

BACHELOR OF SCIENCE IN BUSINESS

Course Descriptions

CORE PROGRAM COURSES

BUSB 300 → Ethical & Legal Environment of Business (4 credits)

Examination of moral and legal business issues in domestic and international contexts with emphasis on contemporary problems.

BUSB 301 → Critical Analysis: Written & Oral Communication (4 credits)

Deepens students' analytical skills in written and oral communication. Focus on purpose, depth, organization, research, style, and effectiveness. Special attention paid to contemporary business contexts as well as historical perspectives.

BUSB 330 → Managing & Leading Organizations (4 credits)

Overview of organizational behavior and theory. Focus is on the behavior of individuals and groups within organizations. The study of organizational decision making, organizational design, culture, leadership, power and politics, and management of change. Ethics, diversity, and globalization are integrated throughout the course.

BUSB 333 → Business Information Systems (4 credits)

Introductory organizational and managerial overview of information systems. Assessing and constructing data and information for decision-making, designing interactive and spatial information systems, and assessing their ethical implications. Communicating effectively in a systems development environment.

BUSB 340 → Principles of Marketing (4 credits)

Introduction to the concept of marketing and marketing principles. Focus on creating value for customers. Develops an understanding of the four elements of the marketing mix (product, price, promotion, and place/distribution) with application to product, service, profit, and not-for-profit enterprises in local, national, and international environments.

BUSB 342 → International Business (4 credits)

Examination of developments within international markets and the effects of the activities of business enterprises. Students study the effects of increasing international linkages on the role and conduct of domestic and international business functions.

BUSB 361 → Financial Management (4 credits)

Principles of financial planning, control, and analysis of the firm and the role of the financial manager within the firm.

BUSB 370 → Managing Quality & Operations (4 credits)

Operations management issues and techniques to analyze problems for organizations that provide services and manufacturing products. Strategic issues and practical applications include productivity, competitiveness, supply chain management, decision making, quality management, process selection, linear programming, transportation models, forecasting, inventory management, enterprise resource planning, project management, and simulation.

BUSB 433 → GIS for Business (4 credits)

Overview of GIS and spatial analysis applied to organizations. Focus on geographic information, location-based decision-making, spatial data, investment in and value of GIS, ethical aspects, and GIS strategies. Students learn through case studies and lab practice with spatial data.

BUSB 481 → Strategic Management (4 credits)

Develops analytical tools critical to assessing environments, opportunities, and threats needed to build and sustain long-term competitive advantage. Addresses knowledge, skills, and approaches necessary to generate, evaluate, and implement strategic alternatives. Emphasizes interrelationships of various organizational functions.

BUSB 485 → Capstone: Analysis & Integration in Business & Management (4 credits)

Focuses on integrating knowledge and skills acquired during the program and applying them to an organizational analysis. Students develop and present a Capstone Paper that utilizes artifacts created in earlier courses, synthesizes principles and theories from a broad arena of learning, and demonstrates effective skills of critical inquiry.