BUSINESS (BUSN)

BUSN 111 - Foundations in Business (3 Hours)
An introductory course intended to provide students with a basic understanding of business and economics and the role the fields play in American society. The course offers an overview of the major functional areas of business with special emphasis on relationships to current events.

BUSN 226 - Business Law (3 Hours)
An introduction to basic legal concepts applicable to ordinary commercial transactions with emphasis on the uniform commercial code as it relates to contracts, agencies, and the several related types of business organizations. Students are expected to develop the ability to read legal cases and abstract the essential legal precedents for establishing responsibility. Not open to freshmen.

BUSN 230 - Introduction to Entrepreneurship and Innovation (3 Hours)
This course examines entrepreneurship and innovation within the economic and social structures that shape public life. Emphasis is placed on the entrepreneurial mindset, including ethical decision making and the broader civic impact of ventures. Through collaborative development of a business plan, students evaluate financial feasibility and reflect on their roles and responsibilities as civic and economic actors.
Prerequisite(s): BUSN 111, not open to freshmen

Curriculum: CL,SS

BUSN 281 - Special Topics in Business (3 Hours)

BUSN 310 - International Business Concepts (3 Hours)
A study of the various environmental forces that affect business decisions in the international market. Topics include international trade, monetary systems, and foreign social and political forces. Methodological concepts are presented in order to effectively analyze these topics. Not open to freshmen.

BUSN 313 - Organizational Behavior (3 Hours)
This course applies psychological and organizational theories, models, and research toward developing managerial competencies needed to analyze, understand, predict, and guide individual, group, and organizational behavior. Emphasis is placed on viewing the organization as a social phenomenon. Specific topic areas include: group dynamics, communication, conflict and negotiation, motivation, leadership, and organizational culture. Not open to freshmen.
Prerequisite(s): BUSN 111

BUSN 336 - Financial Management (3 Hours)
An introduction to the major concepts and principles in corporation finance. Emphasis is placed on an analysis of the acquisition of funds from alternative sources and the allocation of those funds within an enterprise. Major topics include taxation, financial analysis and planning, working-capital management, capital budgeting and capital structure, and financial instruments and markets.
Prerequisite(s): ACCT 221, MATH 111 (or MATH 113), ECON 202, CSCI 106

BUSN 337 - Intermediate Financial Management (3 Hours)
An advanced treatment of theory as applied to financial management. Emphasis on financial decision making involving capital structure and long-term financing, capital budgeting, and dividend policy of the corporation. Offered alternate years.
Prerequisite(s): BUSN 336

BUSN 342 - Project Management (3 Hours)
This course explores project management and agile project management principles used to effectively plan, direct, and control project activities. A special focus of emphasis will be applied to developing effective scope and work breakdown structure, scheduling, developing budget, resources, and tracking of performance objectives in the project life cycle. Overview of project management concepts with emphasis on traditional project management, agile project management, risk management, project teams, and international project management will be explored. Students will apply concepts learned in class by managing a semester long project. Students will be exposed to project management software applications. This course counts as an elective on the Management concentration for the Business major. Upon course completion, students can apply to take the exam for the certification in Certified Associate in Project Management (CAPM).
Prerequisite(s): BUSN 111 and CSCI 106

BUSN 343 - Operations Management (3 Hours)
This course examines the role of a production manager responsible for planning, organizing, and controlling the resource conversion system of a firm. Models are used to determine factory layouts, job designs, and production schedules as well as to monitor inventory and production quality requirements. Emphasis is placed on mathematical modeling with reliance on Excel spreadsheets. Not open to freshmen.
Prerequisite(s): BUSN 111 and CSCI 106

BUSN 350 - Principles of Marketing (3 Hours)
A study of the structure and functions of the systems of marketing and an analysis of marketing techniques. Students will be expected to make a primary analysis of basic marketing problems and offer some solutions. Not open to freshmen.
Prerequisite(s): BUSN 111

Curriculum: CC

BUSN 370 - International Finance (3 Hours)
This course studies international monetary and financial relationships at both the country level and the level of the firm. In today's interdependent world, a knowledge of finance at the international level has become an important component in the education of the next generation of economists and businesspeople. Topics covered include exchange rates, international capital markets, monetary arrangements, foreign exchange risk, and interest rate policy. Not open to freshmen.
Prerequisite(s): ECON 201

BUSN 373 - Britain in the International Economy (3 Hours)
International finance and market theory with an emphasis on the valuation of unique international assets and how valuation and investment strategies vary across different financial markets (e.g. US stock markets versus London Stock Exchange). General theory of how to value assets using discounted cash flow methods including Treasury bills versus gifts for longer-term government borrowing, macro and micro-economic conditions, forward trading multiples, foreign currency exchange, and tax strategies. The history and origins of the EU and free-market systems will be explored using examples. Selected industry tours included Counts for majors in economics, and business (finance concentration, and elective) Offered January term only.
Prerequisite(s): ECON 201 and BUSN 336

Curriculum: EL

BUSN 381 - Special Topics in Business (3 Hours)
These courses focus on areas of business not specifically covered in the general curriculum and are designed to meet the needs of students.

BUSN 382 - Special Topics in Business (3 Hours)
These courses focus on areas of business not specifically covered in the general curriculum and are designed to meet the needs of students.

BUSN 383 - Special Topics in Business (3 Hours)
These courses focus on areas of business not specifically covered in the general curriculum and are designed to meet the needs of students.

BUSN 385 - Consumer Behavior (3 Hours)
Overview of the essential steps involved in consumer decision making in the marketplace, with emphasis on internal, external, and situational influences on consumer behavior. Examination of the relationship of selected economic, psychological, and sociological theories of behavior to the development of marketing strategy. Discussion of marketing research techniques used in consumer behavior analysis and marketing planning.
Prerequisite(s): BUSN 350

BUSN 388 - Digital and Social Media Marketing (3 Hours)
Companies are increasingly shifting their marketing efforts to digital technologies such as search engines, social media and mobile. These technologies influence customers and have an impact on firm performance. It is important for business students to understand some of these digital strategies and familiarize themselves with some of the technologies underlying them. This course is an introductory undergraduate level elective course designed to provide insights into some of the marketing strategies using Internet-based (digital) technologies.
Prerequisite(s): BUSN 350

BUSN 390 - The Industrial Revolution and Early Management in Great Britain (3 Hours)
This course looks at the development and consequences of the Industrial Revolution in Great Britain from economic, sociocultural, and technological perspectives. In addition to various readings, students will visit several sites in England and explore the primary question of why the Industrial Revolution occurred, why it began in England, and how it has influenced the modern progression of management. A special focus of emphasis will be on specific industries that were created or significantly changed through industrialization. Offered January term only.
Prerequisite(s): Not open to freshmen and permission from instructor

Curriculum: EL,GE,SS

BUSN 395 - Marketing Research (3 Hours)
This course introduces the student to the role of marketing research in marketing decision-making. Students will learn the importance of problem definition and research design. Methods of designing, gathering, analyzing, and reporting of information, which may be used to solve a specific marketing management problem, will be covered with a "hands-on" emphasis. Development of student's abilities to communicate research results will be addressed.
Prerequisite(s): BUSN 350 and MATH 111 or BUSN 350 and MATH 113

Curriculum: EL

BUSN 400 - Marketing Strategy (3 Hours)
BUSN 400 is a marketing course designed to provide the student with a cohesive understanding of marketing from a managerial perspective through the exploration of marketing problems with an emphasis on qualitative and quantitative analysis, integrative marketing decision-making, and strategy formulation.
Prerequisite(s): BUSN 350

Curriculum: CS

BUSN 425 - Strategic Management (3 Hours)
A capstone course affording students an opportunity to tie together their exposure to the concepts embodied in economics, marketing, finance, management theory, and the behavioral and social sciences and to develop an understanding of how these concepts can be incorporated into real-world situations within an organization. Attention is focused on the strategic planning and policy-making functions. Open to seniors only.
Prerequisite(s): BUSN 313 or BUSN 343 and ACCT 221

Curriculum: CS

BUSN 436 - Investments and Security Analysis (3 Hours)
This course provides an in-depth study of investments, securities analysis, and portfolio management. Through a rigorous and comprehensive review of a variety of empirical studies, students will explore the modern developments in this relevant area of financial theory. Following background development, topics of study will include capital market theory and efficiency, valuation of pricing and portfolio theory, and financial derivatives. Offered alternate years.
Prerequisite(s): BUSN 337

BUSN 450 - Internship in Economics & Business (Unpaid) (3 Hours)
The course provides an opportunity for students to gain practical experience in the field of economics and business using the principles, concepts, and methodology covered in regular course offerings. Students may serve as interns in such places as banks and other depository institutions, manufacturing firms, brokerage houses, and government agencies. Emphasis is placed on the idea of learning while in a work environment not on working for its own sake. Application required; see Internship Program. A special fee ($200) is charged for this course.
Prerequisite(s): departmental approval, junior or senior status, and at least a 2.25 GPA

Curriculum: CS,EL

BUSN 451 - Internship in Economics & Business (Unpaid) (3 Hours)
The course provides an opportunity for students to gain practical experience in the field of economics and business using the principles, concepts, and methodology covered in regular course offerings. Students may serve as interns in such places as banks and other depository institutions, manufacturing firms, brokerage houses, and government agencies. Emphasis is placed on the idea of learning while in a work environment not on working for its own sake. Application required; see Internship Program. A special fee ($200) is charged for this course.
Prerequisite(s): departmental approval, junior or senior status, and at least a 2.25 GPA

Curriculum: CS,EL

BUSN 453 - Internship in Marketing (Unpaid) (3 Hours)
This course provides an opportunity for students to gain practical experience in the field of marketing by using the principles, concepts, and methods covered in marketing course offerings. The students will serve as interns in organizational settings where the elements of marketing are put into practice. Priority will be given to students with a declared major Business Major with a Concentration in Marketing. Application required; see Internship Program. Instructor is permission required. A special fee ($200) is charged for this course.
Prerequisite(s): BUSN 350 and one accounting elective, departmental approval, junior or senior status and at least a 2.25 GPA

Curriculum: CS,EL

BUSN 455 - Directed Field Study (3 Hours)
A Field Study is an experiential learning course combining elements of workplace experience, observation, and research. Students are expected to work closely with a faculty field study supervisor to develop learning objectives and a plan of study appropriate to the discipline. Assignments may include a reflective journal, activity reports, and one or more directed research papers appropriate to the discipline. Workplace experience requirements should be similar to those of internships. Students should not receive compensation from workplace experience if they are receiving three-hour course credit.
Curriculum: CS,EL

BUSN 457 - Internship in Economics & Business (Paid) (3 Hours)
With prior approval, students may earn Experiential Cross Area Requirement (CAR) credit and transcript notation for three credit hours for a paid internship. To qualify for experiential credit a student must have completed 48 semester hours of work prior to the beginning of the internship and be in good academic standing (not on academic probation) at the time of application and at the start of the internship. Registration and application procedures are similar to those for academic internship courses. Satisfactory completion of a paid internship requires a minimum of 130 hours (160 recommended) working at the host site, a reflective daily journal, a final written report, and a satisfactory evaluation from the site supervisor. A special fee ($400) is charged for this course.
Curriculum: CS,EL

BUSN 481 - Special Topics in Business (3 Hours)
This course is designed to investigate a field of specialized analysis in business. The topics considered will change with each offering. Offered as needed.
Prerequisite(s): Permission of instructor

BUSN 482 - Special Topics in Business (3 Hours)
This course is designed to investigate a field of specialized analysis in business. The topics considered will change with each offering. Offered as needed.
Prerequisite(s): Permission of instructor

BUSN 483 - Special Topics in Business (3 Hours)
This course is designed to investigate a field of specialized analysis in business. The topics considered will change with each offering. Offered as needed.

BUSN 491 - Senior Independent Study (3 Hours)
This course of study is usually based upon the successful completion of the junior independent study course or courses and is done under the guidance of a member of the department. It should bridge the gap between undergraduate and graduate studies in business, although it can be of significant value for a student not going on to graduate work who wants to know more about the discipline. At least a 3.25 cumulative GPA and approval by the curriculum committee are required. Offered as needed.
Prerequisite(s): senior standing

Curriculum: CS,EL

BUSN 492 - Senior Independent Study (3 Hours)
This course of study is usually based upon the successful completion of the junior independent study course or courses and is done under the guidance of a member of the department. It should bridge the gap between undergraduate and graduate studies in business, although it can be of significant value for a student not going on to graduate work who wants to know more about the discipline. At least a 3.25 cumulative GPA and approval by the curriculum committee are required. Offered as needed.
Prerequisite(s): senior standing

Curriculum: CS,EL