

# SCHOOL OF BUSINESS

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

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

**Web address:** [www.newpaltz.edu/schoolofbusiness](http://www.newpaltz.edu/schoolofbusiness)

**E-mail:** [schoolofbusiness@newpaltz.edu](mailto:schoolofbusiness@newpaltz.edu)

The School of Business is an accredited member of AACSB International: the Association to Advance Collegiate Schools of Business. AACSB accreditation represents the highest achievement for an educational institution that awards business degrees. Fewer than five percent of the world's business programs have earned AACSB accreditation.

Bachelor of Science programs in Accounting, Business Analytics, Entrepreneurship, Finance, General Business, International Business, Marketing, and Management are offered. In all cases, students fulfill a 40-credit Business core curriculum and also complete courses required for their specific Business major. It is expected that students who complete the BS program will possess skills in critical thinking, oral and written communication, teamwork and ethics. Opportunities are available to complete two Business majors (see "Double Major") or an accelerated graduate degree (see "Business 4+1 BS-MBA"). We also offer an 18-credit minor in Business and a 21-credit minor in Business Analytics.

**Admission to the Major:** Acceptance as a major in Business is based on overall academic performance and on performance in selected courses. Detailed admission criteria may be obtained from the Office of the School of Business.

- [Accounting](#)
- [Business Analytics](#)
- [Entrepreneurship](#)
- [Finance](#)
- [General Business](#)
- [International Business](#)
- [Management](#)
- [Marketing](#)
- [Business Minors](#)
- [Double Major](#)
- [Business 4+1 BS-MBA](#)

## **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.

May not be repeated for credit

## **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.

### **Attributes:**

- Information Mgmt Intro

May be repeated for credit

## **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

May be repeated for credit

## **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.

### **Attributes:**

- GE2: ANSK
- GE2A: ANSK
- Critical Thinking Introductory

### **Restrictions:**

- Must have the following level: Undergraduate

### **Prerequisites:**

- Math Placement Level Minimum Score of 4 or MAT152 Minimum Grade of C- or MAT153 Minimum Grade of C-

May not be repeated for credit

## **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.

### **Attributes:**

- Critical Thinking Introductory

### **Restrictions:**

- Must have the following level: Undergraduate

### **Prerequisites:**

- BUS095 Minimum Grade of S\*
- BUS201 Minimum Grade of C-
- Math Placement Level Minimum Score of 4 or MAT152 Minimum Grade of C-

\* May be taken at the same time

May not be repeated for credit

## **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.

### **Attributes:**

- Liberal Arts

### **Restrictions:**

- Must have the following level: Undergraduate

May not be repeated for credit

### **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.

**Attributes:**

- Liberal Arts

**Restrictions:**

- Must have the following level: Undergraduate

May not be repeated for credit

### **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.

**Attributes:**

- Liberal Arts

**Restrictions:**

- Must have the following level: Undergraduate

**Prerequisites:**

- BUS271 Minimum Grade of C-

May not be repeated for credit

### **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.

May be repeated for credit

### **BUS295. Indep Study Business. 0 Credits.**

May be repeated for credit

### **BUS296. Departmental Elective. 0 Credits.**

May be repeated for credit

### **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.

**Attributes:**

- Liberal Arts

**Restrictions:**

- Must not be enrolled in the following class: Freshman
- Must be enrolled in the following field(s) of study (major, minor or concentration):
  - Accounting (542)
  - Business Analytics (531)
  - Entrepreneurship (524)
  - Finance (543)
  - General Business (547)
  - General Business - ITU (547U)
  - General Business - Izmir (547I)
  - International Business (546)
  - Management (544)
  - Marketing (545)
  - Pre-MBA (0MBA)
  - Undeclared:Business (000B)
  - 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)

May not be repeated for credit

### **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.

#### **Attributes:**

- Critical Thinking Introductory
- Liberal Arts
- GE3: MATH
- GE4: Mathematics
- Systematic Inquiry

#### **Restrictions:**

- Must not be enrolled in the following class: Freshman
- Must be enrolled in the following field(s) of study (major, minor or concentration):
  - Accounting (542)
  - Business (BUS)
  - Business Analytics (531)
  - Business Analytics (BAN)
  - Business Economics (540B)
  - Economics (540)
  - Entrepreneurship (524)
  - Finance (543)
  - General Business (547)
  - General Business - ITU (547U)
  - General Business - Izmir (547I)
  - International Business (546)
  - International Economics (540I)
  - Management (544)
  - Marketing (545)
  - Pre-MBA (0MBA)
  - Undeclared:Business (000B)
  - 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)

#### **Prerequisites:**

- BUS095 Minimum Grade of S\*
- Math Placement Level Minimum Score of 5 or MAT171 Minimum Grade of C- or MAT181 Minimum Grade of C-

\* May be taken at the same time  
May not be repeated for credit

### **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.

#### **Attributes:**

- Critical Thinking Intermediate
- Liberal Arts

#### **Restrictions:**

- Must have the following level: Undergraduate
- Must not be enrolled in the following class: Freshman
- Must be enrolled in the following field(s) of study (major, minor or concentration):
  - Accounting (542)
  - Business (BUS)
  - Business Analytics (531)
  - Business Analytics (BAN)
  - Economics (540)
  - Entrepreneurship (524)
  - Finance (543)
  - General Business (547)
  - General Business - ITU (547U)
  - General Business - Izmir (547I)
  - International Business (546)
  - Management (544)
  - Marketing (545)
  - Pre-MBA (0MBA)
  - Undeclared:Business (000B)
  - Undeclared:Pre-Accounting (00AC)
  - Undeclared:Pre-Bus Analytics (00BN)
  - Undeclared:Pre-Finance (00FI)
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  - Undeclared:Pre-Interntnl Bus (00IB)
  - Undeclared:Pre-Management (00MG)
  - Undeclared:Pre-Marketing (00MK)

#### **Prerequisites:**

- BUS309 Minimum Grade of C-
- BUS095 Minimum Grade of S

May not be repeated for credit

**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.

**Attributes:**

- Critical Thinking Intermediate

**Restrictions:**

- Must have the following level: Undergraduate
- Must not be enrolled in the following class: Freshman
- Must be enrolled in the following field(s) of study (major, minor or concentration):
  - Accounting (542)
  - Business (BUS)
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  - Entrepreneurship (524)
  - Finance (543)
  - General Business (547)
  - General Business - ITU (547U)
  - General Business - Izmir (547I)
  - Industrial/Organizational (539I)
  - International Business (546)
  - Management (544)
  - Marketing (545)
  - Pre-MBA (0MBA)
  - Undeclared:Business (000B)
  - 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)

**Prerequisites:**

- BUS309 Minimum Grade of C-
- BUS095 Minimum Grade of S

May not be repeated for credit

**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.

**Attributes:**

- Liberal Arts

**Restrictions:**

- Must not be enrolled in the following class: Freshman
- Must be enrolled in the following field(s) of study (major, minor or concentration):
  - Accounting (542)
  - Business (BUS)
  - Business Analytics (531)
  - Entrepreneurship (524)
  - Finance (543)
  - General Business (547)
  - General Business - ITU (547U)
  - General Business - Izmir (547I)
  - International Business (546)
  - Management (544)
  - Marketing (545)
  - Pre-MBA (0MBA)
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  - Undeclared:Pre-Accounting (00AC)
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  - Undeclared:Pre-Finance (00FI)
  - Undeclared:Pre-Gen Business (00GB)
  - Undeclared:Pre-Interntnl Bus (00IB)
  - Undeclared:Pre-Management (00MG)
  - Undeclared:Pre-Marketing (00MK)

**Prerequisites:**

- BUS250 Minimum Grade of C-

May not be repeated for credit

**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.

**Attributes:**

- Liberal Arts

**Restrictions:**

- Must not be enrolled in the following class: Freshman
- Must be enrolled in the following field(s) of study (major, minor or concentration):
  - Accounting (542)
  - Business (BUS)
  - Business Analytics (531)
  - Finance (543)
  - General Business (547)
  - General Business - ITU (547U)
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  - Undeclared:Pre-Gen Business (00GB)
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  - Undeclared:Pre-Marketing (00MK)

**Prerequisites:**

- BUS250 Minimum Grade of C-

May not be repeated for credit

**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.

**Attributes:**

- Critical Thinking Intermediate

**Restrictions:**

- Must not be enrolled in the following class: Freshman
- Must be enrolled in the following field(s) of study (major, minor or concentration):
  - Accounting (542)
  - Business (BUS)
  - Business Analytics (531)
  - Entrepreneurship (524)
  - Finance (543)
  - General Business (547)
  - General Business - ITU (547U)
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  - 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)

**Prerequisites:**

- BUS250 Minimum Grade of C-

May not be repeated for credit

### **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.

#### **Attributes:**

- Information Mgmt Intrmd
- Liberal Arts

#### **Restrictions:**

- Must not be enrolled in the following class: Freshman
- Must be enrolled in the following field(s) of study (major, minor or concentration):
  - Accounting (542)
  - Business (BUS)
  - Business Analytics (531)
  - Entrepreneurship (524)
  - Finance (543)
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  - General Business - Izmir (547I)
  - International Business (546)
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  - Marketing (545)
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  - Undeclared:Business (000B)
  - 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)

#### **Prerequisites:**

- BUS250 Minimum Grade of C-

May not be repeated for credit

### **BUS325. Marketing. 3 Credits.**

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

#### **Attributes:**

- Liberal Arts

#### **Restrictions:**

- Must have the following level: Undergraduate
- Must not be enrolled in the following class: Freshman
- Must be enrolled in the following field(s) of study (major, minor or concentration):
  - Accounting (542)
  - Business (BUS)
  - Business Analytics (531)
  - Entrepreneurship (524)
  - Finance (543)
  - General Business (547)
  - General Business - ITU (547U)
  - General Business - Izmir (547I)
  - International Business (546)
  - Management (544)
  - Marketing (545)
  - Pre-MBA (0MBA)
  - Undeclared:Business (000B)
  - 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)

#### **Prerequisites:**

- ECO207 Minimum Grade of C-
- Math Placement Level Minimum Score of 4 or MAT152 Minimum Grade of C- or MAT153 Minimum Grade of C-

May not be repeated for credit

**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.

**Attributes:**

- Liberal Arts

**Restrictions:**

- Must not be enrolled in the following class: Freshman
- Must be enrolled in the following field(s) of study (major, minor or concentration):
  - Accounting (542)
  - Business (BUS)
  - Business Analytics (531)
  - Entrepreneurship (524)
  - Finance (543)
  - General Business (547)
  - General Business - ITU (547U)
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  - Industrial/Organizational (539I)
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  - Marketing (545)
  - Pre-MBA (0MBA)
  - Undeclared:Business (000B)
  - 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)

**Prerequisites:**

- BUS325 Minimum Grade of C-

May not be repeated for credit

**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.

**Restrictions:**

- Must not be enrolled in the following class: Freshman
- Must be enrolled in the following field(s) of study (major, minor or concentration):
  - Accounting (542)
  - Business (BUS)
  - Business Analytics (531)
  - Entrepreneurship (524)
  - Finance (543)
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  - International Business (546)
  - Management (544)
  - Marketing (545)
  - Pre-MBA (0MBA)
  - Undeclared:Business (000B)
  - 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)

**Prerequisites:**

- BUS325 Minimum Grade of C-
- BUS250 Minimum Grade of C-

May not be repeated for credit

**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.

**Attributes:**

- Information Mgmt Intro

**Restrictions:**

- Must have the following level: Undergraduate
- Must not be enrolled in the following class: Freshman
- Must be enrolled in the following field(s) of study (major, minor or concentration):
  - Accounting (542)
  - Business (BUS)
  - Business Analytics (531)
  - Entrepreneurship (524)
  - Finance (543)
  - General Business (547)
  - General Business - ITU (547U)
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  - International Business (546)
  - Management (544)
  - Marketing (545)
  - Pre-MBA (0MBA)
  - Undeclared:Business (000B)
  - 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)

**Prerequisites:**

- BUS325 Minimum Grade of C-

May not be repeated for credit

**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.

**Attributes:**

- Critical Thinking Intermediate

**Restrictions:**

- Must have the following level: Undergraduate
- Must not be enrolled in the following class: Freshman
- Must be enrolled in the following field(s) of study (major, minor or concentration):
  - Accounting (542)
  - Business (BUS)
  - Business Analytics (531)
  - Entrepreneurship (524)
  - Finance (543)
  - General Business (547)
  - General Business - ITU (547U)
  - General Business - Izmir (547I)
  - International Business (546)
  - Management (544)
  - Marketing (545)
  - Pre-MBA (0MBA)
  - Undeclared:Business (000B)
  - 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)

**Prerequisites:**

- BUS325 Minimum Grade of C-

May not be repeated for credit



**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.

**Attributes:**

- Critical Thinking Intermediate

**Restrictions:**

- Must have the following level: Undergraduate
- Must not be enrolled in the following class: Freshman
- Must be enrolled in the following field(s) of study (major, minor or concentration):
  - Accounting (542)
  - Business (BUS)
  - Business Analytics (531)
  - Entrepreneurship (524)
  - Finance (543)
  - General Business (547)
  - General Business - ITU (547U)
  - General Business - Izmir (547I)
  - International Business (546)
  - Management (544)
  - Marketing (545)
  - Pre-MBA (0MBA)
  - Undeclared:Business (000B)
  - 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)

**Prerequisites:**

- BUS201 Minimum Grade of C-
- BUS095 Minimum Grade of S
- BUS309 Minimum Grade of C-
- ECO206 Minimum Grade of C-
- ECO207 Minimum Grade of C-
- Math Placement Level Minimum Score of 5 or MAT171 Minimum Grade of C- or MAT181 Minimum Grade of C-

May not be repeated for credit

**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.

**Restrictions:**

- Must not be enrolled in the following class: Freshman
- Must be enrolled in the following field(s) of study (major, minor or concentration):
  - Accounting (542)
  - Business (BUS)
  - Business Analytics (531)
  - Entrepreneurship (524)
  - Finance (543)
  - General Business (547)
  - General Business - ITU (547U)
  - General Business - Izmir (547I)
  - Industrial/Organizational (539I)
  - International Business (546)
  - Management (544)
  - Marketing (545)
  - Pre-MBA (0MBA)
  - Undeclared:Business (000B)
  - 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)

**Prerequisites:**

- BUS250 Minimum Grade of C-
- Math Placement Level Minimum Score of 4 or MAT152 Minimum Grade of C-

May not be repeated for credit

**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.

**Attributes:**

- Critical Thinking Advanced
- Information Mgmt Intrmd
- GE4: World Civilizations
- GE3: WRLD

**Restrictions:**

- Must not be enrolled in the following class: Freshman
- Must be enrolled in the following field(s) of study (major, minor or concentration):
  - Accounting (542)
  - Business (BUS)
  - Business Analytics (531)
  - Entrepreneurship (524)
  - Finance (543)
  - General Business (547)
  - General Business - ITU (547U)
  - General Business - Izmir (547I)
  - International Business (546)
  - Management (544)
  - Marketing (545)
  - Pre-MBA (0MBA)
  - Undeclared:Business (000B)
  - 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)

**Prerequisites:**

- BUS250 Minimum Grade of C-
- ECO207 Minimum Grade of C-

May not be repeated for credit

**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.

**Attributes:**

- Critical Thinking Intermediate

**Restrictions:**

- Must have the following level: Undergraduate
- Must not be enrolled in the following class: Freshman
- Must be enrolled in the following field(s) of study (major, minor or concentration):
  - Accounting (542)
  - Business (BUS)
  - Business Analytics (531)
  - Business Analytics (BAN)
  - Entrepreneurship (524)
  - Finance (543)
  - General Business (547)
  - General Business - ITU (547U)
  - General Business - Izmir (547I)
  - International Business (546)
  - Management (544)
  - Marketing (545)
  - Pre-MBA (0MBA)
  - Undeclared:Business (000B)
  - 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)

**Prerequisites:**

- BUS309 Minimum Grade of C-
- BUS095 Minimum Grade of S

May not be repeated for credit

**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.

**Attributes:**

- Information Mgmt Intrmd
- Liberal Arts

**Restrictions:**

- Must have the following level: Undergraduate
- Must not be enrolled in the following class: Freshman
- Must be enrolled in the following field(s) of study (major, minor or concentration):
  - Accounting (542)
  - Business (BUS)
  - Business Analytics (531)
  - Business Analytics (BAN)
  - Entrepreneurship (524)
  - Finance (543)
  - General Business (547)
  - General Business - ITU (547U)
  - General Business - Izmir (547I)
  - International Business (546)
  - Management (544)
  - Marketing (545)
  - Pre-MBA (0MBA)
  - Undeclared:Business (000B)
  - 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-Marketing (00MK)

**Prerequisites:**

- BUS309 Minimum Grade of C-
- BUS095 Minimum Grade of S

May not be repeated for credit

**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.

**Attributes:**

- Information Mgmt Intrmd

**Restrictions:**

- Must have the following level: Undergraduate
- Must not be enrolled in the following class: Freshman
- Must be enrolled in the following field(s) of study (major, minor or concentration):
  - Accounting (542)
  - Business (BUS)
  - Business Analytics (531)
  - Business Analytics (BAN)
  - Entrepreneurship (524)
  - Finance (543)
  - General Business (547)
  - General Business - ITU (547U)
  - General Business - Izmir (547I)
  - International Business (546)
  - Management (544)
  - Marketing (545)
  - Pre-MBA (0MBA)
  - Undeclared:Business (000B)
  - 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)

May not be repeated for credit

**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.

**Attributes:**

- Leadership

**Restrictions:**

- Must have the following level: Undergraduate
- Must not be enrolled in the following class: Freshman
- Must be enrolled in the following field(s) of study (major, minor or concentration):
  - Accounting (542)
  - Business Analytics (531)
  - Finance (543)
  - General Business (547)
  - General Business - ITU (547U)
  - General Business - Izmir (547I)
  - International Business (546)
  - Management (544)
  - Marketing (545)
  - Pre-MBA (0MBA)
  - Undeclared:Business (000B)
  - 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)

May not be repeated for credit

**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.

**Attributes:**

- Information Mgmt Intrmd

**Restrictions:**

- Must have the following level: Undergraduate
- Must not be enrolled in the following class: Freshman
- Must be enrolled in the following field(s) of study (major, minor or concentration):
  - Accounting (542)
  - Business (BUS)
  - Business Analytics (531)
  - Entrepreneurship (524)
  - Finance (543)
  - General Business (547)
  - General Business - ITU (547U)
  - General Business - Izmir (547I)
  - International Business (546)
  - Management (544)
  - Marketing (545)
  - Pre-MBA (0MBA)
  - Undeclared:Business (000B)
  - 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)

**Prerequisites:**

- BUS095 Minimum Grade of S
- BUS325 Minimum Grade of C-

May not be repeated for credit

**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.

**Attributes:**

- Critical Thinking Intermediate

**Restrictions:**

- Must have the following level: Undergraduate
- Must not be enrolled in the following class: Freshman
- Must be enrolled in the following field(s) of study (major, minor or concentration):
  - Accounting (542)
  - Business (BUS)
  - Business Analytics (531)
  - Entrepreneurship (524)
  - Finance (543)
  - General Business (547)
  - General Business - ITU (547U)
  - General Business - Izmir (547I)
  - International Business (546)
  - Management (544)
  - Marketing (545)
  - Pre-MBA (0MBA)
  - Undeclared:Business (000B)
  - 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)

**Prerequisites:**

- BUS202 Minimum Grade of C-
- BUS095 Minimum Grade of S
- Math Placement Level Minimum Score of 5 or MAT171 Minimum Grade of C- or MAT181 Minimum Grade of C-

May not be repeated for credit

**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.

**Attributes:**

- Information Mgmt Intrmd

**Restrictions:**

- Must have the following level: Undergraduate
- Must not be enrolled in the following class: Freshman
- Must be enrolled in the following field(s) of study (major, minor or concentration):
  - Accounting (542)
  - Business (BUS)
  - Business Analytics (531)
  - Entrepreneurship (524)
  - Finance (543)
  - General Business (547)
  - General Business - ITU (547U)
  - General Business - Izmir (547I)
  - International Business (546)
  - Management (544)
  - Marketing (545)
  - Pre-MBA (0MBA)
  - Undeclared:Business (000B)
  - 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)

**Prerequisites:**

- BUS368 Minimum Grade of C+
- BUS341 Minimum Grade of C\*
- Math Placement Level Minimum Score of 5 or MAT171 Minimum Grade of C- or MAT181 Minimum Grade of C-

\* May be taken at the same time

May not be repeated for credit

### **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.

#### **Attributes:**

- Critical Thinking Advanced

#### **Restrictions:**

- Must have the following level: Undergraduate
- Must not be enrolled in the following class: Freshman
- Must be enrolled in the following field(s) of study (major, minor or concentration):
  - Accounting (542)
  - Business (BUS)
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  - Entrepreneurship (524)
  - Finance (543)
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  - International Business (546)
  - Management (544)
  - Marketing (545)
  - Pre-MBA (0MBA)
  - Undeclared:Business (000B)
  - 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)

#### **Prerequisites:**

- BUS202 Minimum Grade of C-
- BUS095 Minimum Grade of S
- Math Placement Level Minimum Score of 5 or MAT171 Minimum Grade of C- or MAT181 Minimum Grade of C-

May not be repeated for credit

### **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.

#### **Restrictions:**

- Must not be enrolled in the following class: Freshman
- Must be enrolled in the following field(s) of study (major, minor or concentration):
  - Accounting (542)
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  - Entrepreneurship (524)
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  - Management (544)
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  - Pre-MBA (0MBA)
  - Undeclared:Business (000B)
  - 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)

#### **Prerequisites:**

- BUS202 Minimum Grade of C-
- BUS095 Minimum Grade of S
- Math Placement Level Minimum Score of 5 or MAT171 Minimum Grade of C- or MAT181 Minimum Grade of C-

May not be repeated for credit

**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.

**Attributes:**

- Information Mgmt Advanced

**Restrictions:**

- Must have the following level: Undergraduate
- Must not be enrolled in the following class: Freshman
- Must be enrolled in the following field(s) of study (major, minor or concentration):
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  - 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)

**Prerequisites:**

- BUS369 Minimum Grade of C-
- Math Placement Level Minimum Score of 5 or MAT171 Minimum Grade of C- or MAT181 Minimum Grade of C-

May not be repeated for credit

**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.

**Attributes:**

- Practicum - Non-Clinical

**Restrictions:**

- Must not be enrolled in the following class: Freshman
- Must be enrolled in the following field(s) of study (major, minor or concentration):
  - Accounting (542)
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  - Entrepreneurship (524)
  - Finance (543)
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  - Management (544)
  - Marketing (545)
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  - Undeclared:Pre-Bus Analytics (00BN)
  - Undeclared:Pre-Finance (00FI)
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  - Undeclared:Pre-Marketing (00MK)

May not be repeated for credit

**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.

**Attributes:**

- Critical Thinking Advanced

**Restrictions:**

- Must have the following level: Undergraduate
- Must not be enrolled in the following class: Freshman
- Must be enrolled in the following field(s) of study (major, minor or concentration):
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  - Marketing (545)
  - Pre-MBA (0MBA)
  - Undeclared:Business (000B)
  - 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)

**Prerequisites:**

- BUS311 Minimum Grade of C-
- BUS347 Minimum Grade of C-

May not be repeated for credit

**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.

**Restrictions:**

- Must be enrolled in the following field(s) of study (major, minor or concentration):
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  - Entrepreneurship (524)
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  - Undeclared:Pre-Accounting (00AC)
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  - Undeclared:Pre-Finance (00FI)
  - Undeclared:Pre-Gen Business (00GB)
  - Undeclared:Pre-Interntnl Bus (00IB)
  - Undeclared:Pre-Management (00MG)
  - Undeclared:Pre-Marketing (00MK)

**Prerequisites:**

- BUS311 Minimum Grade of C-
- BUS348 Minimum Grade of C-
- BUS347 Minimum Grade of C-

May not be repeated for credit



### **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.

#### **Restrictions:**

- Must have the following level: Undergraduate
- Must not be enrolled in the following class: Freshman
- Must be enrolled in the following field(s) of study (major, minor or concentration):
  - Accounting (542)
  - Business (BUS)
  - Business Analytics (531)
  - Business Analytics (BAN)
  - Entrepreneurship (524)
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  - International Business (546)
  - Management (544)
  - Marketing (545)
  - Pre-MBA (0MBA)
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  - 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)

#### **Prerequisites:**

- BUS347 Minimum Grade of C-
- BUS325 Minimum Grade of C-

May not be repeated for credit

### **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.

#### **Restrictions:**

- Must have the following level: Undergraduate
- Must not be enrolled in the following class: Freshman
- Must be enrolled in the following field(s) of study (major, minor or concentration):
  - Accounting (542)
  - Business (BUS)
  - Business Analytics (531)
  - Business Analytics (BAN)
  - Entrepreneurship (524)
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  - International Business (546)
  - Management (544)
  - Marketing (545)
  - Pre-MBA (0MBA)
  - Undeclared:Business (000B)
  - 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)

#### **Prerequisites:**

- BUS311 Minimum Grade of C-
- BUS347 Minimum Grade of C-

May not be repeated for credit

**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.

**Restrictions:**

- Must have the following level: Undergraduate
- Must not be enrolled in the following class: Freshman
- Must be enrolled in the following field(s) of study (major, minor or concentration):
  - Accounting (542)
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  - Business Analytics (BAN)
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  - Finance (543)
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  - General Business - Izmir (547I)
  - International Business (546)
  - Management (544)
  - Marketing (545)
  - Pre-MBA (0MBA)
  - Undeclared:Business (000B)
  - 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)

**Prerequisites:**

- BUS311 Minimum Grade of C-

May not be repeated for credit

**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.

**Restrictions:**

- Must have the following level: Undergraduate
- Must not be enrolled in the following class: Freshman
- Must be enrolled in the following field(s) of study (major, minor or concentration):
  - Accounting (542)
  - Business (BUS)
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  - Business Analytics (BAN)
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  - Marketing (545)
  - Pre-MBA (0MBA)
  - Undeclared:Business (000B)
  - 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)

**Prerequisites:**

- BUS311 Minimum Grade of C-
- BUS347 Minimum Grade of C-

May not be repeated for credit

**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.

**Restrictions:**

- Must have the following level: Undergraduate
- Must not be enrolled in the following class: Freshman
- Must be enrolled in the following field(s) of study (major, minor or concentration):
  - Accounting (542)
  - Business (BUS)
  - Business Analytics (531)
  - Business Analytics (BAN)
  - Entrepreneurship (524)
  - Finance (543)
  - General Business (547)
  - General Business - ITU (547U)
  - General Business - Izmir (547I)
  - International Business (546)
  - Management (544)
  - Marketing (545)
  - Pre-MBA (OMBA)
  - Undeclared:Business (000B)
  - 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)

**Prerequisites:**

- BUS309 Minimum Grade of C-
- BUS095 Minimum Grade of S

May not be repeated for credit

**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.

**Restrictions:**

- Must not be enrolled in the following class: Freshman

May be repeated for credit

**BUS396. Departmental Elective. 0 Credits.****Restrictions:**

- Must not be enrolled in the following class: Freshman

May be repeated for credit

**BUS399. Modular Course. 0 Credits.****Restrictions:**

- Must not be enrolled in the following class: Freshman

May be repeated for credit

**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.

**Attributes:**

- Critical Thinking Advanced
- Liberal Arts

**Restrictions:**

- Must not be enrolled in the following class: Freshman
- Must be enrolled in the following field(s) of study (major, minor or concentration):
  - Accounting (542)
  - Business (BUS)
  - Business Analytics (531)
  - Entrepreneurship (524)
  - Finance (543)
  - General Business (547)
  - International Business (546)
  - Management (544)
  - Marketing (545)

**Prerequisites:**

- BUS250 Minimum Grade of C-
- BUS321 Minimum Grade of C-

May not be repeated for credit

**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.

**Attributes:**

- Information Mgmt Advanced

**Restrictions:**

- Must not be enrolled in the following class: Freshman
- Must be enrolled in the following field(s) of study (major, minor or concentration):
  - Accounting (542)
  - Business (BUS)
  - Business Analytics (531)
  - Entrepreneurship (524)
  - Finance (543)
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  - Management (544)
  - Marketing (545)

**Prerequisites:**

- BUS250 Minimum Grade of C-

May not be repeated for credit

**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.

**Attributes:**

- Liberal Arts

**Restrictions:**

- Must not be enrolled in the following class: Freshman
- Must be enrolled in the following field(s) of study (major, minor or concentration):
  - Accounting (542)
  - Business (BUS)
  - Business Analytics (531)
  - Finance (543)
  - General Business (547)
  - International Business (546)
  - Management (544)
  - Marketing (545)

**Prerequisites:**

- BUS250 Minimum Grade of C-
- BUS321 Minimum Grade of C-

May not be repeated for credit

**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.

**Attributes:**

- Information Mgmt Advanced

**Restrictions:**

- Must have the following level: Undergraduate
- Must not be enrolled in the following class: Freshman
- Must be enrolled in the following field(s) of study (major, minor or concentration):
  - Accounting (542)
  - Business Analytics (531)
  - Entrepreneurship (524)
  - Finance (543)
  - General Business (547)
  - International Business (546)
  - Management (544)
  - Marketing (545)

**Prerequisites:**

- BUS325 Minimum Grade of C-
- BUS311 Minimum Grade of C-

May not be repeated for credit

**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.

**Restrictions:**

- Must have the following level: Undergraduate
- Must not be enrolled in the following class: Freshman
- Must be enrolled in the following field(s) of study (major, minor or concentration):
  - Accounting (542)
  - Business (BUS)
  - Business Analytics (531)
  - Entrepreneurship (524)
  - Finance (543)
  - General Business (547)
  - International Business (546)
  - Management (544)
  - Marketing (545)

**Prerequisites:**

- BUS325 Minimum Grade of C-

May not be repeated for credit

**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.

**Attributes:**

- Critical Thinking Advanced

**Restrictions:**

- Must have the following level: Undergraduate
- Must not be enrolled in the following class: Freshman
- Must be enrolled in the following field(s) of study (major, minor or concentration):
  - Accounting (542)
  - Business (BUS)
  - Business Analytics (531)
  - Entrepreneurship (524)
  - Finance (543)
  - General Business (547)
  - International Business (546)
  - Management (544)
  - Marketing (545)

**Prerequisites:**

- BUS325 Minimum Grade of C-

May not be repeated for credit

**BUS430. International Marketing. 3 Credits.**

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

**Restrictions:**

- Must have the following level: Undergraduate
- Must not be enrolled in the following class: Freshman
- Must be enrolled in the following field(s) of study (major, minor or concentration):
  - Accounting (542)
  - Business Analytics (531)
  - Entrepreneurship (524)
  - Finance (543)
  - General Business (547)
  - International Business (546)
  - Management (544)
  - Marketing (545)

**Prerequisites:**

- BUS325 Minimum Grade of C-
- BUS346 Minimum Grade of C-

May not be repeated for credit

**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.

**Attributes:**

- Information Mgmt Advanced

**Restrictions:**

- Must have the following level: Undergraduate
- Must not be enrolled in the following class: Freshman
- Must be enrolled in the following field(s) of study (major, minor or concentration):
  - Accounting (542)
  - Business Analytics (531)
  - Entrepreneurship (524)
  - Finance (543)
  - General Business (547)
  - International Business (546)
  - Management (544)
  - Marketing (545)

**Prerequisites:**

- BUS346 Minimum Grade of C-

May not be repeated for credit

**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.

**Attributes:**

- Critical Thinking Advanced
- Liberal Arts

**Restrictions:**

- Must have the following level: Undergraduate
- Must not be enrolled in the following class: Freshman
- Must be enrolled in the following field(s) of study (major, minor or concentration):
  - Accounting (542)
  - Business Analytics (531)
  - Entrepreneurship (524)
  - Finance (543)
  - General Business (547)
  - International Business (546)
  - Management (544)
  - Marketing (545)

**Prerequisites:**

- BUS202 Minimum Grade of C-
- BUS341 Minimum Grade of C+

May not be repeated for credit

**BUS442. Advanced Accounting. 3 Credits.**

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

**Restrictions:**

- Must have the following level: Undergraduate
- Must not be enrolled in the following class: Freshman
- Must be enrolled in the following field(s) of study (major, minor or concentration):
  - Accounting (542)
  - Business Analytics (531)
  - Entrepreneurship (524)
  - Finance (543)
  - General Business (547)
  - International Business (546)
  - Management (544)
  - Marketing (545)

**Prerequisites:**

- BUS369 Minimum Grade of C-

May not be repeated for credit

**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.

**Restrictions:**

- Must have the following level: Undergraduate
- Must not be enrolled in the following class: Freshman
- Must be enrolled in the following field(s) of study (major, minor or concentration):
  - Accounting (542)
  - Business Analytics (531)
  - Entrepreneurship (524)
  - Finance (543)
  - General Business (547)
  - International Business (546)
  - Management (544)
  - Marketing (545)

**Prerequisites:**

- BUS341 Minimum Grade of C+

May not be repeated for credit

**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.

**Attributes:**

- Critical Thinking Intermediate

**Restrictions:**

- Must have the following level: Undergraduate
- Must not be enrolled in the following class: Freshman
- Must be enrolled in the following field(s) of study (major, minor or concentration):
  - Accounting (542)
  - Business Analytics (531)
  - Entrepreneurship (524)
  - Finance (543)
  - General Business (547)
  - International Business (546)
  - Management (544)
  - Marketing (545)

**Prerequisites:**

- BUS341 Minimum Grade of C+

May not be repeated for credit

**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.

**Attributes:**

- Information Mgmt Advanced
- Liberal Arts

**Restrictions:**

- Must have the following level: Undergraduate
- Must not be enrolled in the following class: Freshman
- Must be enrolled in the following field(s) of study (major, minor or concentration):
  - Accounting (542)
  - Business (BUS)
  - Business Analytics (531)
  - Entrepreneurship (524)
  - Finance (543)
  - General Business (547)
  - International Business (546)
  - Management (544)
  - Marketing (545)

**Prerequisites:**

- BUS341 Minimum Grade of C+

May not be repeated for credit

**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.

**Attributes:**

- Writing Intensive

**Restrictions:**

- Must have the following level: Undergraduate
- Must be enrolled in the following class: Senior
- Must be enrolled in the following field(s) of study (major, minor or concentration):
  - Accounting (542)
  - Business Analytics (531)
  - Entrepreneurship (524)
  - Finance (543)
  - General Business (547)
  - International Business (546)
  - Management (544)
  - Marketing (545)

**Prerequisites:**

- BUS341 Minimum Grade of C-
- BUS312 Minimum Grade of C-\*

\* May be taken at the same time

May not be repeated for credit

**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.

**Restrictions:**

- Must have the following level: Undergraduate
- Must not be enrolled in one of the following classes: Sophomore, Freshman
- Must be enrolled in the following field(s) of study (major, minor or concentration):
  - Accounting (542)
  - Business (BUS)
  - Business Analytics (531)
  - Business Analytics (BAN)
  - Entrepreneurship (524)
  - Finance (543)
  - General Business (547)
  - International Business (546)
  - Management (544)
  - Marketing (545)

**Prerequisites:**

- (BUS325 Minimum Grade of C+ and BUS360 Minimum Grade of C+ and BUS425 Minimum Grade of C+) or (BUS325 Minimum Grade of C+ and BUS347 Minimum Grade of C+)
- BUS095 Minimum Grade of S

May not be repeated for credit

**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.

**Attributes:**

- Service Learning
- Practicum - Non-Clinical

**Restrictions:**

- Must have the following level: Undergraduate
- Must not be enrolled in the following class: Freshman
- Must be enrolled in the following field(s) of study (major, minor or concentration):
  - Accounting (542)
  - Business Analytics (531)
  - Entrepreneurship (524)
  - Finance (543)
  - General Business (547)
  - International Business (546)
  - Management (544)
  - Marketing (545)

**Prerequisites:**

- BUS201 Minimum Grade of C-
- BUS371 Minimum Grade of C-

May not be repeated for credit

**BUS454. Applied Investment Management. 3 Credits.**

Students learn the practical aspects of investment management and act as portfolio managers to create and manage their own investment portfolios under real-time market conditions. Satisfies applied learning requirement for undergraduate business majors.

**Restrictions:**

- Must have the following level: Undergraduate
- Must not be enrolled in the following class: Freshman
- Must be enrolled in the following field(s) of study (major, minor or concentration):
  - Accounting (542)
  - Business Analytics (531)
  - Entrepreneurship (524)
  - Finance (543)
  - General Business - ITU (547U)
  - General Business - Izmir (547I)
  - International Business (546)
  - Management (544)
  - Marketing (545)

**Prerequisites:**

- BUS341 Minimum Grade of C+

May not be repeated for credit

### **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.

#### **Restrictions:**

- Must have the following level: Undergraduate
- Must not be enrolled in the following class: Freshman
- Must be enrolled in the following field(s) of study (major, minor or concentration):
  - Accounting (542)
  - Business Analytics (531)
  - Finance (543)
  - General Business (547)
  - International Business (546)
  - Management (544)
  - Marketing (545)

#### **Prerequisites:**

- BUS250 Minimum Grade of C-
- BUS321 Minimum Grade of C-

May not be repeated for credit

### **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.

#### **Attributes:**

- Entrepreneurship
- Practicum - Non-Clinical

#### **Restrictions:**

- Must have the following level: Undergraduate
- Must not be enrolled in the following class: Freshman
- Must be enrolled in the following field(s) of study (major, minor or concentration):
  - Accounting (542)
  - Business Analytics (531)
  - Entrepreneurship (524)
  - Finance (543)
  - General Business (547)
  - International Business (546)
  - Management (544)
  - Marketing (545)

#### **Prerequisites:**

- BUS202 Minimum Grade of C-
- BUS250 Minimum Grade of C-
- BUS325 Minimum Grade of C-
- BUS341 Minimum Grade of C-

May not be repeated for credit

### **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 not be enrolled in the following class: Freshman
- Must be enrolled in the following field(s) of study (major, minor or concentration):
  - Accounting (542)
  - Business (BUS)
  - Business Analytics (531)
  - Entrepreneurship (524)
  - Finance (543)
  - General Business (547)
  - International Business (546)
  - Management (544)
  - Marketing (545)

May not be repeated for credit

### **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.

#### **Restrictions:**

- Must have the following level: Undergraduate
- Must not be enrolled in the following class: Freshman
- Must be enrolled in the following field(s) of study (major, minor or concentration):
  - Accounting (542)
  - Business Analytics (531)
  - Entrepreneurship (524)
  - Finance (543)
  - General Business (547)
  - General Business - ITU (547U)
  - General Business - Izmir (547I)
  - International Business (546)
  - Management (544)
  - Marketing (545)

#### **Prerequisites:**

- BUS341 Minimum Grade of C+

May not be repeated for credit



**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.

**Restrictions:**

- Must have the following level: Undergraduate
- Must not be enrolled in the following class: Freshman
- Must be enrolled in the following field(s) of study (major, minor or concentration):
  - Accounting (542)
  - Business Analytics (531)
  - Business Analytics (BAN)
  - Entrepreneurship (524)
  - Finance (543)
  - General Business (547)
  - General Business - ITU (547U)
  - General Business - Izmir (547I)
  - International Business (546)
  - Management (544)
  - Marketing (545)

**Prerequisites:**

- BUS459 Minimum Grade of C-

May not be repeated for credit

**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.

**Attributes:**

- Information Mgmt Advanced

**Restrictions:**

- Must have the following level: Undergraduate
- Must not be enrolled in the following class: Freshman
- Must be enrolled in the following field(s) of study (major, minor or concentration):
  - Accounting (542)
  - Business Analytics (531)
  - Entrepreneurship (524)
  - Finance (543)
  - General Business (547)
  - General Business - ITU (547U)
  - General Business - Izmir (547I)
  - International Business (546)
  - Management (544)
  - Marketing (545)

**Prerequisites:**

- BUS309 Minimum Grade of C-
- BUS311 Minimum Grade of C-
- BUS347 Minimum Grade of C-
- BUS348 Minimum Grade of C-
- BUS349 Minimum Grade of C-
- BUS381 Minimum Grade of C-

May not be repeated for credit

**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 not be enrolled in the following class: Freshman
- Must be enrolled in the following field(s) of study (major, minor or concentration):
  - Accounting (542)
  - Business Analytics (531)
  - Finance (543)
  - General Business (547)
  - International Business (546)
  - Management (544)
  - Marketing (545)

May be repeated for credit

### **BUS494. Fieldwork In Business. 1-3 Credits.**

Supervised experience in a business environment.

#### **Restrictions:**

- Must not be enrolled in the following class: Freshman
- Must be enrolled in the following field(s) of study (major, minor or concentration):
  - Accounting (542)
  - Business Analytics (531)
  - Entrepreneurship (524)
  - Finance (543)
  - General Business (547)
  - International Business (546)
  - Management (544)
  - Marketing (545)

May be repeated for credit

### **BUS495. Independent Study Business. 1-12 Credits.**

Supervised study and research.

#### **Attributes:**

- Information Mgmt Intrmd

#### **Restrictions:**

- Must not be enrolled in the following class: Freshman
- Must be enrolled in the following field(s) of study (major, minor or concentration):
  - Accounting (542)
  - Business Analytics (531)
  - Finance (543)
  - General Business (547)
  - International Business (546)
  - Management (544)
  - Marketing (545)

May be repeated for credit

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