BUSINESS (BUS)

BUS 310   Organizational Behavior 4 credits
Organizations are complex entities and understanding them is important for students in business programs. This course investigates the impact of individuals, groups, the structures, and the environments of organizations.

BUS 340   Business Analytics I 4 credits
In this course students will apply tools and concepts from mathematics and statistics to learn a portfolio of tools used in business. Mathematical and statistical concepts include descriptive statistics, mathematical modeling, ratios and percentages, probability and counting rules, probability and decision analysis, hypothesis testing, correlation, regression, chi-square, and analysis-of-variance.

BUS 345   Business Analytics 4 credits
In this course students will apply tools and concepts from mathematics and statistics to learn a portfolio of tools used in business. These tools include probability analysis and hypothesis testing. Students will be introduced to the growing field of Business Intelligence and Data Analytics. Topics include data mining, text mining, business intelligence architecture, data reporting systems and data visualization tools.

BUS 350   Innovative Marketing and Social Media 4 credits
This course provides an introduction to the study of marketing, e-commerce, and social media in business and other organizations.

BUS 360   Accounting and Budgeting 4 credits
This course explains the financial implications of business management and includes both the principles of accounting and the principles of finance.

BUS 380   Organizational Behavior 4 credits
Learn how to manage for success by examining the effects of human behavior on teams and organizations. Examine foundational theories and applications for motivation, leadership, team building, and change management that shape organizational culture.

BUS 388   Business Analytics, Tools & Techniques 4 credits
Learn to analyze data and make predictions using tools like probability analysis, hypothesis testing, regression analysis, linear programming and tools for financial analysis. Structured and unstructured data will be examined through data mining, web mining, text mining and sentiment analysis.

BUS 410   Operations, Technology and Quality Management 4 credits
This course will discuss the theoretical foundations for production management. The course will focus on the management of resources such as the production process, the management of equipment and machinery, facilities and maintenance, materials management, inventory control, quality control, scheduling, and purchasing. The course will also introduce students to theories and tools for quality management and the management of technology and information systems.

BUS 415   Social Intelligence and Leadership 4 credits
Learn how excellent leaders use social intelligence to increase their effectiveness. Explore social intelligence theory and abilities and the interconnected role they play in diverse personal, cultural, political, and business contexts. Gain an understanding of how social intelligence competencies offer practical ways to enhance leadership capacity. (Prerequisite: Minimum grade of C- in BUS 380)

BUS 420   Business Finance 4 credits
Explore financial management topics that include capital markets; the cash budget, pro forma statements, analysis of financial statements, forecasting, and ROI for the growth of the business. (Prerequisites: Minimum grade of C- in ACC 384)

BUS 425   Business Intelligence 4 credits
Learn to analyze an organization's raw data to help make organizational decisions. Gain skills with mathematical and statistical tools and concepts to extract actionable and novel knowledge from business data to achieve strategic goals. Explore uses of probability analysis and hypothesis testing, data mining, text mining, business intelligence architecture, data reporting systems, and data visualization tools. (Prerequisite: Minimum grade of C- in BUS 380 and BUS 388)

BUS 430   Business Law and Ethics 4 credits
This course examines the legal aspects of business, the ethics of business, and the connection between the two.

BUS 440   Business Analytics II 4 credits
In this course students will be introduced to the growing field of Business Intelligence and Data Analytics. Topics include data mining, text mining, business intelligence architecture, data reporting systems and data visualization tools.

BUS 445   International Management 4 credits
This course focuses on the practice of managing business operations in more than one country. Topics include the language, culture, economic and political environment, and business practices of countries in which multinational firms actively trade and invest.

BUS 450   Business Analytics II 4 credits
In this course students will learn to use various tools to analyze data and make predictions. These tools include probability analysis, hypothesis testing, regression analysis, linear programming and tools for financial analysis.

BUS 490   Business Strategies 4 credits
Examine business strategy theories and practical principles to advance innovation and organizational growth. Learn to ethically apply core business and entrepreneurial skills through research, business plan analysis, and field work to solve real world challenges. (Prerequisites: Minimum grade of C- in MKM 386, BUS 415, and BUS 425 or BUS 420, and ACC 201 or ACC 384)

BUS 492   Business Capstone 4 credits
This course is the culminating experience in business and business-related undergraduate programs and is designed to guide students through a process of synthesis.

BUS 495   Business Capstone 4 credits
Synthesize and apply program concepts to create and present a multifaceted research project which serves as the professional capstone project for the program. Students must hold senior standing and have successfully completed all other program course requirements before registering for this course. (Prerequisite: Minimum grade of C- in BUS 490)

BUS 497   Study Abroad 1-4 credits
International travel course that supports students' program learning with first-hand experience. Students explore business topics of interest, such as marketing, management, leadership or operations from an international perspective.

BUS 498   Business Internship 1-12 credits

BUS 499   Internship 1-16 credits

BUS 597   Study Abroad 0-4 credits
This international travel course supports students' program learning with first-hand experience.