

**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 and they have completed both MAT 122 (or MAT 125 or higher) and ECO 108 with a grade of C or higher. Applications must be submitted to the College of Business Office of Student Services no later than March 15 for admission in the following Fall semester, and no later than October 15 for admission in the following Spring semester. Application forms are available at the College of Business Office of Student Services.

**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 be 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 325 Legal Environment of Business OR POL 319 Business Law  
 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  
**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 Cost Analysis and Applications  
 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. Accounting: CPA Preparation

a. Required courses

BUS 214 Managerial Cost Analysis and Applications  
 BUS 310 Intermediate Accounting I  
 BUS 311 Federal Income Taxation I  
 BUS 312 Financial Statement Reporting and Analysis  
 BUS 313 Intermediate Accounting II  
 BUS 314 Federal Income Taxation II  
 BUS 325 Legal Environment of Business OR POL 319 Business Law

3. Finance

a. Select four from the following:

BUS 331 International Finance  
 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

4. 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

5. 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

#### 6. 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 other than Business or Accounting must be completed as part of the requirement for the business management major. Students who 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

Incoming first-year Business Management majors who show exceptional talent will be invited to enroll in a special section of BUS 115 and a special section of WRT 102 that is taught collaboratively. Students who excel in these two courses with an A – or better and who earn a cumulative GPA of 3.5 or better will be interviewed to determine their motivation for research. Those who pass successfully through this process will be invited to join the BHP. In addition to the standard requirements of the Business Management major, the BHP student must take 3 1-credit courses, one WRT course (3 credits), and 2 additional BUS courses (3 credits each). The BHP student will count the WRT course and the 2 additional BUS courses as upper-division elective courses. Student progress and performance will be monitored throughout the program. Students who perform poorly (below a cumulative 3.3 GPA) in their academic studies will be counseled and warned that they are in jeopardy of being dropped from the BHP. Following at least one warning, such students will not be permitted to continue in the BHP. Students entering as a business major, either as an existing Stony Brook student or transfer student, will be evaluated under the same criteria for curriculum and admittance to the BHP.

Year 1, Fall: BUS 115 Introduction to Business with WRT Collaboration  
 (3 credits each)

Year 1, Spring: BUS 195 Business Honors Seminar I (1 credit)

Year 2, Fall: BUS 295 Business Honors Seminar II (1 credit)

Year 2, Spring: BUS 296 Business Honors Seminar III (1 credit)

Year 3, Fall: BUS 447 Business Ethics/WRT 301 (3 credits each)

Year 3, Spring: BUS 380 Research Methods (3 credits)

Year 4, Fall: BUS 487 Independent Research (3 credits)

Year 4, Fall and Spring: BUS 495 and BUS 496 (3 credits each)

#### The Business Leadership Program

Incoming first-year Business Management majors who show exceptional talent will be invited to enroll in a special reserved section of BUS 115 and a special reserved section of WRT 102. Students who excel in these two courses with an A– or better and who earn a cumulative GPA of 3.3 or better will be interviewed to determine their motivation for leadership. Those who pass successfully through this process will be invited to join the Business Leadership Program. Relative to the Business Management major who is not in the Business Leadership Program, the Business Leadership Program student will take 3 1-credit courses and one WRT course (3 credits). The Business Leadership Program student will count the WRT course as an upper-division elective course. Student progress and performance will be monitored throughout the program. Students

who perform poorly (below a cumulative 3.3 GPA) in their academic studies will be counseled and warned that they are in jeopardy of being dropped from the Business Leadership Program. Following at least one warning, such students will not be permitted to continue in the Business Leadership Program. Students entering as a business major, either as an existing Stony Brook student or transfer student, will be evaluated under the same criteria for curriculum and admittance to the Business Leadership Program. The Business Leadership Program is a combination of the minor in leadership development requirements and the following course requirements.

Year 1, Fall: BUS 115 Introduction to Business/WRT 102 (3 credits each)

Year 1, Spring: BUS 195 Business Honors Seminar I (1 credit)

Year 2, Fall: BUS 295 Business Honors Seminar II (1 credit)

Year 2, Spring: BUS 296 Business Honors Seminar III (1 credit)

Year 3, Fall: BUS 447 Business Ethics/WRT 301 (3 credits each)

#### 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 apply to the BUS minor any time during their academic career provided that their cumulative grade point average is a 3.10 or higher. Applications must be submitted to the College of Business Office of Student Services no later than March 15 for admission in the following Fall semester, and no later than October 15 for admission in the following Spring semester. Application forms are available at the College of Business Office of Student Services.

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 325 OR POL 319; 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

#### Sample Course Sequence for the Major in Business Management

Freshman Fall	Credits	Spring	Credits
First Year Seminar 101		1 First Year Seminar 102	1
WRT 101 or WRT 102	3	WRT 102 or D.E.C.	3
MAT 122	3	BUS 115	3
D.E.C.	3	BUS 215	3
D.E.C.	3	ECO 108	4
D.E.C.	3	D.E.C.	3
Total	16	Total	17
Sophomore Fall	Credits	Spring	Credits
BUS 210	3	BUS 330	3
BUS 220	3	BUS 346	3
D.E.C.	3	BUS 348	3
D.E.C.	3	D.E.C.	3
D.E.C.	3	D.E.C.	3
Total	15	Total	15
Junior Fall	Credits	Spring	Credits
Specialization course		3 Specialization course	3
Minor course		3 BUS Mgmt. elective	3
Minor course		3 Minor course	3
Minor course		3 Minor course	3

Upper-Division D.E.C.	3	Upper-Division elective	3
Total	15	Total	15
Senior Fall	Credits	Spring	Credits
Specialization course	3	BUS 441 or BUS 353 or BUS 383	3
Minor course	3	BUS 447	3
Minor course	3	Specialization course	3
Upper-Division elective	3	Upper-Division elective	3
Upper-Division elective	3	Upper-Division elective	3
Total	15	Total	15

**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

## Business Management

### BUS 111: Introduction to Business for Non-Business Majors

Introduces students to major business topics that influence today's business practices. Explores contributions over the last century from Henry Ford to Bill Gates, showing how the Industrial Revolution became the Information Revolution. Provides knowledge of how business works and a perspective on its evolution into the next millennium. Integrates both introduction to business and management principles into one course. This course may not be taken for credit in addition to BUS 112.

*Prerequisite: Non Business Majors Only*  
3 credits

### BUS 112: Introduction to Business and Environmental Sustainability

A lecture and applications oriented course that introduces major topics influencing today's business practices relative to environmental sustainability. The evolution of the field over the last century is explored, showing (1) how the Industrial Revolution completely ignored environmental and socially responsible business practices and (2) the somewhat more environmentally friendly atmosphere of the Information Age. The course also examines how businesses work, in view of the global need for sustainable decisions and positioning, and integrates an introduction to business and management principles, public health issues, ethical and socially responsible behavior, and ecological issues. May not be taken for credit in addition to BUS 111.

3 credits

### BUS 115: Introduction to Business for Business Majors

Introduces business majors to critical business thinkers who have influenced today's business practices. Allows students to utilize material learned in class to demonstrate their research and writing abilities by tracking specific companies throughout the semester. Written and verbal reports required weekly to show how companies operate in contemporary business environment.

*Prerequisite: BUS Major; Pre or co-requisite: Completion of D.E.C. Category A or Wrt 102*  
3 credits

### BUS 195: Business Honors Seminar I

The theme is business leaders. Each student will explore the life and business experience of a major business leader, either current or

historical. The student reports on various aspects of the person's life, experiences, and contributions. The student will also find three mentors in their desired field of specialization through the Career Center, CoB faculty, or personal connections and interview them for a better understanding of business leaders and the reality of their specialization in today's work environment. The student will include both their report on their business leader and a report on their three interviews in his or her e-portfolio.

*Prerequisite: Business Honors Program membership and department consent required.*  
1 credit

### 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 BUS Minor or ACC Minor or MTD or ECO or ISE Major*  
*Advisory Prerequisites: BUS 110, 111, 112, or 115*  
3 credits

### BUS 214: Managerial Cost Analysis and Applications

A study of cost concepts, and theories as it relates to cost accumulation systems for product, process and activity based costing, as well as 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 major or ACC minor 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 295: Business Honors Seminar II

The theme is innovations. The student will explore the development and impact of a specific innovation. It could be a technological innovation (the MRI), a service innovation (FedEx), a manufacturing innovation (CAD/CAM), etc. The student will also compare and contrast their chosen innovation with one selected by another student in the class. The student's will add the report on the innovation and the comparison with another student's innovation to his or her e-portfolio.

*Prerequisite: Business Honors Program membership and department consent required.*  
1 credit

### BUS 296: Business Honors Seminar III

The theme is business enterprises. The student will explore the history, operations, marketing,

financing, etc., of a significant business enterprise, current or historical. This will include a basic strategic analysis (SWOT, for example). The student will also compare and contrast their chosen business enterprise with that selected by another student in the class. The student's will add the report on the business enterprise and the comparison with another student's business enterprise to his or her e-portfolio.

*Prerequisite: Business Honors Program membership and department consent required.*

*1 credit*

### **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 310: Intermediate Accounting I**

Expands upon the basic financial accounting framework and explores the theoretical and analytical applications of Generally Accepted Accounting Principles (GAAP) in a business environment. Emphasis on asset and liability valuation, external reporting issues dealing with the presentation and interpretation of financial data, and the measurement of operational performance. The student will gain an understanding of financial reporting criteria and the reliance placed upon financial information by management and external users.

*Prerequisite: BUS major*

*Advisory Prerequisite: BUS 214*

*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 major or ACC Minor*

*Advisory Prerequisite: BUS 214*

*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 or ACC Minor*

*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 or ACC Minor*

*Advisory Prerequisite: BUS 310*

*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. Introductory tax concepts are explored, including corporate organizational structures, corporate organization, dividend issues, liquidation issues, reorganization, partnership

organizations, taxation of partnerships, and fiduciary income taxation for estates and gifts. Additionally, students will familiarize themselves with the preparation of various corporate, partnership and fiduciary income tax forms and schedules.

*Prerequisite: BUS Major or ACC Minor*

*Advisory Prerequisite: BUS 311*

*3 credits*

### **BUS 315: Accounting for the Small Business Entrepreneur**

This course is designed to introduce the student to accounting and other financial concept 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.

*Prerequisites: BUS Major; BUS 210*

*3 credits*

### **BUS 325: Legal Environment of Business**

Explores competing interests of buyers and sellers, creditors and debtors, suppliers and consumers. Studies the Uniform Commercial Code from the initiation of a sales contract through financing of transactions, examines the rights of debtors and creditors in bankruptcy, and introduces basic concepts of law and regulation in the areas of securities, environmental protection, employment, and anti-trust.

*Prerequisite(s): BUS Major or BUS minor or ACC minor*

*Advisory Prerequisite: BUS 110, BUS 111, BUS 112 or BUS 115*

*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.

*Prerequisites: BUS 110 or BUS 111 or BUS 112 or BUS 115; BUS major or BUS minor or AMS or ISE or MTD or ECO major*  
*Advisory Prerequisite: BUS 330*

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. Apply 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. Apply 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 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.*  
*Advisory Pre or Co-requisite: BUS 110, 111, 112, or 115*

3 credits

### **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 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 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*

3 credits

### **BUS 356: Financial Engineering**

Financial engineering applied to corporations and investments. The financial mathematics of leveraged buyouts, refinancings, mergers and acquisitions. Modeling and investment analysis of stocks, bonds, commodities, foreign futures, options and other derivatives. Stochastic differential equations for options pricing. Quadratic optimization and portfolio performance attribution.

*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. The student will learn how to manage key relationships and functions that surround the brand, e.g., advertising, promotion, public relations, licensing, product and package design. A capable brand manager has exceptional strategic, quantitative, interpersonal, and presentation skills, and must be comfortable with decision-making and leadership. The course will focus on the development and application of these skills in brand management via in-class learning, case discussion, and project work.

*Prerequisites: 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**

The characteristics of money and financial institutions within the financial system. Organization and operations of the Federal Reserve System, U.S. Banks and the U.S. Treasury. Details on how these financial institutions impact on the financial system. Determination of interest rates. Study of the framework and the management of banking and non-bank financial intermediaries.

*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 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 382: Honors - Organizational Behavior Research**

The student writes the Business Honors Program thesis under the supervision of a faculty member thesis advisor and the program director. The thesis advisor will direct and assist the student as he or she develops the thesis topic, formulates the research hypotheses, performs the basic research, writes the thesis, and presents the thesis research. The faculty member will also assist the student in acquiring necessary knowledge in the area of organizational behavior research as required to perform the thesis research. Students are required to present their thesis at the Undergraduate Research and Creativity (URECA) program in April.

*Prerequisite: Business Honors Program membership and department consent required.*  
3 credits

### **BUS 383: 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**

The student writes the Business Honors Program thesis under the supervision of a faculty member thesis advisor and the program director. The thesis advisor will direct and assist the student as he or she develops the thesis topic, formulates the research hypotheses, performs the basic research, writes the thesis, and presents the thesis research. The faculty member will also assist the student in acquiring necessary knowledge in the area of operations research and management as required to perform the thesis research. Students are required to present their thesis at the Undergraduate Research and Creativity (URECA) program in April.

*Prerequisite: Business Honors Program membership and department consent required.*

3 credits

### **BUS 386: Honors - Business Statistics**

The student writes the Business Honors Program thesis under the supervision of a faculty member thesis advisor and the program director. The thesis advisor will direct and assist the student as he or she develops the thesis topic, formulates the research hypotheses, performs the basic research, writes the thesis, and presents the thesis research. The faculty member will also assist the student in acquiring necessary knowledge in the area of business statistics as required to perform the thesis research. Students are required to present their thesis at the Undergraduate Research and Creativity (URECA) program in April.

*Prerequisite: Business Honors Program membership and department consent required.*

3 credits

### **BUS 388: Honors - Research in Finance**

The student writes the Business Honors Program thesis under the supervision of a faculty member thesis advisor and the program director. The thesis advisor will direct and assist the student as he or she develops the thesis topic, formulates the research hypotheses, performs the basic research, writes

the thesis, and presents the thesis research. The faculty member will also assist the student in acquiring necessary knowledge in the area of finance as required to perform the thesis research. Students are required to present their thesis at the Undergraduate Research and Creativity (URECA) program in April.

*Prerequisite: Business Honors Program membership and department consent required.*

3 credits

### **BUS 389: Honors Research in Marketing**

The student writes the Business Honors Program thesis under the supervision of a faculty member thesis advisor and the program director. The thesis advisor will direct and assist the student as he or she develops the thesis topic, formulates the research hypotheses, performs the basic research, writes the thesis, and presents the thesis research. The faculty member will also assist the student in acquiring necessary knowledge in the area of marketing as required to perform the thesis research. Students are required to present their thesis at the Undergraduate Research and Creativity (URECA) program in April.

*Prerequisite: Business Honors Program membership and department consent required.*

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**

The 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 (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 analysis and testing of internal control, substantive testing, and accounting research.

*Prerequisites: BUS Major; BUS 310*

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.

*Prerequisite: 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*  
3 credits

#### **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 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