

BUSINESS (BUS)

Courses

BUS-101 INTRODUCTION TO BUSINESS 3.00 Credits

Increases student awareness of business functions and the business environment. Crosslisted with MGTPT-101.

BUS-190 DIRECTED STUDY IN BUSINESS 1.00-12.00 Credits

BUS-192 SPECIAL TOPICS IN BUSINESS 1.00-12.00 Credits

BUS-220 BUSINESS COMMUNICATIONS 3.00 Credits

Provides students with written and verbal skills to communicate effectively in the business environment. Written skills range from basic grammar and punctuation techniques to writing business memos and reports. Verbal skill situations include preparing presentations and interviews and directing meetings.

BUS-221 INTRODUCTION TO COMPUTERS/INFO SYSTEMS 3.00 Credits

Introduction to the characteristics of computer based information systems in organizations. Topics included are: the use of microcomputers in business; the most popular productivity software applications; Management Information Systems (MIS) theory; the importance of MIS in modern international management decision-making; systems analysis and design; and several uses of the Internet.

BUS-261 SMALL BUSINESS/ENTREPRENEURIAL MGMT 3.00 Credits

A study of the development and implementation of developing a for-profit enterprise. Emphasis is put on best practices for success in today's global economy. Case studies are used to explore topics ranging from the entrepreneurial lifestyle and mindset to the decision to start a business from scratch, purchase a franchise or existing business, to the components of a business plan, which include management and organization, marketing, financial sections, and managing growth.

BUS-271 BUSINESS STATISTICS 3.00 Credits

Survey of descriptive and inferential statistical concepts commonly used in the treatment of data in social science research. The understanding and application of the concepts will be emphasized. Topics include: measures of central tendency, measures of variability, correlation methods, hypothesis testing, and simple analysis of variance. Pre-requisite: MATH-123 with a grade of C or better.

BUS-290 DIRECTED STUDY IN BUSINESS 1.00-12.00 Credits

BUS-292 SPECIAL TOPICS IN BUSINESS 1.00-12.00 Credits

BUS-294 INTERNSHIP IN BUSINESS 1.00-12.00 Credits

Introductory level internship in Business. The internship is a contracted and supervised learning experience enabling the student to apply skills, techniques, and professional values from business courses to an approved business-related work setting. The duties and responsibilities at the work site should constitute new learning for the student. Students will participate in two workshops with other interns in the Business Division, and work at the employer's site for the contracted number of hours. Students will work at the employer's site for the contracted number of hours. - 45 hours of supervised and documented work focused on onsite learning equals one hour of academic credit - Up to six credit hours may count towards Business Electives; additional credit hours can be counted as General Electives - Students may register for a minimum of 1 credit and a maximum of 6 credits in a single semester. -The maximum number of internship credits allowed is twelve, with the exception of Accounting graduates who are preparing to sit for the CPA exam. They may earn an additional twelve credits - Students must have sophomore standing or higher or permission of the instructor - Students must be a Business Division major in good standing, and must have a 2.0 cumulative GPA and a 2.5 core/major GPA.

BUS-294A INTERNSHIP IN BUSINESS I 1.00-12.00 Credits

Introductory level internship in Business. The internship is a contracted and supervised learning experience enabling the student to apply skills, techniques, and professional values from business courses to an approved business-related work setting. The duties and responsibilities at the work site should constitute new learning for the student. Students will participate in two workshops with other interns in the Business Division, and work at the employer's site for the contracted number of hours. Students will work at the employer's site for the contracted number of hours. - 45 hours of supervised and documented work focused on onsite learning equals one hour of academic credit - Up to six credit hours may count towards Business Electives; additional credit hours can be counted as General Electives - Students may register for a minimum of 1 credit and a maximum of 6 credits in a single semester. -The maximum number of internship credits allowed is twelve, with the exception of Accounting graduates who are preparing to sit for the CPA exam. They may earn an additional twelve credits. - Students must have sophomore standing or higher or permission of the instructor - Students must be a Business Division major in good standing, and must have a 2.0 cumulative GPA and a 2.5 core/major GPA.

BUS-294B INTERNSHIP IN BUSINESS II 1.00-12.00 Credits

Introductory level internship in Business. The internship is a contracted and supervised learning experience enabling the student to apply skills, techniques, and professional values from business courses to an approved business-related work setting. The duties and responsibilities at the work site should constitute new learning for the student. Students will participate in two workshops with other interns in the Business Division, and work at the employer's site for the contracted number of hours. - 45 hours of supervised and documented work focused on onsite learning equals one hour of academic credit - Up to six credit hours may count towards Business Electives; additional credit hours can be counted as General Electives - Students may register for a minimum of 1 credit and a maximum of 6 credits in a single semester. -The maximum number of internship credits allowed is twelve, with the exception of Accounting graduates who are preparing to sit for the CPA exam. They may earn an additional twelve credits. - Students must have sophomore standing or higher or permission of the instructor - Students must be a Business Division major in good standing, and must have a 2.0 cumulative GPA and a 2.5 core/major GPA.

BUS-294C INTERNSHIP IN BUSINESS 1.00-12.00 Credits

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BUS-294D INTERNSHIP IN BUSINESS 1.00-12.00 Credits

Introductory level internship in Business. The internship is a contracted and supervised learning experience enabling the student to apply skills, techniques, and professional values from business courses to an approved business-related work setting. The duties and responsibilities at the work site should constitute new learning for the student. Students will participate in two workshops with other interns in the Business Division, and work at the employer's site for the contracted number of hours. Pre-requisite: Sophomore standing or permission of the instructor. - 45 hours of supervised and documented work focused on onsite learning equals one hour of academic credit - Up to six credit hours may count towards Business Electives; additional credit hours can be counted as General Electives - Students may register for a minimum of 1 credit and a maximum of 6 credits in a single semester. -The maximum number of internship credits allowed is twelve, with the exception of Accounting graduates who are preparing to sit for the CPA exam. They may earn an additional twelve credits. - Students must have sophomore standing or higher or permission of the instructor - Students must be a Business Division major in good standing, and must have a 2.0 cumulative GPA and a 2.5 core/major GPA.

BUS-301 FINANCIAL MANAGEMENT 3.00 Credits

A study of decision making within a firm, emphasizing the financial environment and maximizing the value of the firm. Subjects include financial planning, the CAP model and long-term valuation decisions. Pre-requisites: AC-232 and MATH-123 or higher with a grade of C- or better or permission of the instructor.

BUS-306 BUSINESS AND CULTURE 3.00 Credits

This course increases student awareness of business cultures, introduces business industry norms, and aspects of the general business environment on a micro, macro, and global basis.

BUS-311 FOUNDATIONS OF MANAGEMENT THEORY 3.00 Credits

Explores the historical foundations of management thought, analyzes the functions of management, and provides a detailed examination of leadership, communication, motivation, and organizational behavior.

BUS-321 PRINCIPLES OF MARKETING 3.00 Credits

Examines the basic elements of marketing theory, terminology and concepts with emphasis placed on analyzing consumer motivation.

BUS-323 PROMOTION METHODS 3.00 Credits

Focuses on major elements of the promotional mix including personal selling, advertising, sales, promotion, and publicity. Pre-requisite: BUS-321.

BUS-325 FOOD SERVICE SYSTEMS AND CONTROLS 3.00 Credits

Provides an introduction to control functions in food and beverage management, including determining standards, operating budgets, and menu production to students preparing for careers in the food and beverage management sector, as well as hotels and other enterprises where this knowledge is necessary.

BUS-333 CONSUMER BEHAVIOR 3.00 Credits

Focuses on those activities directly involved in obtaining, consuming, and disposing of products and services, including the decision processes that precede and follow these actions. Topics include individual and small group decision making as well as the major factors shaping these processes: individual differences, psychological processes, and environmental influences. Consumer Behavior is of particular interest to those who, for various reasons, desire to influence or change that behavior, including those whose primary concern is marketing, consumer education and protection, and public policy. Non-business majors are welcome. Pre-requisite: BUS-321 with a grade of C or better and Junior standing or higher; or permission of the instructor.

BUS-340 RETAIL MARKETING 3.00 Credits

Includes site selection, organization, merchandising, pricing, promotion, and controls. Pre-requisites: BUS-321.

BUS-346 NONPROFIT MANAGEMENT 3.00 Credits

This course introduces students to the nature of nonprofit organizations and provides a framework for managing and leading within the nonprofit sector. Key content areas include: understanding of legal structure, governance and leadership, accountability and performance, strategic planning, partnerships and alliances, employees and volunteers; marketing and communications; and financial management. Theory and practical application are blended in this course, providing an experiential learning experience through a service learning project for a local nonprofit organization. Crosslisted with COMM-346.

BUS-347 NONPROFIT FUNDRAISING 3.00 Credits

This course focuses on fundraising from the perspective of a nonprofit organization. Students will explore the skills needed to become a successful fundraiser, including donor research, event planning and evaluation, and community relations. From seeking donors and developing a needs statement through creating a fundraising plan and implementing a successful fundraising event, students will gain practical knowledge, which can be applied in a variety of situations. This course has a large community engagement component, and students will work with real nonprofit organizations to apply course concepts. Crosslisted with COMM-347.

BUS-348 NONPROFIT GRANT WRITING 3.00 Credits

This course focuses on grant writing from the perspective of a nonprofit organization. Students will become familiar with grant seeking and grant writing processes. From searching for funders and developing a needs statement through creating a budget and implementing a successful grant, students will gain practical knowledge which can be applied in a variety of situations. Students will gain experience in both writing and reviewing grant proposals. This course has a large community engagement component, and students will work with real nonprofit agencies to apply course concepts. Pre-requisites: Must have Junior standing or higher or permission from the instructor. Crosslisted with COMM-348.

BUS-352 PUBLIC FINANCE 3.00 Credits

An examination of the public sector and its contribution to economic welfare, resource allocation, income distribution, stabilization, and economic growth. Pre-requisites: ECON-201 and ECON-202.

BUS-355 INFORMATION SYSTEMS FOR MANAGERS 3.00 Credits

Advanced study of the characteristics of computer based information systems in organizations. Topics include: issues and problems in the use of computerized information systems in organizing and operating the business enterprise, global issues in information access, use comparative international applications, and implementation of decision support systems. Pre-requisites: BUS-311 or BUS-312.

BUS-360 LEADERSHIP 3.00 Credits

Explores the concept of leadership from an interdisciplinary perspective: psychological determinants of leaders and followers, political factors of governance, sociological issues connecting individuals and small groups, anthropological factors in tracking societal transformations, and management skills in the practice of leadership. Pre-requisite: BUS-311.

BUS-364 EMOTIONAL INTELLIGENCE 3.00 Credits

This course will cover evidence-based research on the application and effectiveness of Emotional Intelligence in the work place. This includes building a greater sense of awareness of emotions and learning strategies in yourself and others. Emotional Intelligence will help students develop leadership skills that are constructive, productive and authentic.

BUS-365 BUSINESS LAW I 3.00 Credits

Explores the legal environment of business, including the legal system, the nature and source of law as applied to business activity, and labor law and legislation. Emphasis on legislation and cases impacting business practice. Requires the preparation of written briefs for assigned cases. Pre-requisites: ENGL-102 or ENGL-109.

BUS-366 BUSINESS AND SOCIETY 3.00 Credits

Surveys the political, legal, and social factors that influence business, the role of business in alleviating social problems, and business' responsibility in light of contemporary ethical and moral values. Writing integrated. Pre-requisites: ENGL-102 or ENGL-109.

BUS-370 PRODUCTION AND OPERATIONS MANAGEMENT 3.00 Credits

Examines planning, scheduling, and management of business operations and procedures for achieving continuous improvements in quality in manufacturing and service firms. Topics include forecasting demand and costs, facilities design, production planning, and control procedures. Pre-requisites: MATH-123 or higher, BUS-311, and BUS-271 or ECON-300 with a grade of C- or better.

BUS-375 BUSINESS LAW II 3.00 Credits

Business Law II is a continuation of Business Law I and will cover a variety of legal issues including Negotiable Instruments, Agency Law, Business Associations, Creditor Relations, and Regulation of Business. The student will review current events involving the legal environment of business and will prepare case briefs and analyze legal problems. Pre-requisite: BUS-365.

BUS-380 INTERNATIONAL BUSINESS 3.00 Credits

An overview of the international business environment, conditions affecting firms conducting business overseas and the effects of a transcultural, multi-currency setting on each of the functional areas of business. Pre-requisites: BUS-311.

BUS-390 DIRECTED STUDY IN BUSINESS 1.00-12.00 Credits

Pre-requisite: Must have Junior standing or higher or permission of the instructor.

BUS-392 SPECIAL TOPICS IN BUSINESS 1.00-3.00 Credits

Pre-requisite: Must have Junior standing or higher or permission of the instructor.

BUS-394 INTERNSHIP IN BUSINESS 1.00-12.00 Credits

Intermediate level internship in Business. The internship is a contracted and supervised learning experience enabling the student to apply skills, techniques, and professional values from business courses to an approved business-related work setting. The duties and responsibilities at the work site should constitute new learning for the student. Students will participate in two workshops with other interns in the Business Division, and work at the employer's site for the contracted number of hours. - 45 hours of supervised and documented work focused on onsite learning equals one hour of academic credit - Up to six credit hours may count towards Business Electives; additional credit hours can be counted as General Electives - Students may register for a minimum of 1 credit and a maximum of 6 credits in a single semester. -The maximum number of internship credits allowed is twelve, with the exception of Accounting graduates who are preparing to sit for the CPA exam. They may earn an additional twelve credits. -Students must have junior standing or higher or permission of the instructor -Students must be a Business Division major in good standing, and must have a 2.0 cumulative GPA and a 2.5 core/major GPA.

BUS-394A INTERNSHIP IN BUSINESS I 1.00-12.00 Credits

Intermediate level internship in Business. The internship is a contracted and supervised learning experience enabling the student to apply skills, techniques, and professional values from business courses to an approved business-related work setting. The duties and responsibilities at the work site should constitute new learning for the student. Students will participate in two workshops with other interns in the Business Division, and work at the employer's site for the contracted number of hours. - 45 hours of supervised and documented work focused on onsite learning equals one hour of academic credit - Up to six credit hours may count towards Business Electives; additional credit hours can be counted as General Electives - Students may register for a minimum of 1 credit and a maximum of 6 credits in a single semester. -The maximum number of internship credits allowed is twelve, with the exception of Accounting graduates who are preparing to sit for the CPA exam. They may earn an additional twelve credits. -Students must have junior standing or higher or permission of the instructor -Students must be a Business Division major in good standing, and must have a 2.0 cumulative GPA and a 2.5 core/major GPA.

BUS-394B INTERNSHIP IN BUSINESS II 1.00-12.00 Credits

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BUS-394C INTERNSHIP IN BUSINESS III 1.00-12.00 Credits

Intermediate level internship in Business. The internship is a contracted and supervised learning experience enabling the student to apply skills, techniques, and professional values from business courses to an approved business-related work setting. The duties and responsibilities at the work site should constitute new learning for the student. Students will participate in two workshops with other interns in the Business Division, and work at the employer's site for the contracted number of hours. - 45 hours of supervised and documented work focused on onsite learning equals one hour of academic credit - Up to six credit hours may count towards Business Electives; additional credit hours can be counted as General Electives - Students may register for a minimum of 1 credit and a maximum of 6 credits in a single semester. -The maximum number of internship credits allowed is twelve, with the exception of Accounting graduates who are preparing to sit for the CPA exam. They may earn an additional twelve credits. -Students must have junior standing or higher or permission of the instructor -Students must be a Business Division major in good standing, and must have a 2.0 cumulative GPA and a 2.5 core/major GPA.

BUS-394D INTERNSHIP IN BUSINESS IV 1.00-12.00 Credits

Intermediate level internship in Business. The internship is a contracted and supervised learning experience enabling the student to apply skills, techniques, and professional values from business courses to an approved business-related work setting. The duties and responsibilities at the work site should constitute new learning for the student. Students will participate in two workshops with other interns in the Business Division, and work at the employer's site for the contracted number of hours. - 45 hours of supervised and documented work focused on onsite learning equals one hour of academic credit - Up to six credit hours may count towards Business Electives; additional credit hours can be counted as General Electives - Students may register for a minimum of 1 credit and a maximum of 6 credits in a single semester. -The maximum number of internship credits allowed is twelve, with the exception of Accounting graduates who are preparing to sit for the CPA exam. They may earn an additional twelve credits. -Students must have junior standing or higher or permission of the instructor -Students must be a Business Division major in good standing, and must have a 2.0 cumulative GPA and a 2.5 core/major GPA.

BUS-400 ADVERTISING 3.00 Credits

An in-depth study of the advertisement industry. Will explore theories of advertising as they relate to questions of ethics, consumerism, social media, and successful and unsuccessful marketing campaigns. Students will both create and critique advertisements. Suggested prerequisites: COMM-320, COMM-384, BUS-311, and/or BUS-321. Crosslisted with COMM-400.

BUS-405 ENTREPRENEURSHIP 3.00 Credits

Explores techniques and challenges in developing and operating a small business. Emphasizes application of classroom learning in cases involving local businesses. Pre-requisites: BUS-321 and Junior standing or higher or permission of the instructor.

BUS-412 HUMAN RESOURCE MANAGEMENT 3.00 Credits

A survey of personnel functions including manpower planning, appraisal systems, training and development, labor-management relations, compensation, and safety. Pre-requisite: BUS-311 and must have Junior standing or higher or permission of the instructor.

BUS-413 ORGANIZATIONAL BEHAVIOR 3.00 Credits

Provides an introduction to the study of organizational structure and design in a global environment. Organization behavior, intergroup relations, and conflict and decision making from a multicultural perspective will be introduced. The interaction between organizational structure and organizational behavior will be discussed in depth. Pre-requisite: BUS-311 and must have Junior standing or higher or permission of the instructor.

BUS-416 STAFFING 3.00 Credits

Provides an in-depth analysis of human resource planning, employee recruitment, selection, placement, evaluation, retention, and terminations/layoffs. Pre-requisites: BUS-412 and Junior standing or higher or permission of the instructor.

BUS-421 MARKETING RESEARCH 3.00 Credits

Introduces students to basic research designs, sampling, field work, data collection methods, secondary sources of data, data analysis, and research presentation and evaluation. Pre-requisites: BUS-321 and Junior standing or higher or permission of the instructor.

BUS-428 MARKETING MANAGEMENT 3.00 Credits

Investigates the role of the marketing manager in terms of product development, promotion, pricing, physical distribution, and marketing strategy. Pre-requisites: BUS-321 and Junior standing or higher or permission of the instructor.

BUS-431 PUBLIC RELATIONS 3.00 Credits

A study of the principles and techniques involved in creating and maintaining a favorable public image. Pre-requisite: BUS-321 and must have Junior standing or higher or permission of the instructor.

BUS-435 MONEY AND BANKING 3.00 Credits

Focuses on the relationship between depository institutions, their lending, and money demand/supply conditions. The effects of monetary policy on banks, financial markets, and the macro economy are also considered, as are the effects of banks' concerns over profits, liquidity, and solvency. Pre-requisites: ECON-201 and ECON-202 and Junior standing or higher or permission of the instructor.

BUS-440 HUMAN RESOURCE LAW 3.00 Credits

Provides information and basic considerations in most human resource legislative areas to aid in arriving at informed, reasonable, and defensible answers to many employment-related questions and situations that may arise at the workplace. Laws include, but are not limited to, the Fair Labor Standards Act (FLSA), Title VII of the Civil Rights Act (CRA) of 1964, the Age Discrimination in Employment Act (ADEA), the Americans With Disabilities Act (ADA), the Family and Medical Leave Act (FMLA), and the Equal Pay Act (EPA). Pre-requisites: BUS-412 and Junior standing or higher or permission of instructor.

BUS-450 TRAINING AND DEVELOPMENT 3.00 Credits

Introduces students to information about and examples of the most up-to-date developments in training, research, and practice, including the strategic role of training and the use of new technologies in training. Pre-requisites: BUS-412 and Junior standing or higher or permission of the instructor.

BUS-461 COMPENSATION AND BENEFITS 3.00 Credits

Provides instruction related to employee compensation policy and benefits administration. Topics include merit pay, seniority pay, pay equity within the organization and the market, international pay issues, legal and discretionary benefits, and executive compensation. Pre-requisites: BUS-412 and Junior standing or higher or permission of the instructor.

BUS-480 COMPARATIVE INTERNATIONAL MANAGEMENT 3.00 Credits

Examines the similarities and differences in managerial philosophy and practice in different parts of the world, familiarizing students with organizational, cultural, and ideological perspectives on management in a variety of cultural environments. Pre-requisites: BUS-311 and Junior standing or higher or permission of the instructor.

BUS-482 INTERNATIONAL MARKETING 3.00 Credits

Emphasizes the growing importance of an international perspective to successful business operations. Examines problems associated with marketing across national, international, transcultural, and subcultural boundaries. Develops international marketing skills. Pre-requisites: BUS-321 and Junior standing or higher or permission of the instructor.

BUS-490 DIRECTED STUDY IN BUSINESS 1.00-3.00 Credits

Pre-requisite: Must have Junior standing or higher or permission of the instructor.

BUS-492 SPECIAL TOPICS IN BUSINESS 1.00-3.00 Credits

Pre-requisite: Must have Junior standing or higher or permission of the instructor.

BUS-494 INTERNSHIP IN BUSINESS 1.00-12.00 Credits

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BUS-494A INTERNSHIP IN BUSINESS I 1.00-12.00 Credits

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BUS-494B INTERNSHIP IN BUSINESS II 1.00-12.00 Credits

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BUS-494C INTERNSHIP IN BUSINESS III 1.00-12.00 Credits

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BUS-494D INTERNSHIP IN BUSINESS IV 1.00-12.00 Credits

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BUS-498 SENIOR STRATEGIC SEMINAR 3.00 Credits

A capstone course. Students will integrate knowledge of quantitative decision techniques with material drawn from all functional areas of business to formulate, select, implement and evaluate organizational strategies. Pre-requisite: AC-232, BUS-311, BUS-321, and ECON-201 or ECON-202, and Senior standing or permission of the instructor.

BUS-499 DIRECTED STUDY IN BUSINESS 1.00-3.00 Credits

Pre-requisite: Must have Junior standing or higher or permission of the instructor.

BUS-512 HUMAN RESOURCE MANAGEMENT IN HEALTHCARE 3.00 Credits

This course introduces a strategic approach to human resources management in health care organizations. The overarching goal of the course is to develop an understanding of the concept of strategic human resources management, and the need for alignment between HR practices and an organization's strategies and mission. The course addresses the key human resource functions, including: job analysis, recruiting and selection, performance management, compensation and benefits, and employee retention. The course includes a review of the legal and regulatory environment of human resources management, as well as discussion of healthcare labor markets.

BUS-513 ORGANIZATIONAL BEHAVIOR 3.00 Credits

Provides an in-depth study of organizational structure and design. Organization behavior, intergroup relations, and conflict and decision making from a multicultural perspective will be introduced. The interaction between organizational structure and organizational behavior will be discussed.

BUS-560 LEADERSHIP 3.00 Credits

Explores the concept of Leadership from an interdisciplinary perspective: psychological determinants of leaders and followers, political factors of governance, sociological issues facing individuals and small groups, anthropological factors in tracking societal transformations, and management skills in the practice of leadership.