

Fall 2009 Business School classes and descriptions.

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Undergraduate Courses:

Course #	Course Title	Course Description
BUS202	Managerial Accounting	Introduction to measuring and communicating the financial information needed to manage an organization. Introduction to spreadsheet programming, using basic managerial accounting concepts. Topics include job order and standard costing systems, cost behavior and estimation, cost-volume-profit analysis, budgeting and short-term decision making. Prerequisites: Math Placement Level 3 and Undergraduate level BUS201 Minimum Grade of C- and Undergraduate level BUS215 Minimum Grade of C-
BUS215	Bus Decision Support Sys	Introduction to computer-based business decision support systems, emphasizing specific mathematical and database models widely employed in business. Development of research skills required to reach decisions and convey them to others.
BUS250	Principles of Management	The formation, direction, and operation of business enterprise in a competitive economy, entrepreneurial choice of legal form, function structure, and managerial method.
BUS271	Legal Environment of Business	Introduction to the American legal systems, business organizations, agency, business torts, contracts and warranties, property, securities, environmental law, employment/labor law, government regulation of business and markets. Alternative methods of dispute resolution will also be addressed.
BUS272	Business Law for Accountants	Advanced business organizations, securities, mergers and acquisitions, bankruptcy and UCC, trusts, estates and probates, law of administrative agencies, professional responsibility of accountants, dealing with primary source materials. Prerequisites: Undergraduate level BUS271 (Legal Env. Of Business) Minimum Grade of C-
BUS309	Stats Business & Econ I	Statistical analysis of economic and business problems with emphasis on statistical inference. Rigorous treatment of probability theory and probability and sampling distributions. Estimation and hypothesis testing of (population) parameters are emphasized. Prerequisites: Math Placement Level 4 and Undergraduate level BUS215 (Business Decision Support Systems) Minimum Grade of C-
BUS312	Operations Management	This course takes a systems approach to the management of the operations with an emphasis on the role of operations in determining the global competitiveness of organizations. Analytical tools and strategic issues of operations management are presented. Topics include: forecasting, operations aspects of product/process design, location analysis, capacity planning, layout strategies, assembly line balancing, JIT, inventory modeling, MRP, and quality management. Prerequisite: C or better in Statistics for Business and Economics I.

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BUS321	Organizational Behavior	Introductory analysis of human behavior in large and complex organizations and the impact of organizations on human interrelationships. Skills and strategies in organizational development and change, such as leadership, influence and control systems, group dynamics, and personal/organizational goals. Prerequisite: C or better in Principles of Management.
BUS322	Organization Theory	Introductory survey and analysis of major theories dealing with organizational characteristics and processes. The relationship between theories and supporting empirical evidence. Current issues in organization theory, decision-making, the organizational environment, and the changing nature of organization in contemporary society. Prerequisite: C or better in Principles of Management.
BUS325	Principles of Marketing	The operation of the distribution system for goods and services. Techniques of market analysis. Prerequisite: C or better in Introduction to Microeconomics and Introduction to Macroeconomics.
BUS326	Consumer Behavior	Various aspects of consumer behavior. Topics include motivation, attitudes, shopping behavior, influences on normal behavior. Models of consumer behavior and their relationship to marketing management. Prerequisites: Undergraduate level BUS325 (Marketing), Minimum Grade of C-.
BUS341	Fundamentals of Corp Finance	Fundamentals of finance and their application to typical financial problems of business enterprises. Emphasis on financial analysis and forecasting, time-value of money, risk and return, security valuation, and working capital management. Prerequisites: Math Placement Level 4 and Undergraduate level BUS201 (Financial Accounting), Minimum Grade of C- and Undergraduate level BUS309 (Stats. For Business I), Minimum Grade of C- and Undergraduate level ECO207 (Macroeconomics), Minimum Grade of C- and Undergraduate level BUS215 (Business Decision Support Systems), Minimum Grade of C-
BUS346	International Business	This is a course designed to introduce students to international business and the role of multinational corporations in today's global economy. We shall seek to understand international business issues which have to be addressed by business corporations when they operate across countries. The course focuses on international business theory, environment, institutions, role of the nation state, culture, strategy, and operations. Prerequisite: C or better in Principles of Management, Microeconomics, and Macroeconomics.

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BUS360	e-Commerce	This course examines two intimately related issues - development and impact of electronic commerce on businesses and use of interactive (electronic) marketing - from a managerial view point. Students will get an overview of what electronic commerce is all about, including history and development of e-commerce, business uses and technology directions of the Internet and management issues facing businesses trying to use the WWW. Prerequisites: Undergraduate level BUS215 (Business Decision Support Systems), Minimum Grade of C-, and Undergraduate level BUS325 (Marketing), Minimum Grade of C- .
BUS368	Intermediate Accounting I	Overview of the accounting system, financial statements, and the conceptual framework. In depth discussion of accounting for cash, receivables, inventory, plant and equipment, and intangible assets. Prerequisites Math Placement Level 3 and Undergraduate level BUS202 (Managerial Accounting), Minimum Grade of C- , and Undergraduate level BUS215 (Business Decision Support Systems), Minimum Grade of C-.
BUS369	Intermediate Accounting II	Practical and theoretical issues involved in accounting for investments, current liabilities, non-current liabilities, shareholders' equity and instruments with both debt and equity characteristics. Prerequisites: Math Placement Level 4 and Undergraduate level BUS368 (Intermediate Accounting I), Minimum Grade of C-, and Undergraduate level BUS341 (Corporate Finance), Minimum Grade of C-.
BUS371	Concepts in Federal Taxation	This course focuses on the enduring principles underlying the U.S. federal income tax system with emphasis on income taxation of individual and some coverage of taxation of corporations and partnerships. The development of analytical, communication, and tax research skills is emphasized. Prerequisites: Math Placement Level 3 and Undergraduate level BUS202 (Managerial Accounting), Minimum Grade of C-, and Undergraduate level BUS215 (Business Decision Support Systems), Minimum Grade of C-.
BUS373	Cost Accounting	Cost accumulation and control, job order and process cost systems, standard costs and variance analysis, techniques for management decision making. Prerequisites: Math Placement Level 3 and Undergraduate level BUS202 (Managerial Accounting), Minimum Grade of C-, and Undergraduate level BUS215 (Business Decision Support Systems), Minimum Grade of C- .

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BUS425	Marketing Research	<p>A statistically oriented course in the process and problems of research in marketing decision-making. Emphasis on survey methodology, questionnaire design, sample selection, field work, tabulation, statistical analysis of data and report writing. All phases, from problem definition to presentation, are examined.</p> <p>Prerequisites: Undergraduate level BUS325 (Marketing), Minimum Grade of C-, and Undergraduate level BUS311 (Stats. For Business II), Minimum Grade of C-.</p>
BUS430	International Marketing	<p>Develop student understanding of intermarket opportunities in a globally competitive environment by providing students with the framework and tools necessary to profile international market segments. An emphasis will be placed on international consumer behavior and the important role of cross-culturalism in the development of international marketing strategies.</p> <p>Prerequisites: Undergraduate level BUS325 (Marketing), Minimum Grade of C- and Undergraduate level BUS346 (International Business), Minimum Grade of C-.</p>
BUS442	Advanced Accounting	<p>Accounting for business combinations, consolidated entities, partnerships, governmental and not-for-profit organizations.</p> <p>Prerequisite: C or better in Intermediate Accounting II</p>
BUS443	Investment Analysis & Portfolio Mgt	<p>Principles of securities market investment, the formulation of investment policies for individuals and institutions, modern theories of portfolio selection and capital markets, integrated with traditional valuation theory and analysis.</p> <p>Prerequisites: Undergraduate level BUS341 (Corporate Finance), Minimum Grade of C-</p>
BUS450	Strategic Management	<p>The senior seminar course which integrates the functional areas of finance, management, and marketing by pursuing extensive case and problem analysis dealing with models of strategic management.</p> <p>Prerequisite: C or better in Fundamentals of Corporate Finance.</p>
BUS455	Workplace Aggression & Counterproductive Behavior	<p>The purpose of this course is to expose students to current research on workplace aggression and counterproductive work behaviors. We will examine the underlying causes of these behaviors as well as techniques for their management and prevention. Major topics include aggression, violence, and employee deviance, models of workplace aggression and research methodologies, organizational costs associated with counterproductive behavior, and models for prevention and management of workplace aggression and counterproductive behavior.</p> <p>Prerequisites: Undergraduate level BUS250 (Management), Minimum Grade of C- and Undergraduate level BUS321 (Organizational Behavior), Minimum Grade of C-</p>

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BUS520	Managing Operations and Information Technology	This course is designed to help students understand the role of two important business functions, Operations and Information, in an organization and address key management issues in the two areas. The first part of the course discusses major topics in Operations Management such as Operations Strategies, Global Operations, Just-In Systems, Supply Chain Management, and Total Quality Management. The second part of the course examines the recent development in Information Technologies (IT) and its impacts on how organizations manage their business functions. It examines the emerging role of IT as a new functional area and covers information technologies used at various levels of business decisions and operations. Prerequisites: Marketing, Managerial Finance
BUS526	Global Business	A review of the environment, operation, and management of global business activities. Environmental factors encountered in the movement of capital, foods, services and personnel, and the transfer of information technology and managerial skills across national boundaries are discussed. Prerequisite: C or better in Management, Marketing, and Managerial Finance.
BUS528	Marketing Management	This course provides students with in-depth concepts of marketing and the far-reaching implications for an organization. In addition to studying topics related to developing marketing strategies and implementing them with the proper choice of pricing, packaging, selling, and distribution, the course emphasizes the integrative role of marketing and how other functional areas in the organization are responsible for full marketability of a product -- customer satisfaction, quality, and service. Prerequisite: C or better in Marketing.
BUS536	Corporate Financial Mgmt	A study of the scope and environment of financial management, financial analysis, planning and control, valuation and the long-term financing and investment decisions, working capital management, and special topics. Prerequisites: BUS507 (Managerial Finance) and BUS520 (Managing Operations & Information Technology)
BUS538	Investment Analysis & Portfolio Mgt.	An applied review of the investment fundamentals and markets, valuation, portfolio construction and risk management, institutional details of all alternative investment instruments and some advanced topics - globalization, new technology and recent developments in theory are emphasized. Prerequisites: BUS507 (Managerial Finance), and BUS520 (Managing Operations & Information Technology), and Undergraduate level BUS536 (Corporate Finance), Minimum Grade of C

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BUS546	International Financial Mgt	Analytical study of the global framework within which the key financial decisions of the multinational firm are made. Topics include fundamentals of international financial management, multinational short- and long-term financing and investment decisions, foreign exchange risk management and international banking. Prerequisites: BUS507 (Managerial Finance) and BUS536 (Corporate Financial Management)
BUS555	Marketing Research	Course content includes research design, questionnaire development, survey research, attitude research, data coding and analysis, experimentation, observation, projective techniques, test marketing, product research, and advertising research. Student teams will develop a detailed research proposal for a segmentation study, and will develop a questionnaire, set up computer files, conduct data analyses, and prepare written analyses and managerial recommendations. Prerequisites: BUS505 (Marketing) and BUS520 (Managing Operations & Information Technology) or BUS528 (Marketing Management)
BUS568	Organizational Behavior	Advanced survey of theory, research and applications in major topical areas of organizational behavior. Topics covered include employee motivation, job related attitudes, leadership, team building, group dynamics, managing conflict, process consultation, and decision making. Prerequisites: BUS250 (Management) and BUS309 (Stats for Business)
BUS581	Accounting Information Systems	Designed to provide students with basic knowledge in conceptual foundations of modern Accounting Information Systems and the control and audit issues pertaining to an accounting information system. The main objective of the course aims to give students an integrated view of the role of AIS by examining its interrelationship with major business processes. In addition, students gain hands-on experience from applying AIS software packages under standalone and web-based environment.
BUS583	Auditing	Building on the foundation created in the introductory auditing course, this course provides in-depth coverage of legal liability and professional responsibilities, statistical sampling, and analytical review procedures. Prerequisites: BUS375 (Auditing)

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