

BUSINESS (BUS)

BUS 175 Introduction to Business & Entrepreneurship (3 Credits)

Introduction to the world of business and the integrative nature of business activities, business topics germane to both corporate and entrepreneurial environment, including the impact of globalization. Emphasis on the decision-making process in various i

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BUS 200 Introduction to Personal Finance (3 Credits)

This course provides the fundamentals of personal, finance needed to successfully achieve desired, personal goals. It covers a wide range of, financial topics (planning process, goal setting,, time value of money,tax planning, etc.)

BUS 270 Business Statistics (3 Credits)

Methods of collecting, tabulating, graphing, and interpreting statistical data, measures of central tendency and variability. Elementary probability with emphasis on binomial and normal distributions, sampling methods, estimating and hypotheses testing.

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Methods of collecting, tabulating, graphing, and interpreting statistical data, measures of central tendency and variability. Elementary probability with emphasis on binomial and normal distributions, sampling methods, estimating and hypotheses testing.

BUS 281 Legal Environment for Business (3 Credits)

Survey of the Anglo-American legal system, the American court system, criminal law, tort law, contracts, property law, the law governing business organizations, and governmental regulation of business. Emphasis on the legal, ethical, social, and political

BUS 284 Advanced Microcomputing (3 Credits)

Exploration of complex spreadsheet problems, sensitivity analysis, and the use of database management systems within microcomputer software.

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BUS 300 Internship (3 Credits)

Supervised work experience in an approved business environment. Students will submit a proposed work plan at the start of the experience and a paper detailing the experience after its completion.

BUS 304H Information Systems Analysis and Design (3 Credits)

Introduction concepts and methods used in the, analysis and design of business information, systems. Opportunity to study the SDLC phases, through group projects and CASE tools such as, Visible Analyst.

BUS 310 Risk Management (3 Credits)

Introduction to the theory of insurance, types of personal and business coverage, and the analysis of business risks and risk-bearing from the standpoint of risk reaction, risk reduction, risk elimination, and risk evaluation. Emphasis on the fundamental

BUS 330 Business Communication (3 Credits)

Techniques for writing management- oriented internal and external communications. Emphasis on theory, planning, oral and written presentations, audience perceptions, data organization, media selection, preparation techniques for business letters, and an o

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BUS 350 The Ethics of Management (3 Credits)

This course will focus on issues and perspectives of right and wrong in American business. Students will survey various philosophical approaches, values, moral reasoning, and social responsibility to determine ethical behavior and morality. These approach

BUS 360 Corporate Finance (3 Credits)

Study of the major finance functions of modern corporations, including the need for funds to finance the acquisition of various assets such as receivables, inventories, plant, and equipment. Study of the sources of funds available short and long terms, in

BUS 360H Honors Corporate Finance (3 Credits)

Study of the major finance functions of modern corporations, including the need for funds to finance the acquisition of various assets such as receivables, inventories, and plant and equipment; the alternative sources of funds available including short-term and long-term, internal and external analysis of the firm's capital structure, and alternative long-term financing sources and techniques. Analysis of the ethics involved in various areas of finance and international finance topics.

BUS 362 Investments (3 Credits)

Introduction to investment analysis which analyzes the various types of business and public securities and portfolio management concepts, including international diversification. Study of the process by which a growing small business can issue stock and o

BUS 363 Financial Institutions (3 Credits)

Fundamentals of financial institutions with emphasis on the actual operations and business of commercial banks, mutual savings banks, savings and loan associations, credit unions and other financial institutions.

BUS 365 Organizational Behavior & Theory (3 Credits)

Study of organizational behavior and the various social unitsincluding individuals, groups, and group of groups-that constitute organizations. Exploration of relevant theories of the relations and processes among individuals, in and between groups, and in

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Study of organizational behavior and the various social unitsincluding individuals, groups, and group of groups-that constitute organizations. Exploration of relevant theories of the relations and processes among individuals, in and between groups, and in

BUS 366 Principles of Marketing (3 Credits)

Survey of the field of marketing, concentrating on the marketing mix. Significant emphasis on the relationship between marketing activities and the consumer, the ethical and international aspects of marketing in entrepreneurial and corporate environments.

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Survey of the field of marketing, concentrating on the marketing mix. Significant emphasis on the relationship between marketing activities and the consumer, the ethical and international aspects of marketing in entrepreneurial and corporate environments.

BUS 367 Consumer Behavior (3 Credits)

Study of customer characteristics needed to write an effective marketing plan. Emphasis on both the household customer and organizational customers in relation to positioning, promotion, and marketing strategy.

BUS 368 Human Resources Management (3 Credits)

Focus on administering change within organizations through the training and developing of human resources. Experiential activities enhance the development of leadership skill in the training process.

BUS 370 Total Quality Management (3 Credits)

Introduction to quality management in manufacturing and service organizations with emphasis on the evolution of quality movement worldwide, TQM and "Quality First" Paradigms. Students are exposed to quality principles from a global perspective. The case s

BUS 374 Programming in Visual Basic (3 Credits)

Study of Visual Basic development, language syntax, and programming in an event-driven environment.

BUS 375 Management Information Systems & E-Commerce (3 Credits)

Study of functional information systems, e-commerce concepts, and ethical issues in MIS and E-commerce.

BUS 375H Honors Management Information Systems & E-Commerce (3 Credits)

Study of functional information systems, e-commerce concepts, and ethical issues in MIS and E-commerce.

BUS 376 Statistics & Quantitative Methods (3 Credits)

Introduction to regression techniques and analysis of variance
Introduction to regression techniques and analysis of variance in decision-making; contingency tables, decision analysis, management science models, decision-making process, linear programming

BUS 376H Honors Statistics & Quantitative Methods (3 Credits)

Introduction to regression techniques and analysis of variance
Introduction to regression techniques and analysis of variance in decision-making; contingency tables, decision analysis, management science models, decision-making process, linear programming

BUS 382 Commercial Law (3 Credits)

Introduction to commercial law with emphasis, on sales of goods, credit, secured transactions, affecting both real estate and personal property,, negotiable instruments, rules of bankruptcy,, negotiable documents of title, legal aspects of , the bidding process, and liability of accounts, to clients and non-clients.

BUS 385 Web 2 Applications (3 Credits)

This course will introduce students to emerging technology. Emphasis will be placed on evolving technologies and trends for information systems. Students will have the opportunity to review and evaluate emerging tools, applications, and media that underlie these emerging technologies. More specifically, the concepts of Web 2.0 and Web 3.0 will be discussed. Many of the technologies that make up Web 2.0, including but limited to, social networking and media sharing sites, blogging, vlogging, podcasting, video podcasting, internet broadcasting, wiki technology, tagging, mashups, RSS feeds, folksonomies, enhanced web-based multimedia, etc., and what is on the horizon for Web 3.0 and 4.0 will be evaluated.

BUS 386 New Venture Finance (3 Credits)

In-depth analysis of the process of funding an entrepreneurial venture with a critical examination of the decisions and alternatives based on their impact on firm value. Exploration of the techniques for areas of evaluation, business plan development, dea

BUS 387 Introduction to Entrepreneurship (3 Credits)

Introduction to the important characteristics of entrepreneurs that relate to successful business start-ups, with emphasis on self-evaluation, effective decision-making skills, and practical aspects of a successful business start-up. A requirement is a

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Introduction to the important characteristics of entrepreneurs that relate to successful business start-ups, with emphasis on self-evaluation, effective decision-making skills, and practical aspects of a successful business start-up. A requirement is a

BUS 390 Business Database Management (3 Credits)

Introduction to the design and development of database systems. Exploration of the database environment; relational aspects of the database theory; structured query language features of SQL server.

BUS 390H Honors Business Database Management (3 Credits)

Introduction to the design and development of database systems. Exploration of the database environment; relational aspects of the database theory; structured query language features of SQL server.

BUS 391 Introduction to Data Analytics & Big Data (3 Credits)

This course introduces students to the different data analytics techniques and tools available to solve real-world problems. In addition, the students will learn about the characteristics of big data and software tools available.

BUS 395 Intro to Personal Financial Planning (3 Credits)

Contact the department for specific course information

BUS 396 Introduction to Blockchain: Foundations (3 Credits)

This course studies the essential components of blockchain, its applications, and potential values and risks. Students will understand the basics of blockchain, the use cases of blockchain applications such as Bitcoin, Ethereum, and Hyperledger in variou

BUS 400 Independent Study (3 Credits)

Supervised independent project designed to explore a single topic in a one-to-one learning relationship with a faculty member.

BUS 410 Leadership & Diversity in Management (3 Credits)

Focus on how individuals and organizations can effectively, efficiently, and productively adapt to the challenges of diversity in the workforce and in the customer base.

BUS 411 Salesmanship (3 Credits)

Study of the principles and techniques of personal selling and sales presentations including sales policies and the problems involved.

BUS 412 Marketing Management (3 Credits)

Study of the organization and management of marketing with emphasis on strategic decision-making for entrepreneurs and corporate entrepreneurs.

BUS 413 Principles of Retailing (3 Credits)

Provide a basic understanding of the challenges and opportunities involved in the operations of retail business. Major areas of discussion include types of retail institutions, retail locations management, international retailing and the legal and ethical

BUS 414 Advertising (3 Credits)

Study of the fundamental principles of communication as they apply to marketing and promotion including management of the promotional mix, advertising, personal selling, sales promotion, publicity, and point of purchase.

BUS 415 International Management (3 Credits)

Analysis of the operations and the managerial strategies of various types of businesses in the international setting. Focus on the intellectual, political, social, economic, and moral issues that the business and government leaders must face in dealing with

BUS 416 International Marketing (3 Credits)

Analysis of marketing principles relating to international marketing organizations, marketing channels, channels of distribution, selling, and pricing.

BUS 417 International Business (3 Credits)

Analysis of the operations and managerial strategies of various types of businesses in the international setting. Emphasis on the socio-cultural, economic, competitive, political-legal and ethical issues that business and government leaders must face

BUS 418 Internet Marketing (3 Credits)

Survey of marketing products on the Internet including such topics as uniqueness of the Internet as a marketing tool; Internet commerce; starting an Internet business; marketing mix and the Internet; and designing an Internet Web site.

BUS 419 Networking (3 Credits)

Introduction to current networking technology. Exploration of OSI reference model, basic network designs, network components, network architectures, network operations, network administration and support, network hardware and software installation, and NT

BUS 420 Organizational Change & Development (3 Credits)

Study of the knowledge base and competencies to be leaders or effective participants in organizational change efforts. Exposure to various models, determinants, and processes of effective change efforts.

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Study of the knowledge base and competencies to be leaders or effective participants in organizational change efforts. Exposure to various models, determinants, and processes of effective change efforts.

BUS 421 Web Application Development for E-Business (3 Credits)

Study of current technologies for designing and developing web based e-business applications. Topics include Active Server Pages, Scripting Languages, database integration, and others.

BUS 422 International Marketing (3 Credits)

Study of the economic, social, and psychological characteristics of various target markets as they relate to the field of marketing including demographic characteristics, psychological perceptions, shopping patterns, the role of black media, and the black businessperson and the marketing concept.

BUS 423 Decision Support & Expert Systems (3 Credits)

Study of decision support systems and data mining concepts and techniques. Application tools include MS Excel VBA, RapidMiner, and Python.

BUS 430 Retirement Planning (3 Credits)

A study of the personal and employee-sponsored, retirement plans, and the selection of available options to achieve the client's retirement goals.

BUS 431 Information Systems Analysis and Design (3 Credits)

Introduction concepts and methods used in the analysis and design of business information systems. Opportunity to study the SDLC phases through group projects and CASE tools such as Visible Analyst.

BUS 431H Honors Info Systems Analysis and Design (3 Credits)

Introduction concepts and methods used in the, analysis and design of business information, systems. Opportunity to study the SDLC phases, through group projects and CASE tools such as, Visible Analyst.

BUS 435 Compensation (3 Credits)

Examination of wage and salary administration and fringe benefit management in organizations including wage and salary administration, job evaluation procedures, compensation plans, fringe benefit analysis and planning.

BUS 440 Taxes and Estate Planning (3 Credits)

A study of the legal, tax, financial and, non-financial aspects of the estate planning process, covering topics such as: trusts, wills, probate, advanced directives, charitable giving, wealth transfers, and related taxes.

BUS 465 Small Business Management (3 Credits)

Integration of entrepreneurial topics into comprehensive plans and/or suggestions for starting a business and solving problems. Requirements include completion of the business plans and presentation for approval, participation in a small business computer

BUS 469 Entrepreneurship-In-Residence (3 Credits)

The Entrepreneur-in-Residence Program is an integrative senior-level applied experience. The EIRP enables students to serve as consultants to prospective entrepreneurs as well as to actual businesses. Students assist hopeful entrepreneurs as they perform

BUS 474 Intermediate Financial Management (3 Credits)

This course builds on and reinforces concepts that were introduced in FNC 360. Among the topics covered are risk measurement and management, capital market theory, capital budgeting, valuation, capital structure theory, and dividend policy. This course con

BUS 476 Operations Management (3 Credits)

Analysis of the economic problems of operations management, design of operating systems, forecasting, capacity planning, layout of facilities, materials and project management, planning and scheduling in production systems.

BUS 476H Honors Operations Management (3 Credits)

Analysis of the economic problems of operations management, design of operating systems, forecasting, capacity planning, layout of facilities, materials and project management, planning and scheduling in production systems.

BUS 477 Franchising (3 Credits)

Introduction to the principles and strategies involved in starting and managing a franchise operation, with emphasis on the knowledge of franchise ability, the merits and demerits of franchising, and the rights and obligations of parties involved in franchising

BUS 478 Strategic Management (3 Credits)

Study of formulating and implementing business and corporate strategic plans and evaluating management strategic performance in complex business environments including the corporate mission and objectives, industry analysis, competitive analysis, environm

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Study of formulating and implementing business and corporate strategic plans and evaluating management strategic performance in complex business environments including the corporate mission and objectives, industry analysis, competitive analysis, environm

BUS 484 Creativity Innovation and Change Management (3 Credits)

Foundation for creating or finding new business opportunities, technologies or processes. Study of market research, competitive intelligence, and managing change, with emphasis on evaluation, planning, and leadership while distinguishing between need or idea and the opportunity

BUS 488 International Finance (3 Credits)

Analysis of the international monetary system and multi-national firms. Evaluation of the environment of direct foreign investments with emphasis on capital budgeting, working capital management, and sources and instruments of international fund remittanc

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Analysis of the international monetary system and multi-national firms. Evaluation of the environment of direct foreign investments with emphasis on capital budgeting, working capital management, and sources and instruments of international fund remittanc

BUS 491 Data Analytics & Visualization (3 Credits)

Students will apply data analytics and visualization techniques using Excel VBA, Pivot tables, Power Pivot, and Tableau.

BUS 492 Business Intelligence (3 Credits)

This course covers advanced business intelligence applications. Students will apply a variety of software tools to build descriptive, predictive, and prescriptive models.

BUS 493 Special Topics in Business (3 Credits)

Examination of trends and emerging issues in dynamic and globalized business world.

BUS 497 Marketing Research (3 Credits)

Focus on problem definition (opportunity analysis) and data analysis techniques and strategies as applicable to small business owners.

BUS 499 Cases in Financial Management (3 Credits)

This is a capstone course for finance majors and is designed to integrate all the material offered under the finance curriculum and reinforce material learned in previous courses. The course uses lectures, class discussion, and case analysis to allow stud

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