of Money and Valuation
4. Capital Budgeting and Investment Decisions
5. Risk and Return
6. Cost of Capital



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### **FIN 320 BUDGETING AND FINANCING OF SPORT (3)**

This course examines the principles involving the procurement, allocation, and control of funds used to support sport programs. Prerequisite: FIN 308.

#### **Student Learning Outcomes**

*Students will:*

1. Define, analyze, and interpret the importance of financial management and budgeting in sport organizations.
2. Evaluate financial and budgetary decision-making processes in sport organizations.
3. Demonstrate and apply knowledge of sport management principles to practical scenarios.
4. Develop critical thinking, problem-solving, and communication skills within the context of sport finance.

#### **Course Topics**

1. Introduction to Sport Financial Management
2. Facility Financing
3. Economic Impact Analysis
4. Youth Sports Budgeting
5. Feasibility Studies in Sport
6. Professional and Collegiate Sports Financing
7. Sustainability in Sport Finance
8. Critical Issues in Sport Finance



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### **FIN 355 INVESTMENTS (3)**

This course studies financial assets and their allocation in efficient portfolios with emphasis on equities and fixed income securities. Major topics include financial asset valuation, risk and return, market efficiency, and asset allocation. Prerequisite: FIN 308.

#### **Student Learning Outcomes**

*Students will:*

1. Demonstrate personal money management and socially responsible investment choices.
2. Develop and apply analytical, critical thinking, and problem-solving skills in investment scenarios.
3. Understand major concepts in finance and their applications to investment decisions.
4. Gain knowledge and skills required for professional financial decision-making.
5. Assess the economic and financial environment and its impact on investment strategies.
6. Evaluate and present financial data with a focus on reliability and informed decision-making.

#### **Course Topics**

1. Introduction to Investments
2. Financial Markets and Securities
3. Stock Market Analysis
4. Market Efficiency and Behavioral Finance
5. Fixed Income Securities
6. Portfolio Management
7. Performance Evaluation



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### **FIN 360 FINANCIAL MANAGEMENT – APPLICATIONS AND CASES (W) (3)**

Application of basic financial techniques and principles in financial administration, policy, and decision making. The case-study method is used. Prerequisites: FIN 308, MTH 170.

#### **Student Learning Outcomes**

*Students will:*

1. Bridge the gap between financial theory and practical application through case analysis.
2. Develop and demonstrate self-learning skills.
3. Enhance written and oral communication skills through detailed case discussions and presentations.
4. Apply financial management principles to analyze real-world financial scenarios.
5. Critically assess financial data and its reliability for decision-making purposes.
6. Demonstrate problem-solving and analytical skills within a financial management framework.

#### **Course Topics**

1. Introduction to Financial Management
2. Case Analysis Framework
3. Time Value of Money
4. Risk and Return
5. Capital Budgeting
6. Corporate Valuation
7. Capital Structure and Cost of Capital
8. Financial Statement Analysis



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### **FIN 363 FINANCIAL MARKETS AND INSTITUTIONS (3)**

This course explores the functioning of the financial industry and analyzes the unique nature of financial statements of institutions. Topics include management of balance sheet and off-balance sheet risks, regulation, and the interplay between financial markets and institutions. Prerequisite: FIN 308.

#### **Student Learning Outcomes**

*Students will:*

1. Define and explain basic concepts, principles, terminology, and techniques commonly applied in financial markets and institutions.
2. List, define, and explain various types of financial markets, institutions, and instruments.
3. Analyze the types of financial risks faced by different financial institutions.
4. Develop strategies to manage diverse financial risks in different financial institutions.

#### **Course Topics**

1. Introduction to Financial Markets
2. Types of Financial Institutions
3. Financial Statements in Financial Institutions
4. Financial Risks
5. Risk Management Techniques