BUSINESS (BUS)

BUS 001 Business Power Skills 1 0 sem. hrs.
This experience introduces students to the Career Development process. Students will assess skills and interests, understand professional behavior and construct a professional resume to begin their career path. Intended for first-year students. (S/U) Offered spring semesters.

BUS 002 Business Power Skills 2 0 sem. hrs.
In this experience students will enhance their career participation by refining their professional resume and cover letter writing skills and solidifying areas of interest. Students will create a focused plan to obtain an internship and can participate in the DSoB Professional Mentoring Program. Intended for second year students. (S/U) Offered fall and spring semesters.
Prerequisite: BUS 001.

BUS 003 Business Power Skills 3 0 sem. hrs.
Students will experience presenting themselves professionally while interviewing and networking and engage with the early phases of job searching. Activities include attending job/career fairs, participating in mock interviews and DSoB Professional Mentoring Program events while seeking/secure an internship. Intended for third-year students. (S/U) Offered fall and spring semesters.
Prerequisite: BUS 002.

BUS 004 Business Power Skills 4 0 sem. hrs.
Students will develop negotiation skills and synthesize the skills they have learned in the career development experience to find a full time job or attend graduate school. Activities will include researching and articulating a reasonable expected salary range, negotiation exercises, interview role playing and continued attendance at job fairs. Intended for fourth-year students. (S/U) Offered fall and spring semesters.
Prerequisite: BUS 003.

BUS 106 Introduction to Excel 2 sem. hrs.
This course introduces students to the development, use and application of an electronic spreadsheet in business analysis and decision-making. The course emphasizes hands-on experience with applying the electronic spreadsheet. Offered fall and spring semesters.

BUS 107 Electronic Slideshow Applic 1 sem. hr.
This course introduces students to the development, use and application of an electronic slideshow in business analysis and decision-making. The course emphasizes hands-on experience with applying the electronic slideshow presentations. Offered fall and spring semesters.

BUS 110 Integrated Bus Experience I 3 sem. hrs.
This course introduces students to the global aspects of management and marketing, in both the classroom and experiential learning environments. The relationship between management and marketing is addressed, focusing on how both disciplines are part of a larger system that is responsible for the sustainability of an organization.

BUS 111 Integrative Bus Experience 2 3 sem. hrs.
This course introduces students to the global aspects of accounting and finance, in both the classroom and experiential learning environments. The relationship between accounting and finance will be addressed, focusing on how both disciplines are part of a larger system that is responsible for the sustainability of an organization.

BUS 112 Business Ethics 3 sem. hrs.
This course addresses the general principles and standards of ethics and Judeo-Christian values applied to businesses and not-for-profit organizations in a global environment. Case study analyses are used to develop critical thinking skills and personal reflections on challenging issues. Offered fall and spring semesters.

BUS 113 Business Communications 3 sem. hrs.
This course teaches students effective communication skills applicable in a business environment. Students will learn communication theory and learn professional communication skills. Students will create a resume, develop an elevator pitch, and gain understanding of what it takes to be a successful communicator throughout their career.

BUS 125 Introduction to Business 3 sem. hrs.
A survey course that introduces the student to the business enterprise (profit and not-for-profit), the role of the business enterprise in society, and the functional areas of business including accounting, finance, marketing and management. Students will explore opportunities in business. Upon completion, the student will have an introduction to business concepts that provide the foundational knowledge for further study in business disciplines. Offered every fall and spring semesters.
Prerequisites: none.

BUS 225 Introduction to Sports Mgmt 3 sem. hrs.
This introductory course emphasizes basic management principles as they relate to sports-allied enterprises. Functions of management, skills, and attributes required of a sport manager, and roles of a manager are examined and researched including: administering and/or handling marketing, finance, leadership, organization, facility management, event management, law, promotions, decision making, and the hiring and motivation of a workforce will be reviewed over the course of a semester. Students will also become acquainted with career opportunities in the sport management field.

BUS 230 Financ/Managerial Accounting 3 sem. hrs.
This course builds on financial accounting concepts, providing emphasis on cash, accounts receivable, inventories, and fixed assets. The class also introduces the student to managerial accounting. Offered fall and spring semesters.
Prerequisite: BUS 106 and BUS 125.

BUS 231 Business Law 3 sem. hrs.
This course is an introduction to the impact of external forces around the world of businesses. Specifically, the course covers key aspects of business law, such as negotiations, contracts, the uniform commercial code and similar regulations around the world; the structure of legal entities within global businesses; the impact of government regulation such as labor and antitrust laws; and the effect of other external forces including non-governmental organizations such as consumer and environmental organizations. Offered fall and spring semesters.
Prerequisite: BUS 112 and BUS 125.

BUS 232 Business Statistics 3 sem. hrs.
This course introduces and applies the statistical methods and analytical skills needed to address real-world business and economic decision making. Emphasis is placed on how to obtain data, interpret data, and use computer applications to supplement data analysis and reporting. Offered fall and spring semesters.
Prerequisite: BUS 106.
BUS 233 Principles of Marketing  3 sem. hrs.
This course introduces students to the field of marketing in dynamic business environment. Students learn how to apply marketing theory and develop marketing strategies in both domestic and international business situations. Replaces BUS 216. Offered fall and spring semesters.
Prerequisite: BUS 363.

BUS 240 Leadership Practicum  1-3 sem. hrs.
Informed by leadership theory, the student will participate in a variety of hands-on exercises and experiences to develop a greater understanding of their personal leadership style. The student can choose to lead in an established program of the DSOb or the University or design an experience with approval by the instructor. The student is required to sign a learning contract to plan and document progress. Experiences are supervised by DSOb faculty or professional staff members. Satisfactory (S)/Unsatisfactory (U). Offered as needed.
Prerequisite: Sophomore status and by permission.

BUS 241 Collegiate Leadership Comp Lab  3 sem. hrs.
Informed by leadership, team building and creative problem solving theories, students will participate in a variety of experiential learning activities to build their skills in each of these areas. Students must apply for permission to take this course with a letter of reference from at least one faculty member. Students in this course are eligible for selection to the Walsh University Collegiate Leadership Competition (CLC) team. Satisfactory (S)/Unsatisfactory (U). Offered spring semester. With permission only.

BUS 308 Global Integrated Mktg Commun  3 sem. hrs.
This course builds upon the students' understanding of marketing and communication concepts. Emphasis is placed on analysis and integration of communication tools and promotion mix techniques for business to business and business to consumer applications, all within a global business environment. Prerequisite BCPII Status: BUS 233 for minor and AA. Offered fall and spring semesters.

BUS 309 DV: Consumer Behavior  3 sem. hrs.
This course introduces students to the psychological, sociological demographic, and economic influences, which affect buying behavior, both domestically and globally. Students learn why and how to apply consumer behavior theories and concepts, while integrating them with the larger contexts of marketing and other business disciplines in order to develop successful marketing strategies. Offered fall semester.
Prerequisite: BUS 233 or BCPII Status, BUS 233 for minor and AA.

BUS 311 Marketing Research  3 sem. hrs.
This course introduces the students to the major areas of quantitative and qualitative market research, including focus groups, survey development, experimental and field research design, practice and problem definition, questionnaire design and collection, data analysis, interpretation and presentation of survey findings. Offered fall semester.
Prerequisite: BCP II Status, BUS 309 for major, minor and AA.

BUS 315 Investments  3 sem. hrs.
The topics of this course include nature, mechanism and risks of investments; analysis of securities with emphasis on those of corporations, formulation of investment policies for individuals, institutions, and trust funds. Offered fall and spring semesters.
Prerequisite: BUS 363.

This course deals with the study of the principles, practices, and problems of human resource management. This course's emphasis is on planning, organizing and controlling the organization's human participants with the goal of realizing human potential. Traditional tools of HR management are supplemented with contemporary ideas. Human resource issues concerned with the formal structure design and informal culture are examined with attention to motivation, development, performance and appraisal, communication, decision making and conflict resolution. Cases of actual practice are discussed and a project is required. (Formerly BUS 403). Offered fall semester.
Prerequisite: BCPII Status, BUS 125 for minor and AA.

BUS 319 Power, Conflict, &Negotiations  3 sem. hrs.
This class explores the process and dynamics of the numerous negotiations and conflict resolution efforts occurring continuously within organizations. It reviews the major concepts and theories of the psychology of bargaining and negotiations and handling of group conflicts. This course utilizes cases and simulation exercises. Offered spring semester.
Prerequisite: BCPII Status and BUS 318; BUS 318 for minor and AA.

BUS 337 eCommerce in Global Environ  3 sem. hrs.
This course focuses on the global ecommerce environment, integrating the marketing and management skills necessary to maximize the impact of ecommerce in the business setting. Topics include ecommerce market mechanisms, emerging trends, models, implementation strategies, benefits, limitations and risks of ecommerce. Offered spring semester, odd years.
Prerequisite: For major, BCPII Status; for minor or AA, BUS 233.

BUS 345 Fraud Examination  3 sem. hrs.
This course focuses on the study of occupational fraud and abuse including strategies used to prevent, detect, investigate, and resolve fraudulent conduct in organizations.

BUS 350 Intermediate Excel  3 sem. hrs.
This course provides students with further training in Excel to help prepare them for a career in business. Topics for the course include building financial models that cover ratio analysis, bond pricing, and stock valuation; advanced features such as the Excel IF and LOOKUP functions; how to create and record your own Macros; linking and managing sheet information; building professional charts and pivot tables; linking to Word and PowerPoint; using data validation; sorting and filtering; calculating loan payments and various investment calculations; including but not limited to calculating depreciation, future value, ROI, and other Excel functions to aid in financial modeling. Offered fall semester.
Prerequisite: BCP II Status.

BUS 351 International Finance  3 sem. hrs.
This course provides students with a focus on financial management in the global economy including international financial instruments, markets, and institutions. Students will analyze financial management challenges facing multinational organizations such as: financing foreign investment, financial control of foreign operations, evolving international payment systems, country-risk analysis, and the impact of interest rate and inflation fluctuation on an international scale. Offered spring semester.
Prerequisite: BCP II status and BUS 363.
BUS 360  H1:DV:Mgmt & Org Behavior  3 sem. hrs.
This course is a study of the principles of organizational behavior at the individual, group, and organizational level within a multicultural context. Students will apply theory using an experiential approach from multiple perspectives to broaden work behavior and decision making capabilities. Topics included in the class are management across cultures, change management, motivation, team building, and leadership. Offered fall and spring semesters.
Prerequisite: BCPII Status, BUS 125 for minor and AA.

BUS 361  Project Management  3 sem. hrs.
This course is designed to introduce the basic principles and technology-based solutions that support the planning, scheduling, controlling, resource allocation, and performance measurement activities required for successful completion of a project within a global business environment. Offered fall and spring semesters.
Prerequisite: BCPII Status, BUS 125 for minor and AA.

BUS 362  Management Information Sys  3 sem. hrs.
This course presents the management of information technology resources in the context of global business organizations addressing strategic, technological, and organizational issues to support the effective integration of information systems. Offered fall and spring semesters.
Prerequisite: BCPII Status.

BUS 363  Corporate Finance I  3 sem. hrs.
This course provides students with a focus on the concepts, techniques, practices, and analysis of corporate financial management in the dynamic global environment. Topics for the course include financial analysis; financial markets, institutions and instruments; cash flow and financial planning; investment banking; time value of money; risk and return; bond and stock valuation; and capital budgeting. Offered every fall and spring semester.
Prerequisite: BCPII Status, BUS 125 for minor.

BUS 364  Business Research & Analytics  3 sem. hrs.
This course focuses on the steps of the business research process including further application of statistical methods learned in BUS 232. Emphasis is placed on developing and testing hypotheses statements using statistical software tools, including quantitative and qualitative problem solving techniques. The data analytics concepts of forecasting, data mining, and spreadsheet modeling are introduced to further emphasize the importance of research in today's business environment. Offered fall and spring semesters.
Prerequisites: BCPII Status.

BUS 367  Intermediate Accounting I  3 sem. hrs.
This course is a study of advanced theory and problems in financial accounting. The balance sheet, income statement, and statement of cash flows will be studied. Additional topics include financial disclosures, revenue recognition, cash, and accounts receivable.
Prerequisite: BCPII status.

BUS 372  Intermediate Accounting II  3 sem. hrs.
This course is a continuation of BUS 371, Intermediate Accounting I. It is the study of advanced theory and problems in financial accounting. Specific topics covered include inventory, long-term assets, investments, short term liabilities, bonds, and leases. Offered spring semester.
Prerequisite: BCPII status.

BUS 373  Managerial Accounting  3 sem. hrs.
This course includes the study of costing systems—jobs, process, and activity-based; breakeven points; inventory costing systems absorption and variable costing; master budgets; standard costs and variance analysis; and relevant costs and decision-making.
Prerequisite: BCPII status.

BUS 380  Intro to Entrepreneurship  3 sem. hrs.
This introductory course provides students with a solid foundation in terms of the vital role played by entrepreneurs and entrepreneurship in our global economy. Students also address the unique problems faced by small businesses, including addressing the major challenges for smaller companies, and emphasizing significant differences between large and small enterprises. Offered fall semester.
Prerequisite: BUS 125, BUS 113, and ECON 205 or ECON 203.

BUS 381  Creativity & Design Thinking  3 sem. hrs.
Students develop innovative solutions to a wide range of problems that arise in the process of pursuing solutions to organizational challenges. Attention is devoted to the need for creative approaches to opportunity identification and business concept formulation when developing new products, services, and processes. In this course students examine the creative process, the design thinking process and the management of these processes. An emphasis is placed on critical issues involved in managing creativity and design thinking effectively, including leadership, creativity initiatives, and organizational response to change. Offered fall semester.

BUS 385  DV:Business Internship  1-12 sem. hrs.
A business internship is a supervised work experience which permits the student to link theory with current business practices. The experience must be an extension of the classroom. The skills learned must be transferable to other employer settings. Student interns receive practical learning experience outside the academic setting by becoming involved in day-to-day operations of a business. An on-the-job supervisor and a faculty member monitor and assess intern performance. The internship may be paid or unpaid. Students may obtain this experience through national organizations and various internship abroad programs. Offered every semester.
Prerequisites: BCPII Status, Junior status and permission of internship coordinator.

BUS 385-A  DV:Internship: Accounting  1-12 sem. hrs.
An internship in accounting is a supervised work experience in an accounting environment which permits the student to link theory with current business practices. The experience must be an extension of the classroom. The skills learned must be transferable to other employer settings. Student interns receive practical learning experience outside the academic setting by becoming involved in the day-to-day operations of a business. An on-the-job supervisor and a faculty member monitor and assess intern performance. The internship may be paid or unpaid. Students may obtain this experience through national organizations and various internship abroad programs. Offered every semester.
Prerequisites: BCP II Status, declared Accounting major, junior status and permission of the Internship Coordinator.
BUS 385-F Internship: Finance  3-12 sem. hrs.
An internship in finance is a supervised work experience in a financial environment which permits the student to link theory with current business practices. The experience must be an extension of the classroom. The skills learned must be transferable to other employer settings. Student interns receive practical learning experience outside the academic setting by becoming involved in day-to-day operations of a business. An on-the-job supervisor and a faculty member monitor and assess intern performance. The internship may be paid or unpaid. Students may obtain this experience through national organizations and various internship abroad programs. Offered every semester. Prerequisites: BCP II Status, declared finance major, Junior status and permission of the Internship Coordinator.

BUS 385-L Internship: Legal Studies  3-12 sem. hrs.
An internship in legal studies is a supervised work experience in a legal environment which permits the student to link theory with current legal practices. The experience must be an extension of the classroom. The skills learned must be transferable to other employer settings. Student interns receive practical learning experience outside the academic setting by becoming involved in the day-to-day operations of a business. An on-the-job supervisor and a faculty member monitor and assess intern performance. The internship may be paid or unpaid. Students may obtain this experience through national organizations and various internship abroad programs. Offered every semester. Prerequisites: BCP II Status, declared Legal Studies major, Junior status and permission of the Internship Coordinator.

BUS 385-S Internship: Sports Management  3 sem. hrs.
An internship in sports management is a supervised work experience in the sports or sports related industry which permits the student to link theory with current business practices. The experience must be an extension of the classroom. The skills learned must be transferable to other employer settings. Student interns receive practical learning experience outside the academic setting by becoming involved in the day-to-day operations of a business. As on-the-job supervisor and a faculty member monitor and assess intern performance. The internship may be paid or unpaid. Students may obtain this experience through national organizations and various internship abroad programs. Offered as needed. Prerequisites: BCP II Status, Junior status and permission of the Internship Coordinator.

BUS 390 Business Ethics Practicum  3 sem. hrs.
This practicum course serves to bridge the gap between the study of ethics in the business classroom and the application of ethics in real-world, global business problems. Students will complete relevant business ethics coursework, have the unique opportunity to shadow business professionals and study ethics in action and work on projects that require ethical decision making. Offered as needed. Prerequisite: Junior status.

BUS 390B Data Analytics Practicum  3 sem. hrs.
This practicum course serves to bridge the gap between the study of analytics in the classroom and the application of data analytics tools to real world problems. The experience must be an extension of the classroom. The skills learned must be transferable to other employer settings. Prerequisite: Junior status.

BUS 400 CBC Consulting Practice & Exp  3 sem. hrs.
This course prepares students for and provides students with real world experiences delivered in experiential learning frameworks. In part 1 (approximately one-third of the course), through in-class application of experiential learning exercises, the students prepare for real world collaboration with industry professionals. In part 2 (the remainder of the course), students participate in a real world experience where they will apply theories to practice under the guidance of industry professionals and faculty. Offered fall and spring semesters. Prerequisites: BUS 360, BUS 362, BUS 363, BUS 364, and senior status.

BUS 412 Introduction to Data Analysis  3 sem. hrs.
Information has come to be recognized as a critical asset, and data/ business analytics tools play an increasingly critical role in deploying this resource in organizing and structuring information so that it can be used more productively. The ability to manage “Big Data” has become a critical capability for organizations. This course discusses business analytics tools and their application to management problems. Topics discussed include: types of business analytics, understanding the value of big data, business intelligence tools, the nature of analytical competition, analytics and business performance, the architecture of analytics and big data, and applied analytics and strategies. Real world company examples and strategies will be discussed.

BUS 416 DM: Marketing Strategy  3 sem. hrs.
This is an integrative capstone course in marketing that emphasizes strategic marketing decision-making as it relates to firms selling to consumers, business organizations, government agencies, and non-profit institutions. Topics for the course include an application of marketing research, marketing communications, pricing, distribution, and ethics, within retail, service, and business-to-business environments. Offered spring semester. Prerequisites: Senior status or BCPII status and BUS 308, BUS 309.

BUS 417 Supply Chain & Operations Mgmt  3 sem. hrs.
This course is an overview of the managerial process by which goods and services are supplied, produced, and distributed by organizations. The emphasis is on decision making models used in management of production, service, and logistics systems. Offered spring semester. Prerequisite: BCPII Status and BUS 361.

BUS 418 Leadership Seminar  3 sem. hrs.
This course is a senior seminar designed to examine and evaluate leadership theories, understand leadership trends, assess personal leadership capabilities through assessments, team processes, global aspects of leadership, and emerging leadership trends. Students apply leadership skills through completion of a team service project, and work to develop a personal leadership brand. Offered spring semester. Prerequisite: BCPII Status and BUS 361.

BUS 419 Supply Chain Management  3 sem. hrs.
Supply Chain Management is the ability to understand and execute the necessary functions to source, plan, purchase, and move products to and from the business to ensure the successful delivery of a product to the customer. The outcome of a successful and efficient supply chain improves the overall performance and value of these functions to provide a competitive advantage to the business. Supply chains are often global in design and must be sustainable to ensure the longevity of the business. Ethics and negotiation strategies will be integrated into the course through experiential activities. Offered fall semester. Prerequisite: BCP II status and BUS 361.
BUS 423 Federal Tax I, Individual 3 sem. hrs.
This course is the study of federal tax law as it applies to the individual. Topics include gross income and exclusions, deductions, losses, itemized deductions, credits, and property transactions. Offered fall semester. Prerequisite: BCPII status and BUS 372.

BUS 424 Federal Tax II, Entities 3 sem. hrs.
This course is the study of federal tax law as it applies to corporations, partnerships and S corporations. Topics include tax research, corporate formations, nonliquidating and liquidating distributions, partnership formation, compliance issues. Offered spring semester. Prerequisite: BUS 423.

BUS 425 Accounting Software Systems 3 sem. hrs.
Accounting Software Systems is an elective course for accounting majors that introduces students to QuickBooks and other software used in accounting. Students have the opportunity to sit for the QuickBooks Certified User Exam as part of this class. Offered spring semester. Prerequisite: BUS 230.

BUS 426 Sales Management 3 sem. hrs.
This course examines the role of sales management and personal selling as they relate to the discipline of marketing. Factors examined in this course include the importance of proper management in a sales environment, examination of consumer and business markets, and steps involved in the selling process. By applying sales theory concepts, students develop a sales plan for the product/service and utilize selling techniques to increase sales for an organization. Offered as needed. Prerequisites: BUS 311 or BCPII Status and BUS 308.

BUS 429 Database Strategies 3 sem. hrs.
This course presents the principles of database management. The course is designed to prepare business leaders to understand how data is stored, retrieved, and analyzed for effective decision making. Topics include database design, schemas, and database manipulation utilizing SQL, database security, data integrity, and privacy issues.

BUS 430 Social Media Marketing 3 sem. hrs.
This course introduces students at the undergraduate level to the social media marketing industry, its operations, context, and technology. Topics include online social networks, consumer-generated advertising and reviews, blogs, e-mail, viral marketing, and international implications. Offered spring semester. Prerequisites: For major, BCPII Status; for minor or AA, BUS 233.

BUS 434 Auditing 3 sem. hrs.
The purpose of this course is to integrate auditing concepts, professional standards and rules of conduct into practical aspects in a logical manner to assist students in understanding audit decisions and evidence accumulation. Offered fall semester. Prerequisites: BCPII status and BUS 372.

BUS 435 Advanced Auditing 3 sem. hrs.
This course links auditing concepts with practical experience to prepare students interested in public accounting and CPA Certification. The course focuses on the role of an independent auditor and audit methodology using Generally Accepted Auditing Standards (GAAS). Offered spring semester. Prerequisite: BCP II status and BUS 434.

BUS 441 Product Develop & Innovation 3 sem. hrs.
This course introduces students to the strategies, processes, and methods used by companies to develop new products in competitive domestic and global markets. Techniques and processes for managing product development are addressed through the stages of idea generation to product introduction. Although the course focuses primarily on physical products, the development and innovation of service is also addressed. Offered fall semester, even years. Prerequisite: BCP II Status and BUS 309.

BUS 442 Branding and Brand Mgmt 3 sem. hrs.
This course introduces students to the concepts and strategies important to creating and managing strong brands, a key factor in generating customer loyalty and ultimately strong organizational performance. Students will explore how branding applies across the key points of advertising, public relations, social media, corporate responsibility, employee interaction and new product development. Offered fall semester, odd years. Prerequisite: BCPII Status and BUS 309.

BUS 446 Sports Management Co-op 12 sem. hrs.
This course prepares students for and provides students with real world experiences delivered in experiential learning framework. A co-op is a supervised work experience in sports management environment. Students gain practical learning experience outside the academic setting by becoming involved in day-to-day operations of a sports management practices. Students will have the opportunity to learn on the job and experience what a sports management profession is all about. Students get a chance to put their classroom learning into action for at least one semester in a real job.

BUS 448 Systems and Sustainability 3 sem. hrs.
This course provides students with an advanced perspective on the effective planning and implementation of sustainable change and organizational development efforts in organizations. Students will critically evaluate ideas, insights, strategies and methods from a systems-oriented perspective on sustainability by understanding the relationships among social, environmental, and economic issues relating to business. Offered fall semester. Prerequisites: BCPII Status and BUS 360; BUS 318 for AA.

BUS 451 Seminar in Investments 3 sem. hrs.
The topics of this course include the nature, mechanism, and risks of investments; stock markets; analysis of securities with an emphasis on those of corporations; formulation of investment policies for individuals, institutions, and trust funds; portfolio theory; pension fund management; risk management; option valuation; and future contracts. Offered fall semester. Prerequisite: BCPII Status and BUS 363.

BUS 452 Corporate Finance II 3 sem. hrs.
This course is a continuation of BUS 363: Corporate Financial Management in a Global Environment I. Topics for the course include advanced time value of money; advanced bond and stock valuation; advanced capital budgeting; cost of capital; capital structure and leverage; working capital management; dividend policy; investment banking; IPOs; financing; leasing; bankruptcy; and an introduction to external growth through mergers and acquisitions. Offered fall semester. Prerequisite: BUS 350 and BUS 363.
BUS 453 Valuation 3 sem. hrs.
This course provides students with a comprehensive overview of advanced financial analytics and how to effectively value business units. Students will learn how to integrate Excel into the analysis and solution stages of financial problems. Topics for the course include spreadsheet financial modeling; corporate valuation; relative valuation; private firm valuation; project analysis using discounted cash flow; terminal value; cost of capital; forecasting; enterprise valuation; real options; and strategic options. Recommended: BUS 451. Offered spring semester.
Prerequisite: BUS 363, 350, and BUS 452.

BUS 455 DV: Global Marketing 3 sem. hrs.
This course examines global marketing through an in-depth study of the global marketing environment with a focus on the design and implementation of global marketing strategies and programs. Offered as an option in support of the CCSA Program or a Walsh University sponsored global learning experience. Enrollment is on a "by permission" basis.
Prerequisite: BUS 233.

BUS 456 Mergers & Acquisitions 3 sem. hrs.
This case study course explores the valuation techniques and the influence of governance structure on enterprise value. This course introduces students to mergers and acquisitions as a means of enterprise value creation and outlines the various legal, tax, and accounting frameworks for mergers and acquisitions, providing an overview of valuation methodologies as a foundation for further education and experience. Offered fall semester.
Prerequisite: BUS 363 and BUS 350.

BUS 457 Advanced Portfolio Mgmt 3 sem. hrs.
This course provides students with practical experience in portfolio construction, management, and evaluation. Students will learn how diversification and asset allocations impacts returns and risk for investors; explore the theories and concepts of professional money management; identify investment objectives; evaluate information for security selection; and evaluate fund performance. Offered spring semester.
Prerequisite: BUS 363, BUS 350, BUS 451, and BUS 452.

BUS 458 H3: Strategic Mgmt Capstone 3 sem. hrs.
In this capstone course of the business curriculum, students integrate core business areas of economics, accounting, finance, management, and marketing through use of business case analysis and simulations. The concepts of strategic planning and strategic management will create during the course. The goal of this course is to develop and/or enhance in each student a mastery of the skills and competencies that facilitate opportunity recognition, innovation, and creation in the face of a dynamic and uncertain marketplace. Most importantly, this course is about creating something novel that is your own - the summative project in this course will involve each student starting his or her own new venture. Offered spring semester.
Prerequisites: BUS 381 and BUS 382.

BUS 492 Independent Study 1-3 sem. hrs.
This course deals with the in-depth study of special topics in business. Offered spring semester.
Prerequisites: Junior status and permission from the DeVille School of Business Dean.

BUS 521 Sustainable Ethical Leadership 3 sem. hrs.
This course is designed to explore behavior in the modern business world from a professional ethical perspective. Particular current issues will form the basis of discussion and analysis. During the course, students will study ethics as a discipline and will explore it with an emphasis on the modern business environment. Cases and presentations will be used to provide a better understanding of concepts and principles that determine managerial ethics in real-life situations. This course will explore the application of moral theory to management decision-making with special emphasis on the Catholic moral tradition in adherence to Ex Corde Ecclesiae. Taken by permission only for approved senior-level BA/MBA students. Offered fall and spring semesters.

BUS 522 Organizational Behav & Comm 3 sem. hrs.
In this course, students examine essential management, organizational behavior and communication theories. Topics include: motivation, conflict management and resolution, groups and teams, and communication. This course is designed to explore how these elements impact the practical application of behavioral science theories with respect to solving complex management problems in a diverse, global environment. Taken by permission only for approved senior-level BA/MBA students. Offered fall and spring semesters.
BUS 524  Marketing Management  3 sem. hrs.
This course explore the applications of marketing theories and concepts used throughout various types of organizations including manufacturing, service, non-profit, and government entities. Topics include marketing strategy and planning, market segmentation, consumer behavior, branding, product and service development, and international marketing. Taken by permission only for approved senior-level BA/MBA students. Offered fall and summer semesters.

BUS 526  App Organ Research & Analy  3 sem. hrs.
This course provides students with an overview of statistical concepts and research methods used by for-profit and not-for-profit organizations. Students gain an understanding of research problem formulation, research design, sampling methods, analytic and descriptive survey questionnaires, qualitative versus quantitative data collection, and evaluation and interpretation of descriptive and inferential statistics by performing their own research. The course includes consideration of the use of research methods in program evaluation and outcome studies. This course further emphasizes the importance of integrating research into the business setting to the benefit of students and the overall business profession. Taken by permission only for senior-level BA/MBA students. Offered spring and summer semesters.