

# Business Administration - BUSI

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## Courses

**BUSI 1010 PROFESSIONAL AND CAREER DEVELOPMENT IN BUSINESS I (1)** LEC. 1. Introduction to career readiness including exploration and discovery of career interests and values, with an emphasis on personal and professional development opportunities that enhance career preparedness.

**BUSI 1040 FINANCIAL WELLNESS (3)** LEC. 3. This course gives students an understanding of relevant personal finance topics and the tools needed to plan and execute their financial goals. The course covers topics currently relevant to college students as well as those that will have long-term implications for careers and retirement. The course is designed to be accessible and relevant to all students regardless of major.

**BUSI 2010 PROFESSIONAL AND CAREER DEVELOPMENT IN BUSINESS II (1)** LEC. 1. Articulation and creation of personal branding through learning job search essentials including resumes, cover letters, social media, interviewing, networking, and internships.

**BUSI 2100 ORAL COMMUNICATION FOR BUSINESS (1)** LEC. 1. Theories and techniques of strong oral communication skills, with real-world applications for business.

**BUSI 2900 DIRECTED STUDIES (1-3)** IND. SU. Independent study option for freshmen and sophomores in the College of Business for students who seek general or free elective credit. Course may be repeated for a maximum of 3 credit hours.

**BUSI 3010 PROFESSIONAL DEVELOPMENT IN BUSINESS III (1)** LEC. 1. Pr. P/C BUSI 2010. Preparation for conducting an intern/career position job search. Develop career planning and job search skills.

**BUSI 3250 INTERNATIONAL BUSINESS (3)** LEC. 3. Beginning with a foundation in the movement of goods, services, people, money, technology, and information across borders students will learn how culture, social issues, economic, regulatory, legal and political factors impact businesses and consumers alike. A running theme will be the diversity of environments and people that impact international business.

**BUSI 3257 INTERNATIONAL BUSINESS (3)** DSL/LEC. Beginning with a foundation in the movement of goods, services, people, money, technology, and information across borders students will learn how culture, social issues, economic, regulatory, legal and political factors impact businesses and consumers alike. A running theme will be the diversity of environments and people that impact international business.

**BUSI 3510 INTRODUCTION TO BUSINESS AND ENGINEERING (3)** LEC. 3. Principles of business and engineering issues in new product and business development.

**BUSI 3520 INTEGRATING BUSINESS AND ENGINEERING THEORIES WITH PRACTICE (3)** LEC. 2. LAB. 3. Case study problems from business and engineering practice.

**BUSI 3560 LEADERSHIP FOR BUSINESS AND ENGINEERS (1)** LEC. 1. Overview of leadership concepts and skills.

**BUSI 4010 PROFESSIONAL AND CAREER DEVELOPMENT IN BUSINESS IV (1)** LEC. 1. Execution of career readiness concepts, integrating ethical leadership and decision making in order to assist in the transition from the classroom to the workforce.

**BUSI 4920 BUSINESS INTERNSHIP (1-3)** AAB/INT. SU. Internship option for students to gain work experience who seek general or free elective credit. Approval of instructor prior to internship, and completion of or current enrollment in two or more of the following: ACCT 2110, ECON 2020, ECON 2030, FINC 3610, MNGT 3100, or MKTG 3310. Course may be repeated for a maximum of 3 credit hours.

**BUSI 4970 SPECIAL TOPICS IN BUSINESS (3)** LEC. 3. Coreq. BUSI 4540. A special topics course to encompass a variety of interdisciplinary business topics. Course may be repeated for a maximum of 6 credit hours.

**BUSI 5540 ENTREPRENEURSHIP AND STRATEGIC MANAGEMENT OF TECHNOLOGY AND INNOVATION (4)** LEC. 4. Pr. (BUSI 3510 or ENGR 3510) and (BUSI 3520 or ENGR 3520). Acceptance into the BET minor program. Develop student skills for starting a new business and making strategic decisions concerning technology.

**BUSI 5550 PRODUCT/PROCESS DESIGN AND DEVELOPMENT I (2)** LEC. 2. Must be enrolled in BET minor. Processes to develop and present design proposal for cooperating industry.

**BUSI 5560 PRODUCT/PROCESS DESIGN AND DEVELOPMENT II (3)** LEC. 1. LAB. 6. Pr. (ENGR 5540 or BUSI 5540). Must be admitted to BET minor. Cross-functional team design projects for sponsoring industry.

**BUSI 6540 ENTREPRENEURSHIP AND STRATEGIC MANAGEMENT OF TECHNOLOGY AND INNOVATION (4)** LEC. 4. Develop student skills for starting a new business and making strategic decisions concerning technology. May count either BUSI 5540 or BUSI 6540.

**BUSI 6550 PRODUCT/PROCESS DESIGN AND DEVELOPMENT I (2)** LEC. 2. Develop student skills for starting a new business and making strategic decisions concerning technology.

**BUSI 6560 PRODUCT/PROCESS DESIGN AND DEVELOPMENT II (3)** LEC. 6. LAB. 1. Pr. (BUSI 5540 or ENGR 6540) and (BUSI 5970 or ENGR 6970). Cross-functional team design projects for sponsoring industry.

**BUSI 7110 FINANCIAL ANALYSIS (3)** LEC. 3. Departmental approval. Integrated course combining financial accounting and corporate finance for MBA students.

**BUSI 7120 QUANTITATIVE ANALYSIS FOR BUSINESS DECISIONS (3)** LEC. 3. Departmental approval. Integrated course in statistical methods and management science for MBA students.

**BUSI 7130 STRATEGIC ANALYSIS AND THE COMPETITIVE ENVIRONMENT (3)** LEC. 3. Departmental approval. Integrated course covering business strategy and the external environment in a global context.

**BUSI 7140 ORGANIZATIONAL LEADERSHIP, ETHICS AND CHANGE (3)** LEC. 3. Integrated course covering individual and group behavior in organizations, effective team building, motivation, and communications, ethical behavior, and leading organizations through change. May count either BUSI 7140 or BUSI 7146.

**BUSI 7150 OPERATIONAL EXCELLENCE THROUGH SUPPLY CHAIN AND QUALITY MANAGEMENT (3)** LEC. 3. An examination of the strategic roles of supply chain and quality management in the creation of outstanding product and service operations. Departmental approval. May count either BUSI 7150 or BUSI 7156.

**BUSI 7160 ADVANCED PROFESSIONAL DEVELOPMENT (1)** LEC. 1. This course prepares students for career success by focusing on self-assessment, industry/job/company research, personal brand identification, resumes and cover letters, interviewing, career and company research, presentation skills, and benefits and negotiation. Course may be repeated for a maximum of 3 credit hours.

**BUSI 7210 STRATEGIC MARKETING MANAGEMENT (3)** LEC. 3. Departmental approval. Covers key aspects of marketing, including product, pricing, distribution, and promotion strategies. Emphasis is placed on marketing analysis and strategy development.

**BUSI 7220 INFORMATION TECHNOLOGY FOR COMPETITIVE ADVANTAGE (3)** LEC. 3. Examines the strategic role information technology plays in influencing competitive advantage. Departmental approval. May count either BUSI 7220 or BUSI 7226.

**BUSI 7230 COST ANALYSIS AND SYSTEMS (3)** LEC. 3. Departmental approval. Integrates production and cost theory from economics with managerial and cost accounting theory and systems for MBA

**BUSI 7250 INTERNATIONAL BUSINESS OPERATIONS (3)** LLB. Departmental approval. Examines the economic, financial, legal, political, social, and cultural factors impacting international business operations. Participation in a specified global experience is a requirement of this course.

**BUSI 7310 INTEGRATED BUSINESS PROJECT AND CASE ANALYSIS (3)** LEC. 3. Integrates knowledge gained from MBA classes and applies that knowledge to address actual business problems. May count either BUSI 7310 or BUSI 7316.

**BUSI 7920 MBA INTERNSHIP (0-6)** DSL. SU. Departmental approval. Internship for MBA students in business organizations. Course may be repeated for a maximum of 6 credit hours.

**BUSI 7970 SPECIAL TOPICS IN BUSINESS ADMINISTRATION (1-3)** AAB. Departmental approval. Specialized topics in business administration not otherwise covered in existing courses. Course may be repeated for a maximum of 6 credit hours.