

# School of Business

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

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

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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.

## **School of Business Program:**

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- Minor
- Double Major
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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)
  - BUS202 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 to arrange 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):
- BUS454 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 - 18 credits

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

### *Pre-requisites for the Minor in Business:*

ECO206 Microeconomics (3)

ECO207 Macroeconomics (3)

### *Required Courses for the Minor in Business:*

BUS201 Financial Accounting (3)

BUS215 Business Decision Support System (3)

BUS250 Principles of Management (3)

BUS309 Statistics for Business and Economics I (3)

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.

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

## **BUS193 Business Selected Topic (3)**

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 (3)**

Introduction to basic accounting principles for measuring and communicating financial data about a business enterprise to external parties. Topics include the accounting information system and the recognition and measurement of financial statement information.

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

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

**Projected Offerings:** Fall 2009, Spring 2010, Fall 2010, Spring 2011

## **BUS202 Managerial Accounting (3)**

Introduction to measurement and communication of the financial information needed by management. Topics include product costing, cost behavior, cost-volume-profit analysis, and budgeting.

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

**Prerequisites:** Math Placement Level 3 and (Undergraduate level BUS201 Minimum Grade of C- or Undergraduate level 20201 Minimum Grade of C-) and (Undergraduate level BUS215 Minimum Grade of C- or Undergraduate level 20215 Minimum Grade of C-)

**Projected Offerings:** Fall 2009, Spring 2010, Fall 2010, Spring 2011

## **BUS215 Business Decision Support Systems (3)**

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.

**Attributes:** Liberal Arts

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

**Projected Offerings:** Fall 2009, Spring 2010, Fall 2010, Spring 2011



**BUS250 Principles of Management (3)**

Introduction to managerial roles and functions. Topics include planning, organizing, controlling, leading in organizations, foundations of managerial thought, and the processes that lead to organizational effectiveness.

**Attributes:** Liberal Arts

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

**Projected Offerings:** Fall 2009, Spring 2010, Fall 2010, Spring 2011

**BUS271 Legal Environment of Business (3)**

Influence of the American legal system and ethical concepts on the conduct of business. Topics include corporate social responsibility, business organizations and regulations, contracts, agency, litigation and dispute resolution, torts and crimes, and employment law.

**Attributes:** Liberal Arts

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

**Projected Offerings:** Fall 2009, Spring 2010, Fall 2010, Spring 2011

**BUS272 Business Law for Accountants (3)**

Continued analysis of laws relevant to accounting and finance. Topics include the Uniform Commercial Code, real and personal property, the Sarbanes-Oxley Act, securities regulation, mergers and acquisitions, bankruptcy, insurance trusts, estates, and accountants' professional responsibility.

**Attributes:** Liberal Arts

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

**Prerequisites:** (Undergraduate level BUS271 Minimum Grade of C- or Undergraduate level 20271 Minimum Grade of C-)

**Projected Offerings:** Fall 2009, Spring 2010, Fall 2010, Spring 2011

**BUS281 Voluntary Income Tax Assistance (VITA) (1)**

Preparation of basic federal and New York State income tax returns as a service to the college and local communities.

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

**Prerequisites:** (Undergraduate level BUS201 Minimum Grade of C- or Undergraduate level 20201 Minimum Grade of C-)

**BUS283 Sport Business (3)**

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 (3)**

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 (1)**

Coverage of topics that prepare students for internships, including identifying prospective employers, writing and effective resume, networking, interviewing skills, ethics, and corporate culture.

**Attributes:** Liberal Arts

**BUS309 Stat Business & Economic I (3)**

Introduction to statistical analysis for business and economic decisions. Topics include descriptive statistics, probability theory, random variables, expected values, sampling distributions, and statistical inference to include estimation and hypothesis testing.

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

**Prerequisites:** Math Placement Level 4 and (Undergraduate level BUS215 Minimum Grade of C- or Undergraduate level 20215 Minimum Grade of C-)

**Projected Offerings:** Fall 2009, Spring 2010, Fall 2010, Spring 2011

**BUS310 Introduction to Management Science (3)**

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- or Undergraduate level 20309 Minimum Grade of C-) and (Undergraduate level BUS215 Minimum Grade of C- or Undergraduate level 20215 Minimum Grade of C-)

**BUS311 Statistics for Business and Economics II (3)**

Continued coverage of statistical analysis for economic and business decisions. Topics include hypothesis testing, analysis of variance, multiple regression analysis, and non-parametric statistics.

**Attributes:** Liberal Arts

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

**Prerequisites:** (Undergraduate level BUS309 Minimum Grade of C- or Undergraduate level 20309 Minimum Grade of C-) and (Undergraduate level BUS215 Minimum Grade of C- or Undergraduate level 20215 Minimum Grade of C-)

**Projected Offerings:** Fall 2009, Spring 2010, Fall 2010, Spring 2011

**BUS312 Operations Management (3)**

Study of analytical tools used for managing operations. Topics include forecasting,

product/process design, inventory management, project management, supply chain management, and quality management.

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

**Prerequisites:** (Undergraduate level BUS309 Minimum Grade of C- or Undergraduate level 20309 Minimum Grade of C-) and (Undergraduate level BUS215 Minimum Grade of C- or Undergraduate level 20215 Minimum Grade of C-)

**Projected Offerings:** Fall 2009, Spring 2010, Fall 2010, Spring 2011

### **BUS321 Organizational Behavior (3)**

Study research and its application to organizational behavior. Topics include perception, personality, attitudes, motivation, leadership, communication, group dynamics, decision making, and organizational change. Students may not take both this course and PSY315 for credit.

**Attributes:** Liberal Arts

**Prerequisites:** (Undergraduate level BUS250 Minimum Grade of C- or Undergraduate level 20250 Minimum Grade of C-)

**Projected Offerings:** Fall 2009, Spring 2010, Fall 2010, Spring 2011

### **BUS322 Organization Theory (3)**

Analysis of major theories dealing with organization characteristics and processes. Topics include decision-making, the organizational environment, and the changing nature of organizations in contemporary society.

**Attributes:** Liberal Arts

**Prerequisites:** (Undergraduate level BUS250 Minimum Grade of C- or Undergraduate level 20250 Minimum Grade of C-)

**Projected Offerings:** Fall 2009, Spring 2010, Fall 2010, Spring 2011

### **BUS325 Marketing (3)**

Introduction to the principles of marketing. Topics include consumer behavior, marketing research, segmentation, targeting, and positioning strategy, marketing mix elements.

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

**Prerequisites:** Math Placement Level 3 and (ECO207 or 33207)

**Projected Offerings:** Fall 2009, Spring 2010, Fall 2010, Spring 2011

### **BUS326 Consumer Behavior (3)**

Study of consumer behavior using social science concepts. Topics include buyer decision making, product and service choice, motivation and attitudes of consumers, and shopping behavior.

**Attributes:** Liberal Arts

**Prerequisites:** (Undergraduate level BUS325 Minimum Grade of C- or Undergraduate level 20325 Minimum Grade of C-)

**Projected Offerings:** Fall 2009, Spring 2010, Fall 2010, Spring 2011

### **BUS327 Sales Management (3)**

Discussion of how the sales force and management team contribute to developing and

executing a firm's marketing strategy. Topics include selling techniques, customer relationship management, territory management, and training, compensating and evaluating the sales force.

**Prerequisites:** (Undergraduate level BUS325 Minimum Grade of C- or Undergraduate level 20325 Minimum Grade of C-) and (Undergraduate level BUS250 Minimum Grade of C- or Undergraduate level 20250 Minimum Grade of C-)

**Projected Offerings:** Spring 2010, Spring 2011

### **BUS341 Fundamentals of Corporate Finance (3)**

Introduction to basic financial concepts and their application to business enterprises. Topics include 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- or Undergraduate level 20201 Minimum Grade of C-) and (Undergraduate level BUS309 Minimum Grade of C- or Undergraduate level 20309 Minimum Grade of C-) and (Undergraduate level ECO207 Minimum Grade of C- or Undergraduate level 33207 Minimum Grade of C-) and (Undergraduate level BUS215 Minimum Grade of C- or Undergraduate level 20215 Minimum Grade of C-)

**Projected Offerings:** Fall 2009, Spring 2010, Fall 2010, Spring 2011

### **BUS345 Human Resource Management (3)**

Study of concepts and applications used in the human resource function in organizations. Topics include human resource strategy, recruitment, selection development, training, compensation, performance appraisal, retention, and legal issues in human resources.

**Prerequisites:** Math Placement Level 3 and (Undergraduate level BUS250 Minimum Grade of C- or Undergraduate level 20250 Minimum Grade of C-)

**Projected Offerings:** Fall 2009, Spring 2010, Fall 2010, Spring 2011

### **BUS346 International Business (3)**

Discussion of international business concepts. Topics include country differences, cross-border trade, and strategic and managerial issues facing international firms.

**Prerequisites:** (Undergraduate level BUS250 Minimum Grade of C- or Undergraduate level 20250 Minimum Grade of C-) and (Undergraduate level ECO206 Minimum Grade of C- or Undergraduate level 33206 Minimum Grade of C-) and (Undergraduate level ECO207 Minimum Grade of C- or Undergraduate level 33207 Minimum Grade of C-)

**Projected Offerings:** Fall 2009, Spring 2010, Fall 2010, Spring 2011

### **BUS350 Collective Bargaining (3)**

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 (3)**

Study of the Internet's impact on the conduct of business in various industries. Topics include e-business models and the key strategic marketing issues for conducting business online.

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

**Prerequisites:** (Undergraduate level BUS215 Minimum Grade of C- or Undergraduate level 20215 Minimum Grade of C-) and (Undergraduate level BUS325 Minimum Grade of C- or Undergraduate level 20325 Minimum Grade of C-)

**Projected Offerings:** Fall 2009, Spring 2010, Fall 2010, Spring 2011

**BUS367 Business and Society (3)**

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 (3)**

Coverage of financial accounting and reporting for business enterprises. Topics include the accounting information system, conceptual framework, financial statements, and accounting for cash, receivables, inventory, plant and equipment, intangible assets and current and noncurrent liabilities.

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

**Prerequisites:** Math Placement Level 4 and (Undergraduate level BUS202 Minimum Grade of C- or Undergraduate level 20202 Minimum Grade of C-) and (Undergraduate level BUS215 Minimum Grade of C- or Undergraduate level 20215 Minimum Grade of C-)

**Projected Offerings:** Fall 2009, Spring 2010, Fall 2010, Spring 2011

**BUS369 Intermediate Accounting II (3)**

Continued coverage of financial accounting and reporting for business enterprises. Topics include the statement of cash flows, revenue recognition, and accounting for shareholders' equity, investments, leases, pensions, and income taxes.

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

**Prerequisites:** Math Placement Level 4 and (Undergraduate level BUS368 Minimum Grade of C- or Undergraduate level 20368 Minimum Grade of C-) and (Undergraduate level BUS341 Minimum Grade of C- or Undergraduate level 20341 Minimum Grade of C-)

**Projected Offerings:** Fall 2009, Spring 2010, Fall 2010, Spring 2011

**BUS371 Concepts in Federal Income Taxation (3)**

Introduction to principles underlying the U.S. federal income tax system. Emphasis on individual income taxation with some coverage of corporate and partnership taxation.

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

**Prerequisites:** Math Placement Level 4 and (Undergraduate level BUS202 Minimum Grade of C- or Undergraduate level 20202 Minimum Grade of C-) and (Undergraduate level BUS215 Minimum Grade of C- or Undergraduate level 20215 Minimum Grade of C-)

**Projected Offerings:** Fall 2009, Fall 2010

### **BUS372 Tax Accounting II (3)**

Continued coverage of tax issues related to various taxable entities, including corporations and partnerships. Emphasis on tax planning and tax research.

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

**Prerequisites:** Math Placement Level 3 and (Undergraduate level BUS237 Minimum Grade of C- or Undergraduate level 20237 Minimum Grade of C-)

### **BUS373 Cost Accounting (3)**

Development and use of quantitative information for management decision-making. Topics include cost accumulation and control, job order and process cost systems, standard costs and variance analysis, and performance evaluation.

**Prerequisites:** Math Placement Level 4 and (Undergraduate level BUS202 Minimum Grade of C- or Undergraduate level 20202 Minimum Grade of C-) and (Undergraduate level BUS215 Minimum Grade of C- or Undergraduate level 20215 Minimum Grade of C-)

**Projected Offerings:** Fall 2009, Spring 2010, Fall 2010, Spring 2011

### **BUS375 Auditing (3)**

Introduction to the attest function and the independent auditor's role in society, with a focus on audit concepts and tools, including computerized auditing.

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

**Prerequisites:** Math Placement Level 4 and (Undergraduate level BUS369 Minimum Grade of C- or Undergraduate level 20369 Minimum Grade of C-)

**Projected Offerings:** Spring 2010, Spring 2011

### **BUS393 Business Selected Topic (3)**

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 (3)**

Examination of the research process used in marketing decision-making. Topics include survey methodology, sample selection, fieldwork, tabulation, statistical analysis of data and report writing.

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

**Prerequisites:** (Undergraduate level BUS325 Minimum Grade of C- or Undergraduate level 20325 Minimum Grade of C-) and (Undergraduate level BUS311 Minimum Grade of C- or Undergraduate level 20311 Minimum Grade of C-)

**Projected Offerings:** Fall 2009, Fall 2010

### **BUS427 Advertising Strategy (3)**

Discussion of advertising and promotion programs. Topics include integrated marketing communications, behavioral responses to advertising, advertising budget controls, the Internet as an advertising medium, advertising research, and strategic applications for the brand management.

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

**Prerequisites:** (Undergraduate level BUS325 Minimum Grade of C- or Undergraduate level 20325 Minimum Grade of C-)

**Projected Offerings:** Spring 2010, Spring 2011

### **BUS429 Marketing Strategy (3)**

Formulation and implementation of marketing strategies for organizations. Emphasis on marketing decision-making and its integration with the manufacturing and financing dimensions of an organization.

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

**Prerequisites:** (Undergraduate level BUS325 Minimum Grade of C- or Undergraduate level 20325 Minimum Grade of C-)

**Projected Offerings:** Spring 2010, Spring 2011

### **BUS430 International Marketing (3)**

Focus on marketing management issues in the international environment. Emphasis on how different cultures and environments impact marketing programs.

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

**Prerequisites:** (Undergraduate level BUS325 Minimum Grade of C- or Undergraduate level 20325 Minimum Grade of C-) and (Undergraduate level BUS346 Minimum Grade of C- or Undergraduate level 20345 Minimum Grade of C-)

**Projected Offerings:** Fall 2009, Fall 2010

### **BUS431 International Management (3)**

Coverage of management issues corporations face when doing business internationally. Topics include culture, corporate strategy and structure cross-cultural communication and negotiation, and international human resource management.

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

**Prerequisites:** (Undergraduate level BUS346 Minimum Grade of C- or Undergraduate level 20346 Minimum Grade of C-)

**Projected Offerings:** Spring 2010, Spring 2011

### **BUS439 Direct Marketing (3)**

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: Accounting, Finance, General Business, International Business, Management, Marketing

**Prerequisites:** (Undergraduate level BUS325 Minimum Grade of C- or Undergraduate level 20325 Minimum Grade of C-)

### **BUS441 Financial Management and Policy (3)**

Introduction to long-term investment and financing decisions of the business enterprise. Topics include capital budgeting techniques, project valuations and analysis of risk, cost of capital, capital structure, dividend policy, and leasing evaluation.

**Attributes:** Liberal Arts

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

**Prerequisites:** (Undergraduate level BUS202 Minimum Grade of C- or Undergraduate level 20202 Minimum Grade of C-) and (Undergraduate level BUS341 Minimum Grade of C- or Undergraduate level 20341 Minimum Grade of C-)

**Projected Offerings:** Fall 2009, Spring 2010, Fall 2010, Spring 2011

### **BUS442 Advanced Accounting (3)**

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

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

**Prerequisites:** (Undergraduate level BUS369 Minimum Grade of C- or Undergraduate level 20369 Minimum Grade of C-)

**Projected Offerings:** Fall 2009, Spring 2010, Fall 2010, Spring 2011

### **BUS443 Investment Analysis and Portfolio Management (3)**

Focus on theory and quantitative tools for managing financial assets and portfolios. Topics include investment fundamentals and markets, buying and selling strategies, risk and return, diversification, portfolio theories, global investing, and valuation of financial instruments.



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

**Prerequisites:** (Undergraduate level BUS341 Minimum Grade of C- or Undergraduate level 20341 Minimum Grade of C-)

**Projected Offerings:** Fall 2009, Fall 2010

### **BUS445 International Financial Management (3)**

Discussion of financial management in the international context. Topics include international financial markets, exchange rate behavior and management of its risk, international banking, and multinational financial management.

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

**Prerequisites:** (Undergraduate level BUS341 Minimum Grade of C- or Undergraduate level 20341 Minimum Grade of C-)

**Projected Offerings:** Spring 2010, Spring 2011

### **BUS447 Personal Financial Planning (3)**

Management of personal finances and investments. Topics include monitoring household wealth, developing a personal financial plan, managing liquidity and credit, financing a home, using insurance, retirement and estate planning, and investing in financial assets.

**Attributes:** Liberal Arts

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

**Prerequisites:** (Undergraduate level BUS341 Minimum Grade of C- or Undergraduate level 20341 Minimum Grade of C-)

**Projected Offerings:** Spring 2010, Spring 2011

### **BUS450 Strategic Management (3)**

Formulation and implementation of business strategies for competitive advantage. Case analysis is used to develop analytical, communication, and team-work skills. This capstone course fulfills the writing intensive course requirement for all business majors.

**Attributes:** Writing Intensive

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

**Prerequisites:** (Undergraduate level BUS341 Minimum Grade of C- or Undergraduate level 20341 Minimum Grade of C-)

**Projected Offerings:** Fall 2009, Spring 2010, Fall 2010, Spring 2011

### **BUS451 Accounting Theory (3)**

In depth study of financial accounting concepts, theory, and practice. Topics include recognition and measurement of assets and liabilities, and accounting for leases, postretirement benefits, and income taxes. Reading and researching professional standards is emphasized.

**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- or Undergraduate level 20369 Minimum Grade of C-)

### **BUS454 Motivation & Work Behavior (3)**

Discussion of theoretical and applied aspects of motivation and related work behaviors. Topics include the impact of personality traits, situational and environmental influences, emotional and cognitive factors, and compensation practices on motivation in organizational settings.

**Attributes:** Liberal Arts

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

**Prerequisites:** (Undergraduate level BUS250 Minimum Grade of C- or Undergraduate level 20250 Minimum Grade of C-) and (Undergraduate level BUS321 Minimum Grade of C- or Undergraduate level 20321 Minimum Grade of C-)

**Projected Offerings:** Fall 2009, Spring 2010, Fall 2010, Spring 2011

### **BUS455 Workplace Aggression and Counterproductive Behavior (3)**

Explores research related to the underlying causes of workplace aggression and counterproductive work behavior and techniques for their management and prevention. Topics include aggression, violence, and employee deviance.

**Attributes:** Liberal Arts

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

**Prerequisites:** (Undergraduate level BUS250 Minimum Grade of C- or Undergraduate level 20250 Minimum Grade of C-) and (Undergraduate level BUS321 Minimum Grade of C- or Undergraduate level 20321 Minimum Grade of C-)

**Projected Offerings:** Fall 2009, Fall 2010

### **BUS456 Human Resources & Organizational Behavior Applications (3)**

Application of theories, techniques, and strategies from organizational behavior and human resource management. Provides students with practical tools for dealing with the challenges presented by 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: Accounting, Finance, General Business, International Business, Management, Marketing ; May not be enrolled in the following classification: Freshman

**Prerequisites:** (Undergraduate level BUS250 Minimum Grade of C- or Undergraduate level 20250 Minimum Grade of C-) and (Undergraduate level BUS321 Minimum Grade of C- or Undergraduate level 20321 Minimum Grade of C-)

**Projected Offerings:** Spring 2010, Spring 2011

### **BUS457 Entrepreneurship and Business Planning (3)**

No description is available for this course.

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

**Prerequisites:** (Undergraduate level BUS202 Minimum Grade of C- or Undergraduate level 20202 Minimum Grade of C- and Undergraduate level BUS250 Minimum Grade of C- or Undergraduate level 20250 Minimum Grade of C- and Undergraduate level BUS312 Minimum Grade of C- or Undergraduate level 20312 Minimum Grade of C- and Undergraduate level BUS325 Minimum Grade of C- or Undergraduate level 20325 Minimum Grade of C- and Undergraduate level BUS341 Minimum Grade of C- or Undergraduate level 20341 Minimum Grade of C-)

**Projected Offerings:** Spring 2010, Spring 2011

### **BUS485 Legislative Gazette Business Internship (9)**

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 (3)**

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: Finance, General Business, International Business, Management, Marketing ; May not be enrolled in the following classification: Freshman

### **BUS494 Fieldwork In Business (1)**

Supervised experience in a business environment.

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

### **BUS495 Independent Study Business (1)**

Supervised study and research.

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

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