

BUSINESS (BUSN)

BUSN 300 - May Seminar, 3 credits.

Frequency: *May Seminar*

BUSN 301 - Intermediate Microeconomic Theory, 3 credits.

A more detailed examination of microeconomic theory, focusing on the behavior of individuals, firms and the interaction of these agents in the marketplace. Course will focus on the organization of markets, theory of competition, market failure and the effects of government intervention in the market.

Frequency: *Every Year - Second Semester*

Prerequisites: BUS 201 and MATH 121

BUSN 302 - Intermediate Macroeconomic Theory, 3 credits.

Theoretical models to explain the recurrent fluctuations in economic activity and mechanisms through fiscal and monetary policy affecting the economy. Course examines aggregate economic measures of output, inflation, and unemployment; how the economy works in the long-run and short-run, and the likely effect of fiscal and monetary policies; fixed and flexible exchange rate regimes; and growth models.

Frequency: *Every Year - First Semester*

Prerequisites: (MATH 121 or MATH 203) and BUS 201

BUSN 305 - Introduction to Business Law, 3 credits.

An examination of the legal environment of business through text materials and case study. Particular emphasis is given to the role of law in society, the law of contracts, sales law, the law of negotiable instruments and business organization.

Frequency: *Every Semester*

Prerequisites: BUSN 399

BUSN 310 - Global Supply Chain Management, 3 credits.

Supply chain operating concepts (materials and logistics management) are presented. The dynamic nature of supply chain management for goods and services that impact the global economy are emphasized. Students gain a perspective about inventory operations, distribution, sourcing and procurement systems, postponement, and logistics management within a global context.

Frequency: *Every Year - Second Semester*

Prerequisites: BUS 201 and BUSN 339

BUSN 312 / ENVR 312 / SOC 312 - Global Development Issues, 4 credits.

Students are introduced to the social scientific approaches used to understand how demographic, institutional, cultural, economic and ecological factors influence, and are influenced by, societal development. Comparative case studies enable students to understand the structure and dynamics (e.g., population change) of human populations as they relate socioeconomic development. This course can also count towards the environmental and sustainability studies program.

Frequency: *Every Year - First Semester*

Core designations: International-Global Prspct G, Social Science S

BUSN 315 - Management Information Systems, 3 credits.

Development and use of information, database management and decision support systems for business applications. Emphasis will be placed upon functional use of business information.

Frequency: *Every Semester*

Prerequisites: BUS 201 and (BUS 210 and BUSN 305 or IBUS 301) and BUSN 320 and ACCT 256

BUSN 320 - Business Statistics, 3 credits.

Students will collect, summarize, and analyze statistical data and will learn how to disseminate the results in an ethical manner using basic probability theory, single and multiple variable hypothesis testing, correlation, and regression analysis. Students will learn to interpret the results in a global managerial context.

Frequency: *Every Semester*

Prerequisites: MATH 121 or MATH 203

BUSN 339 - Principles of Management and Leadership, 3 credits.

This course provides a foundation in the principles of management theory and practice. Topics explored include the classic management functions of planning, organizing, leading, and controlling. The course integrates the four major themes of the Offutt School of Business into appropriate modules throughout the course. These include managerial ethics and social responsibility, the dynamic global business environment, leadership development and entrepreneurial perspective.

Frequency: *Every Semester*

Prerequisites: BUS 201 and (BUSN 305 and BUS 210 or HCL 378 or IBUS 301) and ACCT 255

BUSN 341 - Human Resource Management, 3 credits.

This course examines the role of human resource management as a strategic partner in for-profit, non-profit, and governmental organizations. Key functions such as planning, staffing, compensation and benefits, performance evaluation, labor relations and legal compliance will be examined, with an emphasis on best practices. The implications of legal, ethical, and global contexts and current workforce issues are analyzed.

Frequency: *Every Year - Second Semester*

Prerequisites: BUSN 339 or BUS 205

BUSN 351 - Principles of Mktg and Sales, 3 credits.

Students will be exposed to essential marketing concepts and will develop basic proficiency in marketing research, marketing planning and relationship selling. Included will be global and ethical discussions embedded in the core instruction. Students will also have the opportunity to strengthen their entrepreneurship and leadership skills through hands-on projects.

Frequency: *Every Semester*

Prerequisites: ACCT 255 and ACCT 256 and BUS 201 and (BUS 210 or IBUS 301 or HCL 378)

BUSN 352 - Professional Selling, 3 credits.

This course will introduce students to the concept of relationship selling and aims to develop a variety of skills such as active listening, precision questioning, problem solving, persuasion, effective personal branding, networking and relationship building. Emphasis will be placed on applied learning inside and outside the classroom.

Frequency: *Not offered on a Regular Basis*

BUSN 353 - Retail Management, 3 credits.

The purpose of this course is to help students gain an understanding of retailing. More specifically it will focus on exploring current issues faced by retailers in a highly competitive environment. By focusing on both merchandise buying and general store management, this course is designed to appeal to students with a variety of interests and backgrounds.

Frequency: *Not offered on a Regular Basis*

BUSN 354 - Product and Brand Management, 3 credits.

The purpose of this course is to walk students through the processes of product innovation and brand management. Using creativity, empathy and problem solving skills, students will conduct hands-on projects and develop their own product prototype and brand. We will examine the new product development process from idea generation to development of the brand identity, product launch, messaging, and managing a product line.

Frequency: *Not offered on a Regular Basis*

BUSN 363 - Digital Marketing, 2 credits.

This course addresses the new technological environment that marketers are facing by introducing strategic considerations related to technology and its implementation. The course explores the basics of marketing exchange utilizing the information highway, multimedia techniques, database marketing, interactive communications, and other e-business techniques. The course provides hands-on experience with relevant software.

Frequency: *Not offered on a Regular Basis*

BUSN 380 - Special Topics, 0-4 credits.

Courses covering various topics of interest in this particular discipline are offered regularly. Contact department or program chair for more information.

Frequency: *Not offered on a Regular Basis*

Repeatable: Yes

BUSN 390 - Cooperative Education, 1-8 credits.

Frequency: *Every Semester*

Repeatable: Yes

BUSN 399 - Microsoft Credential Proficiency, 0 credits.

Microsoft Credential Proficiency exams in Outlook, Excel, and Powerpoint must be taken and passed before the second semester, sophomore year. The Offutt School of Business will announce the date(s) for each test.

Frequency: *Every Semester*

BUSN 439 - Cross-Cultural Management, 3 credits.

This course is designed to familiarize students with the role of culture in managing organizations in a global economy. Communication, decision-making, motivation, leadership, and human resource management are particularly subject to cultural influence. The environmental influences of geo-political entities, socio-cultural values and attitudes, and technology on global business will also be considered.

Frequency: *Every Year - First Semester*

Prerequisites: BUSN 339

BUSN 440 - Organizational Behavior, 3 credits.

Organizational Behavior is an interdisciplinary field of study that investigates human behavior at the individual, group, and institutional levels and applies that knowledge to help people be more productive and satisfied in organizations. Topic areas include values and attitudes, motivation, perception, personality, stress and change, decision making, leadership and influence. Students will receive extensive exposure to the theories and research methodologies of Organizational Behavior as well as application of those theories.

Frequency: *Every Year - Second Semester*

Prerequisites: BUSN 339

BUSN 441 - Money Banking, and Financial Markets/Institutions, 3 credits.

This course examines money (historical and contemporary), the market for loanable funds, banking, other financial markets and institutions, the central bank, monetary theory and policy. This course focuses on the question of interest rate determination, whether by markets or by administration. The course examines the concepts of market failure and government failure as applied to banking and other financial institutions.

Frequency: *Alternate Years - 2nd Semester*

Prerequisites: BUS 201 and ACCT 255

BUSN 451 - Global Marketing, 3 credits.

Students will develop a basic understanding of global marketing processes. Through extensive exposure to cross-cultural issues, intercultural business practices, direct interaction with global marketing professionals and hands-on projects, students will be challenged to expand their horizon and understand another facet of marketing. Emphasis will be placed on international marketing research, market entry analysis, cross-cultural consumer behavior and practical training on export management.

Frequency: *Every Year - Second Semester*

Prerequisites: BUSN 351

Core designations: International-Global Prspct G

BUSN 453 - Consumer Behavior, 3 credits.

The purpose of this course is to help students understand why, where, how and when consumers are buying or not. Students will be learning about internal, external and situational influences to consumption by reviewing and applying theories from the psychology and sociology literature. Practical marketing applications of these concepts will be encouraged through hands-on assignments throughout the semester. Recommended: PSYC 111 - Introductory Psychology, SOC 111 - Human Society.

Frequency: *Every Year - Second Semester*

Prerequisites: BUSN 351

BUSN 460 / CSC 335 / MATH 335 - Operations Mgmt/Research, 4 credits.

An introduction to the theory and practice of quantitative modeling and optimization, with applications to computer simulation and business resource management. Possible topics include linear and nonlinear programming, network analysis, game theory, deterministic and probabilistic models. Prerequisite: consent of the instructor.

Frequency: *Every Year - First Semester*

Corequisites: PEAK 400

Core designations: Mathematics K

This course is PEAK Required

BUSN 462 - Theory/Appl in Leadership, 3 credits.

This course is designed to provide a comprehensive view of the nature and practice of leadership. Among the topics explored are historical, philosophical and theoretical foundations; ethics and values; power and influence; conflict management; and effective leadership in formal organizations. Prerequisite: junior or senior status.

Frequency: *Every Year - First Semester*

Corequisites: PEAK 400

This course is PEAK Required

BUSN 463 - Marketing Research, 3 credits.

The purpose of this course is to provide applied marketing research knowledge. This course introduces students to a variety of research methods, including qualitative and quantitative research. Students will have ample opportunities to apply their research skills and expand their analytical abilities through hands-on projects throughout the semester.

Frequency: *Every Year - First Semester*

Prerequisites: BUSN 351 and BUSN 320

BUSN 480 - Independent Study, 1-4 credits.

This course provides an opportunity for individual students to conduct in-depth study of a particular topic under the supervision of a faculty member. Contact the department or program chair for more information.

Frequency: *Not offered on a Regular Basis*

Repeatable: Yes

BUSN 487 - Directed Research, 1-4 credits.

This course provides an opportunity for individual students to conduct research in a specific area of study, completed under the direction of a faculty mentor. Specific expectations of the research experience to be determined by the faculty. Repeatable for credit. Prerequisite: consent of instructor.

Frequency: *Not offered on a Regular Basis*

Repeatable: Yes

BUSN 495 - Business Analysis and Strategic Management, 3 credits.

This course is designed to integrate the concepts of strategic design, formulation and administration within the business organization and serves as the capstone experience for the business major. Topics include the firm's mission and objectives, enterprise development, industry dynamics, sustained competitive advantage, organizational strengths and policy implementation.

Frequency: *Every Semester*

Prerequisites: (FIN 303 or BUSN 303) and BUSN 339 and BUSN 351 and (BUSN 315 or ACCT 360 or BUSN 316)