Business Management (BUS)

Major and Minor in Business Management

College of Business

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Minors or other majors of particular interest to students majoring in Business Management: Applied Mathematics and Statistics (AMS), Computer Science (CSE), Economics (ECO), Information Systems (ISE), Political Science (POL), Psychology (PSY), Technological Systems Management (TSM)

Business Management (BUS)

The College of Business offers undergraduate students a major and a minor in Business Management.

The major program offers students a solid foundation of essential business concepts and applications. In addition to courses in statistics, decision sciences, and general management, students study the fundamentals of four business functions: accounting, finance, marketing, or management and operations. Majors have an opportunity to concentrate in one of these four business functions. The knowledge gained in the specialization assists students in finding employment in that area of a business. Business majors are also required to minor in a discipline outside of business.

In addition to providing the student with a broader education, the minor can also provide students with complementary knowledge in their business concentration. Business does not operate in isolation from other disciplines but looks to the arts and sciences for insight into such important business topics as leadership, ethics, consumer behavior, information systems, mathematical models, and international relations.

Requirements for the Major and Minor in Business Management (BUS)

Acceptance to the Major in Business Management

Qualified freshman and transfer students who have indicated their interest in the major on their applications are accepted directly into the major upon admission into the University. Students who did not apply for the major and those who were not accepted into the major when they entered the University may apply to the major provided that their cumulative grade point average (including, for transfer students, course-work complete at other institutions) is 3.10 or higher. Students seeking admission to the major should contact the College of Business Student Services Office, Room 109, Harriman Hall.

Requirements for the Major

The major in Business Management leads to the Bachelor of Science degree. Completion of the major requires approximately 67 credits (including 21 credits for the minor requirement).

Transfer Credit Policy for students in the Business Major

Students may apply a maximum of 21 transfer credits toward the Business Major. Of the total 21 credits, only 6 credits may used to fulfill an area of specialization.

A. Core Courses

BUS 115 Introduction to Business for Business Majors
BUS 210 Financial Accounting
BUS 215 Introduction to Business Statistics (see Note)
BUS 220 Introduction to Decision Sciences (see Note)
BUS 330 Principles of Finance or ECO 389 Corporate Finance
BUS 346 Management and Operations
BUS 348 Principles of Marketing
BUS 353 Entrepreneurship or BUS 383 Social Entrepreneurship or BUS 441 Business Strategy
BUS 447 Business Ethics (formerly BUS 347)
ECO 108 Introduction to Economics (see Note)

Note: MAT 122 Overview of Calculus with Applications satisfies DEC C and must be completed as a prerequisite for ECO 108, BUS 215 and BUS 220.

B. Business Electives
One from the following (a fifth specialization course may be used to satisfy this requirement):
BUS 294  Principles of Management
BUS 301  Corporate Communications
BUS 340  Information Systems in Management
BUS 351  Human Resource Management
BUS 352  Electronic Commerce
BUS 354  Understanding Business Agreements
BUS 390  Special Topics in Management
BUS 391  Management of Sports Organizations
BUS 393  Principles of Project Management
BUS 401  Negotiations Workshop
BUS 440  International Management
BUS 488  Business Internship
POL 319  Business Law

C. Area of Specialization

One of the following specializations must be chosen at the start of the junior year. The details are available in the College of Business Office of Student Services.
Choose one specialization from the following areas:

1. Accounting
   a. Required courses
   BUS 214  Managerial Accounting
   BUS 310  Intermediate Accounting I
   BUS 311  Federal Income Taxation I
   
   b. Select one from the following:
   BUS 312  Financial Statement Reporting and Analysis
   BUS 313  Intermediate Accounting II
   BUS 314  Federal Income Taxation II
   BUS 315  Accounting for the Small Business Entrepreneur
   BUS 400  External Auditing

2. Finance
   a. Select four from the following:
   BUS 355  Investment Analysis
   BUS 356  Financial Engineering
   BUS 365  Financial Management
   BUS 366  Money and Financial Institutions or ECO 360  Money and Banking
   ECO 383  Public Finance
   BUS 468  Risk Arbitrage

3. Marketing
   a. Required courses
   BUS 358  Marketing Research
   BUS 448  Marketing Strategy
   
   b. Select two from the following:
   BUS 334  Consumer Advertising and Promotion
   BUS 335  Business Advertising and Promotion
   BUS 357  Principles of Sales
   BUS 359  Consumer Behavior
   BUS 360  Business Marketing
   BUS 361  Retail Management
   BUS 362  Principles of International Marketing
   BUS 363  Brand Management
   BUS 369  Marketing of New Products

4. Management and Operations
   a. Required courses
   BUS 340  Information Systems in Management
   
   b. Select three from the following:
   BUS 370  Lean Practices in Operations
   BUS 371  Supply Chain Management
   BUS 372  Quality Management
   BUS 393  Principles of Project Management

5. Sustainable Business
   a. Select four from the following:
BUS 358  Marketing Research
BUS 368  Marketing New Sustainable Products
BUS 370  Lean Practices in Operations
BUS 373  Supply Chain and Environmental Management
BUS 374  Environmental Impact of Business
BUS 448  Marketing Strategy

Note: BUS 475, BUS 476 Undergraduate Teaching Practicum I, II, and BUS 487 Independent Research will count toward the total University credit requirement, but not toward the business major.

D. Upper-Division Writing Requirement

BUS 447 Business Ethics, contains the necessary writing components which satisfy the Upper Division Writing Requirement for the business major. This requirement is effective for those students who are accepted to the business major in the fall 2007 semester and subsequent.

E. Minor Requirement

A minor (typically 18 to 21 credits) in any area must be completed as part of the requirement for the business management major. Students that have a second major can be waived from the minor requirement.

Graduation Clearance

Students must be cleared by their respective second major or minor before they can be cleared for the business major requirements.

Grading

All courses taken to satisfy the business management major requirements must be taken for a letter grade. All students accepted to the business management major in the fall 2005 semester and subsequent must complete all BUS courses, ECO 108, and MAT 122 with a grade of C or higher in order to satisfy the requirements for the major. Students accepted to the business management major prior to fall 2005 must complete the following courses with a grade of C or higher in order to satisfy the requirements for the major: BUS 110, BUS 210, BUS 220 (formerly BUS 249), BUS 340, BUS 346, BUS 347, BUS 348, BUS 440, and BUS 441; AMS 102, ECO 108, MAT 122 or MAT 123, PSY 103 or SOC 105.

The Honors Program in Business Management

The honors program in Business Management is oriented toward research. For admission to the program, students must be Business majors with junior standing and have earned a cumulative g.p.a. of at least 3.5. Honors students will enroll in specialized sections of writing courses and BUS 447 Business Ethics. Honors students must also complete a thesis drawing on their knowledge of business with particular attention to their area of concentration (accounting, marketing, management/operations, or finance). The thesis will be completed in conjunction with the writing course and with the guidance of a business faculty advisor. The thesis may take the form of a project such as a business plan, case analysis, industry or market study, advertising plan, new product development, or applied research. Students will present their projects at a conference of faculty and fellow honors students held at the end of each semester.

Requirements for the Minor

The Business Management minor is intended for students pursuing other majors who seek a foundation in business studies. The minor complements their chosen major by introducing them to principles and techniques used in business and management. Students may declare the minor any time during their academic career provided that their cumulative grade point average is 3.10 or higher.

The minor can be completed with 21 to 22 credits, assuming the appropriate prerequisite courses have been taken. All courses must be taken for a letter grade and passed with a grade of C or higher.

Transfer Credit Policy for Students in the Minor

Students may apply a maximum of nine transfer credits toward the Business Minor.

Requirements for the Minor

1. BUS 111 or BUS 112
2. Six courses from the following (four courses must be 300 level or higher): BUS 210; BUS 215; BUS 220; BUS 294; BUS 301; BUS 330; BUS 340; BUS 346; BUS 348; BUS 351; BUS 353 or BUS 383; BUS 354; BUS 390; BUS 391; BUS 393; BUS 440; ECO 108; POL 319

Sample Course Sequence for the Major in Business Management

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<tr>
<th>Freshman Fall</th>
<th>Credits</th>
<th>Spring</th>
<th>Credits</th>
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<tr>
<td>First Year Seminar 101</td>
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<td>First Year Seminar 102</td>
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<td>WRT 101 or WRT 102</td>
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<td>WRT 102 or D.E.C.</td>
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<tr>
<td>MAT 122</td>
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<td>BUS 115</td>
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<td>D.E.C.</td>
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<td>BUS 215</td>
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<td>D.E.C.</td>
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<td>ECO 108</td>
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<td><strong>Sophomore Fall</strong></td>
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<td>BUS 210</td>
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<td>BUS 330</td>
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<td>BUS 220</td>
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<td>BUS 346</td>
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<td><strong>Junior Fall</strong></td>
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<td>Minor course</td>
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<td>Minor course</td>
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<td>Upper-Division D.E.C.</td>
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<td>Upper-Division elective</td>
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<td><strong>Spring</strong></td>
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<td>Specialization course</td>
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<td>BUS 441 or BUS 353 or BUS 383</td>
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<td>Specialization course</td>
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**BUS Faculty**

Faculty information for this program can be found at [http://www.stonybrookcob.com/index.php?option=com_sobi2&catid=5&Itemid=27](http://www.stonybrookcob.com/index.php?option=com_sobi2&catid=5&Itemid=27)
BUS 210: Financial Accounting
Introduction to basic accounting fundamentals. Includes the recording, summarization and adjusting of financial transactions and the basic accounting cycle. Explores the preparation and presentation of the basic financial statements; income statement, retained earnings statement, balance sheet and the statement of cash flows. Includes accounting principles and concepts, asset and liability valuation.
Prerequisite: Business Major or Minor or MTD or ECO or ISE Major
Advisory Prerequisites: BUS 110, 111, 112, or 115
3 credits

BUS 214: Managerial Accounting
A study of cost concepts, theories, and the implementation and evaluation of an accounting system as a source of information for decision making, planning, control, and evaluation of the organization by management. Includes cost-volume-profit analysis, overhead rates, budgeting and variance analysis, statement of cash flows and financial statement ratio analysis.
Prerequisite: BUS or ISE Major.
Advisory Prerequisite: BUS 210
3 credits

BUS 215: Introduction to Business Statistics
The application of current statistical methods to problems in the modern business environment. Topics include probability, random variables, sampling techniques, confidence intervals, hypothesis testing, and regression. Students analyze real data sets using standard statistical software, interpret the output, and write extensively about the results.
Prerequisite: BUS Maj/Min; CME Major, or ISE Major. Advisory Prerequisite: BUS 110, 111, 112 or 115, or MAT 122.
Advisory Prerequisite for BUS or ISE Major: BUS 210
3 credits

BUS 220: Introduction to Decision Sciences
Familiarizes students with a variety of quantitative methods applicable in managing both the service and manufacturing sectors. Basic concepts of quantitative modeling are applied and tested in various examples supporting decision making in business settings. Topics include: optimization via linear, integer, and goal programming; simulation; decision and break-even analysis; and forecasting. (Formerly Management Science)
Prerequisite: BUS Maj/Min, MTD, ECO, ISE, or CME major: BUS 110, 111, 112, or 115; BUS 215; MAT 122 or higher
3 credits

BUS 294: Principles of Management
An analysis and application of the basic principles of management. Subjects include management by objectives, supervisory leadership styles, current managerial problems, motivational techniques, organizational problems, communications, planning techniques and management control systems. We will closely examine case studies that focus on real world problems involving major corporations and closely look at the relationships that led to the issues.
Prerequisites: BUS Major or Minor; BUS 110, BUS 111, BUS 112 or BUS 115; U1 or U2 standing or permission of instructor
3 credits

BUS 300: Writing for Business Management
In order to meet the upper-division writing requirement for the BUS major, the student must complete a portfolio of written work consisting of three documents: his/her resume; a letter of application for a real job advertised in a newspaper or other medium; and a two-page memorandum describing the results of an analysis or similar issue appropriate to a business organization.
Prerequisites: BUS major; U3 standing
S/U grading

BUS 301: Corporate Communications
Examines the role of communications in the corporation using case studies. Topics include: corporate identity, image, reputation, advertising, media relations, employee communications, investor relations, government relations, crisis communications, leadership and corporate responsibility.
Prerequisite: BUS maj/min.
Advisory Prerequisite: BUS 110, 111, 112, or 115
3 credits

BUS 305: Business Law
A study of the law as it affects the business firm, with special emphasis given to the legal aspects of business management.
Prerequisite: BUS major
3 credits
BUS 311: Federal Income Taxation I
Introduces and explores fundamental income taxation concepts for individuals. Basic concepts in federal income taxation are explored, including gross income, exclusions, adjusted gross income, deductions, exemptions, and credits. Introductory tax concepts including cash and accrual methods, like-kind exchanges, and passive loss rules are covered. Additionally, students will familiarize themselves with the preparation of various individual income tax forms and schedules.
Prerequisite: BUS 214
Advisory Prerequisite: BUS 311
3 credits

BUS 312: Financial Statement Reporting and Analysis
A review of corporate annual reports and related footnote disclosures from the perspective of the various users of financial statements including management, investors, and creditors. The analysis and assessment of operational business performance, trends, and decision making through the use of financial statements are discussed. Specific review of the income statement, balance sheet, and statement of cash flows, financial ratios, budgeting forecasts and analysis.
Prerequisite: BUS major
Advisory Prerequisite: BUS 214
3 credits

BUS 313: Intermediate Accounting II
A continuation of BUS 310. Covers valuation, measurement, presentation, and analysis of accounting information and financial statements. Includes study of advanced accounting theory and opinions issued by the Accounting Principles Board and its successor, the Financial Accounting Standards Board. Selected topics include revenue recognition, investments, stockholders equity, changes in capital, pensions, leases, accounting for income taxes, accounting changes, error analysis, and related contemporary financial accounting issues.
Prerequisite: BUS major
Advisory Prerequisite: BUS 311
3 credits

BUS 314: Federal Income Taxation II
Introduces and explores fundamental income taxation concepts for C corporations, S corporations, and partnerships. Further introduces the student to gift and estate taxes, trusts and estates, and the administrative procedures of the Internal Revenue Service.

BUS 315: Accounting for the Small Business Entrepreneur
This course is designed to introduce the student to accounting and other financial concepts as that the small business entrepreneur needs to know in order to be successful. The course will reinforce accounting concepts already introduced in the Financial Accounting course with an emphasis on the small business. Students will study and utilize QuickBooks and Peachtree accounting software programs. Other business/financial concerns such as bank reconciliations, payroll preparation, payroll and sales tax compliance, maintenance of installment debt, and utilization of sales and purchase discounts will be reviewed.
Prerequisite: BUS Major; BUS 210
3 credits

BUS 330: Principles of Finance
Focus on understanding how firms meet and manage their financial objectives. Today's financial environment, the fundamental trade-off between risk and return, the time value of money, and valuing future cash flows will be discussed. Explanation of financial tools and techniques which can be used to help firms maximize value by improving decisions relating to capital. Bond and Stock valuations are introduced.
Prerequisite: BUS major/minor, AMS, MTD, ISE, or ECO major.
Advisory Prerequisite: BUS 110, 111, 112, or 115, BUS 210
3 credits

BUS 331: International Finance
Course will focus on understanding how firms meet and manage their financial objectives. Today's international financial environment, the fundamental trade-off between risk and return, the time value of money, and valuing future cash flows will be discussed. Explanation of financial tools and techniques, such as international capital budgeting, which can be used to help firms maximize value by improving decisions relating to capital.
Prerequisite: BUS Major/Minor, ISE Major, or CME Major; U3 or U4 standing.
Advisory Prerequisite: BUS 348, BUS 215, and MAT 122
3 credits

BUS 334: Consumer Advertising and Promotion
Stages and processes involved in developing an integrated marketing communications campaign. A range of marketing activities, including a situation analysis of the company, competition, and business environment, communications audit of a brand and its competitors, budgetary considerations, creative strategy and media planning will be covered. Applying learning to a team project that will walk through various stages of developing an integrated marketing communications campaign.
Prerequisites: BUS major and U3 or U4 standing.
Advisory Prerequisite: BUS 348 or 349
3 credits

BUS 335: Business Advertising and Promotion
Business to business marketing focus with an emphasis on Integrated Marketing Communications. Covering advertising agency and in-house specific issues. Marketing activities include advertising purchase, public relations, trade show promotion, direct marketing, interactive/Internet marketing, and touching upon relationship building through personal selling. Applying learning to a team project that will emphasize a comprehensive trade specific integrated marketing communications campaign.
Prerequisites: BUS major and U3 or U4 standing
Advisory Prerequisite: BUS 348 or BUS 349
3 credits

BUS 340: Information Systems in Management
An introductory course in management information systems (MIS). Its objectives are to develop a basic understanding of the concepts and techniques needed in analyzing, designing, and managing these systems, and to explore the applications of computers and information technology to improve the efficiency and effectiveness of individuals, groups, and organizations.
Prerequisite: BUS Major/Minor, ISE Major, or CME Major; U3 or U4 standing.
Advisory Prerequisite: BUS 348, BUS 215, and MAT 122
3 credits
BUS 343: Expert Systems in Business
Examines the technology of expert systems, with special attention to business applications, including manufacturing and service facilities. Included are the history of expert systems; issues in knowledge acquisition, implementation and validation; actual applications in the world of business; hands-on development of a simple expert system.
Prerequisite: BUS or ISE Major; BUS 110, BUS 112 or BUS 115; BUS 340
3 credits

BUS 344: Decision Support Systems
Focuses on the interrelationship between management information systems and management science. Students apply knowledge from these fields to develop a decision support system. They identify an appropriate business application, build the required information system, and implement the suitable management science methodology. At the end of the course, students demonstrate how their decision support system addresses the stated management problem and describe how their system works.
Prerequisites: BUS, AMS, or ISE Major; BUS 110, BUS 111, BUS 112 or BUS 115; BUS 220; BUS 340
3 credits

BUS 346: Management and Operations
Analysis and design of manufacturing and service systems. Topics include quality management, product and service design, process selection and capacity planning, design of work systems, inventory management, aggregate planning, material requirements planning, and just-in-time systems.
Prerequisites: BUS Major/Minor or ISE Major.
Advisory Pre or Co-requisite: BUS 110, 111, 112, or 115
3 credits

BUS 348: Principles of Marketing
Basic marketing concepts and their applications. Issues include strategy, market segmentation, individual consumer behavior, marketing research, promotion, pricing and international marketing. The emphasis is on analysis of the challenges facing business with respect to all relevant constituencies, including the company in general, managerial colleagues across functional areas, consumers, stockholders, and government. This course may not be taken for credit in addition to BUS 349.
Prerequisite: BUS Major/Minor or ISE Major.

BUS 349: Principles of Marketing and Sustainable Products and Services
Provides an understanding of marketing principles, including the “4 P’s” of marketing: Products, Promotion, Price and Place (distribution channels), as they relate to new environmentally responsible marketing activities and ways of marketing to environmental sustainability industries. Foci include (1) how real world trends will affect marketing planning and decisions as we moved into a “greener” 21st century global community and (2) how to achieve profitability through customer satisfaction and utilizing environmentally sustainable best practices. Students will be required to demonstrate their understanding of the readings and class discussions via their own analyses of how this information relates to specific marketing issues of their choosing. May not be taken for credit in addition to BUS 348.
Prerequisite: Business Major or Minor
Advisory Prerequisites or Corequisite: BUS 110, BUS 111, BUS 112 or BUS 115
3 credits

BUS 350: Internet Marketing
Examines two intimately related issues: the impact of E-Commerce on businesses and the use of computer-mediated (Internet) marketing. Student develop an awareness and understanding of relevant issues, advantages and disadvantages, and specific techniques involved in using the Internet as a marketing vehicle. Emphasis on using the Internet as a tool for marketers to increase effectiveness, efficiency and competitiveness of distribution, advertising, brand building, pricing, promotions, new product development, customer service and market research.
Prerequisites: BUS 110, BUS 112 or BUS 115; BUS 340; BUS 348 or BUS 349; BUS major
3 credits

BUS 351: Human Resource Management
Major trends in personnel management, including problems and issues faced by organizations and individuals in times of change. Responsibilities of the human resources department and the roles that every manager plays, both as a supervisor and as a client of the human resources department, are studied. Topics include human resources forecasting and planning job design, employee selection, test development and validation, equal employment opportunity laws and judicial rulings, performance appraisal, compensation, benefits, career development, safety, and labor relations.
Prerequisite: BUS Major/Minor or MTD Major.
Advisory Pre or Co-requisite: BUS 110, 111, or 115
3 credits

BUS 352: Electronic Commerce
Introduction to Internet backbone and security. Business-to-Business (B2B) development and Business-to-Consumer (B2C) marketing.
Prerequisites: BUS 110, BUS 112 or BUS 115; BUS 340; BUS 348 or BUS 349; BUS major
3 credits

BUS 353: Entrepreneurship
The essential qualities of new and growing enterprises are examined. Examples of both successful and failed new ventures are given by entrepreneurs. Students develop a business plan for their own business and present it to venture capitalists for their expert analysis.
Prerequisites: Limited to Business and Engineering seniors. Prerequisites for BUS majors: BUS 210 and 348. Corequisite for engineering majors: enrollment in relevant senior design crs
3 credits

BUS 354: Understanding Business Agreements
Provides students with an understanding of legal documents in business and the business transactions behind them. Students review many types of legal documents likely to be encountered in a business career. Includes: agreements between business partners (stockholders and partnership agreements); technology and employment related agreements (confidentiality, employment, and joint development agreements); and commercial transactions (sales, loan, and acquisition agreements).
Prerequisites: U3 or U4 standing; BUS or CEAS major; BUS 110 or 112
3 credits

BUS 355: Investment Analysis
The theoretical and empirical study of financial markets. Topics include portfolio selection, asset pricing, market efficiency, evaluation of fixed income securities, options and futures pricing.
Prerequisite: BUS, AMS, MTD, ISE, or ECO major
Advisory Prerequisite: BUS 330 or ECO 389
BUS 356: Financial Engineering
Prerequisite: BUS, AMS, MTD, ISE, or ECO Major
Advisory Prerequisite: BUS 330 or ECO 389
3 credits

BUS 357: Principles of Sales
Presents the skills to be successful in an extremely competitive business sales environment. Includes customer qualification, prospecting, sales message, sales demonstration, handling objections, closing techniques, and telemarketing and customer service activities.
Prerequisite: BUS major
Advisory Prerequisite: BUS 348 or BUS 349
3 credits

BUS 358: Marketing Research
Introduces marketing research tools that aid managers in marketing decision-making and how the marketing research process can be used to collect and analyze data and information to solve marketing problems. A strong applied orientation exposes students to marketing research in traditional areas such as market segmentation, product positioning, product design, brand perception, and sales forecasting, as well as emerging areas including customer satisfaction, customer relationship management (CRM), and on-line marketing.
Prerequisite: BUS major; U3 or U4 standing
Advisory Prerequisite: BUS 348 or BUS 349
3 credits

BUS 359: Consumer Behavior
Examines the basic concepts underlying consumer behavior with the goal of understanding how these concepts can be applied in analyzing and solving marketing problems.
Prerequisites: BUS major; U3 or U4 standing
Advisory Prerequisite: BUS 348 or BUS 349
3 credits

BUS 360: Business Marketing
Well over half of our economy flows through business-to-business (B2B) transactions but the nature of marketing from business to different organizations receives less attention than consumer marketing. This course examines marketing from business to businesses, government bodies, educational institutions, and non-profit organizations. Frameworks for understanding organizational needs and demands as well as their buying processes are considered. Customer Relationship Management (CRM) for organizational customers is presented and analyzed for implications into a field team approach to both marketing and sales.
Prerequisite: BUS major
Advisory Prerequisite: BUS 348 or BUS 349
3 credits

BUS 361: Retail Management
This course focuses on the necessary concepts and principles of retailing involved in making retail and wholesale decisions. The course looks at retailing from both a consumer perspective (e.g., why does a consumer shop a particular retail outlet?) and a business-to-business perspective (e.g., how does the retailer decide which supplier to use?) Additionally, the course examines the various methods of retailing (e.g., bricks and mortar, bricks and clicks) and how these methods have evolved and will evolve in the future. The content of the course is useful for students interested in working in the retail industry, as well as for students interested in working for companies that interface with retailers such as manufacturers of consumer products or for students with a general management or entrepreneurial interest.
Prerequisite: BUS Major
Advisory Prerequisite: BUS 348 or BUS 349
3 credits

BUS 362: Principles of International Marketing
Course incorporates functions of the marketing organization whose responsibility is to direct and lead the total international marketing enterprise. It addresses the 4 P's of marketing and other marketing principles and how they apply to global markets.
Prerequisite: BUS Major
Advisory Prerequisite: BUS 348 or BUS 349
3 credits

BUS 363: Brand Management
This course teaches students fundamental and leading-edge concepts in brand management. It will address the strategic importance of branding, provide theories and strategies for building, leveraging, and defending strong brands, and discuss current opportunities and challenges facing brand managers.
Prerequisite: BUS Major
Advisory Prerequisite: BUS 348 or BUS 349
3 credits

BUS 365: Financial Management
Show managers how to interface with accounting and finance departments, understand how firms meet their financial objectives utilizing financial decision-making. Explanation of financial tools and techniques, which can be used to help firms maximize value by improving decisions relating to capital budgeting, capital structure, and working capital management. Other related topics including multinational financial management, risk management, mergers and acquisitions.
Prerequisite: BUS, AMS, ISE, MTD, or ECO Major
Advisory Prerequisite: BUS 330 or ECO 389
3 credits

BUS 366: Money and Financial Institutions
Prerequisites: BUS 110, BUS 112 or BUS 115; BUS 330 or ECO 389; BUS Major or BUS Minor or AMS or ECO or ISE or MTD Major
3 credits

BUS 368: Marketing New Sustainable Products
The development of new sustainable products and services represents one of the key processes firms can exploit to maintain and expand their market position in today's dynamic, global, environmentally sensitive world. New sustainable products and services are critical to successful growth and increased profits in many industries. In this course students learn how to use state-of-the-art...
management and research methods to identify markets, develop new product and service ideas, measure customer expectations and benefits, design profitable products and services, implement market tests, and track the success of new products and services through the life cycle. This course may not be taken for credit in addition to BUS 369.

**Prerequisites:** BUS Major; BUS 210; BUS 348 or BUS 349; BUS 358

**3 credits**

**BUS 369: Marketing of New Products**

Techniques for conceptualization, design, development, testing, and launch of new products from marketers perspective. Identification of applicable products feature design/positioning for different target markets shown through use of various quantitative and qualitative techniques. Course is equally applicable for physical goods, services, and digital/information products. Focus on new (radical, discontinuous) products versus product extensions. This course may not be taken for credit in addition to BUS 368.

**Prerequisite:** BUS Major

**Advisory Prerequisite:** BUS 348 or BUS 349; BUS 358

**3 credits**

**BUS 370: Lean Practices in Operations**

Global competitive forces are driving the adoption of lean practices in service, retail, and production operations. Using examples from diverse industry leaders such as Wal Mart, Dell, McDonald's, and Toyota, this course examines the application of the Seven Deadly Wastes, Just-in-Time, Value Stream Mapping, and Supply Chain Alliances.

**Prerequisite:** BUS Major

**Advisory Prerequisite:** BUS 346

**3 credits**

**BUS 371: Supply Chain Management**

Analysis of the activities and mechanics of purchasing and materials management. Emphasizes make vs. buy decisions in the private and public sectors, single vs. multiple sourcing, competitive bidding vs. negotiations, delivery system logistics, purchasing ethics and vendor relations, international purchasing, ISO 9000 and computerized inventory systems. This course may not be taken for credit in addition to BUS 373.

**Prerequisite:** BUS Major

**Advisory Prerequisite:** BUS 346

**3 credits**

**BUS 372: Quality Management**

The philosophies, tools, and techniques to identify and meet internal and external customer needs. Emphasis on the importance of satisfying the customer's perception of quality as a strategic necessity in Operations Management. Topics include Total Quality Management (TQM), quality control, statistical process control, and Six Sigma.

**Prerequisite:** BUS Major

**Advisory Prerequisite:** BUS 346

**3 credits**

**BUS 373: Supply Chain and Environmental Management**

The course provides an analysis of the activities and mechanics of purchasing and materials management with emphasis on sustainable practices and their influence on buy-make decisions, including private and public sector and deals with issues of single versus multiple sourcing, competitive bidding versus negotiations, the logistics of delivery systems, purchasing ethics and vendor relations, international purchasing, ISO 9000, ISO 14000 (sustainability standards) and computerized inventory systems, such as radio frequency identification (RFID) and executable internet applications. Sustainability issues include environmental impact in the area of raw material extraction, value-added conversion/treatment, waste management, packaging, distribution, and recycling by the end user/consumer. This course may not be taken for credit in addition to BUS 371.

**Prerequisites:** BUS Major; BUS 346

**3 credits**

**BUS 374: Environmental Impact of Business**

This course provides an overview of standards, methods, and strategies for environmental impact assessment and policy implementation. Areas for analysis include energy consumption, raw materials, recycling, transportation, emissions, waste, and product and service materials and manufacturing processes. Legal requirements and regulation are examined for the U.S. and other countries. Case studies involving leading-edge companies are examined. ISO 14000 standards are discussed, as they provide the basis for corporate environmental impact audit and goal setting.

**Prerequisite:** BUS Major

**3 credits**

**BUS 375: Behavioral Research**

Behavior Research

The philosophies, tools, and techniques to identify and meet internal and external customer needs. Emphasis on the importance of satisfying the customer's perception of quality as a strategic necessity in Operations Management. Topics include Total Quality Management (TQM), quality control, statistical process control, and Six Sigma.

**Prerequisite:** BUS Major

**Advisory Prerequisite:** BUS 346

**3 credits**

**BUS 380: Honors - Research Methods**

Prepares students for business research and the honors research project. Practical business applications drawn from a variety of functional areas including strategic management, marketing, operations, finance, and human resource management. Industries include high technology, retail, banking, and manufacturing. Research methodologies include survey design, interviewing, observational methods, and experimental design. Research process includes problem finding, literature review, and proposal writing.

**Prerequisites:** Admission to the honors program in business management; BUS 110 or BUS 112; BUS 210; BUS 249; and BUS 340

**3 credits**

**BUS 381: Social Entrepreneurship**

Students explore the concept of social entrepreneurship, including motivation and skills for advocacy, entrepreneurship, and leadership. Topics include forms of social entrepreneurship (private, public, and not-for-profit), venture capital and fund raising, market analysis, marketing, communications, human resources, and human relations, including negotiation and conflict resolution methods. Students will explore models of corporate social responsibility, university service to the community, and grass-roots ventures spawned by perceived need and the will to make a difference. Students work in teams to develop a strategic business plan for their own venture and present their proposals to the class.

**Prerequisite:** BUS Major or BUS Minor

**Advisory Prerequisite:** BUS 210, BUS 348, or BUS 349

**3 credits**
BUS 384: Honors - Operations Research and Management
Familiarizes students with a variety of operations research methods used in order to support effective decision making in business settings and for the development of creative applications of operations research methodology in the business settings of their choice.
Prerequisites: Admission to the honors program in business management; BUS 110 or BUS 112; BUS 210; BUS 249; and BUS 340 3 credits

BUS 386: Honors - Business Statistics
Prepares students to perform appropriate statistical analyses of data relevant to their chosen research projects. Demonstrates the applications of statistical analysis in business practice and research. Students learn to perform standard analyses using a statistical software package and to become educated consumers of statistical analyses performed by others.
Prerequisite: Admission to Honors Program in Business Management; BUS 380 3 credits

BUS 388: Honors - Research in Finance
Focus on understanding how firms meet and manage their financial objectives. Current financial environment, institutions and markets, risk and return, valuing future cash flow, and corporate securities including stocks and bonds. Financial tools and techniques such as capital budgeting, used by firms to maximize value through better decisions relating to capital. Case studies and class discussion seeking an innovative approach to finance concepts and towards integration of concepts for research.
Prerequisites: Admission to the honors program in business management; BUS 110 or BUS 112; BUS 210; BUS 249; and BUS 340 3 credits

BUS 389: Honors in Marketing
Introduces students to the research process in marketing and explains how it is used to collect and analyze information to solve marketing issues and problems. Hands-on experience with the marketing research process including design and implementation of a market research project and doing multivariate statistical data analysis. Provides the opportunity to learn a variety of research techniques as well as to use statistical software packages to analyze data, interpret results, and present a final paper.
Prerequisites: BUS 210; BUS 249; BUS 340 3 credits

BUS 390: Special Topics in Business Management
Semester supplements to this Bulletin contain specific description when course is offered. May be repeated as the topic changes.
Prerequisites: BUS major; U3 or U4 standing 3 credits

BUS 391: Management of Sports Organizations
Introduction of fundamental issues pertinent to any business - planning organization, staffing, and controlling. It discusses areas the sports manager is likely to encounter while conducting business, such as federal legislation influencing the sport business, employment related issues, funding and budgeting, risk management, site selection and customer service.
Prerequisites: BUS Major/Minor and U3 or U4 standing. 3 credits

BUS 393: Principles of Project Management
In both the service and manufacturing sectors, problem solving and decision making play very important roles. A manager needs to concentrate on the data associated with the problem and, more specifically, engage in the quantitative analysis phase of the decision-making process. This course will familiarize students with the quantitative approach used in management sciences so that they can evaluate the sources of recommendations and ultimately make the best possible decision. Special emphasis will be made throughout this course on data analysis using Microsoft Excel.
Prerequisites: BUS Major or Minor Pre or Co-requisite: BUS 346 3 credits

BUS 400: External Auditing
This course is designed to introduce and explore basic auditing principles, concepts and applications within the context of the audit of an annual financial statement. This course will review the audit process and cover the following: planning (identification of the risks of material misstatement); application of procedures to reducing audit risk below an acceptable level; assessment (based upon documented audit evidence); and, reporting (in accordance with generally accepted auditing standards). This course will also examine professional ethical standards and their relevance to the audit process. Other topics will include auditing financial statements within the SEC and government environments as well as other assurance services.
Prerequisites: BUS Major; BUS 310 3 credits

BUS 401: Negotiation Workshop
Real-time "hands-on" experience in bargaining and negotiating. Students develop expertise in applying techniques for collaborative problem solving and resolving conflicts between parties. Topics include analysis of distributive (zero-sum) and integrative (win-win) bargaining situations, ethical and legal considerations, dealing with contentious and "tricky" negotiating tactics, psychological heuristics and biases, verbal and nonverbal communication, roles of agents in negotiation, mediation, inter- and intra-organizational negotiation, multi party negotiation, and cross-cultural negotiation. Students participate in in-class role-play situations involving negotiating with each other in a variety of realistic business and personal scenarios.
Prerequisites: BUS Major and U4 standing. 3 credits

BUS 440: International Management
Increasing internationalization of markets is forcing firms to develop global strategies that protect profits and enhance value chains. Various aspects of international business including currency exchange, tariffs, BOP, economic parameters, regional labor practices and international channels of distribution will be discussed. Concepts of cross-border wealth creation and various theories of trade will be reviewed as well as international Product Life Cycle. Socio-cultural components will be discussed with emphasis on management choices. Other topics such as location, topography and climate will be reviewed.
Prerequisites: BUS Major or Minor or ECO or MTD Major; U4 standing 3 credits

BUS 441: Business Strategy
Capstone course that builds on tools and concepts introduced in more specialized business courses and on students' general business knowledge. Includes: methods for analysis of forces driving competition; identification of strengths, weaknesses, opportunities, and threats faced by individual corporations; and practical strategies for enabling new or existing firms to compete successfully within an industry. Case studies and in-class situations challenge students to develop skills in handling multidimensional business problems.
Prerequisite: BUS or ECO or MTD or CME Major; U4 standing
BUS 447: Business Ethics
An introduction to traditional ethical theories and their application to business. A basis for understanding how ethical issues in business arise, and some strategies to control or resolve them, are derived from an examination of the work of philosophers and other writers relating to business ethics. Recent business case studies enable students to develop their own perspectives.
Prerequisites: BUS Major or Minor, or ECO, ISE, or MTD Major; U4 standing.
3 credits

BUS 448: Marketing Strategy
A capstone course for students in the Marketing Specialization in which students apply a wide range of marketing principles to address problems different companies face in areas such as channel distribution, pricing, new product development, communication, promotions, strategic marketing alliances, positioning, and target marketing.
Prerequisite: BUS Major; U4 Standing; BUS 358, and BUS 334, BUS 357, BUS 359, BUS 360, BUS 369, or BUS 488
3 credits

BUS 450: Analysis and Design of Business Information Systems
Businesses and organizations develop information systems as a way to solve business problems or to capitalize on business opportunities. Hence, systems analysis is about business problem solving. Emphasis on important skills for the systems analyst such as fact-finding, communications, project management, and cost-benefit analysis. Presents analysis process and business information systems design. Focus on analyst's tools and techniques to document information systems development. Classical and object-oriented techniques for describing data flow, data structure, and process flow.
Prerequisite: BUS Major; U4 Standing
Advisory Prerequisite: BUS 340
3 credits

BUS 460: Senior Business Project I
Business Management students form teams with engineering students and prepare a detailed operations and finance plan based on an engineering project designed in the fall semester and the prototype production in the spring semester. The final project consists of written and oral presentations of the plan.
Prerequisites: BUS 460; BUS major; U4 standing; cumulative g.p.a. of 3.0 or higher
3 credits

BUS 461: Senior Business Project II
Business Management students form teams with engineering students and prepare a detailed operations and finance plan based on an engineering project designed in the fall semester and the prototype production in the spring semester. The final project consists of written and oral presentations of the plan.
Prerequisites: BUS 460; BUS major; U4 standing; cumulative g.p.a. of 3.0 or higher
0-3 credits

BUS 468: Risk Arbitrage
This course is designed as a practical approach to analyzing, predicting, and investing in the success or failure of mergers and acquisitions (including all change of control transactions). The course will apply basic financial principles and analytical techniques to solve real world problems facing M&A and Investment Professionals.
Prerequisites: BUS Major, BUS 330, and department consent
3 credits

BUS 475: Undergraduate Teaching Practicum I
The continuation on a more advanced level of training in the techniques of organization and management in the teaching of business management courses. Students are expected to assume greater responsibility in such areas as leading discussions, analyzing results of tests that have already been graded, and observing teaching. Students may not serve as teaching assistants in the same course twice.
Prerequisites: Grade of A or A- in the course in which the student is to assist and permission of undergraduate program director
3 credits, S/U grading

BUS 476: Undergraduate Teaching Practicum II
The continuation on a more advanced level of training in the techniques of organization and management in the teaching of business management courses. Students are expected to assume greater responsibility in such areas as leading discussions, analyzing results of tests that have already been graded, and observing teaching. Students may not serve as teaching assistants in the same course twice.
Prerequisite: BUS 475 and permission of undergraduate program director
3 credits, S/U grading

BUS 487: Independent Research
Provides the opportunity for students to undertake a special independent project entailing advanced readings, reports, and discussion, or research on a topic of their own choosing with the guidance of a faculty member. May be repeated.
Prerequisites: Permission of instructor and undergraduate program director
0-3 credits

BUS 488: Internship
Participation in local, state, national, or international private enterprises, public agencies, or nonprofit institutions.
Prerequisites: BUS Major; U4 standing; permission of undergraduate program director
3 credits, S/U grading

BUS 489: Business Honors Research I
Students apply business research concepts and techniques mastered in honors business management courses by creating and developing a business research project under faculty supervision. This work culminates in a publishable draft for inclusion in a department journal. Research projects are presented at one of several campus research fairs. A grade will be awarded upon completion of BUS 489, and then after completion of BUS 490.
Prerequisite: Permission of department
3 credits

BUS 490: Business Honors Research II
Students apply business research concepts and techniques mastered in honors business management courses by creating and developing a business research project under faculty supervision. This work culminates in a publishable draft for inclusion in a department journal. Research projects are presented at one of several campus research fairs. A final grade for both BUS 489 and 490 is assigned upon completion of BUS 490.
Prerequisite: Permission of department
3 credits