

# 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)** AAB/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 3500 LEADERSHIP IN ENGINEERING & BUSINESS THEORY (4)** LEC. 3. LAB. 3. This class investigates the challenges of integrating engineering design with business requirements as they related to product innovation. Specific focus is placed on strategic planning and leadership needs to successfully steer product ideas into business reality. Case study problems from business and engineering practice.

**BUSI 3510 PRODUCT INNOVATION: FROM CONCEPT TO PRODUCTION (4)** LEC. 3. LAB. 2.33. Pr. BUSI 3500 and BUSI 3520 and BUSI 3560. This course takes students on a journey from conceptualization (concept) to production to market (production). Students are introduced to the basics of modern computer-aided design (CAD), classic manufacturing processes, and design tools. They will learn how to use Fusion 360 to create 2D and 3D models, as well as how to use CAD to generate concepts, conduct market research, benchmark designs, and create prototypes. Students will also learn about classic manufacturing processes such as casting. Department approval.

**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. A special topics course to encompass a variety of interdisciplinary business topics. Course may be repeated for a maximum of 6 credit hours.

**BUSI 5500 ENTREPRENEURSHIP AND STRATEGIC MANAGEMENT OF TECHNOLOGY AND INNOVATION (4)** LEC. 4. Pr. (BUSI 3500 or BUSI 3520) and BUSI 3560 and BUSI 3510. Acceptance into the BET minor program. The course focuses on the entrepreneurial aspects in the strategic management of technology and innovation in new ventures, new products and processes that influence the competitiveness of the firm. Department approval.

**BUSI 5510 BUSINESS ENGINEERING TECHNOLOGY MINOR-CAPSTONE (4)** LEC. 1. LAB. 6. Pr. (BUSI 3500 or BUSI 3520) and BUSI 3560 and BUSI 3510 or BUSI 5500 or ENGR 6500. Department approval. Must be admitted to BET minor. You will be required to apply everything you've learned in the Business Engineering Technology minor to deliver a "fully realized" working product along with supporting project documentation.

**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 5600 INTERNATIONAL ENTREPRENEURSHIP AND STRATEGIC MANAGEMENT OF TECHNOLOGY AND INNOVATION (4)** LEC. 4. Pr. BUSI 3500 or BUSI 3520 and BUSI 3560 and BUSI 3510. Department approval. The course focuses on the entrepreneurial aspects in the strategic management of technology and innovation in new ventures, new products, and processes that influence the firm's competitiveness. The main emphasis of this course will be on the process of commercializing an innovation - bringing the innovation to market via the creation of a company. Must be enrolled in the Business-Engineering-Technology minor and participating in the International BET.

**BUSI 5610 INTERNATIONAL BUSINESS ENGINEERING TECHNOLOGY MINOR-CAPSTONE (4)** LEC. 1. LAB. 4. Pr. (BUSI 3500 or BUSI 3520) and BUSI 3560 and BUSI 3510 and BUSI 5600 or ENGR 6600. Department approval. Must be admitted to International BET minor. This course is intended to immerse the student in the new product design and development experience. Students will work directly with international companies and fellow international students to generate working prototypes that offer solutions. Students are expected to develop a successful new product development plan and execute all necessary activities to bring a functional prototype to life by semester's end. Specific focus is placed on creative product ideas.

**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)** AAB. 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.