

BUSINESS (BUS)

BUS 100. Professional Development One. (1 Credit)

Formerly BTO 100. In this course, students will focus on first impressions and social media presence, basic banking and personal budgeting, self-discovery of values and career exploration, as well as goal setting and time management. Credit will not be awarded for students who have credit for BTO 100. Freshman classification recommended.

View Course Learning Outcomes

1. {}

BUS 101. Nature of Business. (3 Credits)

Formerly GBU 101. A student must register for this course prior to or concurrently with any other BUS course. Prerequisites: BBA major or business minor; freshmen or sophomore standing. Introduction to functions of business. Application of critical thinking and problem solving in business (sustainable innovation). Examining the impact of political, economic, societal, technological, environmental, and legal factors affecting business decision-making. Credit will not be awarded for students who have credit for GBU 101.

View Course Learning Outcomes

1. {}

BUS 200. Professional Development Two. (1 Credit)

In this course, students focus on professional appearance and introductions, income planning and taxes, job application materials and building a network, as well as passion and perseverance. Minimum of 30 hours required. Sophomore classification recommended.

View Course Learning Outcomes

1. {}

BUS 204. Fundamentals of Business Law and Ethics. (3 Credits)

I, II. Formerly GBU 204. Corequisite/Prerequisite: BUS 101 (with a grade of "C" or better). Prerequisite: minimum 30 hours. Topics include business organizations; contract, employment, agency, constitutional, and criminal law; torts; real and intellectual property; and debtor/creditor issues, as well as ethical and socially responsible decision making. Credit will not be awarded for both GBU 204 and BUS 204.

View Course Learning Outcomes

1. {}

BUS 206. Fundamentals of Problem Solving with Excel. (3 Credits)

Prerequisite/Corequisite: A student must register for this course concurrently with or after completing BUS 101 (with a grade of "C" or better). Topics include constructing a logical argument, analyzing and interpreting data, applying mathematical methods to solve problems, using Excel to analyze and create graphical data representation, and personal creativity and whole-brain thinking.

View Course Learning Outcomes

1. {}

BUS 207. Fund of Interpersonal Bus Comm. (3 Credits)

Formerly CCT 201. Prerequisite/Corequisite: A student must register for this course concurrently with or after completing BUS 101 (with a grade of "C" or better). Prerequisites: ENG 102, ENG 102R, HON 105 (B), or HON 102 (with a grade of "C" or better). A study of advanced knowledge and skills needed to communicate effectively in various settings, including face-to-face, working in teams, and communicating via digital networks. Persuasion, self-awareness, relational development, conflict resolution, listening, and non-verbals also covered. Credit will not be awarded for students who have credit for CCT 201.

View Course Learning Outcomes

1. {}

BUS 209. Fundamentals of Financial and Managerial Accounting. (3 Credits)

Prerequisite: MAT 105 or higher (with a grade of "C" or better). Course focuses on how creditors, investors, and others use accounting information in decision making. Includes objectives, preparation, and uses of managerial accounting information, along with use of accounting information to identify and solve business problems. Credit will not be awarded to both ACC 200 and BUS 209.

View Course Learning Outcomes

1. {}

BUS 300. Professional Development Three. (1 Credit)

Formerly BTS 300. Prerequisite: BUS 200 (with a grade of "C" or better). In this course, students focus on dining etiquette and conversation topics, debt and benefits, interviewing and personal selling, as well as motivations and professional portfolio building. Credit will not be awarded for students who have credit for BTS 300. Minimum of 60 hours required. Junior classification recommended.

View Course Learning Outcomes

1. {}

BUS 301. Essentials of Formal Communication. (3 Credits)

I, II. Formerly CCT 300W. Corequisite/Prerequisite: BUS 101 (with a grade of "C" or better). Prerequisites: ENG 102, ENG 102R, HON 105 (B), or HON 102 (with a grade of "C" or better) in each course; School of Business or BBA major or business minor; Sophomore Standing with an overall minimum 2.0 GPA. Additionally, corporate communication majors should take this course first in the Essentials Series. Students will learn principles and practices of written business communications. Students will review key genres of business communications, including memos, letters, executive summaries, reports, proposals, and visual presentation aids. This is a "writing intensive" course. Credit will not be awarded to students who have credit for CCT 300W or BUS 301W.

View Course Learning Outcomes

1. {}

BUS 302. Essentials of Finance. (3 Credits)

I, II Formerly FIN 300. Corequisite/Prerequisite: BUS 101 (with a grade of "C" or better). Prerequisites: ACC 200 or 201 or BUS 209, and ECO 230 (with a grade of "C" or better) in each course; and an overall minimum 2.0 GPA. Additionally, finance majors should take this course first in the Essentials Series. Firm financial motives, time value of money, risk analysis, elementary capital budgeting, residual dividend policy, elementary capital structure decisions, financial statement analysis, and international financial considerations viewed through the lens of risk assessment and management. Credit will not be awarded to both BUS 302 and FIN 300.

View Course Learning Outcomes

1. {}

BUS 303. Essentials of Org Behavior and Human Resource Management. (3 Credits)

I, II. Formerly MGT 300. Corequisite/Prerequisite: BUS 101 (with a grade of "C" or better). Prerequisites: School of Business or BBA major; junior standing (a minimum of 60 hours) with an overall minimum 2.0 GPA. Additionally, management majors should take this course first in the Essentials Series. Comprehensive survey of the principles and practices of leading and managing people in organizations. Topics include staffing, onboarding, training, development, performance management, compensation, leadership, motivation, conflict management, organizational culture, teams, and ethics. Credit will not be awarded to students who have credit for MGT 300 or MGT 301.

View Course Learning Outcomes

1. {}

BUS 304. Essentials of MIS. (3 Credits)

I, II. Formerly CIS 300. Corequisite/Prerequisite: BUS 101 (with a grade of "C" or better). Prerequisites: BUS 206 or CIS 212 or INF 104 or TEC 161 (with a grade of "C" or better) in each course; and an overall minimum of 2.0 GPA. Additionally, computer information system majors should take this course first in the Essentials Series. Topics include: using databases to collect, organize, and manage "big data" datasets, computer networking, the Internet, mobile devices, the cloud, cybersecurity Safeguards, social networking, and legal requirements for safeguarding employee and customer data. Credit will not be awarded to students who have credit for CIS 300.

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1. {}

BUS 305. Essentials of Marketing. (3 Credits)

I, II. Formerly MKT 300. Corequisite/Prerequisite: BUS 101 (with a grade of "C" or better). Prerequisites: School of Business or BBA major; sophomore standing (a minimum of 30 hours) with an overall minimum 2.0 GPA. Additionally, marketing majors should take this course first in the Essentials Series. Overview of strategic processes in marketing goods and services to global markets. Focus on behavioral, organizational, and consumer variables in decision processes, and how to use marketing mix and marketing information to affect buyer decisions. Credit will not be awarded to students who have credit for MKT 300 or MKT 301.

View Course Learning Outcomes

1. {}

BUS 306. Essentials of Supply Chain Management. (3 Credits)

I, II. Formerly MGT 370. Corequisite/Prerequisite: BUS 101 (with a grade of "C" or better). Prerequisite: BUS 206 or CIS 212 or INF 104 (with a grade of "C" or better). Sophomore standing (a minimum of 30 hours) with an overall minimum 2.0 GPA. Strategic management of operations and supply chain with overall objective of global optimization. Topics include: strategic planning, demand forecasting, quality management, fulfillment, capacity planning, transportation management, logistics, distribution center management, project management, and inventory management. Credit will not be awarded for students who have credit for MGT 370.

View Course Learning Outcomes

1. {}

BUS 400. Professional Development Four. (1 Credit)

Formerly BTS 400. Prerequisite: BUS 300 (with a grade of "C" or better). In this course, students focus on business travel and cross cultural relationships, investments and retirement, applying for and obtaining a job, and work-life balance and community responsibility. Credit will not be awarded for students who have credit for BTS 400. Restricted to Seniors.

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1. {}

BUS 402. Integrated Strategic Mgmt. (3 Credits)

I, II. Formerly GBU 480. Prerequisites: CCT 300 or 300W or BUS 301W, CIS 300 or BUS 304, FIN 300 or BUS 302, MGT 300 or BUS 303, 370 or BUS 306, and MKT 300 or BUS 305 (with a grade of "C" or better) in each prerequisite course; senior standing (A minimum of 90 hours) with an overall minimum 2.0 GPA. A student must register for this course after completing all Essentials Series courses. This course synthesizes knowledge, skills, and abilities learned in the Fundamentals Series and Essentials Series courses to provide business students with the capability to manage, lead, and make decisions at all levels of an organization.

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1. {}