What are the Topics used in Research Starters - Business?

**Course Breakdowns based on review of course materials from:** SUNY Albany, University of Pennsylvania, MIT, Lehigh University, University of Notre Dame, University of Michigan, Indiana University, University of Texas, Virginia Tech, University of Dayton, Boston College, Temple University, University of Wisconsin, Gannon University, Ithaca University, Iona College, University of Maryland, Cornell University, University of California (Berkley), University of Connecticut, University of Toronto (Canada), McMaster University (Canada), Dalhousie University (Canada), University of Alberta (Canada), University of British Columbia (Canada)

1. **Major Subject Area: Accounting**
   1. Financial & Accounting Compliance
   2. Accounting for Stock-Based Compensation
   3. Assurance Services
   4. Tax Impact on Decisions
   5. Accounting Systems & Controls
   6. Tax Planning
   7. Accounting for Complex Financial Structures
   8. Audit Services
   9. Governmental Accounting
   10. Nonprofit Accounting
   11. Taxes & Business Strategy
   12. Income Tax Accounting
   13. Cost Management Systems
   14. Financial Statements
   15. Statistical Applications in Accounting
   16. Principles of Taxation
   17. Cost Accounting
   18. Tax Administration
   19. Accounting for Mergers & Acquisitions
   20. Auditing (Great Neck Publishing)
   21. Accounting Systems for Managerial Decisions
   22. International Financial Accounting

2. **Major Subject Area: Finance**
   1. Portfolio Management
   2. Stock & Bond Values
3. Venture Capital & the Finance of Innovation
4. Corporate Financial Strategy
5. Risk & Rates of Return
6. Time Value of Money
7. Behavioral Finance
8. Management of Financial Institutions
9. Investment Management
10. Common Stock
11. Preferred Stock
12. Long-Term Debt
13. Cash & Marketable Securities
14. Regulatory Issues in Financial Services
15. Business Forecasting
17. Capital Markets
18. Financial Derivatives
19. Finance of Fixed Income Securities, The
20. Buyouts of Acquisitions
21. Bankruptcy & Organization
22. Investment Concepts
23. Corporate Financial Management
24. Corporate Finance
25. Commercial Bank Management
26. Managerial Finance (Great Neck Publishing)
27. Financing the Corporation
28. Money & Banking
29. Industrial Organization & Finance
30. Fundamental vs Technical Financial Analysis
31. Basic Concepts in Finance
32. Accounts Receivable & Inventories
33. Online Trading
34. History & Processes of the Stock Market
35. Mergers & Acquisitions
36. Financial Statement Analysis
37. Corporate Valuation
38. Sub-prime Lending
39. Swaps
40. Value for Money
41. Business Finance
42. Corporate Financial Practice: Factoring, Supply Chain Finance & Global Treasuries
43. Financial Markets & Institutions
44. Global Finance (Great Neck Publishing)
45. Derivatives & Management of Risk
46. Real Estate Finance
47. Financial Management in Business
48. Trading Costs
49. Financial Planning & Policy for Large Corporations
50. Cash Flow
51. Terminal Value
52. Debt Valuation
53. Stock Indexes
54. Financial Incentives
55. Financial Ratios
56. Financial Hedging
57. Financial Globalization
58. Dividend Policy
59. Financial Information Systems
60. Financial Security Analysis
61. Corporate Leasing
62. Warrants & Convertibles
63. Stock Markets
64. Options & Futures Markets
65. Foreign Currency Exchange & Risk
66. Finances of International Banking
67. Money Markets
68. Investment Valuation & Analysis
69. International Corporate Finance
70. Trading & Markets
71. Applied Global Money Management
72. Strategic Financial Management
73. Corporate Financial Policy
74. Use of Managerial Economics in Finance
75. Role of International Financial Markets
76. International Financial Management

3. **Major Subject Area: Law**
1. Commercial Law
2. Business Law
3. Business Succession Planning & Transfers
4. Employment Problems & the Law
5. Legal Aspects of Marketing
6. Legal Aspects of Technology Management
7. Internet & Online Law
8. Ethical Responsibilities of Business, The
9. Real Estate Law
10. Trust & Estate Planning & Law
11. Electronic Law
12. Law of Property
13. Legal Environment of Business
14. Employment Law for Business
15. Wills, Trusts, Estates & Taxation
16. International Business Law
17. Law & the Environment
18. Labor Relations Law
19. Securities Regulations
20. ISO 14000

4. **Major Subject Area: Management**
   1. Business Cycle
   2. Human Resource Information Systems
   3. Negotiations: Managing Conflict within Organizations through Negotiations
   4. Consulting to Growth Companies
   5. International Political Economy
   6. Politics of the Multinational Firm
   7. Enterprise Risk Management
   8. Corporate Development: Mergers & Acquisitions
   9. Managing the Process of Innovation
   10. IT Management Applications
   11. Operations Management
   12. Critical Thinking in the Management of Technology
   13. Management of Human Resources
   14. Customer Relationship Management
   15. Creating, Managing & Presenting the Arts
   16. Multinational Management
17. Leadership & Motivation
18. Comparative Management
19. Project Management
20. Special Topics in Management
21. Motivation, Productivity & Change Management
22. Community Reinvestment
23. Organizational Behavior
24. Communications in the Workplace
25. Organization Design
27. Labor Relations & Human Resource Management
28. Corporate Strategy
29. Logistics Management (Great Neck Publishing)
30. Management Competencies
31. Management Consulting
32. Business Strategy & Policy
33. Strategies & Practices of Family-Controlled Businesses
34. Strategic Management in a Sustainable Society
35. Group Dynamics (Great Neck Publishing)
36. Team Management
37. Strategic Implementation
38. Sustainable Competitive Advantage
39. Organizational Consulting
40. Procurement & Supply Management
41. Competitive Strategy
42. Behavioral Foundations of Management
43. Principles of Management
44. Resource Planning
45. Nonprofit Leadership & Management
46. Event Management
47. Directing & Managing Volunteers
48. Building Human Assets
49. Managerial Leadership
50. Decision Making
51. American Business History
52. Managing in a Turnaround Environment
53. Managing Inter-firm Alliances
54. Executive Leadership
55. Scenario Planning
56. Technological Innovation
57. Management of Globalization
58. Microeconomics & Technical Change
59. Gender & Management

5. **Major Subject Area: Marketing**
   1. Marketing Methods
   2. Law of Marketing & Antitrust
   3. Future of Integrated Marketing Communications
   4. Value-Based Strategies for Business Marketing
   5. Marketing Decision-Making
   6. Consumer & Organizational Buyer Behavior
   7. Advertising Campaigns
   8. Multinational Marketing
   9. Public Relations
   10. Strategic Marketing (Great Neck Publishing)
   11. Applied Probability Models in Marketing
   12. Professional Selling in Business to Business Marketing
   13. Market of Consulting in Business
   14. Pricing Strategies
   15. New Product Management
   16. Channel Management
   17. Applications for Business Consulting in Marketing
   18. Pricing Policy
   19. Marketing Management
   20. Consumer Behavior
   21. International Marketing
   22. Principles of Advertising
   23. Business Marketing
   24. Integrated Marketing Communications
   25. Internet Marketing Strategies
   26. Marketing Strategy
   27. Models for Marketing Strategy
   28. Personal Selling & Sales Management
   29. Buyer Behavior
   30. Sales Force Management
   31. Retail Merchandising
32. Promotional Policies  
33. Marketing Principles  
34. Principles of Retailing  
35. Product Innovation  
36. Advertising Management  
37. Brand Management  
38. Marketing Research  
39. Trade Show Participation  
40. Key Account Management  

6. **Major Subject Area: Information Technology**  
   1. Process Management for Quality  
   2. Communications, Networking & Security  
   3. Decision Support Systems  
   4. Data Communications  
   5. Systems Analysis & Design  
   6. Business Statistics  
   7. Quantitative Analysis for Business Decisions  
   8. Computer Applications in Business  
   9. Business Application Implementation  
  10. Data Management  
  12. Business Application Development  
  13. Business Information Systems & Technologies  

7. **Major Subject Area: Actuarial Science**  
   1. Actuarial Risks -- Operations & Markets  
   2. Risk Theory & Credibility  
   3. Financial Strategies & Analysis -- Insurance  
   4. Statistical Methods for Actuaries  
   5. Survival Models  
   6. Theory of Interest  
   7. Actuarial Models  
   8. Loss Distributions  
   9. Stochastic Processes  
  10. Actuarial Statistics  
  11. Theory of Life Insurance  

https://help.ebsco.com/interfaces/EBSCOhost/EBSCOhost_FAQs/Topics_used_in_Research_Starters_Business  
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8. **Major Subject Area: Business & Public Policy**
   1. Economic Analysis of Law
   2. Drug Policy
   3. Program & Policy Design
   4. Managerial Economics (Great Neck Publishing)
   5. Cost Benefit Analysis: Decision Making in the Public Sector
   6. Business, Ethics & Society
   7. Business in the Global Political Environment
   8. Urban Public Policy
   9. Private Sector Economic Development
   10. Impact of Government Policy on Poor Children
   11. Urban Fiscal Policy
   12. Political Economy of Social Policy
   13. Arts & Cultural Policy
   14. International Housing Comparisons
   15. Environmental Management
   16. Economic Problems of Developing Areas
   17. Nations, Politics & Markets
   18. International Industrial Development Strategies
   19. Technology in Global Markets
   20. Race, Ethnicity & Public Policy
   21. Science & Technology Policy
   22. Impact of Government Policy on Families
   23. Public Budgeting
   24. Economics of Public Problem-Solving
   25. Corporate Sponsorships
   26. Corporate Leaders as Volunteers
   27. Corporate Social Responsibility
   28. Corporate Accountability
   29. Diversity in the Workplace
   30. Risk Analysis & Public Policy

9. **Major Subject Area: Entrepreneurship**
   1. New Ventures & the Law
   2. Current Issues in Entrepreneurship
   3. Entrepreneurship & Venture Initiation
   4. Funding New Ventures
   5. Entrepreneurial Marketing
6. Human Resources for the Emerging Firm
7. Entrepreneurship
8. Social Entrepreneurship
9. Entrepreneurship & Business Planning
10. Technological Innovation & Entrepreneurs
11. Venture Capital & Entrepreneurial Management
12. Family Business Strategy
13. Launching New Ventures Through Technology
14. Real Estate Entrepreneurship

10. **Major Subject Area: Health Care Management**
   1. Health Care Systems
   2. Economics of Medical Care
   3. Financing of Health Care Delivery
   4. Clinical Issues in Health Care Management
   5. Comparative Health Systems
   6. Health Care Strategy
   7. Health Care Management
   8. Health Care & Information Technology
   9. Integrated Health Delivery Systems
  10. Quality Improvement in Health Care
  11. Health Care Policy & Politics
  12. Law of Healthcare in America
  13. Health Care Management & Policy

11. **Major Subject Area: Insurance & Risk Management**
   1. Employee Benefit Plan Financing
   2. Property & Liability Insurance
   3. Employee Benefit Plan Design
   4. Health Insurance
   5. Life Insurance
   6. Government Insurance Programs
   7. Risk Management (Great Neck Publishing)
   8. Risk Analysis & Environmental Management
   9. Claims Adjusting
  10. Managing Pure Risks: Operations & Markets
  11. Business Estate Planning
  12. Business Insurance (Great Neck Publishing)
13. Principles of Risk Management
14. Liability Risk Management
15. Social Security & Medicare
16. Labor Legislation & Unions
17. Risk Management & Insurance
18. Insurance Operations
19. Personal Lines Insurance & Risk Management
20. Management of Insurance Enterprise
21. Risk Treatment

12. **Major Subject Area: Operations & Information Systems**
   1. Forecasting Techniques
   2. Service Operations Management
   3. International Supply Chain Management
   5. Operations & Competition
   6. Decision Processes: A Core Business Activity Supported by Information Systems
   7. Process Management for Manufacturing
   8. Management Science (Great Neck Publishing)
   9. Negotiations
   10. Information Strategy & Economics
   11. Customer Information Systems

13. **Major Subject Area: Statistics**
   1. Financial & Economic Time Series
   2. Engineering Statistics
   3. Statistical Reasoning
   4. Mathematical Statistics
   5. Engineering Statistics for Manufacturing Systems
   6. Probability & Statistics
   7. Advanced Statistical Methods
   8. Statistical Principles for Problem Solving
   9. Statistical Quality Control
   10. Regression Analysis
   11. Descriptive Statistics
   12. Statistics & Data Analysis
   13. Statistical Computing
   14. Theoretical Statistics
16. Forecasting Methods for Management
17. Decision Making Under Uncertainty
18. Normal & Binomial Distributions
19. Numerical Data Presentation
21. Sample Survey Design
22. Applied Regression & Analysis of Variance
23. Introduction to Nonparametric Methods
24. Time Series
25. Process Analysis

14. Major Subject Area: Economics
   1. Economic Applications of Game Theory
   2. Quantitative Economics Analysis
   3. Experimental Economics (Great Neck Publishing)
   4. Information, Strategy & Economics
   5. Contract Theory
   6. Behavioral Economics & Finance
   7. Mathematics in Economics
   8. Dynamic Optimization
   9. Comparative Economic Systems
  10. Econometrics (Great Neck Publishing)
  11. Policy Debates
  12. Economic Growth
  13. Computational Methods for Management
  14. Economics of Business Regulations
  15. Principles of Macroeconomics
  16. Consumer Demographics
  17. Applied Macroeconomics
  18. Microeconomic Theory
  20. Economics of Regional Development
  21. Productivity
  22. Quantitative Applications in Economics & Finance
  23. Environmental & Natural Resource Economics
  24. Special Problems in Economics
  25. Local Economic Empowerment Development Strategy Certification
26. Technology Transfer (Great Neck Publishing)
27. Computational Methods for Economics
28. Economics of Urban Development
29. Transfer Pricing
30. Supply
31. Fixed Income Securities & Economics
32. Industrial Organization (Great Neck Publishing)
33. International Trade Economics
34. Principles of Microeconomics (Great Neck Publishing)
35. Economic Effects of Climate Change
36. Stages of Economic Maturation
37. Game Theory (Great Neck Publishing)
38. International Economic Development
39. Monetary Policy
40. Monetary Theory (Great Neck Publishing)
41. Human Resource Economics
42. Research Methods in Economics & Business
43. Evolution of Economic Thought
44. Labor Demand
45. Labor Supply
46. Price Analysis
47. Elasticity (Great Neck Publishing)
48. Microeconomics & Public Policy
49. Equilibrium (Great Neck Publishing)
50. Business Conditions Analysis
51. Aggregate Supply
52. Aggregate Demand
53. Market Failure
54. Income Distribution
55. Agricultural Economics (Great Neck Publishing)
56. Collective Bargaining
57. Geographical Economics
58. Labor Economics
59. Traditional Managerial Economics

15. **Major Subject Area: Business Information Systems**
   1. Management Information Systems
   2. Structured Programming
3. Business Data Management
4. Managing Information System Analysis & Design
5. Strategic & Managerial IT Issues
6. Object-Oriented Systems Development
8. Use of Web 2.0 in Business, The
9. Business Applications of Java
10. Data Structures
11. Web-based Business Applications
12. Database Management
13. E-Business Enterprise Applications
14. E-Commerce (Great Neck Publishing)
15. Information System Project Management
16. Networks in Business
17. Internet Computing (Great Neck Publishing)
18. Internet Security
19. Personal Computers in Business
20. Business Applications on Spreadsheets
21. Networking
22. 21st Century IT Applications
23. Information Systems Development (Great Neck Publishing)
24. Information Systems Control
25. Enterprise Resource Planning
26. Business Data Communications
27. Telecommunications in Business
28. Information Systems Auditing

16. **Major Subject Area: Manufacturing**
   1. Manufacturing Processes
   2. Design for Manufacturability
   3. Lean Manufacturing
   4. Manufacturing Strategies
   5. Machining Processes
   6. Statistical Quality Control in Manufacturing
   7. Control of Manufacturing Systems
   8. Concept Engineering
   9. Contract Manufacturing
11. Process Design Requirements
12. Reconfigurable Manufacturing Systems
13. Business Metrics
14. Business Impact Analysis
15. Computer Aided Mechanical Design
16. Reconfigurable Agile Manufacturing
17. Manufacturing Systems Design
18. Just in Time (JIT) Manufacturing
19. Operational Cost
20. Capital Budgeting

17. **Major Subject Area: International Business**
   1. Global Marketing
   2. International Real Estate Investing
   3. Common Market (Great Neck Publishing)
   4. Customs Union
   5. Multinational Business Finance
   6. Business in Emerging Markets
   7. International Banking
   8. Development of Nations in the Global Economy
   9. International Advertising
   10. Growth of Nations in the Global Economy
   11. Exchange Rate
   12. Economic Unions
   13. Gold Standard
   14. Balance of Payments
   15. Trade Creation & Diversion
   17. Globalization & International Accounting
   18. Topics in International Business
   19. Globalization & International Business
   20. Export-Import Operations
   21. International Management of Human Resources
   22. Environment & the Global Economy
   23. International Financial Markets
   24. Bretton Woods System
   25. International Business Operations
   26. Global Issues in Management
27. Managing the Global Workforce
28. Types of Business Organizations
29. International Corporate Travel
30. Global Outsourcing
31. European Union & Its Expansion
32. Offshoring
33. North American Free Trade Agreement
34. Geopolitics
35. Cross-Cultural Relations

18. **Major Subject Area: Business & Government**
   1. Elections, Unemployment & Inflation
   2. Elections & Economic Growth