

BUSINESS ADMINISTRATION (BUS)

BUS093. Business Workshop . 0 Credits.

Non-credit workshop for business majors which will cover various topics such as, but not limited to, graduation requirements, writing skills, career planning and ethics. Attending the Business Workshop is required for all students to become a Business Major.

BUS095. Excel Tutorial. 0 Credits.

Non-credit competency exam and tutorial demonstrating ability to carry out required Excel functions. Successful completion of Excel competency exam is required of all Business majors.

BUS193. Business Selected Topic. 1-12 Credits.

Selected topics courses are regularly scheduled courses that focus on a particular topic of interest. Descriptions are printed in the Schedule of Classes each semester. Selected topics courses may be used as elective credit and may be repeated for credit, provided that the topic of the course changes.

Restrictions:

- Must have the following level: Undergraduate

BUS201. Financial Accounting . 3 Credits.

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. NOTE: Accounting majors must earn a C+ or better to advance to BUS202.

Prerequisites:

- Math Placement Level with a score of 4 or MAT 152 with a minimum grade of C- or MAT 153 with a minimum grade of C-

Restrictions:

- Must have the following level: Undergraduate

BUS202. Managerial Accounting . 3 Credits.

Introduction to measurement and communication of the financial information needed by management. Topics include product costing, cost behavior, cost-volume-profit analysis, and budgeting. NOTE: Accounting majors must earn a C+ or better in BUS201 to enroll in this course.

Prerequisites:

- (BUS 215 (may be taken concurrently) with a minimum grade of C- or BUS 095 (may be taken concurrently) with a minimum grade of S) and BUS 201 with a minimum grade of C- and (Math Placement Level with a score of 4 or MAT 152 with a minimum grade of C-)

Restrictions:

- Must have the following level: Undergraduate

BUS250. Principles of Management . 3 Credits.

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.

Restrictions:

- Must have the following level: Undergraduate

BUS271. Legal Environment of Business . 3 Credits.

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.

Restrictions:

- Must have the following level: Undergraduate

BUS272. Business Law for Accountants . 3 Credits.

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.

Prerequisites:

- BUS 271 with a minimum grade of C-

Restrictions:

- Must have the following level: Undergraduate

BUS293. Business Selected Topic. 1-12 Credits.

Selected topics courses are regularly scheduled courses that focus on a particular topic of interest. Descriptions are printed in the Schedule of Classes each semester. Selected topics courses may be used as elective credit and may be repeated for credit, provided that the topic of the course changes.

BUS295. Indep Study Business. 0 Credits.

BUS296. Departmental Elective. 0 Credits.

BUS301. Internship & Career Practicum. 1 Credit.

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

Restrictions:

- Must have the following field(s) of study (major, minor or concentration):
 - Undeclared:Pre-Accounting (00AC)
 - Undeclared:Pre-Bus Analytics (00BN)
 - Undeclared:Pre-Finance (00FI)
 - Undeclared:Pre-Gen Business (00GB)
 - Undeclared:Pre-Interntnl Bus (00IB)
 - Undeclared:Pre-Management (00MG)
 - Undeclared:Pre-Marketing (00MK)
 - Pre-MBA (0MBA)
 - Business Analytics (531)
 - Accounting (542)
 - Finance (543)
 - Management (544)
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 - International Business (546)
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 - General Business - ITU (547U)
 - Undeclared:Business (000B)

BUS309. Statistics for Business and Economics I. 3 Credits.

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.

Prerequisites:

- (BUS 215 (may be taken concurrently) with a minimum grade of C- or BUS 095 (may be taken concurrently) with a minimum grade of S) and (Math Placement Level with a score of 5 or MAT 171 with a minimum grade of C- or MAT 181 with a minimum grade of C-)

Restrictions:

- Must have the following field(s) of study (major, minor or concentration):
 - Undeclared:Pre-Accounting (00AC)
 - Undeclared:Pre-Bus Analytics (00BN)
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 - Pre-MBA (0MBA)
 - Business Analytics (531)
 - Economics (540)
 - Business Economics (540B)
 - International Economics (540I)
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BUS311. Statistics for Business and Economics II . 3 Credits.

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

Prerequisites:

- BUS 309 with a minimum grade of C- and (BUS 215 with a minimum grade of C- or BUS 095 with a minimum grade of S)

Restrictions:

- Must have the following level: Undergraduate
- Must have the following field(s) of study (major, minor or concentration):
 - Undeclared:Pre-Bus Analytics (00BN)
 - Undeclared:Pre-Finance (00FI)
 - Undeclared:Pre-Gen Business (00GB)
 - Undeclared:Pre-Interntnl Bus (00IB)
 - Undeclared:Pre-Management (00MG)
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 - Undeclared:Pre-Accounting (00AC)
 - Undeclared:Business (000B)
 - Pre-MBA (0MBA)

BUS312. Operations Management . 3 Credits.

Study of analytical tools used for managing operations. Topics include forecasting, product/process design, inventory management, project management, supply chain management, and quality management.

Prerequisites:

- BUS 309 with a minimum grade of C- and (BUS 215 with a minimum grade of C- or BUS 095 with a minimum grade of S)

Restrictions:

- Must have the following level: Undergraduate
- Must have the following field(s) of study (major, minor or concentration):
 - Undeclared:Pre-Accounting (00AC)
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BUS321. Organizational Behavior . 3 Credits.

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.

Prerequisites:

- (BUS 250 with a minimum grade of C-)

Restrictions:

- Must have the following field(s) of study (major, minor or concentration):
 - Undeclared:Pre-Accounting (00AC)
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 - Undeclared:Pre-Finance (00FI)
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BUS322. Organization Theory . 3 Credits.

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.

Prerequisites:

- BUS 250 with a minimum grade of C-

Restrictions:

- Must have the following field(s) of study (major, minor or concentration):
 - Undeclared:Pre-Accounting (00AC)
 - Undeclared:Pre-Bus Analytics (00BN)
 - Undeclared:Pre-Finance (00FI)
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BUS323. Introduction to Entrepreneurship. 3 Credits.

Provides a broad overview of entrepreneurship, including identifying business opportunities, gathering funding for and launching a business, growing the organization and harvesting the rewards.

Prerequisites:

- BUS 250 with a minimum grade of C-

Restrictions:

- Must have the following field(s) of study (major, minor or concentration):
 - Undeclared:Pre-Bus Analytics (00BN)
 - Undeclared:Pre-Finance (00FI)
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BUS324. Introduction to Managing Sustainability. 3 Credits.

Focuses on the environmental, social, and economic impacts of firms' activities. Readings, case analysis, and classroom activities are used to show how businesses develop and implement strategies to simultaneously promote sustainability and improve the competitive position of the firm.

Prerequisites:

- BUS 250 with a minimum grade of C-

Restrictions:

- Must have the following field(s) of study (major, minor or concentration):
 - Undeclared:Pre-Bus Analytics (00BN)
 - Undeclared:Pre-Finance (00FI)
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 - Undeclared:Pre-Accounting (00AC)
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 - Pre-MBA (0MBA)

BUS325. Marketing . 3 Credits.

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

Prerequisites:

- ECO 207 with a minimum grade of C- and (Math Placement Level with a score of 4 or MAT 152 with a minimum grade of C- or MAT 153 with a minimum grade of C-)

Restrictions:

- Must have the following level: Undergraduate
- Must have the following field(s) of study (major, minor or concentration):
 - Undeclared:Pre-Accounting (00AC)
 - Undeclared:Pre-Bus Analytics (00BN)
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BUS326. Consumer Behavior . 3 Credits.

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.

Prerequisites:

- BUS 325 with a minimum grade of C-

Restrictions:

- Must have the following field(s) of study (major, minor or concentration):
 - Undeclared:Pre-Accounting (00AC)
 - Undeclared:Pre-Bus Analytics (00BN)
 - Undeclared:Pre-Finance (00FI)
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BUS327. Sales Management . 3 Credits.

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:

- (BUS 325 with a minimum grade of C-) and (BUS 250 with a minimum grade of C-)

Restrictions:

- Must have the following field(s) of study (major, minor or concentration):
 - Undeclared:Pre-Accounting (00AC)
 - Undeclared:Pre-Bus Analytics (00BN)
 - Undeclared:Pre-Finance (00FI)
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BUS328. Food Retail Management. 3 Credits.

This course is the foundation for a food marketing track. The objective of the course is to familiarize students with the global food industry at all levels and in all segments. Basics of food distribution, wholesaling and retailing, both on the retail and foodservice sides of the business will be covered. The course will also cover the critical issues impacting the industry including the decline of food at home, the growth of foodservice and the food-away-from-home-market, the impact of consolidation, increasing concentration and globalization on the industry's structure, conduct and performance. The course may include both tours of food facilities and industry speakers.

Prerequisites:

- BUS 325 with a minimum grade of C-

Restrictions:

- Must have the following level: Undergraduate
- Must have the following field(s) of study (major, minor or concentration):
 - Undeclared:Pre-Accounting (00AC)
 - Undeclared:Pre-Bus Analytics (00BN)
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BUS329. Food Category Management. 3 Credits.

This course is the foundation for a food marketing track. Food category management focuses on retailing and purchasing data to analyze groups of products purchased by a business organization or sold by a retailer. The course content will include proficiency in industry knowledge, category management history and process, pricing analysis, promotion analysis, assortment analysis, spreadsheet development, presentation development, syndicated scanner data methodologies, consumer panel data applications, retailer point of sale data analysis, space planning software and relational databases.

Prerequisites:

- BUS 325 with a minimum grade of C-

Restrictions:

- Must have the following level: Undergraduate
- Must have the following field(s) of study (major, minor or concentration):
 - Undeclared:Pre-Accounting (00AC)
 - Undeclared:Pre-Bus Analytics (00BN)
 - Undeclared:Pre-Finance (00FI)
 - Undeclared:Pre-Gen Business (00GB)
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BUS341. Fundamentals of Corporate Finance . 3 Credits.

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 capital budgeting techniques. Students must earn a C+ or better in BUS341 to advance to BUS441, BUS443, BUS445, BUS447, and BUS459.

Prerequisites:

- BUS 201 with a minimum grade of C- and (BUS 095 with a minimum grade of S or BUS 215 with a minimum grade of C-) and BUS 309 with a minimum grade of C- and ECO 206 with a minimum grade of C- and ECO 207 with a minimum grade of C- and (Math Placement Level with a score of 5 or MAT 171 with a minimum grade of C- or MAT 181 with a minimum grade of C-)

Restrictions:

- Must have the following level: Undergraduate
- Must have the following field(s) of study (major, minor or concentration):
 - Undeclared:Pre-Accounting (00AC)
 - Undeclared:Pre-Bus Analytics (00BN)
 - Undeclared:Pre-Finance (00FI)
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BUS345. Human Resource Management . 3 Credits.

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

Prerequisites:

- BUS 250 with a minimum grade of C- and (Math Placement Level with a score of 4 or MAT 152 with a minimum grade of C-)

Restrictions:

- Must have the following field(s) of study (major, minor or concentration):
 - Undeclared:Pre-Accounting (00AC)
 - Undeclared:Pre-Bus Analytics (00BN)
 - Undeclared:Pre-Finance (00FI)
 - Undeclared:Pre-Gen Business (00GB)
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 - General Business - ITU (547U)
 - Business (BUS)
 - Undeclared:Business (000B)

BUS346. International Business . 3 Credits.

Discussion on international business concepts with a focus on doing business in non-western countries. Topics include globalization; country differences in economic, political, legal, cultural, and ethical environments; cross-border trade and strategic and managerial issues facing firms engaged in international activities.

Prerequisites:

- (BUS 250 with a minimum grade of C-) and (ECO 207 with a minimum grade of C-)

Restrictions:

- Must have the following field(s) of study (major, minor or concentration):
 - Undeclared:Pre-Accounting (00AC)
 - Undeclared:Pre-Bus Analytics (00BN)
 - Undeclared:Pre-Finance (00FI)
 - Undeclared:Pre-Gen Business (00GB)
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BUS347. Introduction to Business Analytics. 3 Credits.

Examine real world examples of how analytics have been used to transform a business or industry. Cover the following analytics methods and how to implement them: linear regression, logistic regression, trees, clustering and visualization.

Prerequisites:

- BUS 309 with a minimum grade of C-

Restrictions:

- Must have the following level: Undergraduate
- Must have the following field(s) of study (major, minor or concentration):
 - Undeclared:Pre-Accounting (00AC)
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BUS348. Decision Modeling and Analysis. 3 Credits.

Introduces the fundamental quantitative techniques of using data to make informed management decisions. Topics include decision analysis, probability, simulation, linear optimization, nonlinear optimization and discrete optimization.

Prerequisites:

- BUS 309 with a minimum grade of C-

Restrictions:

- Must have the following level: Undergraduate
- Must have the following field(s) of study (major, minor or concentration):
 - Undeclared:Pre-Accounting (00AC)
 - Undeclared:Pre-Bus Analytics (00BN)
 - Undeclared:Pre-Finance (00FI)
 - Undeclared:Pre-Gen Business (00GB)
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BUS349. Data Management and Big Data. 3 Credits.

This course introduces the design of modern databases to collect, organize, and share data for various business transactional and decision support needs. It covers common database architectures, such as the relational databases and data warehousing schemas.

Restrictions:

- Must have the following level: Undergraduate
- Must have the following field(s) of study (major, minor or concentration):
 - Undeclared:Pre-Accounting (00AC)
 - Undeclared:Pre-Bus Analytics (00BN)
 - Undeclared:Pre-Finance (00FI)
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BUS351. Leadership Workshop. 1 Credit.

Focuses on development of leadership skills. Course consists of hands-on exercises and activities designed around the goal of personal leadership growth.

Restrictions:

- Must have the following level: Undergraduate
- Must have the following field(s) of study (major, minor or concentration):
 - Undeclared:Pre-Accounting (00AC)
 - Undeclared:Pre-Bus Analytics (00BN)
 - Undeclared:Pre-Finance (00FI)
 - Undeclared:Pre-Gen Business (00GB)
 - Undeclared:Pre-Interntnl Bus (00IB)
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BUS360. Digital Marketing Strategy. 3 Credits.

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.

Prerequisites:

- (BUS 215 with a minimum grade of C- or BUS 095 with a minimum grade of S) and (BUS 325 with a minimum grade of C-)

Restrictions:

- Must have the following level: Undergraduate
- Must have the following field(s) of study (major, minor or concentration):
 - Undeclared:Pre-Accounting (00AC)
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 - Undeclared:Pre-Finance (00FI)
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BUS368. Intermediate Accounting I . 3 Credits.

Coverage of financial accounting and reporting for business entities. Topics include the accounting information system, the conceptual framework, financial statements, and recognition and measurement of cash, receivables, inventory, plant and equipment, and intangible assets. Students must earn a C+ or better in BUS368 to advance to BUS369.

Prerequisites:

- BUS 202 with a minimum grade of C- and (Math Placement Level with a score of 5 or MAT 171 with a minimum grade of C- or MAT 181 with a minimum grade of C-)

Restrictions:

- Must have the following level: Undergraduate
- Must have the following field(s) of study (major, minor or concentration):
 - Undeclared:Pre-Accounting (00AC)
 - Undeclared:Pre-Bus Analytics (00BN)
 - Undeclared:Pre-Finance (00FI)
 - Undeclared:Pre-Gen Business (00GB)
 - Undeclared:Pre-Interntnl Bus (00IB)
 - Undeclared:Pre-Management (00MG)
 - Undeclared:Pre-Marketing (00MK)
 - Pre-MBA (0MBA)
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 - Management (544)
 - Marketing (545)
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 - General Business (547)
 - General Business - Izmir (547I)
 - General Business - ITU (547U)
 - Business (BUS)
 - Undeclared:Business (000B)

BUS369. Intermediate Accounting II . 3 Credits.

Continued coverage of financial accounting and reporting for business entities. Topics include accounting for liabilities and shareholders' equity, income taxes, financial instruments accounting changes and error corrections, the statement of cash flows, and additional topics of current interest.

Prerequisites:

- BUS 368 with a minimum grade of C+ and BUS 341 (may be taken concurrently) with a minimum grade of C- and (Math Placement Level with a score of 5 or MAT 171 with a minimum grade of C- or MAT 181 with a minimum grade of C-)

Restrictions:

- Must have the following level: Undergraduate
- Must have the following field(s) of study (major, minor or concentration):
 - Undeclared:Pre-Accounting (00AC)
 - Undeclared:Pre-Bus Analytics (00BN)
 - Undeclared:Pre-Finance (00FI)
 - Undeclared:Pre-Gen Business (00GB)
 - Undeclared:Pre-Interntnl Bus (00IB)
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 - General Business - ITU (547U)
 - Business (BUS)
 - Undeclared:Business (000B)

BUS371. Concepts in Federal Income Taxation . 3 Credits.

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

Prerequisites:

- BUS 202 with a minimum grade of C- and (BUS 215 with a minimum grade of C- or BUS 095 with a minimum grade of S) and (Math Placement Level with a score of 5 or MAT 171 with a minimum grade of C- or MAT 181 with a minimum grade of C-)

Restrictions:

- Must have the following level: Undergraduate
- Must have the following field(s) of study (major, minor or concentration):
 - Undeclared:Pre-Accounting (00AC)
 - Undeclared:Pre-Bus Analytics (00BN)
 - Undeclared:Pre-Finance (00FI)
 - Undeclared:Pre-Gen Business (00GB)
 - Undeclared:Pre-Interntnl Bus (00IB)
 - Undeclared:Pre-Management (00MG)
 - Undeclared:Pre-Marketing (00MK)
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 - General Business - ITU (547U)
 - Business (BUS)
 - Undeclared:Business (000B)

BUS373. Cost Accounting . 3 Credits.

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:

- BUS 202 with a minimum grade of C- and (BUS 215 with a minimum grade of C- or BUS 095 with a minimum grade of S) and (Math Placement Level with a score of 5 or MAT 171 with a minimum grade of C- or MAT 181 with a minimum grade of C-)

Restrictions:

- Must have the following field(s) of study (major, minor or concentration):
 - Undeclared:Pre-Accounting (00AC)
 - Undeclared:Pre-Bus Analytics (00BN)
 - Undeclared:Pre-Finance (00FI)
 - Undeclared:Pre-Gen Business (00GB)
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 - General Business - ITU (547U)
 - Business (BUS)
 - Undeclared:Business (000B)

BUS375. Auditing . 3 Credits.

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

Prerequisites:

- BUS 369 with a minimum grade of C- and (Math Placement Level with a score of 5 or MAT 171 with a minimum grade of C- or MAT 181 with a minimum grade of C-)

Restrictions:

- Must have the following level: Undergraduate
- Must have the following field(s) of study (major, minor or concentration):
 - Undeclared:Pre-Accounting (00AC)
 - Undeclared:Pre-Bus Analytics (00BN)
 - Undeclared:Pre-Finance (00FI)
 - Undeclared:Pre-Gen Business (00GB)
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 - General Business - ITU (547U)
 - Business (BUS)
 - Undeclared:Business (000B)

BUS376. Investment Initiative. 1 Credit.

Introduction to real world basic stock, bond, and mutual fund investing strategy, investment vocabulary, practical application of portfolio construction, and methodology for making sound investment decisions. Students utilize trading software and participate in an investment competition. The course is designed to complement theoretical classes in a practical manner.

Restrictions:

- Must have the following field(s) of study (major, minor or concentration):
 - Undeclared:Pre-Accounting (00AC)
 - Undeclared:Pre-Bus Analytics (00BN)
 - Undeclared:Pre-Finance (00FI)
 - Undeclared:Pre-Gen Business (00GB)
 - Undeclared:Pre-Interntnl Bus (00IB)
 - Undeclared:Pre-Management (00MG)
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 - Marketing (545)
 - International Business (546)
 - General Business (547)
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 - General Business - ITU (547U)
 - Undeclared:Business (000B)

BUS381. Advanced Business Analytics. 3 Credits.

Presents a scientific and systematic approach to business data analytics. Topics include dimension reduction, K-nearest neighbor algorithms, neural networks, Logistic regression model building, association rules, and advanced model evaluation and cost-benefit analyses. Results are interpreted with clients in mind.

Prerequisites:

- BUS 311 with a minimum grade of C- and BUS 347 with a minimum grade of C-

Restrictions:

- Must have the following level: Undergraduate
- Must have the following field(s) of study (major, minor or concentration):
 - Undeclared:Pre-Accounting (00AC)
 - Undeclared:Pre-Bus Analytics (00BN)
 - Undeclared:Pre-Finance (00FI)
 - Undeclared:Pre-Gen Business (00GB)
 - Undeclared:Pre-Interntnl Bus (00IB)
 - Undeclared:Pre-Management (00MG)
 - Undeclared:Pre-Marketing (00MK)
 - Pre-MBA (0MBA)
 - Business Analytics (531)
 - Accounting (542)
 - Finance (543)
 - Management (544)
 - Marketing (545)
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 - General Business (547)
 - General Business - Izmir (547I)
 - General Business - ITU (547U)
 - Business (BUS)
 - Undeclared:Business (000B)

BUS385. Supply Chain Analytics. 3 Credits.

Supply chains are complex systems involving multiple businesses and organizations with different goals and objectives. Many different analytical methods and techniques are used to better design and manage supply chains. This course focuses on the application of these methods, no necessarily to theoretical underpinnings.

Prerequisites:

- BUS 311 with a minimum grade of C- and BUS 348 with a minimum grade of C- and BUS 347 with a minimum grade of C-

Restrictions:

- Must have the following field(s) of study (major, minor or concentration):
 - Undeclared:Pre-Accounting (00AC)
 - Undeclared:Pre-Bus Analytics (00BN)
 - Undeclared:Pre-Finance (00FI)
 - Undeclared:Pre-Gen Business (00GB)
 - Undeclared:Pre-Interntnl Bus (00IB)
 - Undeclared:Pre-Management (00MG)
 - Undeclared:Pre-Marketing (00MK)
 - Pre-MBA (0MBA)
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 - Management (544)
 - Marketing (545)
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 - General Business - ITU (547U)
 - Business (BUS)
 - Undeclared:Business (000B)

BUS386. Marketing Analytics. 3 Credits.

This course focuses on the use of quantitative tools to support marketing planning decisions and the objectives of this course are to introduce students to state-of-the art marketing analytics and to teach them how to practically apply these analytics to the real-world business decisions.

Prerequisites:

- BUS 347 with a minimum grade of C- and BUS 325 with a minimum grade of C-

Restrictions:

- Must have the following level: Undergraduate
- Must have the following field(s) of study (major, minor or concentration):
 - Undeclared:Pre-Accounting (00AC)
 - Undeclared:Pre-Bus Analytics (00BN)
 - Undeclared:Pre-Finance (00FI)
 - Undeclared:Pre-Gen Business (00GB)
 - Undeclared:Pre-Interntnl Bus (00IB)
 - Undeclared:Pre-Management (00MG)
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 - Marketing (545)
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 - General Business - ITU (547U)
 - Business (BUS)
 - Undeclared:Business (000B)

BUS387. Analytics in Health Care. 3 Credits.

Analytics methods applies to health care. Topics include statistical auditing in healthcare finance, quality of care, predictors of health care outcomes and the application of social networks in epidemiology.

Prerequisites:

- BUS 311 with a minimum grade of C- and BUS 347 with a minimum grade of C-

Restrictions:

- Must have the following level: Undergraduate
- Must have the following field(s) of study (major, minor or concentration):
 - Undeclared:Pre-Accounting (00AC)
 - Undeclared:Pre-Bus Analytics (00BN)
 - Undeclared:Pre-Finance (00FI)
 - Undeclared:Pre-Gen Business (00GB)
 - Undeclared:Pre-Interntnl Bus (00IB)
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 - General Business - ITU (547U)
 - Business (BUS)
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BUS389. Times Series Analysis for Business. 3 Credits.

Teach students practical and empirical approaches to analyze business time series data. Several approaches will be presented to understanding structure of data, on checking the validity of model, and on forecasting data.

Prerequisites:

- BUS 311 with a minimum grade of C-

Restrictions:

- Must have the following level: Undergraduate
- Must have the following field(s) of study (major, minor or concentration):
 - Undeclared:Pre-Accounting (00AC)
 - Undeclared:Pre-Bus Analytics (00BN)
 - Undeclared:Pre-Finance (00FI)
 - Undeclared:Pre-Gen Business (00GB)
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BUS390. Business Intelligence and Analytics. 3 Credits.

Covers sophisticated business data analytics methodologies for complex real-world scenarios. Methodologies include Bayesian networks, cost-benefit analysis for trinary classification models, Kohonen networks, imputation of missing data, and model voting. Emphasis on interpreting output for business clients.

Prerequisites:

- BUS 311 with a minimum grade of C- and BUS 347 with a minimum grade of C-

Restrictions:

- Must have the following level: Undergraduate
- Must have the following field(s) of study (major, minor or concentration):
 - Undeclared:Pre-Accounting (00AC)
 - Undeclared:Pre-Bus Analytics (00BN)
 - Undeclared:Pre-Finance (00FI)
 - Undeclared:Pre-Gen Business (00GB)
 - Undeclared:Pre-Interntnl Bus (00IB)
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BUS391. Data Visualization. 3 Credits.

Data visualization is an important visual method for effective communication and analyzing large datasets. Through data visualizations we are able to draw conclusions from data that sometimes are not immediately obvious, and interact with the data in an entirely different way. This course will provide you with an informative introduction to the methods, tools and processes involved in visualizing big data.

Prerequisites:

- BUS 309 with a minimum grade of C-

Restrictions:

- Must have the following level: Undergraduate
- Must have the following field(s) of study (major, minor or concentration):
 - Undeclared:Pre-Accounting (00AC)
 - Undeclared:Pre-Bus Analytics (00BN)
 - Undeclared:Pre-Finance (00FI)
 - Undeclared:Pre-Gen Business (00GB)
 - Undeclared:Pre-Interntnl Bus (00IB)
 - Undeclared:Pre-Management (00MG)
 - Undeclared:Pre-Marketing (00MK)
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 - General Business - ITU (547U)
 - Business (BUS)
 - Undeclared:Business (000B)

BUS393. Business Selected Topic. 1-12 Credits.

Selected topics courses are regularly scheduled courses that focus on a particular topic of interest. Descriptions are printed in the Schedule of Classes each semester. Selected topics courses may be used as elective credit and may be repeated for credit, provided that the topic of the course changes.

BUS396. Departmental Elective. 0 Credits.**BUS399. Modular Course. 0 Credits.****BUS422. Leadership. 3 Credits.**

Provides a study of principles in the field of leadership. Topics include the importance of leadership, leadership behaviors, leadership styles, ethics, power, development, communication, and conflict resolution.

Prerequisites:

- BUS 250 with a minimum grade of C- and BUS 321 with a minimum grade of C-

Restrictions:

- Must have the following field(s) of study (major, minor or concentration):
 - Business (BUS)
 - Management (544)
 - Marketing (545)
 - International Business (546)
 - General Business (547)
 - Accounting (542)
 - Business Analytics (531)
 - Finance (543)

BUS423. New Venture Development. 3 Credits.

Focuses on new product and business opportunities within an established company or a new venture. Topics include innovation, product/service development, and new venture financing. Students will analyze new venture feasibility, resource mobilization, and management of new ventures.

Prerequisites:

- BUS 250 with a minimum grade of C-

Restrictions:

- Must have the following field(s) of study (major, minor or concentration):
 - Business (BUS)
 - Management (544)
 - Marketing (545)
 - International Business (546)
 - General Business (547)
 - Accounting (542)
 - Business Analytics (531)
 - Finance (543)

BUS424. Social Entrepreneurship. 3 Credits.

Covers major opportunities and challenges facing social entrepreneurs and their ventures, including how to imagine and evaluate desired social change.

Prerequisites:

- BUS 250 with a minimum grade of C- and BUS 321 with a minimum grade of C-

Restrictions:

- Must have the following field(s) of study (major, minor or concentration):
 - Business (BUS)
 - Management (544)
 - Marketing (545)
 - International Business (546)
 - General Business (547)
 - Accounting (542)
 - Business Analytics (531)
 - Finance (543)

BUS425. Marketing Research . 3 Credits.

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.

Prerequisites:

- BUS 325 with a minimum grade of C- and BUS 311 with a minimum grade of C-

Restrictions:

- Must have the following level: Undergraduate
- Must have the following field(s) of study (major, minor or concentration):
 - Accounting (542)
 - General Business (547)
 - Management (544)
 - Marketing (545)
 - International Business (546)
 - Business Analytics (531)
 - Finance (543)

BUS427. Advertising Strategy . 3 Credits.

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.

Prerequisites:

- BUS 325 with a minimum grade of C-

Restrictions:

- Must have the following level: Undergraduate
- Must have the following field(s) of study (major, minor or concentration):
 - Accounting (542)
 - Finance (543)
 - Business (BUS)
 - Marketing (545)
 - International Business (546)
 - General Business (547)
 - Business Analytics (531)
 - Management (544)

BUS429. Marketing Strategy . 3 Credits.

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.

Prerequisites:

- BUS 325 with a minimum grade of C-

Restrictions:

- Must have the following level: Undergraduate
- Must have the following field(s) of study (major, minor or concentration):
 - Business (BUS)
 - Management (544)
 - Marketing (545)
 - International Business (546)
 - General Business (547)
 - Accounting (542)
 - Business Analytics (531)
 - Finance (543)

BUS430. International Marketing . 3 Credits.

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

Prerequisites:

- BUS 325 with a minimum grade of C- and BUS 346 with a minimum grade of C-

Restrictions:

- Must have the following level: Undergraduate
- Must have the following field(s) of study (major, minor or concentration):
 - Accounting (542)
 - General Business (547)
 - Management (544)
 - Marketing (545)
 - International Business (546)
 - Business Analytics (531)
 - Finance (543)

BUS431. International Management . 3 Credits.

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.

Prerequisites:

- BUS 346 with a minimum grade of C-

Restrictions:

- Must have the following level: Undergraduate
- Must have the following field(s) of study (major, minor or concentration):
 - Accounting (542)
 - General Business (547)
 - Management (544)
 - Marketing (545)
 - International Business (546)
 - Business Analytics (531)
 - Finance (543)

BUS441. Financial Management and Policy . 3 Credits.

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.

Prerequisites:

- BUS 202 with a minimum grade of C- and BUS 341 with a minimum grade of C+

Restrictions:

- Must have the following level: Undergraduate
- Must have the following field(s) of study (major, minor or concentration):
 - Accounting (542)
 - General Business (547)
 - Management (544)
 - Marketing (545)
 - International Business (546)
 - Business Analytics (531)
 - Finance (543)

BUS442. Advanced Accounting . 3 Credits.

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

Prerequisites:

- BUS 369 with a minimum grade of C-

Restrictions:

- Must have the following level: Undergraduate
- Must have the following field(s) of study (major, minor or concentration):
 - Accounting (542)
 - General Business (547)
 - Management (544)
 - Marketing (545)
 - International Business (546)
 - Business Analytics (531)
 - Finance (543)

BUS443. Investment Analysis and Portfolio Management . 3 Credits.

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.

Prerequisites:

- BUS 341 with a minimum grade of C+

Restrictions:

- Must have the following level: Undergraduate
- Must have the following field(s) of study (major, minor or concentration):
 - Accounting (542)
 - General Business (547)
 - Management (544)
 - Marketing (545)
 - International Business (546)
 - Business Analytics (531)
 - Finance (543)

BUS445. International Financial Management . 3 Credits.

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.

Prerequisites:

- BUS 341 with a minimum grade of C+

Restrictions:

- Must have the following level: Undergraduate
- Must have the following field(s) of study (major, minor or concentration):
 - Accounting (542)
 - General Business (547)
 - Management (544)
 - Marketing (545)
 - International Business (546)
 - Business Analytics (531)
 - Finance (543)

BUS447. Personal Financial Planning . 3 Credits.

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.

Prerequisites:

- BUS 341 with a minimum grade of C+

Restrictions:

- Must have the following level: Undergraduate
- Must have the following field(s) of study (major, minor or concentration):
 - Business (BUS)
 - Management (544)
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 - General Business (547)
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 - Finance (543)

BUS450. Strategic Management . 3 Credits.

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.

Prerequisites:

- BUS 341 with a minimum grade of C- and BUS 312 (may be taken concurrently) with a minimum grade of C-

Restrictions:

- Must have the following level: Undergraduate
- Must have the following field(s) of study (major, minor or concentration):
 - Accounting (542)
 - General Business (547)
 - Management (544)
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 - Finance (543)

BUS452. Digital Marketing Analytics. 3 Credits.

Applied learning of a digital marketing analytics platform and its marketing applications. Topics include the platform's analytics layout, reporting, campaign and conversation tracking, data collection and analysis tools, segmentation, targeting, and other marketing applications.

Prerequisites:

- (BUS 325 with a minimum grade of C+ and BUS 360 with a minimum grade of C+ and BUS 425 with a minimum grade of C+) or (BUS 325 with a minimum grade of C+ and BUS 347 with a minimum grade of C+)

Restrictions:

- Must have the following level: Undergraduate
- Must have the following field(s) of study (major, minor or concentration):
 - Accounting (542)
 - Finance (543)
 - Business (BUS)
 - Marketing (545)
 - International Business (546)
 - General Business (547)
 - Business Analytics (BAN)
 - Business Analytics (531)
 - Management (544)

BUS453. Voluntary Income Tax Assistance (VITA). 3 Credits.

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

Prerequisites:

- BUS 201 with a minimum grade of C- and BUS 371 with a minimum grade of C-

Restrictions:

- Must have the following level: Undergraduate
- Must have the following field(s) of study (major, minor or concentration):
 - Accounting (542)
 - General Business (547)
 - Management (544)
 - Marketing (545)
 - International Business (546)
 - Business Analytics (531)
 - Finance (543)

BUS454. Motivation & Work Behavior. 3 Credits.

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.

Prerequisites:

- BUS 250 with a minimum grade of C- and BUS 321 with a minimum grade of C-

Restrictions:

- Must have the following level: Undergraduate
- Must have the following field(s) of study (major, minor or concentration):
 - Industrial/Organizational (539I)
 - Accounting (542)
 - General Business - ITU (547U)
 - Management (544)
 - Marketing (545)
 - International Business (546)
 - General Business - Izmir (547I)
 - Business Analytics (531)
 - Finance (543)

BUS455. Workplace Aggression and Counterproductive Behavior . 3 Credits.

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.

Prerequisites:

- BUS 250 with a minimum grade of C- and BUS 321 with a minimum grade of C-

Restrictions:

- Must have the following level: Undergraduate
- Must have the following field(s) of study (major, minor or concentration):
 - Accounting (542)
 - General Business (547)
 - Management (544)
 - Marketing (545)
 - International Business (546)
 - Business Analytics (531)
 - Finance (543)

BUS456. Human Resources & Organizational Behavior Applications. 3 Credits.

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.

Prerequisites:

- BUS 250 with a minimum grade of C- and BUS 321 with a minimum grade of C-

Restrictions:

- Must have the following level: Undergraduate
- Must have the following field(s) of study (major, minor or concentration):
 - Accounting (542)
 - General Business (547)
 - Management (544)
 - Marketing (545)
 - International Business (546)
 - Business Analytics (531)
 - Finance (543)

BUS457. Entrepreneurship and Business Planning. 3 Credits.

This course will focus on the skills needed to start a business. Topics include identifying markets, developing business plans, and financing operations. Working in teams, students create business plans and may present them to a team of judges.

Prerequisites:

- BUS 202 with a minimum grade of C- and BUS 250 with a minimum grade of C- and BUS 325 with a minimum grade of C- and BUS 341 with a minimum grade of C-

Restrictions:

- Must have the following level: Undergraduate
- Must have the following field(s) of study (major, minor or concentration):
 - Accounting (542)
 - General Business (547)
 - Management (544)
 - Marketing (545)
 - International Business (546)
 - Business Analytics (531)
 - Finance (543)

BUS458. Introduction to Project Management. 3 Credits.

Project manager is often a first step into management. Projects are temporary activities that have a clear goal and end point. Lectures, exercises, and team projects, will develop operational, design, personnel, budget, and communication skills.

Restrictions:

- Must have the following level: Undergraduate
- Must have the following field(s) of study (major, minor or concentration):
 - Business (BUS)
 - Management (544)
 - Marketing (545)
 - International Business (546)
 - General Business (547)
 - Accounting (542)
 - Business Analytics (531)
 - Finance (543)

BUS459. Intro to Risk Management and Derivatives. 3 Credits.

Introduction to basic concepts of derivatives, risk analysis using quantitative tools and the use of derivatives in risk management. Topics include Introduction to financial derivatives (forwards, futures and options); Risk management strategies using derivatives, forward and futures pricing theories and Black-Scholes option pricing model.

Prerequisites:

- BUS 341 with a minimum grade of C+

Restrictions:

- Must have the following level: Undergraduate
- Must have the following field(s) of study (major, minor or concentration):
 - Accounting (542)
 - Finance (543)
 - General Business - ITU (547U)
 - Marketing (545)
 - International Business (546)
 - General Business (547)
 - General Business - Izmir (547I)
 - Business Analytics (531)
 - Management (544)

BUS460. Financial Analytics. 3 Credits.

Introduction to financial modeling and data analysis. Topics include application of asset pricing models, risk measurement, bond market data analysis, interest rate term structure modeling, commodities market data analysis, valuation of swaps and bootstrapping zero-coupon curve, and stochastic process.

Prerequisites:

- BUS 459 with a minimum grade of C-

Restrictions:

- Must have the following level: Undergraduate
- Must have the following field(s) of study (major, minor or concentration):
 - Accounting (542)
 - Finance (543)
 - General Business - ITU (547U)
 - Marketing (545)
 - International Business (546)
 - General Business (547)
 - General Business - Izmir (547I)
 - Business Analytics (531)
 - Management (544)

BUS461. Business Analytics Capstone. 3 Credits.

In this capstone class students integrate the knowledge they have gained in the core curriculum in a project presented in a seminar. Students in this course will review and explore the analytics methodologies and associate risk analysis and risk assessment.

Prerequisites:

- BUS 309 with a minimum grade of C- and BUS 311 with a minimum grade of C- and BUS 347 with a minimum grade of C- and BUS 348 with a minimum grade of C- and BUS 349 with a minimum grade of C- and BUS 381 with a minimum grade of C-

Restrictions:

- Must have the following level: Undergraduate
- Must have the following field(s) of study (major, minor or concentration):
 - Accounting (542)
 - Finance (543)
 - General Business - ITU (547U)
 - Marketing (545)
 - International Business (546)
 - General Business (547)
 - General Business - Izmir (547I)
 - Business Analytics (531)
 - Management (544)

BUS493. Business Selected Topic. 3-12 Credits.

Selected topics courses are regularly scheduled courses that focus on a particular topic of interest. Descriptions are printed in the Schedule of Classes each semester. Selected topics courses may be used as elective credit and may be repeated for credit, provided that the topic of the course changes.

Restrictions:

- Must have the following level: Undergraduate
- Must have the following field(s) of study (major, minor or concentration):
 - Accounting (542)
 - General Business (547)
 - Management (544)
 - Marketing (545)
 - International Business (546)
 - Business Analytics (531)
 - Finance (543)

BUS494. Fieldwork In Business. 1-12 Credits.

Supervised experience in a business environment.

Restrictions:

- Must have the following field(s) of study (major, minor or concentration):
 - Accounting (542)
 - General Business (547)
 - Management (544)
 - Marketing (545)
 - International Business (546)
 - Business Analytics (531)
 - Finance (543)

BUS495. Independent Study Business. 1-12 Credits.

Supervised study and research.

Restrictions:

- Must have the following field(s) of study (major, minor or concentration):
 - Accounting (542)
 - General Business (547)
 - Management (544)
 - Marketing (545)
 - International Business (546)
 - Business Analytics (531)
 - Finance (543)