

# School of Business

**Phone:** (845) 257-2930

**Location:** van den Berg Hall, Room 312

**Web address:** [www.newpaltz.edu/schoolofbusiness](http://www.newpaltz.edu/schoolofbusiness)

**E-mail:** [schoolofbusiness@newpaltz.edu](mailto:schoolofbusiness@newpaltz.edu)

The School of Business offers Bachelor of Science degrees in Accounting, Finance, General Business, International Business, Marketing, and Management. Students fulfill a Business core curriculum consisting of 39 credits plus courses required for their specific Business major. Information about the required curriculum for each program of student is described in the "Major" section below.

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# School of Business > Major

## Admission to Major

Acceptance as a major in business is based on overall academic performance and on performance in selected courses. Details of admissions criteria may be obtained from the Office of the School of Business. All business students must complete college algebra (or have MPL of 4) before they can achieve major status.

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## Business Majors

Accounting.....	63 credits
Finance .....	57 credits
General Business.....	60 credits
International Business .....	60 credits
Management .....	57 credits
Marketing .....	60 credits

Business Core Curriculum ..... 39 credits

- ECO206 Microeconomics (3)
  - ECO207 Macroeconomics (3)
  - BUS201 Financial Accounting (3)
  - BIS202 Managerial Accounting (3)
  - BUS215 Business Decision Support Systems (3)
  - BUS250 Principles of Management (3)
  - BUS271 Legal Environment of Business (3)
  - BUS309 Statistics for Business and Economics I (3)
  - BUS311 Statistics for Business and Economics II (3)
  - BUS312 Operations Management (3)
  - BUS325 Marketing (3)
  - BUS341 Fundamentals of Corporate Finance (3)
  - BUS450 Strategic Management (3)
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## Accounting

Required courses ..... 24 credits

- BUS272 Business Law for Accountants (3)
- BUS368 Intermediate Accounting I (3)
- BUS369 Intermediate Accounting II (3)
- BUS371 Concepts in Federal Income Taxation (3)
- BUS373 Cost Accounting (3)
- BUS375 Auditing (3)
- BUS441 Financial Management and Policy (3)
- BUS442 Advanced Accounting (3)

Total Required Credits in Accounting: Core (39) + Major (24).....63 credits

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## Finance

Required Courses ..... 18 credits

BUS441 Financial Management and Policy (3)  
BUS443 Investment Analysis and Portfolio Management (3)  
BUS445 International Financial Management (3)  
BUS447 Personal Financial Planning (3)  
ECO303 Money and Banking (3)  
One of following (Upper Division Accounting Elective):  
BUS368 Intermediate Accounting I (3)  
BUS371 Concepts in Federal Income Taxation (3)  
BUS373 Cost Accounting (3)

Total Required Credits in Finance: Core (39) + Major (18).....57 credits

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## General Business

Required Courses ..... 21 credits

One upper division course must be taken from each of the following areas:

- Finance (3)
- International Business (3)
- Management (3)
- Marketing (3)
- Three elective courses (9 credits): Students may select electives from the above-mentioned areas (assuming s/he has not taken that particular course to satisfy some other requirement) or from the following four categories (assuming s/he meets all prerequisite requirements).
- Accounting
- One upper division Economics
- Independent Study: Students may contact faculty in the School of Business to undertake independent study
- Internship: Students may contact the Director of Business Projects, Rania Al-Haddad in the School of Business to arrange for for an internship and the number of credits applied.

Total Required Credits in General Business: Core (39) + Major (21)....60 credits

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## International Business

Required Courses ..... 22 credits

BUS346 International Business (3)  
POL227 Introduction to International Politics (4)  
BUS430 International Marketing (3)  
BUS431 International Management (3)  
BUS445 International Financial Management (3)  
Foreign Language at Intermediate Level or two area study courses (6).

Total Required Credits in International Business: Core (39) + Major (22).....61 credits

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## Management

Required Courses ..... 18 credits

BUS321 Organizational Behavior (3)

BUS322 Organization Theory (3)

BUS345 Human Resource Management (3)

BUS346 International Business (3)

Two of the following (Upper Division Management Electives):

BUS355 Motivation and Work Behavior (3)

BUS455 Workplace Aggression and Counterproductive Behavior (3)

BUS456 Human Resource/Organizational Behavior Applications

Total Required Credits in Management: Core (39) + Major (18).....57 credits

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## Marketing

Required Courses ..... 21 credits

BUS326 Consumer Behavior (3)

BUS327 Sales Management (3)

BUS346 International Business (3)

BUS360 Electronic Commerce (3)

BUS425 Marketing Research (3)

BUS427 Advertising Strategy (3)

BUS429 Marketing Strategy (3)

Total Required Credits in Marketing: Core (39) + Major (21).....60 credits

# School of Business > Minor

## Minor in Business - 21 credits

Students majoring in a discipline other than business can Minor in Business by taking the following courses:

ECOBUS6 Microeconomics (3)

ECOBUS7 Macroeconomics (3)

BUSBUS1 Financial Accounting (3)

BUSBUS2 Managerial Accounting (3)

BUS250 Principles of Management (3)

BUS309 Statistics for Business and Economics I (3)

*One of the following:*

BUS325 Marketing (3)

BUS341 Fundamentals of Corporate Finance (3)

## School of Business > Double Major

An undergraduate student may choose to have two majors by meeting the following requirements:

- The core courses apply to both majors.
- Students must take all "Required Courses" for both majors. If there is an overlap in this category between the two majors, then the common course(s) will apply to both majors.
- If a course is required for one major and an elective for the second major, then that course should be counted toward the major that requires the course(s).
- If there are not enough courses in the list of electives for either of the majors, students should see their advisor or the Dean.
- Students will receive one degree with the names of the two majors on the transcript.

# Business Administration > Course Descriptions

## **BUS093 Business Workshop**

Selected topic course descriptions may change from semester to semester. Please consult the Schedule of Classes for more information regarding this course.

## **BUS193 Business Selected Topic**

Selected topic course descriptions may change from semester to semester. Please consult the Schedule of Classes for more information regarding this course.

**Restrictions:** Must be enrolled in the following level: Undergraduate

## **BUS201 Financial Accounting**

An introduction to basic accounting principles for measuring and communicating financial data about a business enterprise to external parties.

**Attributes:** GE2: ANSK, GE2A: ANSK

**Restrictions:** Must be enrolled in the following level: Undergraduate

**Prerequisites:** Math Placement Level 3 or MAT050

**Projected Offerings:** Spring 2008, Fall 2007

## **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.

**Restrictions:** Must be enrolled in the following level: Undergraduate

**Prerequisites:** Math Placement Level 3 and Undergraduate level BUS201 Minimum Grade of C-

**Projected Offerings:** Fall 2007

## **BUS215 Business Decision Support Systems**

Development of computer-based Business Decision Support Systems, emphasizing specific mathematical and database models widely employed in business, including time value of money, optimization and statistical analysis. Development of research, communication and presentation skills required to reach decisions and convey them to others.

**Attributes:** Liberal Arts

**Restrictions:** Must be enrolled in the following level: Undergraduate

**Projected Offerings:** Fall 2007

## **BUS250 Principles of Management**

The formation, direction, and operation of business enterprise in a competitive economy, entrepreneurial choices of legal form, function structure, and managerial method.

**Attributes:** Liberal Arts

**Restrictions:** Must be enrolled in the following level: Undergraduate

**Projected Offerings:** Spring 2008, Fall 2007

## **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.

**Attributes:** Liberal Arts

**Restrictions:** Must be enrolled in the following level: Undergraduate

**Projected Offerings:** Spring 2008, Fall 2007

### **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.

**Attributes:** Liberal Arts

**Restrictions:** Must be enrolled in the following level: Undergraduate

**Prerequisites:** Undergraduate level BUS271 Minimum Grade of C-

**Projected Offerings:** Spring 2008, Fall 2007

### **BUS281 Voluntary Income Tax Assistance (VITA)**

Students prepare simplified income tax returns as a service to the college and local communities. The tax returns are limited to 1040-EZ, 1040A, and 1040. Students will prepare both the federal and New York State returns.

**Restrictions:** Must be enrolled in the following level: Undergraduate

**Prerequisites:** Undergraduate level BUS201 Minimum Grade of C-

### **BUS283 Sport Business**

Introduce students to a variety of the fundamental concepts of sport business. The class will give students hands-on projects and activities, as well as current issues as they relate to the sport business profession. Students will have a working understanding of the basic elements that sport professionals encounter. Students will also comprehend the vast nature of jobs within the profession as well as how to pursue those jobs.

### **BUS293 Business Selected Topic**

Selected topic course descriptions may change from semester to semester. Please consult the Schedule of Classes for more information regarding this course.

### **BUS295 Indep Study Business**

No description is available for this course.

### **BUS296 Departmental Elective**

No description is available for this course.

### **BUS301 Internship Practicum**

To help prepare students for successful entry into the professional business environment and give students supervised practical application in order to prepare them for the external business setting. It will provide students with extensive training in such areas as identifying prospective employers, writing an effective resume, networking, interviewing skills, ethics, corporate culture and other important aspects of the internship/job search. Provide participants with a deeper understanding of and greater adaptation to different professional environments.

**Attributes:** Liberal Arts

### **BUS309 Stat Business & Economic 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.

**Attributes:** Systematic Inquiry, GE3: MATH, Liberal Arts

**Prerequisites:** Math Placement Level 4 or MAT152

**Projected Offerings:** Spring 2008, Fall 2007

### **BUS310 Introduction to Management Science**

Introduction to quantitative methods used in business decision making. Both deterministic and probabilistic models are introduced. Topics include linear programming, sensitivity analysis, inventory and queuing theory, and Markov analysis.

**Attributes:** Liberal Arts

**Restrictions:** Must be enrolled in the following level: Undergraduate

**Prerequisites:** Undergraduate level BUS309 Minimum Grade of C-

### **BUS311 Statistics for Business and Economics II**

Statistical methods applied to economic and business decisions. Topics include hypothesis testing, analysis of variance, regression and correlation analysis, time-series analysis and forecasting, and non-parametric statistics.

**Attributes:** Liberal Arts

**Restrictions:** Must be enrolled in the following level: Undergraduate

**Prerequisites:** Undergraduate level BUS309 Minimum Grade of C-

**Projected Offerings:** Spring 2008

### **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.

**Restrictions:** Must be enrolled in the following level: Undergraduate

**Prerequisites:** Undergraduate level BUS309 Minimum Grade of C-

**Projected Offerings:** Spring 2008

### **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. Students may not take both this course and 80315 for credit.

**Attributes:** Liberal Arts

**Prerequisites:** Undergraduate level BUS250 Minimum Grade of C-

**Projected Offerings:** Spring 2008, Fall 2007

### **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.

**Attributes:** Liberal Arts

**Prerequisites:** Undergraduate level BUS250 Minimum Grade of C-

**Projected Offerings:** Spring 2008

### **BUS325 Marketing**

The operation of the distribution system for goods and services. Techniques of market analysis.

**Restrictions:** Must be enrolled in the following level: Undergraduate

**Prerequisites:** Math Placement Level 3 and ECO207

**Projected Offerings:** Spring 2008

### **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.

**Attributes:** Liberal Arts

**Prerequisites:** Undergraduate level BUS325 Minimum Grade of C-

**Projected Offerings:** Spring 2008, Fall 2007

### **BUS327 Sales Management**

Elements of the sales function. Concentration on selling activities which include sales demonstrations and special selling presentations. Introduction to sales management functions, including organizing, recruiting, training, supervising, compensating and motivating of the sales force.

**Prerequisites:** Undergraduate level BUS325 Minimum Grade of C-

**Projected Offerings:** Spring 2008

### **BUS341 Fundamentals of Corporate 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.

**Restrictions:** Must be enrolled in the following level: Undergraduate

**Prerequisites:** Math Placement Level 4 and Undergraduate level BUS201 Minimum Grade of C- and Undergraduate level BUS309 Minimum Grade of C- and Undergraduate level ECO207 Minimum Grade of C-

**Projected Offerings:** Fall 2007

### **BUS345 Human Resource Management**

Terminology, principles, and concepts used by the personnel function in medium and large business and non-business organizations to select, train, motivate, compensate, and appraise both managers and non-managers from the perspective of human behavior in a work environment.

**Prerequisites:** Math Placement Level 3 and Undergraduate level BUS250 Minimum Grade of C-

**Projected Offerings:** Spring 2008

### **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.

**Prerequisites:** Undergraduate level BUS250 Minimum Grade of C- and Undergraduate level ECO206 Minimum Grade of C- and Undergraduate level ECO207 Minimum Grade of C-

**Projected Offerings:** Spring 2008, Fall 2007

### **BUS350 Collective Bargaining**

An examination of the contractual relationship between labor and management and how the contracts are arrived at. The forces affecting the outcome of negotiations and the factors affecting the parties are examined. Attention to both the private and public sectors. An evolution of the overall impact of collective bargaining and the legal environment.

**Attributes:** Liberal Arts

### **BUS360 Electronic 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.

**Restrictions:** Must be enrolled in the following level: Undergraduate

**Prerequisites:** Undergraduate level BUS215 Minimum Grade of C- and Undergraduate level BUS325 Minimum Grade of C-

**Projected Offerings:** Fall 2007

### **BUS367 Business and Society**

As corporate America struggles to find its ethical identity in an increasingly complex business environment, managers are confronted with difficult challenges in balancing their economic, legal and ethical responsibilities to the internal and external parties with which they interact. Employing a case-based approach within the confines of a stakeholder management framework, this course describes and explores these social and ethical challenges and responsibilities.

**Attributes:** Liberal Arts

### **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.

**Restrictions:** Must be enrolled in the following level: Undergraduate

**Prerequisites:** Math Placement Level 3 and Undergraduate level BUS202 Minimum Grade of C-

**Projected Offerings:** Spring 2008

### **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.

**Restrictions:** Must be enrolled in the following level: Undergraduate

**Prerequisites:** Math Placement Level 4 and Undergraduate level BUS368 Minimum Grade of C- and Undergraduate level BUS341 Minimum Grade of C-

**Projected Offerings:** Spring 2008, Fall 2007

### **BUS371 Concepts in Federal Income 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.

**Restrictions:** Must be enrolled in the following level: Undergraduate

**Prerequisites:** Math Placement Level 3 and Undergraduate level BUS202 Minimum Grade of C-

**Projected Offerings:** Fall 2007

### **BUS372 Tax Accounting II**

Continues the study of the federal income tax laws with an emphasis on the special problems of corporations and partnerships.

**Restrictions:** Must be enrolled in the following level: Undergraduate

**Prerequisites:** Math Placement Level 3 and Undergraduate level BUS237 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 Minimum Grade of C-

**Projected Offerings:** Spring 2008

### **BUS375 Auditing**

This course introduces the attest function and the independent auditor's role in society and provides students with a basic knowledge of auditing theory and practice. Fundamental audit concepts including materiality, risk, internal control evaluation, and audit evidence are discussed, as are audit tools including systems flowcharting, statistical sampling, audit working papers, and computer application in auditing. Auditing problems associated with computerized accounting systems are discussed.

**Restrictions:** Must be enrolled in the following level: Undergraduate

**Prerequisites:** Math Placement Level 4 and Undergraduate level BUS369 Minimum Grade of C-

**Projected Offerings:** Spring 2008, Fall 2007

### **BUS393 Business Selected Topic**

Selected topic course descriptions may change from semester to semester. Please consult the Schedule of Classes for more information regarding this course.

### **BUS396 Departmental Elective**

No description is available for this course.

### **BUS399 Modular Course**

No description is available for this course.

### **BUS425 Marketing Research**

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.

**Restrictions:** Must be enrolled in the following level: Undergraduate; Must be enrolled in one of the following majors: Business Administration, Finance, Management, Marketing, International Business, General Business, Accounting; May not be enrolled in the following classification: Freshman

**Prerequisites:** Undergraduate level BUS325 Minimum Grade of C- and Undergraduate level BUS311 Minimum Grade of C-

**Projected Offerings:** Fall 2007

### **BUS427 Advertising Strategy**

Development and implementation of advertising and promotion programs. Topics include advertising's role in the marketing mix, its relationship with other promotion tools, target audience selection, budgeting, creative

strategy, media planning, measuring communication effectiveness, and legal/ ethical issues.

**Restrictions:** Must be enrolled in the following level: Undergraduate; Must be enrolled in one of the following majors: Business Administration, Finance, Management, Marketing, International Business, General Business, Accounting; May not be enrolled in the following classification: Freshman

**Prerequisites:** Undergraduate level BUS325 Minimum Grade of C-

**Projected Offerings:** Spring 2008

### **BUS429 Marketing Strategy**

The course covers the process of strategic marketing planning including the identification or establishment of organizational mission and goals, corporate strategy, marketing goals and objectives, marketing strategy and finally, a marketing plan. The emphasis in the course is on the process and concepts necessary to develop a customer-oriented marketing strategy and marketing plan.

**Restrictions:** Must be enrolled in the following level: Undergraduate; Must be enrolled in one of the following majors: Business Administration, Finance, Management, Marketing, International Business, General Business, Accounting; May not be enrolled in the following classification: Freshman

**Prerequisites:** Undergraduate level BUS325 Minimum Grade of C-

### **BUS430 International Marketing**

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.

**Restrictions:** Must be enrolled in the following level: Undergraduate; Must be enrolled in one of the following majors: Business Administration, Finance, Management, Marketing, International Business, General Business, Accounting; May not be enrolled in the following classification: Freshman

**Prerequisites:** Undergraduate level BUS325 Minimum Grade of C- and Undergraduate level BUS346 Minimum Grade of C-

**Projected Offerings:** Fall 2007

### **BUS431 International Management**

The International Management course provides students with an understanding of the relationships between cultures, business firms, governments, and societies. The course introduces theories, concepts, principles, and functional and operational aspects of international management. It familiarizes students with forms of international business, and examines strategies, techniques, and managerial processes that are commonly involved in international operations.

**Restrictions:** Must be enrolled in the following level: Undergraduate; Must be enrolled in one of the following majors: Business Administration, Finance, Management, Marketing, International Business, General Business, Accounting; May not be enrolled in the following classification: Freshman

**Prerequisites:** Undergraduate level BUS346 Minimum Grade of C-

**Projected Offerings:** Spring 2008

### **BUS439 Direct Marketing**

A comprehensive description of the key issues and applications in direct marketing needed to improve sales and understand customers. The topics covered are introduction to direct marketing and database marketing, success factors in segmentation, modeling, and targeting, estimating and applying customer lifetime value, geodemographic applications, and cluster analysis.

**Restrictions:** Must be enrolled in the following level: Undergraduate; Must be enrolled in one of the following majors: Business Administration, Finance, Management, Marketing, International Business, General Business, Accounting

**Prerequisites:** Undergraduate level BUS325 Minimum Grade of C-

### **BUS441 Financial Management and Policy**

Capital budgeting, cost of capital, breakeven/leverage analysis, long-term financing, preferred stock, common stock and dividend policy, leasing evaluations, expansion, and failure.

**Attributes:** Liberal Arts

**Restrictions:** Must be enrolled in the following level: Undergraduate; Must be enrolled in one of the following majors: Business Administration, Finance, Management, Marketing, International Business, General Business, Accounting; May not be enrolled in the following classification: Freshman

**Prerequisites:** Undergraduate level BUS202 Minimum Grade of C- and Undergraduate level BUS341 Minimum Grade of C-

**Projected Offerings:** Spring 2008, Fall 2007

### **BUS442 Advanced Accounting**

Accounting for business combinations, consolidated entities, partnerships, governmental and not-for-profit organizations.

**Restrictions:** Must be enrolled in the following level: Undergraduate; Must be enrolled in one of the following majors: Business Administration, Finance, Management, Marketing, International Business, General Business, Accounting; May not be enrolled in the following classification: Freshman

**Prerequisites:** Undergraduate level BUS369 Minimum Grade of C-

**Projected Offerings:** Fall 2007

### **BUS443 Investment Analysis and Portfolio Management**

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.

**Restrictions:** Must be enrolled in the following level: Undergraduate; Must be enrolled in one of the following majors: Business Administration, Finance, Management, Marketing, International Business, General Business, Accounting; May not be enrolled in the following classification: Freshman

**Prerequisites:** Undergraduate level BUS341 Minimum Grade of C-

**Projected Offerings:** Fall 2007

### **BUS445 International Financial Management**

International financial markets, exchange rate behavior and risk management, international banking, multinational financial management, comparing short-term and long-term asset and liability management, and multinational strategic planning.

**Restrictions:** Must be enrolled in the following level: Undergraduate; Must be enrolled in one of the following majors: Business Administration, Finance, Management, Marketing, International Business, General Business, Accounting; May not be enrolled in the following classification: Freshman

**Prerequisites:** Undergraduate level BUS341 Minimum Grade of C-

**Projected Offerings:** Spring 2008

### **BUS447 Personal Financial Planning**

This course is designed to present students with the diverse tools of finance that are specifically targeted to become intelligent consumers of financial services. The topics are fundamentals of finance, insurance, taxes, retirement planning, debt management, housing, and estate planning. The emphasis will be on real world application and experience.

**Attributes:** Liberal Arts

**Restrictions:** Must be enrolled in the following level: Undergraduate; Must be enrolled in one of the following majors: Business Administration, Finance, Management, Marketing, International Business, General Business, Accounting; May not be enrolled in the following classification: Freshman

**Prerequisites:** Undergraduate level BUS341 Minimum Grade of C-

**Projected Offerings:** Spring 2008

### **BUS450 Strategic Management**

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.

**Attributes:** Writing Intensive

**Restrictions:** Must be enrolled in the following level: Undergraduate; Must be enrolled in one of the following majors: Business Administration, Finance, Management, Marketing, International Business, General Business, Accounting; Must be enrolled in the following classification: Senior

**Prerequisites:** Undergraduate level BUS341 Minimum Grade of C-

**Projected Offerings:** Spring 2008

### **BUS451 Accounting Theory**

Advanced topics in financial reporting, including accounting for leases, pensions, deferred taxes, pensions and other post-retirement benefits, and multinational operations. Other topics include cash flow statement and accounting changes and error corrections.

**Restrictions:** Must be enrolled in the following level: Undergraduate; Must be enrolled in the following major: Accounting; Must be enrolled in the following classification: Senior

**Prerequisites:** Undergraduate level BUS369 Minimum Grade of C-

### **BUS454 Motivation & Work Behavior**

The purpose of this course is to provide students with exposure to the theoretical and applied aspects of motivation and related work behaviors. Major topics include role of motivation in organizations, person in motivation, environment in motivation, social influences, job attitude and performance, worker emotion and performance, communications, reward systems and motivation.

**Attributes:** Liberal Arts

**Restrictions:** Must be enrolled in the following level: Undergraduate; Must be enrolled in one of the following majors: Business Administration, Accounting, Finance, Management, Marketing, International Business, General Business; May not be enrolled in the following classification: Freshman

**Prerequisites:** (Undergraduate level BUS250 Minimum Grade of C- and Undergraduate level BUS321 Minimum Grade of C-)

### **BUS455 Workplace Aggression and Counterproductive Behavior**

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.

**Attributes:** Liberal Arts

**Restrictions:** Must be enrolled in the following level: Undergraduate; Must be enrolled in one of the following majors: Business Administration, Finance, Management, Marketing, International Business, General Business, Accounting; May not be enrolled in the following classification: Freshman

**Prerequisites:** Undergraduate level BUS250 Minimum Grade of C- and Undergraduate level BUS321 Minimum Grade of C-

**Projected Offerings:** Fall 2007

### **BUS456 Hr/Ob Applications**

The purpose of this course is to provide students with more exposure to specific methods, techniques, strategies, and applications derived from years of research and practice in organizational behavior and human resource management. The underlying theme of this course is that managers must be able to translate well-developed theory and best practices into effective action. In short, this course provides students with

practical tools for dealing with many of the challenges they are likely to face in today's highly competitive and dynamic business environment.

**Attributes:** Liberal Arts

**Restrictions:** Must be enrolled in the following level: Undergraduate; Must be enrolled in one of the following majors: Business Administration, Finance, Management, Marketing, International Business, General Business, Accounting; May not be enrolled in the following classification: Freshman

**Prerequisites:** Undergraduate level BUS250 Minimum Grade of C- and Undergraduate level BUS321 Minimum Grade of C-

### **BUS485 Legislative Gazette Business Internship**

A real world case practice in the management of all aspects of a small business -- a weekly newspaper. Students will be called upon not only to perform management functions, such as sales, systems development, and accounting, but will see how their previous academic experience is applicable to running a business. Major concentrations of effort will be in marketing, accounting, physical delivery systems and newspaper production.

**Restrictions:** Must be enrolled in the following level: Undergraduate; May not be enrolled in the following classification: Freshman

### **BUS493 Business Selected Topic**

Selected topic course descriptions may change from semester to semester. Please consult the Schedule of Classes for more information regarding this course.

**Restrictions:** Must be enrolled in the following level: Undergraduate; Must be enrolled in one of the following majors: Business Administration, Finance, Management, Marketing, International Business, General Business; May not be enrolled in the following classification: Freshman

### **BUS494 Fieldwork In Business**

No description is available for this course.

**Restrictions:** May not be enrolled in the following classification: Freshman

### **BUS495 Indep Study Business**

No description is available for this course.

**Restrictions:** May not be enrolled in the following classification: Freshman