

# BUSN - Business | Undergrad

Global Citizenship Program Knowledge Areas (....)	
ARTS	Arts Appreciation
GLBL	Global Understanding
PNW	Physical & Natural World
QL	Quantitative Literacy
ROC	Roots of Cultures
SSHB	Social Systems & Human Behavior

Global Citizenship Program Skill Areas (....)	
CRI	Critical Thinking
ETH	Ethical Reasoning
INTC	Intercultural Competence
OCOM	Oral Communication
WCOM	Written Communication
** Course fulfills two skill areas	

## BUSN 1000 Business Spreadsheets (1)

Excel spreadsheets applications used in business plans, analysis of financial statements and other business applications. May be repeated for credit if content differs.

## BUSN 1200 Introduction to Business (3)

Surveys fundamental aspects of American business, including the private enterprise system, forms of business, financing, marketing, personnel, production, quantitative analysis and government regulations.

## BUSN 2037 Introduction to Sports and Entertainment Management (3)

The course introduces the organizational and business foundations of sports and entertainment management segments. The students will study a wide variety of issues related to, and gain an understanding of, the key departments and their functions within sports and entertainment organizations plus event and facility management. The similarities of sports and entertainment organizations particularly related to attracting customers (ticket sales). Organizations range from professional sports leagues and teams, collegiate sports teams, conferences and associations like the NCAA plus entertainment organizations (e.g. AEG, Live Nation), sports and entertainment venues and also organizations that focus on delivering economic impact to communities through event acquisition efforts including Convention and Visitors Bureaus, Tourism Boards and Sports Commissions. **Prerequisite:** MNGT 2000 (may be taken concurrently).

## BUSN 2100 Business Communications (3)

This course develops the communication abilities in the areas of business formats, presentations, formal presentation of business data and oral communications related to business applications.

## BUSN 2210 Personal Finance (3)

Studies principles of managing individual and family income, expenditures and savings to meet present and future needs. Includes budgeting, investments, insurance, real estate, credit and taxation.

## BUSN 2750 Introduction to Statistics (3)

This course introduces basic statistics concepts and methods. Students learn how to identify, summarize, present, and analyze different types of data. Students also learn basic probability and probability distributions to make inferences and draw conclusions for a population based on sample data. The emphasis is on the application of statistical analysis to solve real-world business problems rather than theory. Excel is used as a tool to practice statistical techniques. **Prerequisite:** MATH 1430 or equivalent.

## BUSN 2825 Introduction to Research Design and Methods (3)

This course will introduce students to the research design and methods of business and management research and also help them develop a research project. Students will learn about all stages of the scientific research process, from formulation of research questions to presentation of results. The course will cover both qualitative and quantitative methodologies. Students will have the opportunity to put what they learn into practice by developing their own research project. **Prerequisite:** BUSN 2750.

## BUSN 3100 Issues in Business (1-3)

Analyzes current and significant issues in business. The course focuses on existing theories and practices, with emphasis given to energizing topics, problems and possible solutions. Case studies are utilized in discussing each issue. May be repeated for credit if content differs.

## BUSN 3150 Business Information Systems (3)

This course provides students with a foundational technology literacy and understanding of Information Systems (IS) as they apply to business. Topics covered include IS fundamentals and infrastructure; organization and business strategies; Management Information Systems; IS for commerce and collaboration; business intelligence and Enterprise Information Systems; Enterprise Resource Planning; and, IS security, privacy and ethics. Students examine how IS programs support systems thinking management concepts, as well as the factors that can influence a business selection of their IS. Students also apply problem solving and solution development as they study how databases are used in business to collect data, the different methodologies used to develop an IS solution, its functional systems, and the relationship between communications and networks with intra-systems and inter-systems.

## BUSN 3457 Sports and Entertainment Marketing (3)

This course is an introduction to the concepts and theories unique to sports and entertainment marketing. The course seeks to cover all the relevant issues in designing and integrated marketing strategy. This course covers key topics in the sports and entertainment marketing curriculum including consumer behavior, market research, promotions, pricing, sponsorship, business ethics, technology and e-marketing. It surveys the rapidly-changing international sports and entertainment environment. Information systems, pricing strategies, media relations, promotional methods and endorsements as they relate to marketing theories, practical applications and principles. **Prerequisite:** BUSN 2037, MNGT 2000 and MNGT 2500.

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## **BUSN 3500 Business and Global Issues (1)**

The objective of this course is to connect business management to analyzing problems and situations considering a global perspective. It intends to demonstrate the importance of applying business competencies in dealing with global issues that affect the long-term viability of business such as global agreements, politics, geo-economics and culture. **Prerequisites:** ISTL 1000 or POLT 1050, and PHIL 2360 or PHIL 2110 or PHIL 2320.

## **BUSN 3710 Entrepreneurial Financial Management (3)**

This course will focus on the process an entrepreneur goes through to produce, understand, interpret and use basic financial information to start, manage, or grow their entrepreneurial organization. As an entrepreneur and small business owner, each decision you make has financial implications. Entrepreneurs must be able to generate and understand their financial information in order to evaluate their organization's financial performance, to communicate clearly with their employees, bankers and stakeholders, as well as to incorporate financial information into their day-to-day operations and decision-making process.

## **BUSN 3750 Quantitative Methods (3)**

This course introduces the student to the basics of decision making and common errors in decision making. It will also familiarize the student with a number of decision-making techniques that can be used on real-world problems as well as in other courses in the program. **Prerequisites:** ACCT 2025, ECON 2000 and BUSN 2750.

## **BUSN 3850 Enterprise Systems (3)**

This course helps students understand enterprise systems in today's organizations. The contents includes the evolution of enterprise systems, the components of an enterprise system and the process of implementing enterprise systems to increase the overall success of the organization. In addition to emphasize the strategic role of enterprise systems in providing a platform for improved business operations and productivity, students also gain hands on experience with SAP systems. **Prerequisites:** MGNT 2100 and ACCT 2010.

## **BUSN 3950 Business Analytics (3)**

The course is an introduction to business analytics. Topics include regression, forecasting, spreadsheet modeling, simulation, data mining, and decision analysis. This course provides students with the basic concepts and techniques needed to understand the application and role of analytics in businesses and organizations. Spreadsheets are used in this course to develop the business analytics models and tools. **Prerequisite:** ACCT 2010, ECON 2000, BUSN 2750.

## **BUSN 4110 Operations Management (3)**

Operations Management (OM) deals with the part of an enterprise that creates values for its customers and shareholders. The course introduces a series of concepts and techniques used in the field of OM. Topics include the role of OM in a firm, how OM should be integrated with other functions such as finance and marketing to ensure the success of a firm, demand forecasting, product design, types of OM processes, inventory management, supply chain management, quality management, lean operations and project management. Spreadsheets are used in this course to develop OM models and solve OM problems. **Prerequisite:** ACCT 2010, ECON 2000, BUSN 2750, MNGT 2000 and FINC 3210

## **BUSN 4120 Integrated Business Processes and ERP (3)**

This course provides students a comprehensive understanding of how Enterprise Resource Planning (ERP) Systems foster the integration of the fundamental business processes in today's business organizations. This course also examines the evolution of ERP and the components of a modern ERP system. There is a significant technology component to this class. Students directly practice real business functions and transactions in an ERP system to gain hands on experience.

## **BUSN 4130 Global Supply Chain Management (3)**

This course is designed to increase the understanding of the management of flows of materials/goods, information and resources in a Global Logistics and Supply Chain (GLSC). The topics covered include supplier selection, procurement, production/outsourcing, transportation, warehousing, material handling, distribution, risk management, information and technology, financial management, sustainability, reverse logistics etc. in the context of global supply chain environment. Import/export as well as third party logistics (3PL), documentation, customs procedures, government regulations and free trade zones (FTZ) are also reviewed.

## **BUSN 4140 Configuration of ERP Systems (3)**

Students will examine the configuration of ERP systems in organizations. Through the use of hands-on projects using an ERP system, students will explore the steps necessary to configure various business processes for the purpose of furthering the objectives of the organization. In addition, not only will students in this course become familiar with configuration, but their knowledge of the important business processes of organizations will also be reinforced. **Prerequisite:** ACCT 3800 or ACCT 4010 or BUSN 4120.

## **BUSN 4500 Ethical Issues in Business (1)**

This course examines the foundations of moral reasoning and the analysis of ethical issues that arise in a wide range of contemporary business practices, both domestically and globally. This course is designed to inform and stimulate thinking on ethical issues, corporate social responsibility and professional challenges encountered in business. Ethics is not meant to be a stand-alone topic, but should be integrated into all aspects of business. The course relates to issues in organizational behavior and management, strategy, marketing, accounting, operations and international business. **Prerequisite:** BUSN 3500.

## **BUSN 4610 Reading Course (1-4)**

**Prerequisite:** Filing of an official form.

## **BUSN 4650 International Business (3)**

A survey of international business operations, including organization structure, finance, taxation, marketing, cultural differences, global trade, capital markets and economic growth, the impact of regional trading blocs, corporate global competitiveness and global strategies. **Prerequisite:** MNGT 2100.

## **BUSN 4717 Sports Finance (3)**

This course explores contemporary examples from marketing, sponsorship, television, facility construction and sports law to illustrate the crucial role that money plays in any team sports business. Emphasis is placed on understanding how the receipt, disbursement and utilization of funds can foster future growth in team sports businesses.

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The course will explore such issues as venue, team, league and conference financial analysis, capital structuring and capital budgeting, profitable distribution systems and the management of financial risk. Understanding how sports teams both compete and cooperate with each other will be examined. Students will do in-depth analysis of regional sports team and spots even financial components from revenue streams unique to the business of sports to sports event, team and stadium economic impact. A class team project is central to this course. **Prerequisites:** BUSN 2037 and FINC 3210.

## **BUSN 4747 Sports Operations and Logistics (3)**

Students will examine and learn (1) key aspects associated with the day-to-day operation of a professional sports team, (2) the basics associated with facility and event operations, (3) key aspects associated with the day-to-day operations of a major collegiate athletics program, (4) the essentials of sports law including contract law, (5) the essentials of sports media operations including TV, radio, and Internet productions, (6) key aspects of public relations in sports including use of social media in marketing and crisis resolution, and (7) focal elements of golf course operations and logistics including pricing strategies and maintenance. **Prerequisite:** BUSN 2037 or approval of the instructor.

## **BUSN 4757 Live Entertainment Management (3)**

This course focuses on the process of planning live and performing arts programs, series and seasons, selecting facilities, scheduling and budgeting, booking, negotiating contracts, marketing, pro forma settlements and professional ethics. Both profit-making and non-profit performance sectors are covered. **Prerequisites:** BUSN 2037, BUSN 3457, BUSN 4717 and BUSN 4747.

## **BUSN 4827 Sports and Entertainment Internship (3)**

The students will have the opportunity to apply the knowledge gained from the degree program to real world applications. The communication skills and interpersonal relations of the students will be enhanced through their participation in activities of an organization in the sports or entertainment industry. **Prerequisites:** BUSN 4747 and junior standing.

## **BUSN 4950 Internship (1-6)**

**Prerequisite:** Major in Business Department.

## **BUSN 4990 Business Policy (3)**

This course focuses on providing students the opportunity to develop experience and competence in using the theories, tools and concepts that they have learned during the program to analyze and solve organizational problems typical of those they are likely to encounter in their first few years in management. The course will use cases and/or a simulation as the primary learning device(s). The simulation, covering decisions over multiple decision periods, will emphasize the dynamic nature of management decisions. There is an additional course fee of \$135. **Prerequisites:** All of the required courses in the program and be within 15 credit hours of graduation.