

BUSINESS (BUS)

BUS 110 FINANCIAL HEALTH 3 Credit

Course introduces students to the study of financial principles through the examination of their personal financial health. Among the subjects covered will be spending patterns, use of credit cards and loans, and how to develop investing strategies. Practical assignments will include building a personal financial plan and exercises in making informed financial decisions affecting the students' futures.

Grade Mode: Standard Letter, Audit, Pass/Fail

Course Offerings: IN/FE/Rsrch/Thsis/Prjct/Capstn

Equivalencies: BUS 110SS

BUS 201 THE ART OF THINKING 3 Credit

This course introduces students to the process of thinking logically. The first step of solving any problem is to identify it. Analyzing situations, including ethical aspects, is a critical component of the art of thinking.

Pre-requisite: ENG 117

Grade Mode: Standard Letter, Audit, Pass/Fail

Course Offerings: Hybrid, Lecture, Web Based

BUS 220 COMMERCIAL LAW I 3 Credit

Law regarding contracts, torts, property, with business applications. Business ethics and governmental regulation.

Pre-requisite: ENG 117

Grade Mode: Standard Letter, Audit, Pass/Fail, Transfer

Course Offerings: Hybrid, Lecture, Web Based

BUS 240 LEADERSHIP & MANAGEMENT 3 Credit

A major area of focus will be the basic principles and functions of management involved in planning, organizing, and controlling a business organization. Attention will also be paid to the relationship of management and leadership. This will include an examination of classical sources for the meaning and implications of leadership as well as an extensive look at modern leadership ideas and team building tools. The importance of ethics in determining the role and function of leadership will be a central feature of this course.

Grade Mode: Standard Letter, Audit, Pass/Fail

Course Offerings: Hybrid, Lecture, Web Based

BUS 241 BUSINESS RESEARCH METHODS 3 Credit

Students will learn techniques in business research while using a real organization as their model.

Grade Mode: Standard Letter

Course Offerings: Hybrid, Lecture, Web Based

BUS 242 LEADERSHIP COMMUNICATION 3 Credit

How do leaders communicate differently than followers? Examples and techniques will be covered in this course.

Grade Mode: Standard Letter

Course Offerings: Hybrid, Web Based

BUS 245 ARGO ENTREPRENEURS 1 Credit

A team of students designs and implements projects to meet unmet needs-but with a business twist. Argo Entrepreneur projects require that students apply the principles of free enterprise while bringing about social good. This course may be taken up to four times. It highly recommended that students plan to take Argo Entrepreneurs both fall and spring semesters so they can participate in the project from start to finish.

Grade Mode: Pass/Fail, Standard Letter

Course Offerings: Hybrid, Lecture, Web Based

BUS 260 MARKETING 3 Credit

Examination of the role of contemporary marketing in our economy. Areas studied: the contemporary marketing environment (competitive, legal, economic, social); product strategy, distribution strategy, promotional strategy; and pricing strategy.

Grade Mode: Standard Letter, Audit, Pass/Fail

Course Offerings: Hybrid, Lecture, Web Based

BUS 292 SPECIAL TOPICS IN BUSINESS 1-6 Credit

Special topics in business. May be repeated with different content

Grade Mode: Standard Letter, Pass/Fail

Course Offerings: Hybrid, Lecture, Web Based

BUS 301 THE ART OF COMMUNICATION 3 Credit

Attitudes, skills, and methods for effective discussion in small groups. Practical application of small group theory, especially in the areas of leadership, shared responsibility, evaluation of group effectiveness, and problem solving.

Pre-requisite: ENG 117

Grade Mode: Standard Letter, Audit, Pass/Fail, Transfer

Course Offerings: Hybrid, Lecture, Web Based

Equivalencies: COM 301

BUS 303 ARTS & ENTERTAINMENT ECONOMICS 3 Credit

Students will learn to apply the tools of economics to the arts and entertainment industry. The industry is wide ranging and includes book publishing, live theater, the movie industry, television, sports and many other areas. Students will show an understanding of the underlying forces driving the separate industries within the field.

Pre-requisite: ENG 117, ACC 110SS, ACC 110, ACC 201

Grade Mode: Standard Letter

Course Offerings: Hybrid, Lecture, Web Based

BUS 306 MANAGEMENT SCIENCE 3 Credit

Spreadsheet programs are used to build models of decision problems faced by managers in their daily work activities. Examples of decisions utilizing linear programming, forecasting techniques, project management, inventory control, waiting line analysis, and simulation are created and evaluated. Students will apply one or more of these techniques to a project of their own choosing.

Pre-requisite: ENG 117, CPS 205

Grade Mode: Standard Letter, Audit, Pass/Fail

Course Offerings: Hybrid, Lecture, Web Based

BUS 308 FINANCIAL MARKETS & INSTITUTIONS 3 Credit

This course explores the function, pricing, regulation and structure of modern financial markets. Understanding the economic foundations of these intermediaries, in addition to their financial instruments, and developing analytical and research skills, will prepare students for today's job market, and will also help to increase flexibility in adapting to future changes.

Pre-requisite: ENG 117, ACC 201, ECN 201, ECN 202

Grade Mode: Standard Letter

Course Offerings: Hybrid, Lecture, Web Based

BUS 315 ETHICS & ENTERPRISE 3 Credit

The focus of this course is on the economic, social, and environmental effects of business decisions and policies. Students identify significant ethical issues affecting today's multicultural and global business environment and evaluate how businesses have responded to them through policy development. Through case studies and examples of current business practices, students analyze successful and unsuccessful strategies for establishing ethical standards and corporate social responsibility.

Pre-requisite: ENG 117, ECN 201, ECN 202

Grade Mode: Standard Letter

Course Offerings: Lecture, Web Based

BUS 335 COMMERCIAL LAW II 3 Credit

Law and legal institutions in society, emphasizing area of business operations, employment obligations, business organizations, agency, bailment and property rights. Compares and analyzes sole proprietorships, partnerships, corporations, and unincorporated associations. Professional legal liability discussed for accountants, legal and business professionals.

Pre-requisite: ENG 117

Grade Mode: Standard Letter, Audit, Pass/Fail

Course Offerings: Hybrid, Lecture, Web Based

BUS 341 HUMAN RESOURCE MGMT 3 Credit

Personnel function as it relates to the management of the human resources of the organization.

Pre-requisite: ENG 117, BUS 240

Grade Mode: Standard Letter, Audit, Pass/Fail

Course Offerings: Hybrid, Lecture, Web Based

BUS 342 LABOR RELATIONS & EMPLOY LAW 3 Credit

Designed to acquaint students with the modern American labor scene and employment law. Consideration given to: history of the union movement; the structure and function of unions; unions in relation to wages; income, employment, and numerous types of labor problems; and evolutionary process of labor legislation with focus on trends in modern labor legislation.

Pre-requisite: ENG 117, BUS 240

Grade Mode: Standard Letter, Audit, Pass/Fail

Course Offerings: Hybrid, Lecture, Web Based

BUS 345 SIFE 1 Credit

Grade Mode: Standard Letter, Audit, Pass/Fail, Transfer

Course Offerings: Lab, Senior Project/Research, Lecture, Internship, IN/FE/Rsrch/Thsis/Prjct/Capstn, Research, Special Topics/Problems, Web Based

BUS 350 BUDGETING 3 Credit

This course explores organizational budgeting and how budgets are used in organizational and non-profit settings. The student will better understand the uses and functions of budgets and the relationships between tactical budgeting and strategic budgeting. Students will also learn about different budget systems. The course will also cover more advanced budgeting topics such as capital and cash flow budgets.

Pre-requisite: ENG 117, ACC 201, CPS 205

Grade Mode: Standard Letter

Course Offerings: Lecture, Web Based

BUS 352 SUPPLY CHAIN MANAGEMENT 3 Credit

This course is an introduction to modern concepts and practices of efficient supply chain management. Students build their knowledge of and demonstrate the relevance of supply chain design in support of organizational strategy and explore ways to manage an effective supply chain. Through the use of case studies, students also analyze existing supply chain systems and recommend improvements.

Pre-requisite: ENG 117, ACC 201, ACC 202

Grade Mode: Standard Letter

Course Offerings: Hybrid, Lecture, Web Based

BUS 355 GLOBAL ENTERPRISE 3 Credit

Students in this course develop an understanding of the ways in which they can effectively approach marketing in different countries and to various cultures, in order to contribute to an organization's global success. Course topics include marketing an existing product outside the domestic market, developing a new product for specific country markets, and marketing from a global managerial perspective. Students also analyze the legal, regulatory, political, and cultural issues associated with international marketing.

Pre-requisite: ENG 117, ECN 201, ECN 202

Grade Mode: Standard Letter

Course Offerings: Hybrid, Lecture, Web Based

BUS 380 ENTREPRENEURSHIP 3 Credit

Entrepreneurs are the energizers of economic enterprise. This course looks at how ideas for small businesses and other economic enterprises are generated and brought to fruition. Centered around writing a business plan, the course teaches how to examine the feasibility of a business idea from the aspect of marketing, operating, and managing the firm.

Pre-requisite: BUS 240, BUS 260, ENG 117

Grade Mode: Standard Letter, Pass/Fail

Course Offerings: Hybrid, Lecture, Web Based

BUS 383 PROJECT MANAGEMENT 3 Credit

Every organization has projects, large and small. This course teaches the aspects of project management including resource management, goal setting, deliverables, and evaluation.

Pre-requisite: ENG 117, ACC 202, BUS 240

Grade Mode: Standard Letter

Course Offerings: Lecture, Web Based

BUS 392 SPECIAL TOPICS: 1-6 Credit

Expected to be offered: Sufficient demand 1-6 credits

Pre-requisite: ENG 117

Grade Mode: Standard Letter, Audit, Pass/Fail

Course Offerings: Hybrid, Lecture, Web Based

BUS 400 FINANCIAL ANALYSIS 3 Credit

A study of the relationship between the time value of money, the valuation of assets, risk and sensitivity to assumptions.

Pre-requisite: ENG 117, ACC 201, CPS 205, ECN 202

Restrictions: Enrollment limited to students with a classification of Junior or Senior

Grade Mode: Standard Letter, Audit, Pass/Fail

Course Offerings: Hybrid, Lecture, Web Based

BUS 401 THE ART OF LEADERSHIP 3 Credit

Working with others is an essential skill for today's leaders. Effective team formation, participation, and leadership is examined in this course. Change is certain, no matter what organizational setting in which you are located. Dealing effectively with change and helping those you lead deal well is important.

Pre-requisite: ENG 117, BUS 201, BUS 301

Grade Mode: Standard Letter, Audit, Pass/Fail

Course Offerings: Hybrid, Lecture, Web Based

BUS 405 PORTFOLIO AND SOCIAL MEDIA 3 Credit

Students will learn different ways of promoting their talents through social media. They will assemble the proper portfolio/resume/cv to provide to prospective employers/clients. A practical guide to managing a career as an artist. How to present yourself professionally, be selective in choosing opportunities, and make smart choices in the real world. They will also develop their own personal marketing plan for their career of choice.

Pre-requisite: ENG 117

Grade Mode: Standard Letter

Course Offerings: Hybrid, Lecture, Web Based

BUS 413 FINANCIAL ANALYSIS II 3 Credit

A study of how to perform cash flow estimation, capital budgeting, forecasting, working capital management and understanding the relationship between financial ratios and how and when external funding sources provide funds for investment and continued operations.

Pre-requisite: ENG 117, ACC 201, CPS 205, ECN 202

Restrictions: Enrollment limited to students with a classification of Junior or Senior

Grade Mode: Standard Letter, Pass/Fail

Course Offerings: Hybrid, Lecture, Web Based

BUS 415 INVESTMENTS & PORTFOLIO MANAGEMENT 3 Credit

In this course, students study valuation principles and use them to evaluate various investment instruments. Students also practice applying financial theory to real-world situations and develop a practical approach to investments.

Pre-requisite: ENG 117, BUS 400

Grade Mode: Standard Letter

Course Offerings: Lecture, Web Based

BUS 425 PUBLIC & NON-PROFIT FINANCE 3 Credit

This course presents an overview of nonprofit corporate finance practices, techniques, and concepts. Students examine public finance principles at local and governmental levels and apply financial information to business decisions of nonprofit organizations.

Pre-requisite: ENG 117, BUS 400

Grade Mode: Standard Letter

Course Offerings: Lecture, Web Based

BUS 495 INTERNSHIP 1-15 Credit

This course provides the opportunity to apply the theories or see how the theories are applied that you have learned about throughout your academic career. A minimum of 60 hours per credit will be spent observing and /or working within an organization. Completion of internship paperwork is required prior to beginning of the semester during which the internship occurs.

Pre-requisite: ENG 117

Restrictions: Enrollment limited to students with a classification of Junior or Senior

Grade Mode: Other to Include Option of IP, Pass/Fail

Course Offerings: Internship, IN/FE/Rsrch/Thsis/Prjct/Capstn

BUS 496 COMMERCE INTEGRATION 3 Credit

The focus of this course will be on integrating the various tools that the 21st century businessperson needs in order to run a successful enterprise. Particular attention will be paid to the development of business plans. Accordingly, understanding marketing and its central role in business planning will be a significant part of this course. Furthermore, this course will focus on understanding the integration of web and other new market economic tools into the traditional "bricks and mortar" methods of doing business. The role of the manager as "chief integrator" of the business will also be examined. This includes the manager's role as the organization's first team leader, visionary, and prime communicator.

Pre-requisite: ENG 117, BUS 400, BUS 413

Grade Mode: Standard Letter, Audit, Pass/Fail

Course Offerings: Hybrid, Lecture, Web Based

BUS 499 CAPSTONE 3 Credit

In this capstone course for online business majors, students will be required to submit either a written research project or completed project at the workplace.

Pre-requisite: ENG 117

Grade Mode: Pass/Fail

Course Offerings: IN/FE/Rsrch/Thsis/Prjct/Capstn