

## **BUSINESS COURSE DESCRIPTIONS**

### **BUS 100: INTRODUCTION TO BUSINESS (4)**

This is a broad survey of fundamental business concepts, such as management, marketing, human resources, and financial management and policy. General principles of business ethics and business law are also discussed. This course introduces students to the business and commercial world, while it lays the foundation for their meaningful participation in more advanced classes. Open to first-year students.

### **BUS 104: PERSONAL FINANCE (4)**

This introductory class in investments is geared primarily for nonmajors. It combines basic investment theory with institutional and practical detail about financial markets and institutions. Particular attention is paid to the time value of money (compounding, discounting, and annuities), personal financial statements, equity and debt markets, mutual funds, options, real estate, and income tax. Open to first-year students. No prerequisite.

### **BUS 125: ACCOUNTING I (4)**

A first-level course to develop a broad understanding of the ways the collection and handling of financial data serve a business enterprise. Open to first-year students. No prerequisite.

### **BUS 203: INVESTMENTS (4)**

Financial theory applied to the management of financial and other assets. This course studies debt and equity securities, derivatives, investment companies, and real estate. The theoretical focus is on pricing of assets in efficient markets. This course makes considerable use of computer software, including spreadsheets. Prerequisite: BUS 100 or BUS 104.

### **BUS 222: BUSINESS LAW (4)**

This course provides insight into the legal environment in which firms operate. Includes contracts, negotiable instruments, agency, property concepts, and business organization. Prerequisite: BUS 100.

### **BUS 224: BUSINESS ETHICS (4)**

#### **BUS 224: ETHICAL LEADERSHIP (4)**

This course uses leadership theory as a lens to evaluate both ethical theory and ethical decision making in the context of business organizations. We examine theory (both ethics/philosophy and leadership) and learn to evaluate and interpret ethical decision making (through case examples) in order to arrive at a better understanding of the intertwined natures of leadership and ethical behavior and the complexities of corporate social responsibility. Prerequisite: BUS 100.

### **BUS 226: ACCOUNTING II (4)**

Application of basic accounting principles to cost analysis, topics in financial planning, and managerial decision making. Problems in price-level adjustment and other current issues are considered in some depth. Open to first-year students. Prerequisite: BUS 125.

### **BUS 228: MARKETING (4)**

Basic principles of marketing will be examined with applications for businesses and consumers. Topics include the marketing mix of price, promotion, product, and distribution, as well as segmentation and marketing strategies. Practical applications will be studied through case analysis via videos and written cases. Prerequisite: BUS 100 and ECON 157 or permission.

**BUS 250: SPECIAL TOPIC - BUSINESSES AND THEIR REGULATORY ENVIRONMENT (4)**

This course provides a survey of key regulatory agencies and enforcement systems and an analysis of their impact on business practices and decision making as well as on the economy as a whole. We'll analyze antitrust legislation such as the Sherman Act, the Clayton Act, and the Robinson- Patman Act, and the issues relating to the enforcement of these and other related acts by the Federal Trade Commission. The workings of regulated industries and monopolies are also analyzed as they relate to the use of the cost of service and rate of return regulation by state and federal agencies. Emerging issues, such as trends in deregulation and efforts to mitigate corporate abuses will be discussed. Also listed as ECON 250. Prerequisites: BUS 100 and ECON 157.

**BUS 250: SPECIAL TOPIC - ECONOMIC AND COMMERCIAL ASPECTS OF THE EUROPEAN UNION (4)**

This course investigates economic and monetary union in Europe and its prospective enlargement. It assesses the path toward a single market and the consequent benefits. As important are consequences for industry of EU policies on agriculture, energy, regulation, taxation, and external trade. Other major areas of investigation include the monetary union and regional policies. Prerequisite: ECON 157 or ECON 158.

**BUS 252: ORGANIZATIONAL BEHAVIOR (4)**

This course examines the dynamics of individuals and groups in organizations and how organizations impact behavior and performance. Topics include attitudes and social perception, teamwork, communication, leadership, organizational structure and design. Also listed as SOC 252.

**BUS 260: BUSINESS WRITING AND PRESENTATION (4)**

Effective written and oral presentations in the business world. This course covers various forms of presentation common in business. It also examines technologies such as teleconferencing and the Internet, which enhance business interactions and decision making. Prerequisite: BUS 100.

**BUS 263: INTERNATIONAL BUSINESS (4)**

This course surveys managerial techniques used by multinational corporations. Issues related to foreign direct investment, especially financial and accounting implications, are also presented, as is the particular impact of globalization on smaller firms. Case discussions are important components of this course. Prerequisites: BUS 100 and ECON 158.

**BUS 266: INTERNATIONAL FINANCE (4)**

Globalized economy offers tremendous profit opportunities, but also exposes firms to various types of risk. The course explains how to benefit from the former and how to avoid and limit the latter. Students learn how monetary and fiscal policies adopted by different nations influence the outcomes. Students also explore how different legal, tax, and accounting standards and principles create problems and present opportunities to improve financial performance of multinational corporations. Also listed as ECON 266. Prerequisites: q and ECON 158.

**BUS 275: MANAGEMENT OF FINANCIAL INSTITUTIONS (4)**

A study of depository institutions and related financial institutions; banking laws and the regulation of banks and bank-holding companies. Financial management of banks; loans and investments; liquidity management; interest rate exposure. Prerequisites: BUS 125 and ECON 211.

**BUS 290: INDEPENDENT STUDY (2 or 4)**

Independent study below the advanced level. Application must be made with faculty prior to registration.

**BUS 310: INTRODUCTION TO DERIVATIVE MARKETS (4)**

This course provides the foundation for cutting-edge topics in modern finance. It studies the markets in futures, options, and swaps, and the use of these instruments in both hedging and speculation. In addition, modern financial concepts are applied to corporate decision making. Prerequisite: BUS 203.

**BUS 320: MANAGING NONPROFIT ORGANIZATIONS (4)**

Fundamental management concepts: mission, performance, marketing, human resource development, and strategy are applied to the nonprofit environment. Additionally, fundraising functions and techniques, attracting volunteers, and shareholder analysis are discussed. Practical applications are studied. Basic knowledge of business concepts and techniques is expected. Prerequisite: BUS 100.

**BUS 322: E-COMMERCE (4)**

This course provides a broad introduction to information technologies now available to the business organization. The objectives of this course are to study the key features of electronic commerce and how the new technologies work, to explore the opportunities for improving managerial and commercial processes, and to identify the requirements of its optimal use. Prerequisites: BUS 100 and BUS 228.

**BUS 330: ENTREPRENEURSHIP—WOMEN AND SMALL BUSINESS (4)****BUS 330: ENTREPRENEURSHIP (4)**

This class focuses on entrepreneurship, with particular attention to women's issues in entrepreneurship. The challenges of starting and operating a small business will be a central topic of study. Students will learn about developing and assessing ideas for entrepreneurial ventures, risk, and success strategies. Students will prepare a business plan as the major project of this course. Prerequisites: BUS 100, BUS 125, and BUS 228.

**BUS 349: CORPORATE FINANCE (4)**

Fundamentals of business finance, including financial analysis, forecasting, working capital management, capital budgeting, security valuation, and the cost of capital. This course makes considerable use of computer spreadsheets. Prerequisites: BUS 125.

**BUS 353: TRAINING AND HUMAN RESOURCE DEVELOPMENT (4)**

This course is divided into three sections: training, human resource development, and organizational development. Topics covered in training include needs assessment and evaluation, as well as training techniques. Human resource development focuses on staffing, current issues in HR, and professional development. Organizational development covers elements of organizational changes and the role of change agents. Prerequisite: BUS/SOC 252.

**BUS 363: INTERNATIONAL BUSINESS (4)**

This course surveys managerial techniques used by multinational corporations. Issues related to foreign direct investment, especially financial and accounting implications, are also presented, as is the particular impact of globalization on smaller firms. Case discussions are important components of this course. Prerequisites: BUS 100 and BUS 266.

**BUS 390: INDEPENDENT STUDY (2 or 4)**

Independent study at the advanced level. Application must be made with faculty prior to registration.

**BUS 399: INTERNSHIP (4)**

Application must be made with faculty prior to registration.

**BUS 473: ENTREPRENEURSHIP—WOMEN AND SMALL BUSINESS (4)**

This class deals with personal and professional entrepreneurship, with a particular focus on women's and small business issues. Students will examine ways to cultivate their entrepreneurial spirit and apply it to a business endeavor. The first part of the course examines the role of personal characteristics and aspirations necessary to become an entrepreneur. The second part covers the preparation of a business plan in the pursuit of personal aspirations. Students will be required to take an exit test in business studies. Prerequisites: BUS 125 and BUS 228.

**BUS 474: SENIOR SEMINAR IN STRATEGIC MANAGEMENT (4)**

This seminar seeks to familiarize the participants with the strategic decisions that confront the modern corporation. Particularly important are questions relating to mergers and acquisitions, business-plan writing and country risk analysis. Discussion of articles in top management journals and analysis of cases on current issues form the core of this course. Prerequisites: senior standing and permission.