

# New and Featured Fall 2014 Classes!

## FINANCE

### **FINC-UB-81: Risk and Insurance**

Professors: John Biggs and Samuel Liss

Finance concentration

Prerequisites: FINC-UB 2 & FINC-UB 7



### **FINC-UB 49: Principles of Securities Trading**

Professor Joel Hasbrouck

Finance concentration

Prerequisites: FINC-UB 2



## MARKETING

### **MKTG-UB 86: Luxury Branding**

Professor Thomai Serdari

Marketing concentration, BEMT minor

Prerequisite: MKTG-UB 85



### **MKTG-UB 93: Research Seminar: Current Research in Marketing**

Professor Joel Steckel

Marketing concentration



### **MKTG-UB 58: The Business of Video Games**

Professor Joost van Dreunen

Marketing concentration, BEMT minor



## ECONOMICS

### **ECON-UB 237: Spatial Economics**

Professor Gian Luca Clementi

Economics concentration

Prerequisite: ECON-UB 1



## INFORMATION SYSTEMS

### **INFO-UB 38: Social Media and Digital Marketing Analytics**

Professor Anindya Ghose

Information Systems concentration, Business Analytics track,  
Digital Marketing track

Prerequisite: Sophomore standing

### **INFO-UB 46: Dealing with Data**

Professor Panagiotis G. Ipeirotis

Information Systems concentration, Business Analytics track,  
Management Consulting track