

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/securing 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 3 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. No test outs.

BUS 207 Financial Accounting 3 sem. hrs.

This course is an introduction to the basic concepts and standards underlying financial accounting systems. Students will study the accounting cycle as well as the basic financial accounting statements – the balance sheet, income statement, and statement of retained earnings. Additional topics include accounting for merchandising businesses, inventory, long-term assets, and receivables.

BUS 208 Managerial Accounting 3 sem. hrs.

This course is an introduction to basic concepts underlying managerial accounting. Students will study the use of accounting data by managers in companies' planning and controlling activities. Study will include the analysis of data for management decision-making.

Prerequisites: BUS 207.

BUS 209 Corporate Financial Mgmt 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: BUS 207 and ECON 204

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 examined over the course of a semester. Students will also become acquainted with career opportunities in the sport management field.

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.

BUS 232 FD: 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 and MATH 104.

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.

BUS 234 TH1:CIT: Principles of Mgmt 3 sem. hrs.

This introductory course will examine fundamental management concepts and managerial responsibilities in both formal and informal organizational structures. The course will provide the student with a foundation of management principles by focusing on management functions which include planning, leading, organizing, and controlling.

BUS 300 Sports Law 3 sem. hrs.

This course studies legal and ethical issues pertaining to both amateur and professional sports. Course coverage includes the application of contract and tort law as applied to the sports industry. Additional coverage includes collegiate sports and the NCAA; and contemporary issues in professional sports including labor contracts, arbitration, negotiations, and antitrust.

Prerequisites: BUS 225 & BUS 231.

BUS 309 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

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. Prerequisite: BUS 309 and BUS 232

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.

Prerequisite: BUS 209.

BUS 318 Human Resource Management 3 sem. hrs.

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.

Prerequisite: BUS 234.

BUS 338 Sports Mktg and Communication 3 sem. hrs.

Building on concepts covered in BUS 233 Principles of Marketing, this course focuses on marketing and communication in the sports industry. Topical emphasis includes the marketing mix (Product, Price, Promotion, and Placement) in sports. Applied coverage of marketing research, target marketing, strategic marketing, and branding are covered in the context of sports business.

Prerequisites: BUS 225 & BUS 233.

BUS 339 Facilities & Event Mgmt 3 sem. hrs.

This course examines managing sports facilities and planning/organizing events in the sports industry. This class includes the study of operations management in sports/entertainment venues and managing/organizing resources and planning sports and entertainment events.

Prerequisite: BUS 225.

BUS 343 Acct and Data Analytics 3 sem. hrs.

This course studies the conceptual framework to help students think through the steps needed to provided data-driven insights and recommendations within the field of accounting. This course will allow students to conduct data analytics utilizing tools and software.

Prerequisites: BUS 208 and BUS 350

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. Prerequisite: BUS 208

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: BUS 106.

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.

Prerequisite: BUS 209.

BUS 360 H1:GL:Cross-Cultural Mgmt 3 sem. hrs.

This course examines the ways in which cultural differences impact the process of doing business and managing internationally. Emphasis is placed on developing skills that create a capacity to build working relationships that facilitate mutual benefit while building cross-cultural competence. Topics include the nature and dimensions of culture, issues relating to cross-cultural problem solving, the dynamics of multi-cultural teams, cross-cultural negotiations, and leadership across cultures.

How culture impacts managerial decision-making of ethical and social responsibility issues is also explored. Prerequisites: BUS 234

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.

Prerequisite: BUS 234

BUS 362 SL: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. Prerequisites: BUS 106

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.

Prerequisites: BUS 232

BUS 371 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:

BUS 207 and BUS 208

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. Prerequisite: BUS 371

BUS 373 Cost 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: BUS 208

BUS 381 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. Prerequisite: ECON 203

BUS 383 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. Prerequisite: BUS 234

BUS 385 Business Internship 3-12 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. Prerequisites: Junior Status and permission of internship instructor
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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: BUS 412

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. Prerequisite: BUS 232

BUS 416 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. Prerequisites: Senior Status and BUS 309

BUS 417 Operations Management 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. Prerequisite: BUS 106

BUS 418 Leadership Seminar 3 sem. hrs.

This course is a leadership seminar designed to examine and evaluate historical leadership theories and trends, and then evaluate their personal leadership capabilities through assessments. Students also develop their own personal leadership brand which may be utilized to help launch their career. Offered spring semester. Prerequisite: BUS 360

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. Prerequisite: BUS 417

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: 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 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. Prerequisites: BUS 233

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 Digital 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. Prerequisites: 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: 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: BUS 434.

BUS 436 Marketing Analytics 3 sem. hrs.

This course will focus on developing marketing strategies and resource allocation decisions driven by quantitative analysis. Topics covered will draw on and extend students' understanding of issues related to integrated marketing communications, pricing, digital marketing, and quantitative analysis. Due to the technical and applied nature of the subject matter, hands-on experience with various analytical tools and software which may include spreadsheet-based models, marketing metrics, business intelligence, and web/social media measurement tools, will be a key component of the course. Students will develop an understanding of the data available to marketers, its uses and limitation, and be exposed to methods for measuring performance of marketing efforts. The course will use a combination of cases, lectures, and a hands-on project to develop the necessary knowledge and skills. Prerequisites: BUS 311 and BUS 350.

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. Prerequisites: BUS 360

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. Prerequisite: BUS 209 and BUS 350

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. Prerequisite: BUS 209 and BUS 350

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. Prerequisite: BUS 452

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. Prerequisite: BUS 209 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. Prerequisite: BUS 451 and BUS 452

BUS 465 H3:GL:CIT:StrategicMgmtCapston 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 in a dynamic global business environment provide the platform for integration. The primary purpose of this course is to develop and refine systematic, integrative, analytical, conceptual, and communication skills. These skills build upon decision making techniques and tools of prior school work. Prerequisites: Senior status and BUS 360 and BUS 362 and BUS 364

BUS 470 Advanced Accounting I 3 sem. hrs.

This course is a study of advanced financial accounting issues. The course emphasizes information on business combinations and consolidated financial statements. Offered fall semester. Prerequisites: BUS 372.

BUS 471 Advanced Accounting II 3 sem. hrs.

This course is a continuation of BUS 470, Advanced Accounting I. This course emphasizes selected advanced topics in accounting such as accounting for partnerships, not-for-profits: organizations, state, and local government accounting; segmented and interim reporting; international standards, and translation of foreign currency financial statements. Offered spring semester. Prerequisite: BUS 470.

BUS 483 Entrepreneurship Exp 3 sem. hrs.

The purpose of this course is to provide students with experiential opportunities related to strategic entrepreneurship. In this course, through creating their own new venture, students will explore the interfaces between entrepreneurs and stakeholders. This will include (but not be limited to) strategic decisions related to finance, management and marketing, especially in the context of students' own new ventures they 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 521 Sustainable Ethical Leadership 3 sem. hrs.

In this course students examine current thinking about leadership and ethical decision making in a modern business environment on an individual, organizational, and global level. The emphasis in this course is on developing a better understanding of oneself, one's role as a member of a learning community and the dynamics involved to bring about sustainable, desired change. Cases and presentations will be used to provide a better understanding of concepts and principles that determine managerial ethics in real-life situations, as well as the application of moral theory to decision making in leadership.

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.