

BUSINESS (BUS)

BUS 116 INTRODUCTION TO BUSINESS

3, 3/0

Modern business functions. Economic and social aspects, organization and management, operations, marketing functions, management control and decision making, financial risk and management, and career information for a changing business climate. Offered every semester.

BUS 117 INTRODUCTION TO RETAILING

3, 3/0

Role and function of retailing as a channel of distribution, the relationship and responsibilities to the producer and consumer. Offered occasionally.

BUS 189 TOPICS COURSE

1-3, 0/0

Offered occasionally.

BUS 201 FOUNDATIONS OF LEADERSHIP

3, 3/0

History of leadership and leadership as an ongoing process of challenge, growth, and development. Students learn the foundational concepts of leadership, assess their own leadership styles, and discuss issues relevant to leadership. Provides opportunities for the practice of leadership skills in campus and community organizations. Offered every semester.

Equivalent Courses: CRS 201, UNC 201

BUS 212 INTRODUCTION TO ACCOUNTING

3, 3/0

Introduction to the accounting cycle and double-entry bookkeeping. Students analyze business transactions, apply rules of debits and credits, and prepare income statements and balance sheets. Offered every semester.

BUS 300 INTERNATIONAL BUSINESS

3, 3/0

Prerequisite: Business major. Concepts, theories, and practices of international business and the multinational corporation. Global nature of the world economy. Environmental constraints, regional issues, and functional business operations. Offered every semester.

BUS 305 WORKFORCE DIVERSITY IN THE TWENTY-FIRST CENTURY

3, 3/0; DI14

Prerequisite: Junior/senior status. Workforce diversity as the positive acknowledgement of the way in which people are different. Recognizes gender, age, religion, and cultural background, and work and life responsibilities. Teamwork develops an understanding and awareness of cultural diversification in the workforce. Offered every semester.

BUS 312 FINANCIAL ACCOUNTING

3, 3/0

Introduction to the fundamental accounting theories and methods underlying financial statements and the use of accounting information by decision makers. Offered every semester.

BUS 313 MANAGERIAL ACCOUNTING

3, 3/0

Prerequisite: BUS 312. Managerial accounting focuses on accumulating, processing, reporting, and interpreting decision-relevant financial information which are used in managing an organization. Topics include cash flow analysis, time value of money, cost behavior, budgeting, and elements of cost accounting. Offered every semester.

BUS 320 PRINCIPLES OF MARKETING

3, 3/0

Survey course on concepts, policies, and marketing goods and services. Includes consumer behavior, target markets, marketing programs and ethics. Offered every semester.

BUS 321 MARKETING ON THE INTERNET

3, 3/0

Prerequisite: BUS 320, business major. Foundations and rationale for Internet marketing. Marketing objectives and strategies for Web sites, online promotion, and advertising. Web site design tools, research on customers, and legal and ethical issues. Students evaluate Web sites and design their own online marketing sites. Offered spring only.

BUS 323 SALES METHODS AND TECHNIQUES

3, 3/0

Prerequisite: BUS 320, business major. Foundation in sales principles and techniques. Emphasis on the personal development of sales skills, analysis of characteristics, behavior, and motivation of buyers, and the use of the selling process to achieve customer satisfaction. Offered fall only.

BUS 324 BUSINESS COMMUNICATION

3, 3/0; WIIF

Prerequisite: BUS 360, business major. Fundamental principles and tools for effective communication within organizations. Experiential exercises will be used to assist in developing written and oral communication skills. Offered every semester.

BUS 325 HUMAN RESOURCE MANAGEMENT

3, 3/0

Prerequisite: Business major. Theoretical and practical knowledge in the major areas of human resource management including selecting, training, developing, evaluating and compensating employees. Offered every semester.

BUS 327 ADVERTISING CONCEPTS AND PRACTICES
3, 3/0

Prerequisite: BUS 320, business major. Introduction to the field of advertising, including discussion of research, target marketing media selection and evaluation, goal setting and budgeting, and the development of advertising campaigns. Offered every semester.

BUS 329 SALES MANAGEMENT
3, 3/0

Prerequisite: BUS 320, business major. Sales management function within modern organizations including sales-force operation, sales strategies, leadership, ethics, recruitment, selection, and motivation of staff. Sales management as a vital business function within the context of a global economy. Offered spring only.

BUS 330 MARKETING MANAGEMENT
3, 3/0

Prerequisite: BUS 320, business major. Marketing-oriented thinking in today's competitive environment; analyzing needs, identifying opportunities, and bringing valued offers to targeted customer groups; analyzing, planning, implementing, and controlling marketing strategies. Includes recent themes: customer relationship management, technology/Internet revolution, brand building, and global marketing from a marketing manager's perspective. Offered every semester.

BUS 334 BUSINESS LAW I
3, 3/0

Legal principles applicable to business enterprises and operations including advisory and judicial systems; contracts and sales; commercial paper, secured transactions, property, torts, and appropriate sections of the Uniform Commercial Code. Offered every semester.

BUS 335 BUSINESS LAW II
3, 3/0

Prerequisite: BUS 334, business major. The nature of real and personal property; trusts, wills and estates; creditor's rights and secured transactions; government regulation of business; administrative law; insurance, and evidence. Topics may include taxation of income, arbitration in resolving contract disputes, and Rule 10 b-5 of the Securities and Exchange Commission. Offered every semester.

BUS 340 SECURITIES
3, 3/0

Prerequisite: Junior/senior status. Securities and securities markets. Emphasis on investment markets and their interaction with the macroeconomics system. Offered occasionally.

BUS 341 COMMODITIES
3, 3/0

Prerequisite: Junior/senior status. Commodities futures trading. Special emphasis on terminology, hedging procedures, trading procedures, and price-making influences.

BUS 347 RETAIL MANAGEMENT
3, 3/0

Prerequisite: BUS 320, business major. Introduction to trends and developments in retailing and to the operation of retail organizations. Strategic planning, financial control, merchandising, site selection, store organization, pricing and promotion. Offered every semester.

BUS 348 ELECTRONIC COMMERCE
3, 3/0

Prerequisite: BUS 320, business major. Introduction to the principles and practices of electronic commerce including EDI, electronic payment, online promotion, electronic shopping and distribution, online stores and malls, security, intellectual property rights, and legal issues. Select tools and skills required for navigating the Internet and creating a Web site. Offered fall only.

BUS 350 CURRENT PRACTICES IN BUSINESS TECHNOLOGY
3, 3/0

Prerequisite: BUS 360, business major. Instruction in the use of information technology and business computer applications including spreadsheets, graphic presentations, networking, database management, word processing and office automation. Emphasis on using computers and computer-based information in the decision-making process. Offered every semester.

BUS 360 PRINCIPLES OF MANAGEMENT
3, 3/0

Introduction to the basic functions of management, including strategic and operational planning, developing organizational structure and behavior, leadership, motivation, and effective control systems. Offered every semester.

BUS 362 BUSINESS PROJECT MANAGEMENT
3, 3/0

Prerequisite: BUS 360. An understanding of the foundational knowledge, skills, tools and techniques of project management integral to the success of a project, using the Knowledge Areas and Process Groups related to project management methodologies. An examination and application of current practices in project management as applied to business-related projects. Offered spring semester only.

BUS 363 BUSINESS IN THE WESTERN HEMISPHERE
3, 3/0

Prerequisite: BUS 360, business major. Survey of business practices in the Western Hemisphere including economic, cultural and political differences among countries, regional trade agreements, and trade practices. Select countries are compared in terms of management, marketing and human resources practices, organizational communications, and business ethics. Offered fall only.

BUS 364 SUPPLY CHAIN MANAGEMENT
3, 3/0

Prerequisites: MAT 311 or ECO 305 (or equivalent); BUS 360. Design and management of supply chains for competing effectively in global markets. The management of specific functions such as procurement, manufacturing, logistics, and inter-organizational information and coordination. Topics include qualitative and quantitative techniques for optimum configuration of supply chains, including design configuration, postponement, mass customization, location, vendor-managed-inventory, supply networks, and strategic alliances.

BUS 365 ENTREPRENEURSHIP

3, 3/0

Prerequisite: BUS 360, business major. The functions performed by entrepreneurs such as searching for opportunities and gathering resources to convert into growth-oriented, profitable ventures. Students conduct research, identify opportunities, and prepare a business plan. Offered every semester.

BUS 366 MANAGEMENT INFORMATION SYSTEMS

3, 3/0

Prerequisites: CIS 101 and BUS 360, business major. A balanced framework for the successful management of today's increasingly complex array of information. Tools for dealing with and improving the management of information in a variety of business settings using application software such as Microsoft Office. Offered every semester.

BUS 367 STRATEGIC MANAGEMENT OF INNOVATION AND TECHNOLOGY

3, 3/0

Prerequisite: BUS 360, business major. Strategic management in newly created and established firms from the perspectives of various functional groups (e.g., research and development, manufacturing, management, and marketing) and levels of general management (business, project, corporate) involved in the process of technological innovation. Offered occasionally.

BUS 368 SPORTS MANAGEMENT AND MARKETING

3, 3/0

Prerequisite: BUS 360, business major. The administration, coordination, and evaluation of event-related sports. Open to business and non-business majors. Provides professional and general education base for careers in sports and recreational management and marketing. Offered every semester.

BUS 369 ORGANIZATIONAL CHANGE AND DEVELOPMENT

3, 3/0

Prerequisite: BUS 360, business major. The process of organizational change; conceptual foundation, principles, and practical applications for use in the design and development of organizations to improve organizational effectiveness in dynamic and competitive environments.

BUS 378 BUSINESS PROFESSIONAL PRACTICE

1-12, 3/0

Business majors may elect to take up to 12 credit hours of field experience. Introductory, part-time experience usually generates 3 credit hours, whereas a full-time culminating experience could generate as many as 12 credit hours. Credit, training, and evaluation criteria to be arranged by business instructor in charge of field experience. Offered every semester.

BUS 389 CONTROLLING FINANCIAL AFFAIRS

3, 0/0

Upper-level topics course in Business. Offered occasionally.

BUS 403 CONSUMER BEHAVIOR

3, 3/0

Prerequisite: BUS 320, business major. Psychological, sociological, and cultural factors that influence consumer behavior and decision making. Emphasis on the importance of understanding consumer behavior in formulating marketing programs and marketing strategies. Offered every semester.

BUS 404 MARKETING RESEARCH

3, 3/0

Prerequisite: BUS 320, business major. Research methods and techniques used to collect data and provide information for solving marketing problems, design, sampling, data collection, analysis and interpretation, and report preparation. Orientation from the perspective of users of marketing research. Offered every semester.

BUS 410 ACCOUNTING ANALYSIS

3, 3/0

Prerequisites: BUS 313 and junior/senior status. Management fundamentals and economic concepts of the firm. Application of accounting concepts and techniques in preparing, presenting, and interpreting the accounting information used by management in planning and controlling operations. Offered occasionally.

BUS 412 INCOME TAXATION

3, 3/0

Fundamentals of federal income taxation. Course focuses on concepts related to gross income, deductions, credits, and property transactions. Offered spring only.

BUS 413 TAXATION OF CORPORATIONS

3, 3/0

Prerequisite: Junior/senior status. Federal taxation of corporate income and shareholders; includes organizing and capitalizing the corporate entity, determining tax liability, dividends and other non-liquidating distributions, stock redemptions, liquidations, and other corporate entities, such as S corporations and LLCs. Offered occasionally.

BUS 417 INTERNATIONAL ACCOUNTING

3, 3/0

Prerequisites: Business major and completion of BUS 312, BUS 313, and ECO 314. Designed to familiarize students with the accounting issues arising from national differences in accounting systems, standards, terminology, disclosure patterns, tax policies, fluctuations in exchange and inflation rates, and managerial options for dealing with these issues. Offered spring only.

BUS 420 INTERNATIONAL MARKETING

3, 3/0

Prerequisite: BUS 320, business major. Concepts, theory, and practice of international marketing. Competitive global environment, trade issues, cultural factors, and global marketing strategy formulation and implementation. Offered every semester.

BUS 424 INTERNATIONAL BUSINESS COMMUNICATION

3, 3/0

Prerequisite: BUS 324, business major. Preparation for the complex communication tasks encountered in the world of international business. Cultural aspects that influence communication including language, environment and technology, social organization, contexting, authority conception, nonverbal communication, and temporal conception. Emphasis on understanding social and cultural differences and developing effective communication strategies for the global corporation. Offered fall only.

BUS 425 INTERNATIONAL AND CROSS-CULTURAL TRAINING

3, 3/0

Prerequisite: Business major. Analysis, selection, design, implementation, and evaluation of training programs to increase functional capabilities in international and multicultural environments. Emphasis on communication strategies, human response to cultural settings, and procedures for increasing performance. Offered spring only.

BUS 426 CREATIVE OPPORTUNITIES IN LEADERSHIP AND MANAGEMENT PRACTICES

3, 3/0

Prerequisites: BUS 360 and BUS 325, junior/senior status. Detailed analysis of creative problem-solving techniques. Case problems and business projects that reinforce management functions and approaches. Places students in the role of an individual manager and team members in practical application of management theory. Offered occasionally.

BUS 428 ADVANCED MERCHANDISING

3, 3/0

Prerequisite: BUS 326 or permission of instructor. Techniques of merchandising fashion apparel, accessories, housewares, major and minor appliances, and furniture. Major approaches used in planning and analyzing sales and stock records, and the use of operating and financial data to make profitable merchandising decisions as well as market planning. Offered occasionally.

BUS 430 STRATEGIC MANAGEMENT

3, 3/0; CT14, IM14, WIIF

Prerequisite: Business major; senior status. Methods and techniques commonly used in strategic management decision making. Provides a background in strategic analysis and implementation of strategy in a competitive global environment. Employs competitive simulations, case studies, and applied research projects. Offered every semester.

BUS 440 BUSINESS SENIOR SEMINAR

3, 3/0

Prerequisite: Senior status. Designed to help business students in the transition to professional employment. Career paths and employment opportunities, employee-benefit packages and policies, Affirmative Action programs, Equal Employment Opportunity, on-the-job considerations, and related subjects. Offered every semester.

BUS 460 OPERATIONS MANAGEMENT

3, 3/0

Prerequisite: BUS 360. Overview of the major concepts and models in the production and operations process in manufacturing and services organizations. Includes detailed examination of production systems, materials planning, project management, and quality. Offered every semester. Equivalent Course: TEC 460

BUS 473 INTERNATIONAL MANAGEMENT

3, 3/0

Prerequisite: BUS 360, business major. Through an approach that blends theory and practical exercises, students will learn the fundamentals of managing in a global economy. Offered every semester.

BUS 490 FIELD EXPERIENCE

1-3, 0/0

Prerequisites: Junior/senior status, permission of instructor. Provides non-business students the opportunity to have experience related to their majors in public or private agencies, business organizations, or educational institutions. Offered occasionally.

BUS 495 SPECIAL PROJECT

1-3, 0/0

Special project in Business.

BUS 497 SPECIAL COURSE

0, 0/0

Special workshop in Business.

BUS 499 INDEPENDENT STUDY

3-12, 0/0

Independent study in Business.

BUS 500 MARKETING OF SERVICES

3, 3/0

Prerequisite: BME 600 Introduction to Marketing or equivalent. Applications of marketing principles in the service sector; service systems and the principles and practices involved in the marketing of services; past, current, and emerging trends in services marketing; development of marketing programs in the service sector.

BUS 512 INTRODUCTION TO USING ACCOUNTING INFORMATION FOR DECISION-MAKING

3, 3/0

Prerequisite: Graduate standing. Overview of fundamental financial and managerial accounting statements or reports, including their structure, contents, underlying concepts, analysis, interpretation, and use for economic decision making.

BUS 519 COMMUNICATION FOR LEADERS AND MANAGERS

3, 0/0

Theories of effective communication; face-to-face communication; group problem solving; public speaking; power and leadership in organizational settings; persuasive messages and campaigns that public relations practitioners design for a variety of publics. Designed for graduate students interested in improving their workplace communication skills. Equivalent Course: COM 519

BUS 534 SELECTED TOPICS IN BUSINESS STUDIES

3, 3/0

Review and synthesis of current content in business, product knowledge, and distributive education studies.

BUS 535 SMALL-BUSINESS OPERATIONS

3, 3/0

Role of small business in the social, economic, and political environment of the United States; forms of small-business ownerships; management concepts; legal and government controls; marketing principles.

BUS 536 THE AMERICAN ENTERPRISE SYSTEM

3, 3/0

Problems and issues relating to the free enterprise system functioning within a modern industrial society; analysis of the interrelationships of basic business concepts with the decision-making processes of corporate management; historical trends and their futuristic implications.

Equivalent Course: HIS 536

BUS 537 ANATOMY OF BANKING

3, 3/0

Prerequisites: Graduate level standing. Focus on modern banking practices and services; organizational structure, credit, Federal Reserve System, and selected areas of banking operations. Offered every fall.

BUS 545 BASIC ACCOUNTING FOR BUSINESS AND NONBUSINESS ORGANIZATIONS

3, 3/0

Financial, managerial, and not-for-profit accounting; accounting concepts, principles, and procedures.

BUS 590 INDEPENDENT STUDY

1-3, 0/0

Graduate independent study in Business.

BUS 594 WORD PROCESSING - INSTRUCTIONAL TECHNIQUES AND METHODOLOGIES

1-3, 0/0

BUS 594

BUS 598 MICRO-COURSE

1, 0/0

Graduate-level micro-course in Business.

BUS 603 HUMAN RESOURCE MANAGEMENT

3, 3/0

Personnel-related functions and the utilization of resources to support these functions within organizations: design of in-service training programs; supervisory skills for enhancing motivation and productivity; employee benefit packages; grievance and labor relations plans; proposals to obtain funding and training.

Equivalent Course: SWK 603

BUS 624 BUSINESS COMMUNICATIONS IN A DIGITAL WORLD

3, 3/0

Prerequisites: Graduate-level standing. Introduction and analysis of effective digital communications strategies in today's business environment. Topics include traditional versus digital business communication, marketing, and PR tactics; effective messages, both written and oral, from concept to delivery; and practical applications of digital communications. Offered alternating years.

BUS 630 MARKETING STRATEGY

3, 3/0

Prerequisites: Graduate level status. Introduction and analysis of marketing strategies that propose concrete, measurable actions to accomplish specific marketing objectives. Topics include customer relationship management; customer social and digital media engagement; brand management; marketing mix strategies including product, price, promotion, and distribution strategies; marketing metrics; and sustainable marketing in a global environment. Offered alternating years.

BUS 640 HUMAN RESOURCE DEVELOPMENT

3, 3/0

Prerequisite: Graduate status. Preparation to conduct educational and training programs for workers and volunteers to improve organizational effectiveness; key competencies and principal roles of human resource development professionals; human performance analysis; training needs assessment; organizational development; career development; program and instructional design; learning materials design; program evaluation; ethical and human diversity issues in training and development.

BUS 660 MANAGERIAL ANALYTICS AND DECISION MAKING

3, 3/0

Prerequisites: Undergraduate-level statistics, Graduate-level standing. Introduction and analysis of business analytics, or the ways in which enterprises such as businesses, non-profits, and governments can use data to gain insights and make better decisions. Application of business analytics in operations, marketing, finance, and strategic planning among other functions. Emphasis on business analytics techniques to the extent that they can be used to provide real insights and improve the speed, reliability, and quality of business decisions. Offered alternating years.

BUS 666 INFORMATION SYSTEMS MANAGEMENT

3, 3/0

Prerequisites: Graduate-level standing. Introduction and analysis of the information systems concepts and techniques used in today's competitive environment. Topics will include the concepts of enterprise information systems, use of information systems to achieve strategic goals and to gain competitive advantages, the impacts of information systems on business process reengineering and management, managerial issues in developing information systems, IS project management, and other contemporary IS technologies. Offered alternating years.

BUS 688 LEADERSHIP IN ORGANIZATIONS

3, 3/0

Theories of leadership; organizational contexts and culture for leadership; the role of the leader in organizations; leadership competencies for organizational effectiveness; the leader's role in mentoring and coaching for effective performance; the leader's role in achievement of organizational mission and goals.

Equivalent Courses: ADE 688, SPF 688

BUS 690 MASTER'S PROJECT

3, 0/0

A project undertaken by one or more individuals on a problem of special interest within Business, planned and carried out with consultation and guidance from the instructor.

BUS 695 MASTER'S THESIS

3, 0/0

Individual investigation of an original problem submitted in acceptable form according to directions given by the Graduate School.

BUS 712 MANAGING PROGRAM EVALUATION

3, 3/0

Prerequisite: Graduate standing or instructor permission. Management and evaluation skills required in business as well in public and not for profit sectors; establishing evaluation standards and criteria; developing evaluation instruments and designs; statistical analysis of evaluation data; computer-based statistical analyses; report preparation, and follow-up studies. Equivalent Courses: PAD 712, SPF 712, SWK 712

BUS 715 MANAGEMENT STRATEGY

3, 3/0

Prerequisites: Graduate-level standing. Study of management theories and strategies used in organizations, including conflict resolution, negotiation strategies, creative problem-solving, and leadership skills and requirements. Offered annually.

BUS 721 THESIS/PROJECT CONTINUATION

0, 0/0

