

BUSINESS (BUS)

BUS 116 INTRODUCTION TO BUSINESS

3, 3/0

Provides an overview of current developments and characteristics, elements, principles, and practices of contemporary business. Students learn basic business concepts: variations in business genesis processes, life cycle stages, environmental factors as they affect business; and the critical role business plays as a socio-economic subsystem of society. 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 ACCOUNTING PRINCIPLES

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: Sophomore status. 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 DIVERSITY AND INCLUSION IN THE WORKPLACE

3, 3/0; DI23

Prerequisite: Sophomore-level standing. Survey of legal, policy, and social psychological perspectives of diversity and inclusion in the workplace. Overview of laws and public policies that provide the basis for diversity management, employment discrimination laws and affirmative action policies, the impact on workplaces, and management of global inclusive workforces. 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

Prerequisite: Sophomore status. A review of basic concepts, principles, and strategies used in the marketing of product offerings. Marketing involves understanding consumer needs and wants, deciding which target markets the organization can serve best, and developing a value proposition by which the organization can attract, keep, and grow targeted consumers. Offered every semester.

BUS 321 DIGITAL MARKETING AND STRATEGY

3, 3/0

Prerequisite: BUS 320. Explores core principles of developing a digital marketing campaign, required strategies for conversion, and industry tools. Gain essential knowledge of social media marketing, search engine optimization, content strategy, email marketing, and campaign key performance indicators, equipping them with the skills to excel in the dynamic digital landscape. Offered every semester.

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 annually.

BUS 324 BUSINESS COMMUNICATION

3, 3/0

Prerequisite: BUS 360, Bus Major, Jr/Sr Status.

Communication principles, concepts, and techniques which are essential components for effective organizational behavior in a business setting. Emphasis on planning, organizing, composing, and revising of business documents such as emails, memos, letters, and reports. Presentation skills, professional behavior in the workplace, and current and digital communication technologies included. 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 annually.

BUS 330 MARKETING MANAGEMENT

3, 3/0

Prerequisite: BUS 320, business major. Marketing-oriented thinking in today's competitive environment; analyzing needs, identifying opportunities, 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 annually.

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. Offered occasionally.

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 annually.

BUS 350 CURRENT PRACTICES IN BUSINESS TECHNOLOGY

3, 3/0

Prerequisite: BUS 360, sophomore status or higher. 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

Prerequisite: Sophomore status. Learn the principles, techniques, and concepts needed for managerial analysis and decision-making. It highlights the effective management of planning, organizing, influencing, and controlling related to the internal and external environment and issues of ethics and social responsibility. Offered every semester.

BUS 362 BUSINESS PROJECT MANAGEMENT

3, 3/0

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 annually.

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 annually.

BUS 364 SUPPLY CHAIN MANAGEMENT

3, 3/0

Prerequisite: 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. Offered annually.

BUS 365 ENTREPRENEURSHIP

3, 3/0

Prerequisite: Sophomore status. Overview of the entrepreneurial process. Focus on identifying and evaluating ideas and learning the steps and competencies required to launch a successful new venture. Topics include characteristics of successful entrepreneurs, techniques for finding and screening ideas, entrepreneurial finance, valuation and deal making, and writing a business plan. Offered every semester.

BUS 366 MANAGEMENT INFORMATION SYSTEMS

3, 3/0

Prerequisites: 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 annually.

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 320, BUS 360, Business and non-business majors. The administration, coordination, technical considerations, and evaluation of event-related sports. 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. Offered every semester.

BUS 389 SPECIAL TOPICS

3, 0/0

Upper-level topics course in Business. Offered occasionally.

BUS 403 CONSUMER BEHAVIOR

3, 3/0

Prerequisite: BUS 320, business major. Investigation of market offerings and their effect on consumers' lives before, during, and after the point of purchase. Specifically, how these items influence how consumers feel, especially in the canon of social media and the digital age. 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 annually.

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 occasionally.

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 occasionally.

BUS 420 INTERNATIONAL MARKETING

3, 3/0

Prerequisite: BUS 320, business major. Course presents various concepts and tools for analyzing international marketing strategies and evaluating the marketplace. This includes competitors and the external environment: demographic, cultural, economic, technological, political/legal, natural, and presenting marketing opportunities. Focusing on developing, evaluating, and implementing international marketing strategy at all geographic levels. 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 annually.

**BUS 425 INTERNATIONAL AND CROSS-CULTURAL
TRAINING**

3, 3/0

Prerequisites: BUS 360 and BUS 325, 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 occasionally.

**BUS 426 CREATIVE OPPORTUNITIES IN LEADERSHIP
AND MANAGEMENT PRACTICES**

3, 3/0

Prerequisites: BUS 360 and BUS 325. Explores and fosters the critical role of the leader in modern organizational settings. Students will gain a deep understanding of how to harness novel and new methods to drive innovation, problem-solving, and sustainable growth within the workplace. 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; IN23, RE23

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 global environment. Examines the total enterprise, the industry, and the competitive environment in which it operates. Capstone course that integrates all previous coursework. 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 occasionally.

BUS 460 OPERATIONS MANAGEMENT

3, 3/0

Prerequisite: BUS 360, Junior or Senior Status. Provides a fundamental understanding of manufacturing and service operations and their role in the organization. Surveys a wide range of operations topics, including process analysis, supply chain management, capacity planning, facilities location, quality management, and production and resource planning. Offered every semester.

Equivalent Course: TEC 460

BUS 473 INTERNATIONAL MANAGEMENT

3, 3/0

Prerequisite: BUS 360, BSA, Junior or Senior Status. This course presents various concepts, discussions, and tools for analyzing international management practices around the world. Students will gain an understanding of the variations and nuances of global management cultures, goals, and corporate structures. Offered every semester.

BUS 483 BSC LED STUDY AWAY PROGRAM

1-15, 0/0

Acceptance into the program required.

BUS 488 INTERNSHIP

1-12, 0/0

Prerequisites: Junior/Senior status, Business major. Supervised internship/field experience in a business setting offering practical, hands-on application of business concepts and theories. The internship is under the direction of a faculty internship supervisor with cooperation of company internship supervisor. Students can earn 3-12 credits based on internship hours completed. 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.