

BUS-Business

BUS100 - Introduction to Business

This course provides background and insight into business organizations and is intended for non-business majors. It covers a variety of basic business concepts focusing on major issues that affect today's organizations, such as domestic and global environments, corporate social responsibilities and ethics, managing businesses, people in organizations, marketing principles, accounting and financial issues, and information technology. Students will learn the many areas involved in operating a business in today's society and explore how businesses influence and interact with the social, political, legal, economic, technical, cultural and global external environments.

BUS242 - Business Law I

This course is designed to introduce students to the American legal system, increase their understanding of legal issues and potential liabilities in business contexts, and equip them to meet their legal obligations with ethical integrity in a competitive marketplace. Topics will include the structure and function of the American legal system, contracts, torts, white-collar crime, business organizations, and intellectual property law, with emphasis on legal reasoning and policy implications.

BUS281 - Management Science I

This course is part of a sequence designed to teach mathematical methods of problem solving through their application to problems found in economics and the business disciplines. Topics covered will include applications of algebra, solving systems of linear equations, derivative and integral calculus, and derivative calculus of several variables. The core focus of the course is on the use of mathematical methods in business problem solving, not on deriving formulas or proving theorems.

BUS342 - Business, Government, and Society

This course uses the concept of social responsibility to address the role of business in society. Social responsibility is concerned with company values, responsibilities, actions, and outcomes that affect employees, investors, business partners, communities, and other stakeholders. We explore issues including workplace ethics, the natural environment, government regulation, information technology, diversity, corporate governance, philanthropy, and volunteerism to better understand the relationship between business and society. This course is highly practical and explores organizational best practices to improve social responsibility. We will explore organizational successes and failures using various case studies.

BUS343 - Corporate Social Responsibility

This course is designed to inform and stimulate thinking on the ethical concepts, processes, and best practices within business. It addresses the complex environment of ethical decision making and organizational compliance in organizations as well as enhancing the awareness and decision-making skills needed to contribute to responsible business conduct. The material covered will prepare students to recognize and manage ethical and social responsibility issues as they arise, and help them formulate their own standards of integrity and professionalism.

BUS345 - Business Ethics

The course provides a framework to identify, analyze and understand how business people make ethical decisions and deal with ethical issues. Using a case method approach, students will analyze real life business situations and gain insight into the realities and complexity of making decisions in a business environment.

BUS346 - Business Law II

This course is designed to allow students who have successfully completed Business Law I to build on their knowledge base by introducing them to more advanced topics in the American legal system. Thereby they will

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increase their understanding of legal issues and potential liabilities in business contexts, and equip them to meet their legal obligations with ethical integrity in a competitive marketplace. Topics will include negotiable instruments, secured transactions, agency, bankruptcy and formation of business entities, with emphasis on legal reasoning and policy implications.

BUS379 - Special Topics in Business

This course allows for the examination of a particular problem, theme or issues viewed through the lens of accounting, economics, finance, management, marketing or related disciplines. The topic(s) address will vary from semester to semester. The course is repeatable with different topics.

BUS381 - Management Science II

This course introduces students to the use of various quantitative tools to inform complex decision-making situations. Emphasis is placed on the application of the tools. Whenever possible, concrete examples, real-world applications and case studies are used to practice concepts. Topics may include the application of linear and dynamic programming, inventory control models, regression, forecasting, and simulation models to problems in economics, finance, management and marketing such as demand and sales forecasting, new product development, financial planning, production planning, staff scheduling, advertising strategy, resource allocation, risk analysis, and process design. Spreadsheets are used extensively.

BUS479 - Field Studies in Business

This course includes an off-campus, residential component that allows for the examination of a particular problem, theme or issue viewed through the lens of accounting, economics, finance, management, marketing or related disciplines. The topic(s) address and location of the field study will vary from semester to semester. The course is repeatable with different topics/locations.

BUS492 - Business Internship

The student is placed with a business firm, bank, government agency or nonprofit organization for on-the-job and/or counseling experience. It offers a practical training ground for students that supplements academic training by permitting them to address actual problems in a real business environment.

BUS499 - Integrated Strategic Capstone

Strategic planning provides overall direction to the enterprise and involves specifying the organization's objectives, developing policies and plans designed to achieve these objectives, and then allocating resources to implement the plans. This is the capstone course for the Business Administration major. Students will apply what they have learned throughout their program of study to real-world and hypothetical case studies and simulation problems and effectively communicate their findings through written analyses, planning documents, and reports to internal and external stakeholders