BUSINESS (BUS)

Courses

BUS 105. Business Ethics. 3 Credits.
This course is designed for the student with an interest in organizational and business ethics. The focus is on how we act as individuals and how we contribute to group accountability. The class will provide each student with a framework for thinking in an ethical manner. In addition, the class will explore every-day ethical thinking. Most topics will be explored using the case study method. Although designed for the business student, this class is open to all students with an interest in exploring everyday ethical behavior on an individual and group level. Prerequisites: ENG 098, FYE 101, RDG 098, or placement.

BUS 108. Principles Of Real Estate. 3 Credits.
This course is an introduction to real estate. Topics include property rights, principles of land ownership, sale, financing and conveyance, contracts, liens, mortgage financing, mortgages or deeds of trust, deeds, recording, settlement concepts, condominiums and cooperatives, leasing, and other property concepts. Prerequisite: RDG 098, FYE 101 or placement.

BUS 112. Introduction To Customer Relations. 3 Credits.
This course focuses on practical information that will enable both the student and practicing customer service professional to enhance, hone, and refine their service skills. The course is designed to equip individuals with the strategic necessities to effectively interact with and deal with a multitude of customer-related service issues that are an integral part of the customer service job function. Prerequisites: ENG 098, FYE 101, RDG 098, or placement.

BUS 113. Business Etiquette And Protocol. 3 Credits.
This course prepares students to successfully enter the ever-changing workforce or to advance in their career by teaching the skills, attitudes, and behaviors demanded in today’s high performance workplace. This course is intended for the worker in career transition with discrete needs for grounding in business protocol. Prerequisites: ENG 098, FYE 101, RDG 098, or placement.

BUS 125. Communication For Business And Industry. 3 Credits.
Students are introduced to concepts relating to communicating in a diverse workplace. Emphasis is placed on nonverbal communication, the writing process, and email. Students learn how to write memos and letters and communicate with customers, research and use information, develop and use graphic and visual aids. Students prepare reports and presentations; develop skills to communicate through the application and interview process. Prerequisites: ENG 098, FYE 101, RDG 098, or placement.

BUS 201. International Business. 3 Credits.
Students will most likely work for a company that is either foreign owned, domestically owned but has some foreign operations, or domestically owned but is affected by the global economy. Thus, this class will prepare students to be successful and productive in their careers based upon an understanding of the basics of why companies conduct business across borders. Since even small businesses are becoming more active in the international business environment through activities such as buying and supplying components, students who are planning to start their own businesses should also be cognizant of international business. This class will also stress the importance of cultural literacy and will help students develop the type of cultural literacy that will enable them to be conversant within the global economy and international marketplaces. Prerequisite: ENG 101.

BUS 211. Business Law I. 3 Credits.
This course covers business transactions and issues, with particular emphasis on contract law. Major topics include the nature of law and the judicial process, the concept of contract, and the law of sales. Currently emerging legal concepts will be included. The focus will be on studying the law regulating commercial activity in order to prepare students to conduct business in a dynamic world marketplace. Prerequisites: ENG 098, FYE 101, RDG 098, or placement.

BUS 212. Business Law II. 3 Credits.
This course is a continuation of BUS 211 Business Law I and introduces the student to the Uniform Commercial Code (UCC), a uniform set of legal principles that facilitates intrastate and interstate commercial transactions. Topics include the law of sales, leases, secured transactions, and other commercial legal topics. Particular emphasis is placed on the UCC modification of common-law contract law, with particular reference to the sale of goods and special rules governing transactions by merchants. Prerequisite: BUS 211.

BUS 220. The Business Of Social Change. 3 Credits.
This course will explore the theory of social entrepreneurship and how social entrepreneurs create systemic social change. Through case studies and readings, students will analyze how social entrepreneurs use their management skills in business planning, marketing, and leadership to work with the for-profit, nonprofit, and public sectors to achieve their goals. The course will also explore how successful social entrepreneurs use creative thinking, strong leadership, and business skills to create purposeful organizations that grow and thrive. Prerequisites: ENG 098, FYE 101, MAT 092, RDG 098, or placement.
BUS 224. Introduction To Grant Writing. 3 Credits.
This course provides beginner or intermediate-level grant writers with the skills and knowledge needed to obtain public and private grants. Working with sample proposals, students will learn to create a successful grant. This will include finding funding organizations, responding to a request for proposal, planning a program, creating a budget, learning the essential elements of a grant proposal, and understanding how to partner with agencies. Prerequisites: ENG 098, FYE 101, RDG 098, or placement.

BUS 290. Business Analytics Fundamentals. 3 Credits.
This course is a foundation for students seeking to understand the core principles of business analytics. The course develops the fundamental knowledge and skills for applying statistical and other analytical models/techniques to business decision making. Key measurement concepts, terminology and analysis techniques are explored. The course covers some analytics techniques such as: Hypothesis testing, T-test, correlation, ANOVA, Linear Regression Analysis, Decision Tree, and Cluster Analysis. It also covers fundamental concepts in model comparison and evaluation, current Business Analytics tools & technology and Business Analytics related ethical issues. Prerequisite: CIS 123, MAT 143, MGT 210, and MGT 250 with a grade of B- or higher or CIS 219 with a grade of B- or higher. Fall.

BUS 291. Data Visualization. 3 Credits.
This course is a hands-on introduction to the principles and techniques for data visualization. It will explore visual representation methods and techniques that increase our understanding of complex data. It introduces design principles for creating meaningful visual displays of quantitative and qualitative data for decision-making. In addition, it investigates visual representation methods and techniques that increase the understanding of complex data (time series, categorical, etc.) and models. Topics investigated include charts, tables, graphics, effective presentations, dashboard design (i.e.: Key Performance Indicators, Performance Dashboards & Balance Scorecards) and multimedia content. Examples and cases from a variety of industries will be used. Students actively participate with application assignments and project presentations. Prerequisites: CIS 123, MAT 143, MGT 210, and MGT 250 with a grade of B- or higher or CIS 219 with a grade of B- or higher. Fall.

BUS 292. Predictive Analytics. 3 Credits.
This course explores statistical and other predictive models as they are used in predictive analytics. Predictive analytics uses technology to learn from history (data) to predict the future behavior to better drive decisions. The course focuses on applying predictive models through business-focused cases studies in areas such as: digital marketing, consumer behavior, financial risk, business forecasting, and organizational efficiency. The course investigates linear models, (including traditional, multiple regression, and logistic regression models) along with other predictive model techniques (ie: stochastic processes). It addresses issues of model selection and specification, as well as best practices in developing models for business and other industries. Prerequisites: BUS 290 with a grade of C+ or higher; BUS 291 with a grade C+ or higher. Spring.

BUS 293. Data Warehousing & Mining. 3 Credits.
This course provides a comprehensive overview of data warehousing together with data mining techniques. The development and use of data warehouses is covered with a focus on their architecture and infrastructure planning, design, programming, deployment, and ongoing maintenance issues. The course provides an understanding of data mining techniques for data extraction from source systems, data cleansing, data transformations, data testing and information delivery. Techniques for mining large data sources from areas such as social media, web advertising, and other business areas will be investigated. An emphasis is to develop the understanding the application of methods rather than on mathematical and computational foundations. The cases and applications are business-focused. Prerequisites: BUS 290 with a grade of C+ or higher; BUS 291 with a grade C+ or higher. Spring.

BUS 299. Business Analytics Capstone. 3 Credits.
This course is the capstone for business analytics certificate. Within the course, students develop a project that draws on the skills they developed in the areas of data management, predictive modeling, statistical analysis and data visualization to support fact-based data driven decision-making processes. The course completes the understanding for implementing a complete business analytics project. The project provides deeper insight into organizational decision-making in a functional area of business. Students actively participate with application cases and complete analytics project with a capstone presentation. Prerequisites: BUS 292 with a grade of C+ or higher; BUS 293 with a grade of C+ or higher. Summer.