

BUSINESS (BUS)

BUS 199 Business Elective (4 Credits)

Department: None

Pre-Requisites: None

Co-Requisites: None

Fees: None

BUS 298 Special Topic in Business (3 Credits)

Topic to be specified each semester course is offered.

Department: Business, Management Leaders

Pre-Requisites: None

Co-Requisites: None

Restrictions: Enrollment is limited to Undergraduate level students.

Fees: None

BUS 301E Legal and Ethical Issues in Business (4 Credits)

This course provides a comprehensive look at the legal and ethical issues, which shape modern business, integrating concepts from law, ethics and current management practice. Students will review government regulation, business structures, legal concepts, professional codes of conduct, individual personal value conflicts, and corporate values, morals, and ethical codes. Although the course focuses on the American corporation, international law and business transactions are covered as well. Extensive use of case studies will help students to integrate legal and ethical concepts with practical business applications. Offered as needed.

Department: Business, Management Leaders

Pre-Requisites: None

Co-Requisites: None

Fees: None

BUS 301X Legal and Ethical Issues in Business (4 Credits)

This course provides a comprehensive look at the legal and ethical issues, which shape modern business, integrating concepts from law, ethics and current management practice. Students will review government regulation, business structures, legal concepts, professional codes of conduct, individual personal value conflicts, and corporate values, morals, and ethical codes. Although the course focuses on the American corporation, international law and business transactions are covered as well. Extensive use of case studies will help students to integrate legal and ethical concepts with practical business applications. Offered as needed.

Department: Business, Management Leaders

Pre-Requisites: None

Co-Requisites: None

Fees: None

BUS 320 Professional Etiquette & Image (4 Credits)

This course will explore the areas of business and professional etiquette and image so that students will understand and appreciate the critical role these play in the business environment. Basic skills and techniques will be discussed to enable students to better project a professional business image. Offered as needed.

Department: Business, Management Leaders

Pre-Requisites: None

Co-Requisites: None

Restrictions: Enrollment limited to students with a classification of Junior or Senior. Enrollment is limited to Undergraduate level students.

Fees: None

BUS 325 International Bus Strat (3 Credits)

This course will look at how firms become and remain international in scope. The course deals with the experiences of firms of all sizes, and from many countries, as they come to grips with an increasingly competitive global environment when a home market perspective is no longer enough. Through carefully selected comprehensive case studies and integrated text material, this course bridges both the internationalization process and multinational management. Offered as needed.

Department: Business, Management Leaders

Pre-Requisites: None

Co-Requisites: None

Restrictions: Enrollment limited to students with a classification of Junior or Senior. Enrollment is limited to Undergraduate level students.

Fees: None

BUS 398 Special Topic in Business (3 Credits)

Topic to be specified each semester course is offered.

Department: Business, Management Leaders

Pre-Requisites: None

Co-Requisites: None

Restrictions: Enrollment is limited to Undergraduate level students.

Fees: None

BUS 420E E-Business Strategy & Design (4 Credits)

This course establishes the link between organizational strategy and current electronic methods of delivering products, services and exchanges in inter-organizational, national, and global environments. Information technology strategy and technological solutions for enabling effective business processes within and between organizations in a global environment are examined and appraised. Students analyze the ways in which networked information technology can implement and enhance organizational strategy, connecting individuals, businesses, governments, and other organizations to each other. The course provides an introduction to e-business strategy and the development and architecture of e-business solutions and their components. Offered as needed.

Department: Business, Management Leaders

Pre-Requisites: None

Co-Requisites: None

Fees: None

BUS 420X E-Business Strategy & Design (4 Credits)

This course establishes the link between organizational strategy and current electronic methods of delivering products, services and exchanges in inter-organizational, national, and global environments. Information technology strategy and technological solutions for enabling effective business processes within and between organizations in a global environment are examined and appraised. Students analyze the ways in which networked information technology can implement and enhance organizational strategy, connecting individuals, businesses, governments, and other organizations to each other. The course provides an introduction to e-business strategy and the development and architecture of e-business solutions and their components. Offered as needed.

Department: Business, Management Leaders

Pre-Requisites: None

Co-Requisites: None

Fees: None

BUS 430E Business Data Communications (4 Credits)

This course provides an overview of the telecommunications industry today – including voice, data, and video transmissions. Students are introduced to the major components of local area networks (LANs) and wide area networks (WANs), exploring issues related to the design and administration of computer networks. The Internet and its underlying technologies (TCP/IP, domain management, etc.) are reviewed. Varying transmission media are compared, and students will gain a fundamental understanding of the operation of wired and wireless data communications. Data communications fundamentals, encoding methods, and network security are also discussed. Offered as needed.

Department: Business, Management Leaders

Pre-Requisites: None

Co-Requisites: None

Fees: None

BUS 430X Business Data Communications (4 Credits)

This course provides an overview of the telecommunications industry today – including voice, data, and video transmissions. Students are introduced to the major components of local area networks (LANs) and wide area networks (WANs), exploring issues related to the design and administration of computer networks. The Internet and its underlying technologies (TCP/IP, domain management, etc.) are reviewed. Varying transmission media are compared, and students will gain a fundamental understanding of the operation of wired and wireless data communications. Data communications fundamentals, encoding methods, and network security are also discussed. Offered as needed.

Department: Business, Management Leaders

Pre-Requisites: None

Co-Requisites: None

Fees: None

BUS 445E Case Studies in Global Strategy (4 Credits)

This course examines the strategies, competencies, policies, and procedures used to compete in a global business environment. Through in-depth study of the macro and micro-environments and the internal core competencies of a company, students will examine how a strategy can be crafted to build and maintain a competitive advantage. The forces, which drive, and control international business, will be identified and their impact on conducting business in foreign countries analyzed. Through case study analysis, students will apply the material; in a final international business case, students will assess the overall success of a business venture and offer recommendations for long-term viability. Offered as needed.

Department: Business, Management Leaders

Pre-Requisites: None

Co-Requisites: None

Fees: None

BUS 445X Case Studies in Global Strategy (4 Credits)

This course examines the strategies, competencies, policies, and procedures used to compete in a global business environment. Through in-depth study of the macro and micro-environments and the internal core competencies of a company, students will examine how a strategy can be crafted to build and maintain a competitive advantage. The forces, which drive, and control international business, will be identified and their impact on conducting business in foreign countries analyzed. Through case study analysis, students will apply the material; in a final international business case, students will assess the overall success of a business venture and offer recommendations for long-term viability. Offered as needed.

Department: Business, Management Leaders

Pre-Requisites: None

Co-Requisites: None

Fees: None

BUS 476E Business Strategy Capstone (4 Credits)

This Capstone course integrates knowledge and skills of business concepts and functions. The final comprehensive simulation requires the application of theory to real situations, the statistical analysis of data, the employment of appropriate problem-solving methodologies, and effective oral and written communication. The legal, social, and economic environments of business, including the global environment, will be factors in the decision-making required for effective business simulation. Offered as needed.

Department: Business, Management Leaders

Pre-Requisites: None

Co-Requisites: None

Restrictions: Enrollment limited to students with a classification of Senior.

Fees: None

BUS 476X Business Strategy Capstone (4 Credits)

This Capstone course integrates knowledge and skills of business concepts and functions. The final comprehensive simulation requires the application of theory to real situations, the statistical analysis of data, the employment of appropriate problem-solving methodologies, and effective oral and written communication. The legal, social, and economic environments of business, including the global environment, will be factors in the decision-making required for effective business simulation. Offered as needed.

Department: Business, Management Leaders

Pre-Requisites: None

Co-Requisites: None

Restrictions: Enrollment limited to students with a classification of Senior.

Fees: None

BUS 498 Independent Study in Business (12 Credits)

Topic to be specified each semester course offered.

Department: Business, Management Leaders

Pre-Requisites: None

Co-Requisites: None

Restrictions: Enrollment is limited to Undergraduate level students.

Fees: None

BUS 499 UPPER LEVEL BUSINESS ELECTIVE (3 Credits)

Department: None

Pre-Requisites: None

Co-Requisites: None

Fees: None