### Business (BUS)

#### Courses

**BUS 001 Introduction to Business in a Global Environment 3 Credits**
An introduction to business, emphasizing critical issues impacting the business world, such as globalization, technology, ethics, and diversity. Provides an overview of the various functional areas of business and how they fit together. Stresses experiential learning and develops team-building skills. Strengthens written and oral communications skills. Provides an introduction to career opportunities and curriculum choices in business and economics, is offered only in the fall and is open only to College of Business and Economics students.

**BUS 002 Introduction to Business In a Global Environment (for Non First-Year Students) 3 Credits**
An introduction to business, emphasizing critical issues impacting the business world, such as globalization, technology, ethics, and diversity. Bridges the functional depth students bring from various introductory business courses to provide an overview of the various functional areas of business and how they fit together and can be applied to address real business issues and challenges. Stresses experiential learning (e.g., case studies) and develops team-building skills. Strengthens written and oral communication skills.

**Prerequisites:** ECO 001 and (MKT 111 or ACCT 151 or FIN 125 or MGT 143 or ECO 146 or BUS 111 or SCM 186)

**BUS 005 Values Based Decision Making for Business 1 Credit**
An introduction to the foundations of business integrity. The role of individual decisions and ethics in business is explored. Students evaluate cases and ethical issues they are likely to face in business. Cov...<br>

**BUS 125 Behavioral Skills Workshop 1 Credit**
BUS 125 is a 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 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 125

**BUS 127 Information Analysis and Financial Decision Making II 3 Credits**
This course builds upon the foundational teachings of BUS 126 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 126

**Can be taken Concurrently:** BUS 125

**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 225 Developing, Producing, and Marketing Products and Services I 3 Credits**
Introduction to the key elements in the marketing framework of a corporation. Focus on defining marketing, analyzing the market and competitors, developing effective marketing strategies, segmenting the market, creating customer value, satisfaction, and loyalty, analyzing consumer and business markets, creating brand equity, and managing an effective marketing program to deliver the right products and services to the right audience at the right price and the right time. Emphasis on business writing skills. Experiential learning through the development of a product or service marketing plan.

**Prerequisites:** BUS 127

**BUS 226 Developing, Producing, and Marketing Products and Services II 3 Credits**
This course extends the marketing management principles initiated in BUS 225 with the creation, development, and delivery of new product ideas to the marketplace. Comprehensive overview of the new product development process, including how to develop an effective development strategy, manage cross-functional teams across the organization, generate and evaluate concepts, manage the technical development of a product, develop the marketing plan, and manage the financial aspects of a project. As product innovation is a multi-disciplinary field, this course, while focusing on marketing’s role in product innovation, relies heavily on techniques that encompass engineering, research and development, management, production, and design. Emphasis on business writing skills and creativity. Experiential learning through the implementation of a new product idea and the performance assessment of both the supporting marketing and business plan.

**Prerequisites:** BUS 225

**BUS 300 Apprentice Teaching 1-3 Credits**
Courses 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 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; tenant 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