

Business

The designation of "business" refers to general business courses.

Business Minor

Program Admission Requirements: Each spring, approximately 100 students will be accepted into the Business Minor Program for the following fall. Applications to the program will be made by students and submitted to the program director by the last Friday in January.

An admissions committee comprised of the Business Minor Program director and the Business Minor curriculum committee will make admission decisions based on G.P.A., experience, and interest in pursuing business opportunities upon graduation from Lehigh (to be evaluated on the basis of a written essay). Students will be notified of admissions decisions prior to registration for the fall semester. Applications are restricted to students from the P.C. Rosin College of Engineering and Applied Science, the College of Arts and Sciences, and College of Health only.

Business Courses

BUS 001 Foundations of Business 0,1 Credits

This course orients students in the College of Business to the study of business and to the college's expectations of undergraduates. Different types of business organizations and their goals are introduced, including overviews of the functional areas of business, their contributions to organizations, and their related careers. Students will begin to identify their professional interests, understand the wider context of business, and be exposed to the College of Business programs and resources available to support their academic and professional success.

BUS 003 Business Communication I 1.5 Credit

Good business communication skills are essential for success on the job and career advancement. In this course, students are introduced to the frameworks and skills necessary to deliver communications that are professional, clear, concise, evidence-driven, and persuasive. Emphasis is on basic business communications including memos, reports, and presentations.

Prerequisites: BUS 001 or IBE 050

Can be taken Concurrently: BUS 001, IBE 050

BUS 125 Behavioral Skills Workshop 1 Credit

BUS 125 is aimed to equip students to work with others in a business setting in making business decisions. The focus of the class is on effective decision making and includes such topics as group and team decision making, conflict resolution and negotiation, ethical decision making, and creative problem solving. This course is offered as a series of intensive workshops in the fall semester and is heavily focused on experiential learning.

Prerequisites: ECO 001

BUS 126 Developing, Producing, and Marketing Products and Services I 3 Credits

Introduction to the key fundamentals of project management theory and practice - a temporary endeavor undertaken to produce a unique product, service, or result. Focuses on a project from start to finish by managing the triple constraints of scope, budget, and schedule; also developing motivated teams, maximizing resources, streamlining processes, assuring quality, and formally closing out the project. Theory is reinforced through experiential learning, four part web-based simulation, and managing an actual project in teams.

Prerequisites: BUS 125

Can be taken Concurrently: BUS 125

BUS 127 Developing, Producing, and Marketing Products and Services II 3 Credits

Introduction to the key elements in a company's marketing framework. Focus on defining marketing, analyzing the market competitors, developing effective marketing strategies, segmenting the market, creating customer value, delight and loyalty, analyzing consumer and business markets, creating brand equity, and managing an effective marketing program to deliver the right products or services to the right audience at the right place, at the right price and the right time. Experiential learning through the development of a marketing plan.

Prerequisites: BUS 126

BUS 173 Non-Major Summer Internship 1-4 Credits

CBE internships expose students to the business world, enriching their understanding of ideas and problems encountered in their business courses. This course is available summers and open to students in the College of Business & Economics and those in the following programs: CSB, IBE, and Business Minor. Students are evaluated on a directed writing assignment and on a detailed evaluation provided by the work supervisor. A minimum of 150 hours of work must be completed in the internship, and verified by work supervisor. Course registration and related arrangements must be made in advance of the work experience. This course does not satisfy any major requirements. Must have completion of a minimum of 24 college credits.

BUS 203 Business Communication II 1.5 Credit

This course builds on the basic communication frameworks and skills from BUS 003 to enhance students' business communications related to data, particularly oral communication. Students will translate data and analysis into narratives that provide context for their messages and make persuasive recommendations in written and oral formats.

Prerequisites: BUS 003 and (BUAN 244 or BIS 244 or CSB 311)

Can be taken Concurrently: BUAN 244, BIS 244, CSB 311

BUS 225 Information Analysis and Financial Decision Making I 3 Credits

An integrated introduction to business, accounting, and finance. Students are introduced to the goals, people, and activities of business before focusing on the fundamental elements of accounting and finance, including financial statement construction and analysis, time value of money, financing and investing with equity and debt, and the impact of various operating decisions on business. Experiential learning and development of team/communication skills are encouraged through portfolio simulation and financial analysis projects.

Prerequisites: BUS 127

BUS 226 Information Analysis and Financial Decision Making II 3 Credits

This course builds upon the foundational teachings of BUS 225 through examination of topics in portfolio management, capital investment decision making, business planning, analysis and reporting, and various specialized topics such as entrepreneurship, business law, ethics, internal control systems, and E-business. Experiential learning and development of team/communication skills are encouraged through group projects and guest speakers.

Prerequisites: BUS 225

BUS 300 Apprentice Teaching 1-3 Credits

BUS 326 Business Strategy 1 Credit

Business Strategy is a capstone covering total enterprise problems in determination, execution, and control within a global setting. The course integrates the theories of production, marketing, finance and organization and provides an opportunity to study the function of higher level management as related to the total business environment through a team-based business simulation. Students will develop a business strategy and make decisions that impact performance metrics of the firm.

Prerequisites: BUS 226

Can be taken Concurrently: BUS 226

BUS 347 Practicum in Real Estate I 2 Credits

This course is an interdisciplinary study of the creation of value in commercial real estate. Organized into groups, with each group assigned a different subject commercial real property, the class engages in the study of the physical and locational characteristics of commercial real estate as they relate to value including: property history; architecture; physical attributes that add to or detract from value; tenent mix; the immediate neighborhood environment; and, the specific market in which the real property competes for tenants. Each group submits a written report of their findings and produces a 10-minute video documentary on their subject property. Permission of the instructor. Students enrolling in this course must also commit to enrolling in the follow-on course - Bus 348 - Practicum in Real Estate II.

Prerequisites: (ECO 145 or ECO 045 or ECO 146) and ACCT 151 and FIN 225

BUS 348 Practicum II in Real Estate 2 Credits

This course is a continuation of the interdisciplinary study of the creation of value in commercial real estate begun in Bus 347 - Practicum in Real Estate I. Organized into groups, with each group continuing with the subject commercial real property assigned to them in Bus 347, the class engages in the study of the market and financial characteristics of commercial real estate as they relate to value through: a financial analysis of the market in which their property is located to include market rents, market vacancy rates and market absorption rates; and, financial analysis of the subject property to include both historical results, and pro forma estimates of revenues, expenses, cash flow and residual value.

Prerequisites: BUS 347

BUS 490 Thesis (Moc) 1 Credit

BUS 499 Dissertation (Moc) 1 Credit