

# BUSINESS (BUS)

## 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, BUS 624. 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 PRACTICES AND TECHNIQUES**

3, 3/0

Prerequisites: PSY 101 grade of C, and instructor permission. Major management theories and factors affecting organizational systems; managing conflict and negotiating agreements; effective interpersonal skills for managers; defining problems and generating creative alternatives; types and sources of information needed by managers; relation of leadership style to staff productivity and development; relating effectively to upper-level management.

**BUS 721 THESIS/PROJECT CONTINUATION**

0, 0/0

**BUS 722 THESIS/PROJECT EXTENDED**

0, 0/0