

BUSINESS ADMINISTRATION (BU)

BU114 Intro to Business & Personal Finance (3 Credits)

Examine the responsibilities of business as part of our society and explore the importance of personal financial literacy. Review the management and marketing process, leadership, human resource management, the functions of financial institutions, and careers in business. Also includes personal financial issues such as credit card traps, loans, planning, and long-term investing.

BU121 Quantitative Business Concepts (3 Credits)

A foundation course in quantitative problem solving as it applies to the business environment. Explore the types of problem solving found in business.

BU134 Personal Financial Planning (3 Credits)

Review common financial issues at various life stages. Includes daily and long term personal financial planning, credit management, credit scores, credit card and other debt, interest and time value of money, personal income taxes, bank rates for student loans, personal loans, mortgages and deposits, personal investments, automobile and health insurances.

BU211 Business Law (3 Credits)

An introduction to the legal environment and the ethical and social responsibilities of business and individuals. Includes disputes resolution, common law, statutory and administrative law, constitutional law, torts, negligence, and extensive coverage of contract law.

BU213 Mgmt Theory & Org. Behavior (3 Credits)

Study management theories as they apply to organizations and develop the skills essential to effective management. Technology is integrated into this course and consideration is given to the ethical and global issues, along with the social, legal, and environmental viewpoints that help shape management decision making.

BU221 Business Statistics & Probability (3 Credits)

An introduction to two critical concepts used in business statistical analysis: descriptive and inferential statistics. Descriptive statistics covers the collection and organization of data into the format that provides useful information to businesses, such as tables, charts and graphs. Inferential statistics uses samples and their properties to estimate the parameters of a population, such as in polling activities. Gain a full understanding of the use and calculation of averages, means, medians, modes, variances, standard deviations and other data characteristics that indicate data location and variability. Covers probability and probability distributions, including the binomial and the normal distributions. May include analysis of variance and regression analysis. MS Excel is extensively used.

BU241 Principles of Marketing (3 Credits)

Consideration of the functions involved in the process of transferring goods from the producer to the consumer; the various channels of distribution; the methods and the cost of marketing; the role of advertising and sales promotion. The structure, functions and behavior of distribution systems including relationships in marketing networks among manufacturers, retailers, consumers, specialized marketing firms and governmental agencies.

BU242 Managerial Communications (3 Credits)

A study of the verbal, nonverbal, and written communication in business. Examine the critical role of communications in the management of organizations and the marketing of products or services. Emphasis on the major concepts and theories of communication, including

group, intergroup, and organization variables involved in effective communications in organizations.

BU314 Entrepreneurship (3 Credits)

Examine the development and management of an entrepreneurial venture, from evaluating the new idea and developing the business plan to finding alternative methods of financing and managing for results. Consider pricing strategies, management control, resource utilization, and financial management.

BU317 Organizational Behavior (3 Credits)

Examine current theories and fundamental concepts as they relate to individual and group behavior within organizations. Explore a behavioral approach to management with emphasis on organizational environment, individual dimension, leadership, group and inter-group dimensions, motivation/reward system/ performance, a global corporate culture, diversity in the workforce, and negotiations. Gain an understanding of the nature and need for organizations and develop skills essential to effective management.

Prerequisite(s): BU213.

BU318 Women's Leadership Styles (3 Credits)

Study great women leaders. Focus on identifying the differences by which women process leadership and consider leadership models in a variety of situations through role-play exercises and case studies.

BU319 Business & Professional Ethics (3 Credits)

The course is a study of ethical behavior in business, and establishes the philosophical foundation of moral reasoning and ethical judgment. It examines moral theories and approaches to business ethics, and applies a conceptual construct in the analysis and discussion of selected case studies and current corporate issues. It provides students with the general ethical underpinning of professional conduct, and prepares them to understand the codes and rules of their own profession. Emphasis will be placed on a team approach to problem-solving, as well as active class participation and regular written assignments.

Prerequisite(s): 3 credits as required to meet the current General Education requirements in either philosophy or religious studies.

BU321 Electronic Commerce (3 Credits)

Examine the strategic use of the Internet to conduct business. Review the business structures used in e-commerce, such as business-to-business and business-to-consumer sites. Examine technological building blocks, social issues, and business considerations to understand the myriad ways that the web can be used to enhance marketing, increase sales, and streamline operations

BU323 Business Quantitative Analysis (3 Credits)

A continuation of business statistics and probability with a more in-depth look at the various methods of analysis. Examine simple and multiple regression analysis with business applications. Learn to use Type I and Type II errors combined with hypothesis testing techniques to solve probability problems. Recommended elective for students who plan to enter an M.B.A. program.

Prerequisite(s): BU221.

BU325 Business & Sustainability (3 Credits)

This course is to provide an introduction to the theory, practice and strategy of sustainable business including the environmental, economic and equity impacts. The study will include the roles of senior management, local businesses, multinational corporations, NGOs, sovereign rights through governments, and corporate social responsibility in the process of sustainability.

Prerequisite(s): EC180, EC181, or EC182.

BU335 Financial Management I (3 Credits)

Managing the finances of an organization. Includes financial statement analysis using ratios and cash flow planning; time value of money; the risk-return relationship; and valuation theory as applied to bonds and stocks, capital budgeting, and risk in capital budgeting.

Prerequisite(s): AC171, AC172.

Pre/corequisite(s): BU213.

BU336 Financial Management II (3 Credits)

Extends the coverage in Financial Management I. Includes the cost of capital, leverage and capital structure, dividend policy, working capital management, derivative securities, mergers/acquisitions, bankruptcy, and international financial management.

Prerequisite(s): BU335.

BU341 Consumer Behavior (3 Credits)

An introduction to consumer behavior examining the development of research theory while analyzing consumers through demographic, geographic, and psychographic characteristics. Explore the major determinants of consumer behavior, consumer decision process, and its impact on economic activity.

Prerequisite(s): BU241.

BU342 Principles of Advertising & PR (3 Credits)

Study professional advertising and public relations techniques while considering social, legal, technological and ethical variables of the industry. Emphasis on problems related to determining total advertising and public relation individual budgets, choice of suitable media, the requisites of effective promotional messages, and types of advertising and public relations research.

Prerequisite(s): BU241.

BU343 Sales & Sales Management (3 Credits)

Investigate the principles of successful selling; sales techniques and tools; sales personality; behavioral styles and demographic diversity of the consumer; legal and ethical responsibilities of the sales person; and the role and responsibilities of the sales manager.

Prerequisite(s): BU241.

BU346 Social Media Marketing (3 Credits)

Social media represents one of the most significant changes in consumer media behavior in history, resulting in fundamental shifts in the way marketers communicate and interact with consumers. This course provides an introduction to the social media marketing process and the associated platforms entailing websites, blogs, and mobile applications. Students will obtain the practical knowledge and insights required to establish objectives and strategies, properly select the social media platforms to engage consumers and monitor and measure the results of these efforts. An emphasis will also be placed on effective online written skills and addressing ethical issues of social media marketing.

Prerequisite(s): BU241.

BU350 Internship & Career Preparation (1 Credits)

Learn the fundamentals necessary to establish and complete a successful internship experience. Prepare to participate in an internship related to an area of interest or present employment. This course covers exploring career options and developing résumés and cover letters, interview skills, and job search strategies—including the use of technology. Open to all undergraduates with junior or senior status. For School of Business and Digital Media students, the course prepares students for successful completion of a for-credit internship, BU351.

BU351 Internship (1 Credits)

An internship requires the completion of 35–45 hours of qualifying work (including supporting interactive and written activities) per credit earned over one semester as approved by the internship faculty advisor.

Internships are only available to students who are deemed to be in good standing by the Dean of Students.

Prerequisite(s): BU350.

BU371 Principles of Sports Management (3 Credits)

An analysis of effective management strategies and the body of knowledge associated with pursuing a career in sports management. Emphasis on fundamental sports management principles, key skills, and current issues. Discover sports management career opportunities and sports principles such as leadership style, communication, and motivation.

Prerequisite(s): BU213.

BU372 Sports Law (3 Credits)

A survey of the legal issues associated with what is commonly referred to as sports law. Examine laws affecting a range of sports-related activities, including contract law; standard form contracts; restraint of trade; competition law; and internal regulation, including discipline, natural justice and rights of athletes, civil and criminal liability arising from participation in and management of sport; the internationalization of sports law; and dispute resolution.

BU373 Sports Marketing (3 Credits)

Learn to apply principles of promotion and marketing to college/high school athletics, professional sports, corporate fitness clubs, and resorts. Includes strategic marketing, sports consumers and research in sports marketing, electronic media, and legal aspects.

Prerequisite(s): BU241.

BU374 Athletic Admin & Intl Sport (3 Credits)

An introduction to the management of amateur athletics, including organizational structures of intercollegiate athletic departments, conferences, and the NCAA. Analyze the organization and management of international sport, including the European “club” structure and Olympic movements as the global sport industry expands.

BU375 The Business of Sports in Society (3 Credits)

The course will help students understand the connection between sports and society. Particular attention will be placed upon the value to which sports now occupies in culture and business. Students will be asked to analyze gender, economic, political and other issues as they relate to sports, considering both participants and spectators. Additionally, students will be asked to contemplate various professional roles that accompany the world of sports.

BU376 Special Events Management (3 Credits)

An introduction to the multi-faceted skill of event management. Students will learn how to develop a concept based on event goals, determine feasibility, budget, and risks to be managed, and create a plan for operations, logistics, staffing, and security. Finally, they will learn how to develop a strategy for promoting the event through a variety of techniques.

BU381 Health Care Management (3 Credits)

This course is designed for students to understand the managerial skills needed in the health care field. Topics of study within the health care field include leadership, management of motivation, human resource management, organizational behavior, managing cultural disparities and proficiencies, information technology used by health care managers, and strategic planning.

Prerequisite(s): BU213.

BU383 HlthCare InfoSys&An (3 Credits)

Information systems in the health care industry including coding and billing systems from third-party payers, electronic medical records with concerns for privacy and security, and data analytics that allow for population health management. The case method of analysis is used.

Prerequisite(s): HRP111 and IS224.

BU411 Human Resource Management (3 Credits)

Examine the effectiveness of personnel policies and practices. Emphasis on recruitment, selection, allocation, and development of human resources. Further explore the ethical, legal, and political issues that affect contemporary human resource practices and begin to understand human resource management of culturally diverse populations as a responsibility of all managers.

Prerequisite(s): BU213.

BU413 Seminar in Business Administration (3 Credits)

Consider current management topics through intensive reading and discussions. Analyze and submit a research paper and present an oral report. Offered upon request.

Prerequisite(s): senior status and completion of core business courses.

BU414 The Global Business Environment (3 Credits)

Study management styles and marketing activity within selected international business communities. Includes ethical business practices, global issues, world ecology programs, and the impact of technology on global business activities.

Prerequisite(s): BU213 and senior status.

BU416 Special Studies in Management (3 Credits)

Study a specific topic not offered as a formal business course; may be taken only with the permission of the department chair.

BU417 Productions & Operations Management (3 Credits)

Explore theories of effective manufacturing and operating facilities management. Examine current issues and theories in production, including inventory control, production planning, equipment replacement, quality assurance methods, and distribution. Recommended for students who plan to pursue an M.B.A.

Prerequisite(s): BU213.

BU428 Project Management-Planning and Control (3 Credits)

Projects are the main mechanism by which organizations achieve their strategic goals, launch new initiatives or achieve customer objectives. Projects are often complex, done just once, and limited in resources. This course will give students the tools necessary to create a realistic project plan including schedules, communications and stakeholder management strategies, scope and risk management and budgets. Using these plans, they will also learn how to evaluate and control a project as it moves along to completion. Students will be exposed to project management tools and software and understand the topics needed for project management certification.

Prerequisite(s): BU213 and IS224.

BU434 Investment Analysis (3 Credits)

Explore securities markets, online investing, return and risk, statistical portfolio management, security information analysis, valuation theory as applied to common stocks and fixed income securities, mutual fund investing, and personal portfolio management.

Prerequisite(s): BU335.

BU441 Public Relations (3 Credits)

Examine the nature and function of public relations, including its growing role in organizational communications, how it's used to build relationships between the organization and its many publics, and its importance in guiding management to achieve organizational goals. Emphasis on methods of influencing public opinion to build harmonious relationships.

Prerequisite(s): BU241.

BU442 Marketing Research (3 Credits)

Investigate the function of marketing research management and methodologies, including problem identification, establishing management and marketing objectives, developing the research plan, choosing the proper sample, legal and ethical parameters, demographic diversities, design of data-gathering instruments, data analysis, the development of conclusions and recommendations, and preparing the report.

Prerequisite(s): BU221 and BU241.

BU445 Summer Internship (1 Credits)

Student works on an Internship in their chosen field of work within the business disciplines. The professional setting must meet the guidelines of the associated internship requirement BU351 and be approved by the program director prior to class. It can be taken alone or in combination with BU351 in the fall semester. Offered only in Summer Session.

BU454 Career/Life Experience (3 Credits)

An option for the adult student employed in a supervisory or professional capacity. A student may earn 3–12 credits for prior learning in supervisory or professional employment situations. The student must be employed for a minimum of three years for the minimum 3 credits and is expected to document knowledge gained through this experience through a portfolio. Subject to department approval. The number of credits awarded depends on the depth, breadth, and length of managerial experience. Offered only with the permission of the department chair.

BU455 Independent Study in Bus. Adm. (3 Credits)

For senior majors whose academic records indicate the ability to complete independent research. Develop research and analytical skills through intensive study and investigation of a selected or general business problem, embodying the results in a report.

Prerequisite(s): Permission of department chair.

BU476 Statistical Analysis (3 Credits)

A rigorous treatment of modern statistical methods with reference to their application in business research and decision making. Includes descriptive statistics, discrete and continuous probability distributions, theory of estimation, hypotheses testing, variance analysis, regression, and correlation analysis. Computer statistical packages are used. Not open to undergraduate students in the accounting, business administration, management, marketing, and finance majors.

BU477 Marketing Fundamentals (3 Credits)

Identify and analyze marketing problems in business and public institutions. Weigh the effects of environment, competition, society, the economy, and the media on marketing objectives and strategies. Emphasis on the total marketing package, including market segmentation, promotion, advertising, pricing, packaging, and distribution. Not open to undergraduate students in the accounting, business administration, management, marketing and finance majors.

BU478 Principles of Management (3 Credits)

An integrated analysis of the development of management thought, theories, and functions. Review contemporary American management thought against the economic, social, political, ethical, and global climate. Not open to undergraduate students in the accounting, business administration, management, marketing, and finance majors.

BU479 Principles of Finance (3 Credits)

Examine how a firm makes financial decisions and develops policies for managing assets. Includes asset management, working capital management, short- and long-term financing, capital budgeting, dividend policy, and financial decisions under conditions of risk and uncertainty. Case problems provide practical application. Not open to undergraduate students in the accounting, business administration, management, marketing, and finance majors.

BU482 Health Care Financial Management (3 Credits)

Understand health care finance including revenue and expenditures from a reimbursement, financial, and accounting sense to allow for financial planning, service costing, and management control. Includes capital budgets and financing decisions. The case method of analysis is used. Prerequisite(s): BU335.

BU491 Business Strategies & Policy (3 Credits)

The capstone course in business, which is taken in the final semester. Uses case-study and business-simulation methods to examine key areas of management, accounting, marketing, economics, law, and finance. Explore the ethical, global, environmental, and technological issues that shape business decision making and policy development. Prerequisite(s): Completion of business core courses and senior status.