

# BUSN: BUSINESS (UNDERGRADUATE)

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## **BUSN 1005 Business Communication (4 Credits)**

This course will emphasize strategies for writing and editing business communications, including letters, emails, memos, short reports, and other business-related documents. It will cover principles of writing mechanics, audience orientation, and design. Critical thinking and problem-solving skills related to the writing of business documents will be utilized. Prerequisites: A previous college writing course is recommended.

**Attributes:** Liberal

## **BUSN 1010 Business Law I (4 Credits)**

This course will introduce students to the basics of business law, principally focusing on contract and transactional law. Students will also be introduced to the UCC (Uniform Commercial Code), commercial paper and banking law.

## **BUSN 1015 Introduction to Business (4 Credits)**

This course is designed to serve generally as a first business class to be taken by students in business and related concentrations. Its main objective is to provide a brief overview of the basic concepts and principles of contemporary business topics such as business ethics, economics, e-business, management, marketing, accounting, and finance.

## **BUSN 1020 Introduction to Entrepreneurship (4 Credits)**

This course focuses on gaining basic knowledge and skills to analyze entrepreneurial opportunities and problems. The objective of this course is to learn the basic tools needed for launching new ventures and becoming a successful entrepreneur. Major topics include developing a successful business, recognizing opportunities and generating ideas, writing a business plan, developing an effective business model, conducting industry and competitor analysis, assessing new ventures, assessing financial strength and viability, and securing financing or funding. This course was previously BME-212704 .

## **BUSN 1025 Legal Environment of Business I (4 Credits)**

This course will familiarize students with the essentials of business law and the broader legal environment, which consists of the various sub-areas of the law within which business operates. The major areas of law that will be studied include criminal, administrative, contracts, and torts, bankruptcy law, as well as business ethics and social responsibility, and legal aspects of business and consumer transactions. This course was previously BME-212154 Legal Environment of Business 1.

## **BUSN 1998 Individualized Studies in Business (BUSN) (1-8 Credits)**

Students have the opportunity to develop individualized studies with their mentor in Business (BUSN). Registration for this class must be approved by the student's mentor.

## **BUSN 2005 Business Law II (4 Credits)**

This course builds on the material covered in Business Law I (or equivalent) as students will learn about advanced principles and concepts of business law, contract law, transactional law, the UCC (Uniform Commercial Code), commercial paper and banking law. Prerequisite (must complete before registering): Legal Environment Business I (BUSN 1025) or Business Law I (BUSN 1010), or equivalent

## **BUSN 2010 Business Statistics (4 Credits)**

This course is designed to introduce basic statistics and its various applications in business, management and economics. This introductory course provides statistical and mathematical knowledge to develop critical thinking skills that will allow students to recognize, describe, and analyze business, management and economic problems using statistical tools and mathematical methods. Major topics include methods for describing, collecting, and interpreting data, probability distribution, sampling, testing hypothesis, analysis of variance, and linear and multiple regression. Highly Recommended (not required): College Mathematics (MATH 1000) or equivalent

**Attributes:** Mathematics Gen Ed, Liberal

## **BUSN 2015 Computer Applications in Business Management & Economics (4 Credits)**

This is an introductory level course that focuses on the use of information systems, technologies, applications, and system software in order to analyze and solve contemporary business, management, and economics problems.

## **BUSN 2020 Legal Environment of Business II (4 Credits)**

This course builds on the legal concepts and principles learned in the course Legal Environment Business I (BUSN 1025), or equivalent and continues to familiarize students with the various aspects of business law, its sub-areas and how they affect and impact the business environment at the domestic and international levels. Prerequisite (must complete before registering): Legal Environment Business I (BUSN 1025) or Business Law I (BUSN 1010), or equivalent This course was previously BME-212164 Legal Environment of Business 2.

## **BUSN 2998 Individualized Studies in Business (BUSN) (1-8 Credits)**

Students have the opportunity to develop individualized studies with their mentor in Business (BUSN). Note: Registration for this class must be approved by the student's mentor.

## **BUSN 3005 Business Enterprise in American History (4 Credits)**

Business Enterprise in American History is an interdisciplinary course, which provides the student with an appreciation of the evolution of business enterprise from the simple exchanges among Plymouth settlers to America's presence in the global market place. The course gives the student an understanding of the following: the evolution of business institutions, practices, and values over three centuries of American history; the key enterprises and individuals that marked turning points in American business history; the history of specific innovations and practices in business enterprise as solutions to the problems of growth encountered in the 19th and 20th centuries and how these solutions shaped business as we know it today; the present-day situation of business enterprise in America and the challenges presented by global competition. All of the above are placed within the context of growth and change of American culture and society. Highly Recommended (not required): An understanding of American history. This course was previously BME-213034 Business Enterprise in American History.

**Attributes:** American History Gen Ed, Liberal

## **BUSN 3010 Business Ethics (4 Credits)**

This study is designed to facilitate an understanding of philosophy of ethics and ethical decision-making process. The study emphasizes the overall philosophies, theories, and concepts of moral reasoning in making informed ethical decisions in various areas of business and business management. Prerequisite (must complete before registering): Principles of Management (MGMT 1005), or equivalent This course was previously BME-214754 .

**Attributes:** Humanities Gen Ed, Liberal

**BUSN 3015 Business Research Methods (4 Credits)**

This course is designed to help students to undertake and successfully complete research in the areas of business, management, and economics. It will examine and cover an overview of business research processes and design, ethics in business research, quantitative and qualitative research methods, experiments and measurements, collection and analysis of data, and oral presentations and written reports.

Prerequisites (must complete before registering): Advanced-level reading, writing, and critical thinking skills Highly Recommended (not required):

College Mathematics (MATH 1000), or equivalent

**Attributes:** Liberal

**BUSN 3020 Business & Sustainability (3-4 Credits)**

This course introduces students to the major environmental challenges facing humanity in the coming decades and the implications for the business sector. The course is not aimed exclusively at business students, and students from other areas of study will have the chance to add value by contributing other perspectives. Students will study real world successful enterprises that have profited by incorporating sustainability into their business model.

**Attributes:** Liberal

**BUSN 3025 Business Government & Society (4 Credits)**

Business, Government, and Society is an interdisciplinary approach to the study of the dynamic interrelationships among the three major sectors of an economy. It is an advanced level study that enables the student to develop insights into roles of government and business in society. It is a general audience study that can be taken by: students in management and business to help them meet the ethical and social responsibility aspect of the BUSINESS, MANAGEMENT & ECONOMICS (BME) guidelines; students in economics adding breadth to their concentration; and students outside the BME area of study who wish to further the interdisciplinary perspectives in their degree program plans. Prerequisites (must complete before registering): Some knowledge of economics is required while some background in any of the following is useful - management, history, political science, and philosophy.

Students must demonstrate abilities to: write at an advanced level; conduct disciplined internet/library research; analyze case study issues and problems, discuss alternatives approaches to their resolution, and create well defended recommendations. This course was previously BME-214544 Business.

**Attributes:** Social Science Gen Ed, Liberal

**BUSN 3030 Corporate Governance (4 Credits)**

This course will introduce the field of corporate governance, defined as the accountability of corporate managers and the formal relationships between the various stakeholders of the firm. Students will become familiar with theory relating to the nature and role of the firm in the economy, with a special focus on the modern public corporation. The central theme of the course will be the debate between the shareholder and stakeholder models of corporate governance and managerial accountability, and the implications of these standpoints on theories of ethical business practice and the proper social function of the corporation. The impact of the corporate governance model selected on the values and culture of corporations will also be examined, alongside concepts such as corporate social responsibility (CSR). Notes: The course does not assume knowledge of the material of other business courses, and is focused on broad conceptual issues and discussions of the role and purpose of the modern joint stock corporation. The course will include some of the material covered in other more general business ethics courses, but there is no significant duplication since here there is a much deeper focus on corporate governance and on the specific issues facing the financial sector.

**BUSN 3040 Electronic Commerce (e-Commerce) (4 Credits)**

This course focuses on how conventional business practices are changing as a result of the Internet and associated information technologies. Students will explore concepts relating to conducting business online and investigate the many complex issues that have emerged. The course will include topics such as online sales and marketing, business-to-business processes, globalization, social networking, legal issues, and security. The content contributes to students' understanding of organizations within broader contexts.

Prerequisites (must complete before registering): An introductory business course, such as Introduction to Business, Management Principles, or equivalent, is recommended. Advanced-level reading, writing, and critical thinking skills are required.

**BUSN 3045 Entertainment Law (4 Credits)**

The aim of this course is to introduce the students to the principles of entertainment law and its applications using case law and analysis.

Highly Recommended (not required): Basic knowledge of business law. Examples of courses that could provide this foundation include: Legal Environment Business I (BUSN 1025) I or Legal Environment Business II (BUSN 2020), or Business Law I (BUSN 1010) or Business Law II (BUSN 2005), or equivalents.

**BUSN 3050 Ethics of Business & Public Administration (3 Credits)**

This course explores various ways of thinking about ethical problems that business practitioners and public servants are likely to encounter at their workplace. Students will examine the main philosophical theories of morality and strategies for managing ethics in corporations and public administration, including corporations functioning in international and cross-cultural contexts. Students will apply these ethical principles to decision making and be presented with the variety of ways to cultivate an ethical culture in corporations and at various levels of public administration. Prerequisite (must complete before registering): Advanced critical thinking and writing skills

**Attributes:** Liberal

**BUSN 3055 Ethics & the Ecology of Business (4 Credits)**

The purpose of this course is to provide students with a framework of normative theories of ethics, and for students to acquire a philosophical foundation of different schools of ethical thought. Students will also learn the distinction between consequentialist and non-consequentialist theories of ethics, and they will acquire the ability to craft, argue, and defend a philosophical argument. Students will learn the extent to which current business practices - and specifically, how the production and consumption of goods and services-have created conditions that are unprecedented in terms of their adverse ecological impact. Prerequisite (must complete before registering): Principles of Management (MGMT 1005), or equivalent

**Attributes:** Humanities Gen Ed, Liberal

**BUSN 3060 Gender and Historical Perspectives on Sports and Entertainment (4 Credits)**

This course will explore the role of men and women in contemporary times and since antiquity in the sports and entertainment industry. The economic, financial, and societal impact on the United States, western civilization, and societies across the world, currently and throughout history, will be explored. Highly Recommended (not required): At least one course in English, Western Civilization, World History, or equivalent.

**Attributes:** Liberal

**BUSN 3065 History & Trends in Philanthropy (4 Credits)**

The non-profit sector in the United States employs approximately 10% of our workforce. Students will learn about the system of giving that supports the non-profit sector and will look at reasons for giving. Our focus is how philanthropy is conducted across many platforms such as through foundations, family giving, corporate contributions and individuals.

**Attributes:** Liberal

**BUSN 3075 Legal Environment of Business in Europe (3 Credits)**

This course introduces students to the basic concepts of government and the legal system; the nature, formation, and operation of business entities and organizations; and the European, international and local environments within which businesses operate. Students will learn to recognize legal issues, prevent legal disputes, and shape the policies of their businesses within the rule of law and ethics. Highly Recommended (not required): A previous course in Business or Management, or relevant work experience.

**Attributes:** Liberal

**BUSN 3080 Legal Issues in Business Environments (4 Credits)**

This is an advanced level study, which examines the basic principles of the American legal system and issues in private (e.g. contracts and sales, torts, product and service liability, agency, property and business associations, among others) and public law (e.g., governmental regulations) as they relate to business and business management. The emphasis of this study will be in developing the ability to engage in critical thinking and legal analysis. Prerequisites (must complete before registering): Advanced-level reading, writing, and critical thinking skills are required. Highly Recommended (not required): Business Law I (BUSN 1010), Legal Environment Business I (BUSN 1025), or equivalent

**Attributes:** Liberal

**BUSN 3085 Music Entrepreneurship (4 Credits)**

This course will examine the emerging field of music entrepreneurship, what it involves, and how musicians, music industry managers, independent producers and promoters are increasingly following the entrepreneurial path to carve their niche in the music industry rather than just working as employees for the mega music corporations. Students will also learn how to operate as music entrepreneurs utilizing the varied available technological tools that they have at their disposal and which are essential in running and operating a music enterprise. Highly Recommended (not required): At least one Introductory Business course equivalent.

**BUSN 3090 The History & Evolution of American Business (4 Credits)**

This course explores the history of American industrial and commercial development, the evolutionary stages and its main personages, all of which have led to the creation and development of the most successful modern industrialized nation. Prerequisites (must complete before registering): Microeconomics (ECON 2020) or Macroeconomics (ECON 2015) and Introduction to Business (BUSN 1015), or equivalents

**Attributes:** Liberal

**BUSN 3095 The Music Business (4 Credits)**

The goal of this course is have students gain both foundational and advanced knowledge of the music industry and how the music business operates at the micro and macro levels.

**BUSN 3100 The Third Sector: Not-for-Profits in the United States (4 Credits)**

In this course, students will examine the major domestic forces shaping the continuing evolution and development of not-for-profit organizations. Students will also examine the relationship of the third sector to government in the areas of advocacy, legislation and oversight and to the for-profit sector. Students will compare and contrast the not-for-profit and industrial sectors regarding issues of cooperation and competition for resources. Finally, students will explore the effects of restructuring within the third sector itself. This course was previously BME-213324 The Third Sector: Not-for-Profits in the United States.

**Attributes:** Liberal

**BUSN 3105 Business Writing (4 Credits)**

This study is designed to help students become proficient with the process of writing business and professional documents, including letters, memos, e-mails, and reports. Working individually and collaboratively, students will also create a resume and an application letter, practice interview skills, and make presentations. Emphasis will be placed on producing professional, error-free documents that deliver their messages clearly and effectively.

**BUSN 3122 Management Information Systems (4 Credits)**

In this course, students explore the impact of advances in information technology in the context of organizational decision making and the potential of an effective management information system to contribute to organizational learning, to be a source of competitive advantage, and to assist an organization competing in a global arena. By exploring systems from a managerial and organizational perspective, students will develop the capacity to examine the interactions among people, technology, and processes and recommend solutions to complex business problems. Prerequisite (must complete before registering): Principles of Management (MGMT 1005), or equivalent. Students should have a basic understanding of computers along with a fundamental understanding of computer use in an organizational environment. In addition, students should have an understanding of basic management principles. This can be gained through a course such as Management Principles or equivalent knowledge through professional experience. This course was previously SMT-273754 Management Information Systems. Cross-listed with MGIS 3010.

**BUSN 3127 Business Analytics (4 Credits)**

Business Analytics prepares students to make better managerial decisions using quantitative methods, tools and models. Students will develop data literacy, acquire analytical skills in building, applying and evaluating models, learn about applications of business analytics by the world's top companies, and gain hands-on experience working with advanced Excel functions. Topics include descriptive statistics, data visualization, pivot tables, regression models, time-series analysis, forecasting, and optimization models.

**BUSN 3996 Special Topics in BUSN (3-4 Credits)**

The content of this course will vary by term and section. Students may repeat this course for credit as long as the topic differs. Please refer to the Term Guide for course topic offerings.

**Attributes:** Liberal

**BUSN 3997 Special Topics in BUSN (3,4 Credits)**

The content of this course will vary by term and section. Students may repeat this course for credit as long as the topic differs. Please refer to the Term Guide for course topic offerings.

**BUSN 3998 Individualized Studies in Business (BUSN) (1-8 Credits)**

Students have the opportunity to develop individualized studies with their mentor in Business (BUSN). Registration for this class must be approved by the student's mentor.

**BUSN 4010 Business Policy & Strategic Management (3-4 Credits)**

This course provides an engaging look into new and traditional strategic management in business. Through the topics in this course, students will develop an understanding of the wide range of theories and research available in the field, from competitive strategy and industry analysis to environmental trends and ethics. Prerequisite (must complete before registering): This is a capstone course and should be taken in the student's final year of study, after completing most of the concentration courses.

**Attributes:** Liberal

**BUSN 4015 Comparative International Business Law (3 Credits)**

This advanced level liberal arts course is designed for upper level undergraduate students majoring in business or related disciplines.

This course will give students from many cultures and traditions a broad view of the overall structure of the legal environment for global business while providing a comprehensive look at critical legal issues and functions in international business: how businesses are governed and regulated; the main concepts underlying international business and the regulatory framework which applies to business relationships in a global context. Topics include state responsibility, dispute settlement, multinational enterprises, foreign investment, securities regulations, financing, commercial trade in goods, services and labor, intellectual property, sales and transportation. No single legal system is emphasized; both the diversity and similarities of business and of the law are explored. Prerequisite (must complete before registering): Business Law I (BUSN 1010), or equivalent.

**Attributes:** Liberal

**BUSN 4020 Free Markets Entrepreneurship & Capitalism (3,4 Credits)**

This course acquaints students with the role of free markets and entrepreneurship as the keystones and foundation of capitalism, which constitute the essence of the American economic system. Prerequisites (must complete before registering): Microeconomics (ECON 2020) or Macroeconomics (ECON 2015) and Introduction to Business, or Equivalents.

**BUSN 4025 Global Business Strategies (3 Credits)**

This course is concerned with the field of business policy and strategic management, as well as providing a conceptual framework for policy formulation and strategic planning. The course also looks at the development of organizational policy as it applies to finance, marketing, production, operations, and human resources within the broad areas of management and systems. A major goal of this course is for students to develop a general business and management point of view in the context of a global business environment. Students are expected to integrate their knowledge from their prior studies and work experiences into this course. Prerequisites (must complete before registering): Principles of Management (MGMT 1005) and Marketing Principles (MRKT 1005) and Human Resource Management (HRMS 3015) and Corporate Finance (FSMA 3010), or equivalent coursework or knowledge.

**Attributes:** Liberal

**BUSN 4030 International Business (4 Credits)**

In this course, students will acquire an understanding of the theories and practices involved in international business. Topics include: the nature and patterns of international business; economic, socio-cultural, political, legal and labor issues; the role of international organizations; the international monetary system; theories of trade, investment and economic development; operational and strategic management issues related to business with foreign nations; and the significance of international trade agreements. Prerequisite (must complete before registering): Principles of Management (MGMT 1005) or Introduction to Business (BUSN 1015), or equivalent Highly Recommended (not required): Macroeconomics (ECON 2015) Notes: This is an upper level course requiring advanced level writing and analytical skills. To fully benefit from the course students should take it in the final half of their degree program. This course was previously BME-213314 International Business.

**BUSN 4035 International Business Law (4 Credits)**

This course introduces students to the major principles and legal concepts associated with international business law as well as its application in the international business arena via the case study and related methodologies. Prerequisite (must complete before registering): Business Law I (BUSN 1010) or Business Law II (BUSN 2005), or equivalent This course was previously BME-214214 .

**Attributes:** Liberal

**BUSN 4040 The Music & Entertainment Industry (4 Credits)**

In this course, students examine the major principles and concepts associated with music and entertainment industry business policies and the real life implications of developing and applying effective policies to further the business interests. Prerequisites (must complete before registering): This is capstone course and thus any advanced management course(s) are appropriate prerequisites.

**BUSN 4123 Senior Project Proposal (2 Credits)**

The student will prepare a proposal for the senior project and engage in educational planning. The senior project facilitates the integration and reflection of knowledge acquired from university learning which is aimed at creating an original culminating work. Educational planning includes the preparation of a rationale essay articulating how the program of study for the bachelor's degree meets the student's educational and career goals. For the senior project proposal, the student will pose a question to be addressed under the guidance of the ESC mentor. The student and mentor will discuss the focus and design of the research question to be developed. The student will identify the appropriate resources needed to address the question and submit the proposal to the mentor. The thesis, based on the proposal submitted for this study, will be carried out the following semester. Notes: As part of a capstone course, students should enroll in Senior Project Proposal during their final year of study. All lower level concentration courses should be complete, as well as at least two advanced level concentration courses or their equivalent. This course will be used as part of the Educational Planning credit.

**Attributes:** Liberal

**BUSN 4150 Senior Project Thesis (3 Credits)**

The student will complete the senior project thesis as planned in the proposal phase of this study. The project provides an opportunity to conduct an in-depth examination of a topic of interest related to the study program that emerged from the student's earlier course work, and in this regard will complete educational planning by focusing on the mastery of academic skills, college level writing and presentation, and independent research and critical thinking. The student will be expected to produce a major research paper that meets the standards established during the proposal stage and prepare the final drafts of the rationale essay. Prerequisite (must complete before registering): Successful completion of the Senior Project Proposal (BUSN 4123) Note: This course will be used as part of the Educational Planning credit.

**Attributes:** Liberal

**BUSN 4998 Individualized Studies in Business (BUSN) (1-8 Credits)**

Students have the opportunity to develop individualized studies with their mentor in Business (BUSN). Registration for this class must be approved by the student's mentor.