Prerequisites:
- The right audience at the right place, at the right price and the right time.
- Marketing program to deliver the right products or services to the
- Creating customer value, delight and loyalty, analyzing consumer and

Introduction to the key elements in a company’s marketing framework.

Services II

BUS 127
Can be taken Concurrently:
- Marketing program to deliver the right products or services to the
- Creating customer value, delight and loyalty, analyzing consumer and

Theory is reinforced through experiential learning, four part web-
- Processes, assuring quality, and formally closing out the project.
- Also developing motivated teams, maximizing resources, streamlining

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-

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

Can be taken Concurrently: BUS 125

BUS 126 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
- 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,
- Tim 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; 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 if 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