

Business Management Courses

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120 Introduction to Business. 4. Survey course covering all major functions of business. Provides students with tools which can be used to predict and respond to future changes in the business environment. Demonstrates how the free enterprise system and individual entrepreneurs can respond to social needs. Fulfills business and policy studies requirement.

141 Introduction to Computers. 4. Assumes no prior knowledge of or experience with computers. Word processing, databases, spreadsheets and on-line services are reviewed. Does not count toward the major. Fulfills business and policy studies requirement.

150 Special Topics. 4. Recent topics include environmental management, entrepreneurship, real estate and international topics. May also be offered at 250, 350 and 450 levels.

210 Applied Business Communication. 2. Introduction to key elements of verbal, nonverbal and written communications. Emphasis placed on identification of audience, message content and delivery and the practical application of written and oral communication skills in team, business and/or organizational environments.

215 Business Law. 4. Survey of the U.S. legal concepts relevant to the operations of the business system including topics of contracts, agency, sales, products liability, secured transactions, bankruptcy, real property, and corporate and administrative law. Fulfills business and policy studies and social justice/environmental responsibility requirements.

241 Computers and Management. 4. Applications of computers in management. Use of spreadsheets, databases and on-line services; introduction to programming in spreadsheets with other programming as time allows. Fulfills business and policy studies requirement.

249 Principles of Management. 4. Theory, practices and principles involved in the organization and management of organizations. Problem-solving through situation case analysis; global management issues, activities and experiences are integrated into the course. Fulfills business and policy studies requirement.

260 Independent Study. 1-4. Individual student projects approved and supervised by a business management department faculty member. May also be offered at 360 and 460 levels.

272 Financial Planning. 4. Introduction to financial planning and the principles of retirement and estate planning. Emphasis on constructing and analyzing personal financial statements, investments, risk management and the economic environment.

281 Personal Finance. 4. Introduction to the basic principles of personal financial planning; provides an opportunity to learn things, such as the financial opportunities

available through investing, that will be useful in day-to-day life. Fulfills business and policy studies requirement.

282 Fundamentals of Investing. 4. Introduction to securities and securities markets. Exposure to financial literature and techniques of analysis, with application in a stock market simulation. Fulfills business and policy studies requirement.

290 Internship. 1-4. A combined on-the-job and academic experience arranged with a local business, supervised by a business management department instructor and coordinated through the Career and Community Learning Center. Consists of experiential learning, managerial analysis and written and oral reports. Recommended for juniors and seniors. May also be offered at the 390 level.

310 Professional Communications. 4. Introduction to key elements of verbal, nonverbal and written communication with potential employers, clients, regulators, supervisors, subordinates and co-workers. Development of active listening, presentation, group process and business writing skills. Prerequisite: Engl 102 or equivalent. Fulfills business and policy studies requirement.

320 Organizational Behavior. 4. Interdisciplinary approach to coverage of skills needed to understand human behavior in the workplace setting. Awareness of unique learning needed to communicate, negotiate and work with an increasingly diverse work force and cross-cultural issues. Prerequisite: junior or senior status or permission of instructor. Fulfills business and policy studies requirement.

321 Human Resource Law and Management. 4. Techniques, issues and problems in recruitment, selection, development, utilization and accommodation of human resources in organizations. Issues related to increasingly diverse work force and international management included. Prerequisite: junior or senior status or permission of instructor. Fulfills business and policy studies requirement.

324 Principles of Marketing. 4. An extensive course in marketing, focusing on product definition, branding, distribution channels, advertising and promotion. Strategic decision-making analysis, global marketing overviews and social responsibility issues are emphasized throughout the course. Prerequisites: MATH 112 or 121, ECON 221 or 222, ACCT 201 or 311.

331 Sales Management. 4. Comprehensive analysis of the relationship between personal selling and mainstream marketing. Sales management concepts and a thorough view of globalized selling and business ethics are emphasized throughout the course.

332 Financial Management. 4. Introduction to the field of finance and the principles and practices of financial decision-making in an increasingly international business environment. Emphasis on valuation, risk and return, capital budgeting, financial planning and financial analysis. Prerequisites: MATH 112 or 121, ECON 221, ACCT 301, BUS 241.

333 Money and Capital Markets (ECON 333). 4. Introduction to the financial system in an increasingly global economy. Emphasis on financial instruments, markets and institutions; the role of the banking system; overview of monetary theory and policy; current and future trends reshaping the global financial system. Prerequisite: BUS 332 or permission of instructor.

341 Management Information Systems. 4. Introduction to the ingredients and thinking that must go into the construction of systems to produce and maintain information systems; investigation of business use of information systems; introduction and application of systems development methodology. Prerequisite: BUS 141 or 241 or permission of instructor.

342 Database Systems (CMIT 342). 4. Introduction to theory and practice of enterprise-level relational database systems. Using Oracle, the student will learn the principles of entity relationship modeling and normalization. By modifying a database in a project, the student will learn how to create queries using SQL, triggers, stored procedures, cursors, forms and reports. Prerequisites: CMIT 140, CMIT 201 or CMIT 202 and BUS 241.

343 Computer Graphics. 4. Introduction to Adobe Illustrator and Adobe PhotoShop. Emphasis on the creation of original artwork and modification of photographs and other graphic images, as well as on basic Web design and creation of a Web site to display finished work product.

344 e-Commerce. 4. Explores electronic commerce and applications of Internet technology. Special emphasis is placed on planning, implementation, security, privacy, ethics and management issues that apply to building a Web site in a business. Students will use Web development technology such as HTML, VBScript, JavaScript and Active Server Pages in exercises and projects.

346 International Business. 4. Introduction to international business and the global market. Topics will include international organizations, global trade and investment, the global monetary system, the strategy and structure of international business, the impact of political issues, international labor and human resources and social and cultural aspects. Case studies and experiential exercises included. Fulfills business and policy studies requirement.

347 Production and Operations Management. 4. Survey of operations management concepts and techniques associated with producing goods or providing services. A selection of decision-making tools will be reviewed and discussed in cases and, when possible, implemented in computer programs.

349 International Management. 4. Interdisciplinary approach to the analysis of the international business environment, its opportunities and risks and the basic concepts of the international management of functional operations, with emphasis on cultural and social responsibility issues. Case studies and experiential exercises help students analyze,

explore and simulate real-life situations. Prerequisite: junior or senior status or above or permission of instructor. Fulfills business and policy studies requirement.

371 Nonprofit Management. 4. Examines the role of the nonprofit sector in the United States economy. Students learn about specific business applications in the context of nonprofit organizations, with specific emphasis on management, accounting, marketing, law and planning. Students also examine the function of the mission within these organizations, as well as fund-raising options and practices.

424 Marketing Strategy. 4. Advanced marketing course designed to include globalized market analysis, formulation of marketing strategies and review of pricing structures. Prerequisites: BUS 324 and 332.

430 Managerial Analysis. 4. Managerial use of computer systems to model the business environment including concepts from production, finance and accounting. Prerequisites: BUS 332 and 347.

448 CIS Capstone. 4. Utilizes diverse computer information backgrounds – Excel, Access, C++, Java, MIS, etc. – to develop information solutions for business management decision-making. Team approach and solution-oriented.

449 Policy Formulation and Strategy. 4. Integrative capstone course based on case studies and analyzing the total organization and its operational functions. Analysis and development of policies to support total organization goals within varying constraints, with an emphasis on globalization issues, social responsibility and ethics and effective written and oral communication. Prerequisites: BUS 215, 241, 249, 324 and 332.

470 Senior Thesis. 1-4. Independent research and writing of a professional paper on a topic in management under the supervision of a full-time business management department faculty member.

490 Departmental Honors. 4-8. Independent research, writing and presentation of a professional paper on a topic in management under the supervision of a committee of business management department and other appropriate faculty.