BUS 110 Business in the 21st Century
Introduces students to major business thinkers and anecdotes that influenced today's business practices. Explores contributions over the last century from Henry Ford to Bill Gates, showing how the Industrial Revolution became the Information Revolution. Provides knowledge of how business works and a perspective on its evolution into the next millennium while preparing the student for advanced business courses.
Pre- or Corequisite: WRT 102 or Completion of D.E.C. A.
3 credits

BUS 210 Financial Accounting
Introduction to basic accounting fundamentals. Includes recognition, classification, and adjusting of financial transactions and the basic accounting cycle. Explores the preparation and presentation of the basic financial statements; income statement, retained earnings statement, balance sheet, and the statement of cash flows. Includes accounting principles and concepts, asset and liability valuation.
Prerequisite: BUS 110
3 credits

BUS 214 Managerial Accounting
A study of cost concepts, theories, and the implementation and evaluation of an accounting system as a source of information for decision making, planning, control, and evaluation of the organization by management. Includes cost-volume-profit analysis, overhead rates, budgeting and variance analysis, statement of cash flows and financial statement ratio analysis.
Prerequisites: BUS 110 and 210; BUS major
3 credits

BUS 215 Introduction to Business Statistics
The application of current statistical methods to problems in the modern business environment. Topics include probability, random variables, sampling techniques, confidence intervals, hypothesis testing, and regression. Students analyze real data sets using standard statistical software, interpret the output, and write extensively about the results.
Prerequisite: BUS Major or Minor; MAT 122
Pre or Corequisite: BUS 110
3 credits

BUS 220 Introduction to Decision Sciences
Familiarizes students with a variety of quantitative methods applicable in managing both the service and manufacturing sectors. Basic concepts of quantitative modeling are applied and tested in various examples supporting decision making in business settings. Topics include: optimization via linear, integer, and goal programming; simulation; decision and break-even analysis; and forecasting.
Prerequisites: BUS 110; BUS 215 or AMS 102; MAT 122 or MAT 125 or higher; BUS major or minor or MT0 or ISE or ECO major
3 credits

BUS 249 Management Science
Emphasizes the development of mathematical models for solving management problems in business and the interpretation of computer-generated solutions. Topics include linear and integer programming, network, forecasting, decision analysis, and multicriteria decision-making. Not for credit in addition to ECO 348.
Prerequisite: BUS 110; AMS 102; MAT 122 or 123 or a score of level 4 or higher on the mathematics placement examination
3 credits

BUS 300 Writing for Business Management
To meet the upper-division writing requirement for the BUS major, the student must complete a portfolio of written work consisting of three documents: his/her resume; a letter of application for a real job advertised in a newspaper or other medium; and a two-page memorandum describing the results of an analysis or similar issue appropriate to a business organization.
Prerequisites: BUS major; U3 standing
NV grading

BUS 301 Corporate Communications
Examines the role of communications in the corporation using case studies. Topics include: corporate identity, image, reputation, advertising, media relations, employee communications, investor relations, government relations, crisis communications, leadership, and corporate branding.
Prerequisites: U3 or U4 standing; BUS major or minor; BUS 110
3 credits

BUS 310 Intermediate Accounting
Expands upon the basic financial accounting framework and explores the theoretical and analytical applications of Generally Accepted Accounting Principles (GAAP) in a business environment. Emphasis is placed on asset and liability valuation, external reporting issues, dealing with the presentation and interpretation of financial data, and the measurement of operational performance. The student will gain an understanding of financial reporting criteria and the reliance placed upon financial information by management and external users.
Prerequisites: BUS 110; BUS 214; BUS major
3 credits

BUS 311 Federal Income Taxation
Introduces and explores fundamental income taxation concepts for corporations and partnerships. Basic federal tax rules and the Internal Revenue Code are examined and their interpretation and application in relation to tax reporting entities are discussed. Various tax forms will be prepared and/or analyzed along with tax planning and preparing considerations.
Prerequisites: BUS 110; BUS 310; BUS major
3 credits

BUS 312 Financial Statement Reporting and Analysis
A review of corporate annual reports and related footnote disclosures from the perspective of the various users of financial statements including management, investors, and creditors. The analysis and assessment of operational risks and trends, and decision making through the use of financial statements are discussed. Specific review of the income statement, balance sheet, and statement of cash flows, financial ratios, budgeting forecasts, and analysis.
Prerequisites: BUS 110; BUS 310; BUS major
3 credits

BUS 313 Intermediate Accounting II
A continuation of BUS 310. Covers valuation, measurement, presentation, and analysis of accounting information and financial statements. Includes study of advanced accounting theory and opinions issued by the Accounting Principles Board and its successor, the Financial Accounting Standards Board. Selected topics include revenue recognition, investments, stockholders equity, changes in capital, pensions, leases, accounting for income taxes, accounting changes, error analysis, and related contemporary financial accounting issues.
Prerequisites: BUS major; BUS 310
3 credits

BUS 330 Principles of Finance
Focus on understanding how firms meet and manage their financial objectives. Today's financial environment, the fundamental trade-off between risk and return, the time value of money, and valuation of cash flows will be discussed. Explanation of financial tools and techniques which can be used to help firms maximize value by improving decisions relating to capital. Bond and Stock valuations are introduced.
Prerequisite: BUS 110, BUS major
3 credits

BUS 331 International Finance
This course in International Finance will focus on understanding how firms meet and manage their financial objectives. Today's international financial environment, the fundamental trade-off between risk and return, the time value of money, and valuation of cash flows will be discussed. This course will also explain financial tools and techniques, such as international capital budgeting, which can be used to help firms maximize value by improving decisions relating to capital.
Prerequisite: BUS 110, BUS Major
3 credits

BUS 334 Advertising and Promotion
Stages and processes involved in developing an integrated marketing communications campaign. A range of marketing activities, including a situation analysis of the company, competition, and business environment, communications audit of a brand and its competitors, budgetary considerations, creative strategy and media planning will be covered. Applying learning to a team project that will culminate in the development of an integrated marketing communications campaign.
Prerequisites: BUS 110, BUS 348, U3 or U4 standing; BUS major
3 credits

BUS 340 Information Systems in Management
An introductory course in management information systems (MIS). Its objectives are to develop a basic understanding of the concepts and techniques needed in analyzing, designing, and managing these systems, and to explore the applications of computers and information technology to improve the efficiency and effectiveness of individuals, groups, and organizations.
Prerequisites: BUS 110; AMS 102; MAT 122 or MAT 125; BUS major or minor or ISE major
3 credits

BUS 343 Expert Systems in Business
Examines the history, development, current status, and future of expert systems. The focus will be on expert systems research, development, and application. The course will look at expert systems from a business perspective, with special attention to business applications, including manufacturing and service facilities. Included are the history of expert systems; issues in knowledge acquisition, implementation, and validation; actual applications in the world of business; and hands-on development of a simple expert system.
Prerequisites: BUS 110; BUS 340; BUS or ISE major
3 credits

BUS 344 Decision Support Systems
Focuses on the interrelationship between management information systems and management science. Students apply knowledge from these fields to develop a decision support system. They identify an appropriate business application, build the required information system, and implement the suitable management science methodology. The selection of the course, students will demonstrate how their design support systems addresses the stated management problem and describe how their system works.
Prerequisites: BUS 110, 249, 340, BUS or ISE or AMS major
3 credits

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BUS 346 Operations Management
Analysis and design of manufacturing and service systems. Topics include quality management, product and service design, process selection and capacity planning, design of work systems, inventory management, aggregate planning, material requirements planning, and just-in-time systems. Prerequisites: BUS 110; BUS 249; BUS major or minor or ESE major 3 credits

BUS 347 Business Ethics
An introduction to traditional ethical theories and their application to business. A basis for understanding how ethical issues in business arise and some strategies to control or resolve them, are derived from an examination of the work of philosophers and other writers relating to business ethics. Recent business case studies enable students to develop their own perspectives. Prerequisites: BUS 110, U3 or U4 standing; BUS or EEC or MTD major 3 credits

BUS 348 Principles of Marketing
Basic marketing concepts and their applications. Issues include strategy, market segmentation, individual consumer behavior, marketing research, promotion, pricing, and international marketing. The emphasis is on analysis of the challenges facing business with respect to all relevant constituencies, including the company in general, managerial colleagues at functional areas, consumers, stockholders, and government. Prerequisites: BUS 110; BUS 215 or AMS 102; BUS major or minor or ESE major 3 credits

BUS 350 Internet Marketing
Examines two intimately related issues: the impact of E-Commerce on businesses and the use of computer-mediated (Interact) marketing. Student develop an awareness and understanding of relevant issues, advantages and disadvantages, and specific techniques involved in using the Internet as a marketing vehicle. Emphasizes on using the Internet as a tool for marketers to increase effectiveness, efficiency, and competitiveness of distribution, advertising, brand building, pricing, promotions, new product development, customer service, and market research. Prerequisites: BUS 110; BUS 340; BUS 348; BUS major 3 credits

BUS 351 Human Resource Management
Major trends in personnel management, including problems and issues faced by organizations and individuals in times of change. Responsibilities of the human resources department and the roles that every manager plays, both as a supervisor and as a client of the human resources department, are studied. Topics include human resources forecasting and planning job design, employee selection, test development and validation, equal employment opportunity laws and judicial rulings, performance appraisal, compensation, benefits, career development, safety, and labor relations. Prerequisites: BUS 110; U3 or U4 standing 3 credits

BUS 352 Electronic Commerce
Introduction to Internet backbone and security, Business-to-Business (B2B) development and Business-to-Consumer (B2C) marketing. Prerequisites: BUS 110; BUS 340; BUS 346; BUS 348; BUS major 3 credits

BUS 353 Entrepreneurship
The essential qualities of new and growing enterprises are examined. Examples of both successful and failed new ventures are given by entrepreneurs. Students develop a business plan for their own business and present it to venture capitalists for their expert analysis. Prerequisites: BUS 110; BUS 210; BUS 348; BUS major 3 credits

BUS 354 Understanding Business Agreements
Provides students with an understanding of legal documents in business and the business transactions behind them. Students review many types of legal documents likely to be encountered in a business career. Includes: agreements between business partners (stockholders and partnership agreements); technology and employment related agreements (confidentiality, employment, and joint development agreements); and commercial transactions (sales, loan, and acquisition agreements). Prerequisites: U3 or U4 standing; BUS or CEAS major 3 credits

BUS 355 Investment Analysis
The theoretical and empirical study of financial markets. Topics include portfolio selection, asset pricing, market efficiency, evaluation of fixed income securities, options, and futures pricing. Prerequisites: BUS 110; BUS or ECO or ISE major 3 credits

BUS 356 Financial Engineering
Financial engineering applied to corporations and investments. The financial mathematics of leveraged buyouts, refinancings, mergers, and acquisitions. Modeling and investment analysis of stocks, bonds, commodities, foreign futures, options, and other derivatives. Stochastic differential equations for option pricing. Quadratic optimization and portfolio performance attribution. Prerequisites: BUS 110; BUS or engineering major 3 credits

BUS 357 Principles of Sales
Presents the skills to be successful in an extremely competitive business sales environment. Includes customer qualification, prospecting, sales messages, sales demonstration, handling objections, closing techniques, and telemarketing and customer service activities. Prerequisites: BUS 348 3 credits

BUS 358 Marketing Research
Introduces marketing research tools that aid marketers in marketing decision-making and how the marketing research process can be used to collect and analyze data and information to solve marketing problems. A strong applied orientation exposes students to marketing research in traditional areas such as market segmentation, product positioning, product design, brand perception, and sales forecasting, as well as emerging areas including customer satisfaction, customer relationship management (CRM), and online marketing. Prerequisites: BUS major; BUS 110; BUS 348 3 credits

BUS 359 Consumer Behavior
Examines the basic concepts underlying consumer behavior with the goal of understanding how these concepts can be applied in analyzing and solving marketing problems. Prerequisites: BUS 348; BUS major; U3 or U4 standing 3 credits

BUS 360 Business Marketing
Well over half of our economy flows through business-to-business (B2B) transactions but the nature of marketing from business to different organizations receives less attention than consumer marketing. This course examines marketing from business to businesses, government bodies, educational institutions, and non-profit organizations. Frameworks for understanding organizational needs and demands as well as their buying processes are considered. Customer Relationship Management (CRM) for organizational customers is presented and analyzed for implications into a field team approach to both marketing and sales. Prerequisites: BUS 348; BUS major 3 credits

BUS 362 Principles of International Marketing
This course incorporates the functions of marketing organization whose responsibility is to direct and lead the total international marketing enterprises. It addresses the four P’s of marketing and other marketing principles and how they apply to global markets. Prerequisites: BUS 110; BUS 348 3 credits

BUS 365 Financial Management
Shows managers how to interface with accounting and finance departments, understand how firms meet their financial objectives utilizing financial decision making. Explanation of financial tools and techniques, which can be used to help firms maximize value by improving decisions relating to capital budgeting, capital structure, and working capital management. Other related topics include multinational financial management, risk management, mergers and acquisitions. Prerequisites: BUS 110, BUS 330 or ECO 389, BUS major 3 credits

BUS 366 Money and Institutions
The characteristics of money and financial institutions within the financial system. Organization and operations of the Federal Reserve System, U.S. banks, and the U.S. Treasury. Details on how financial institutions impact the financial system. Determination of interest rates. Study of the framework and the management of banking and non-bank financial intermediaries. Prerequisites: BUS 110, BUS 230, BUS major or minor or MTp or ESE or ECO major 3 credits

BUS 369 Marketing of New Products
Techniques for the conceptualization, design, development, testing, and launch of new products from a marketers perspective will be presented. Identification of applicable product feature design/positioning for different target markets will be shown through use of various quantitative and qualitative techniques. This course is equally applicable for physical goods, services, and digital/information products. The focus will be on substantially new (radical, discontinuous) products versus product extensions. Prerequisites: BUS 210, BUS 348, BUS 358 3 credits

BUS 370 Lean Practices in Operations
Global competitive forces are driving the adoption of lean practices in service, retail, and production operations. Using examples from diverse industry leaders such as Wal Mart, Dell, McDonald’s, and Toyota, this course examines the application of the Seven Deadly Wastes, Just-In-Time, Value Stream Mapping, and Supply Chain Alliances. Prerequisites: BUS major; BUS 346 3 credits
BUS 371 Supply Chain Management
Analysis of the activities and mechanics of purchasing and materials management. Emphasizes make vs. buy decisions in the private and public sectors, single vs. multiple sourcing, competitive bidding vs. negotiation, delivery system logistics, purchasing ethics and vendor relations, international purchasing, ISO 9000 and computerized inventory systems.
Prequisites: BUS major; BUS 346
3 credits

BUS 372 Quality Management
The philosophies, tools, and techniques to identify and meet internal and external customer needs. Emphasis on the importance of satisfying the customer's perception of quality as a strategic necessity in Operations Management. Topics include Total Quality Management (TQM), quality control, statistical process control.
Prequisites: BUS major; BUS 346
3 credits

BUS 380 Honors-Research Methods
Prepares students for business research and the honors research project. Practical business applications drawn from a variety of functional areas including strategic management, marketing, operations, finance, and human resource management. Industries include high technology, retail, banking, and manufacturing. Research methodologies include survey design, interviewing, observational methods, and experimental design. Research process includes problem finding, literature review, and proposal writing.
Prequisites: Admission to the honors program in business management; BUS 110, 210, 249, and 340
3 credits

BUS 382 Honors-Organizational Behavior
Research Focus on the use of survey and experimental social science methods in developing and empirically testing hypotheses and theories concerning the behavior of individuals and groups in organizations. Theoretical frameworks for analyzing behavior drawn from an array of disciplines including social and cognitive psychology and behavioral decision making. Practical business applications drawn from a variety of functional areas including management, marketing, and human resources management, as well as from industries including high technology, retail, and the law. Research methodologies including survey design, experimental design, analysis of variance, and multiple regression techniques.
Prequisites: Admission to the honors program in business management; BUS 110, 210, 249, and 340
3 credits

BUS 384 Honors-Operations Research and Management
Familiarizes students with a variety of operations research methods used to support effective decision making in business settings and for the development of creative applications of operations research methodology in the business settings of their choice.
Prequisites: Admission to the honors program in business management; BUS 110, 210, 249, and 340
3 credits

BUS 386 Honors-Business Statistics
Prepares students to perform appropriate statistical analyses of data relevant to their chosen research projects. Demonstrates the applications of statistical analysis in business practice and research. Students learn to perform standard analyses using a statistical software package and to become educated consumers of statistical analyses performed by others.
Prequisites: BUS 380
3 credits

BUS 388 Honors-Research in Finance
Focus on understanding how firms meet and manage their financial objectives. Current financial environment, institutions, and markets, risk and return, valuing future cash flow, and corporate securities including stocks and bonds. Financial tools and techniques such as capital budgeting, used by firms to maximize value through better decisions relating to capital. Case studies and class discussion seeking an innovative approach to finance concepts and towards integration of concepts for research.
Prequisites: Admission to the honors program in business management; BUS 110, 210, 249, and 340
3 credits

BUS 389 Honors Research in Marketing
Introduces students to the research process in marketing and explains how it is used to collect and analyze information to solve marketing issues and problems. Hands-on experience with the marketing research process including design and implementation of a market research project and doing multivariate statistical data analysis. Provides the opportunity to learn a variety of research techniques as well as to use statistical software packages to analyze data, interpret results, and present a final paper.
Prequisites: BUS 210; BUS 249; BUS 340
3 credits

BUS 390 Special Topics in Business Management
Semester supplements to this Bulletin contain specific description when course is offered. May be repeated for credit as the topic changes.
Prequisites: BUS major; U3 or U4 standing
3 credits

BUS 391 Management of Sports Organizations
The course introduces to the student the fundamental issues pertinent to any business – planning, organizing, staffing, and controlling. It discusses areas the sports manager is likely to encounter while conducting business, such as federal legislation influencing the sport business, employment related issues, funding and budgeting, risk management, site selection and customer service.
Prequisites: BUS 110, Business Major or Business Minor, U3 or U4 standing
3 credits

BUS 401 Negotiation Workshop
This course provides real-time “hands-on” experience in bargaining and negotiating – the art and science of creating good agreements. Students will develop expertise in applying techniques for collaborative problem solving and resolving conflicts between parties. Topics include analysis of distributive (zero-sum) and integrative (win-win) bargaining situations, ethical and legal considerations, dealing with contentious and “tricky” negotiating tactics, psychological heuristics and biases, verbal and nonverbal communication, roles of agents in negotiation, mediation, inter- and intra-organizational negotiation, multi-party negotiation, and cross-cultural negotiation. Students will participate in a series of in-class role-play simulations involving negotiating with each other in a variety of realistic business and personal scenarios.
Prequisites: BUS 110 and at least one of the following: BUS 347, BUS 348, BUS 351, BUS 353, BUS 440, and BUS 441
3 credits

BUS 440 International Management
Analysis of international competition, markets, cross-cultural relations, and change and stability in various countries and in the global economy. Managerial techniques for U.S. firms in international settings are included.
Prequisites for BUS majors: BUS 300; U4 standing
Prequisites for ECO and MTD majors: U4 standing
3 credits

US 441 Business Strategy
Capstone course that builds on tools and concepts introduced in more specialized business courses and on students’ general business knowledge. Includes: methods for analysis of forces driving competition; identification of strengths, weaknesses, opportunities, and threats faced by individual corporations; and practical strategies for enabling new or existing firms to grow. Case studies and in-class situations challenge students to develop skills in handling multidimensional problems.
Prequisites for BUS majors: BUS 300; U4 standing
Prequisites for BUS minor, ECO majors, and MTD majors: BUS 300 or BUS 488
3 credits

BUS 448 (formerly BUS 361) Marketing Strategy
A capstone course for students in the Marketing Specialization in which students apply a wide range of marketing principles to address problems different companies face in areas such as channel distribution, pricing, new product development, communication, promotions, strategic marketing alliances, positioning, and target marketing.
Prequisites: BUS major, U4 standing
Prequisites for BUS minor, ECO majors, and MTD majors: BUS 300 or BUS 360 or BUS 369 or BUS 349 or BUS 488
3 credits

BUS 450 Analysis and Design of Business Information Systems
Businesses and organizations develop information systems as a way to solve business problems or to capitalize on business opportunities. Hence, systems analysis is about business problem solving. Emphasis on important skills for the systems analyst such as fact-finding, communications, project management, and cost-benefit analysis. Presents analysis process and business information systems design. Focus on analyst’s tools and techniques to document information systems development. Classical and object-oriented techniques for describing data flow, data structure, and process flow.
Prequisites: BUS 110, BUS 340; BUS major
3 credits

BUS 460-461 Senior Business Project I, II
Two-semester course sequence in which students form teams with engineering students to develop a business plan for the engineering senior design project. In BUS 460 (fall semester), students create and monitor a project plan and perform market research for the engineering project, provide input to the design phase to maximize market satisfaction, and develop a marketing plan. In BUS 461 (spring semester), students prepare a detailed operations and finance plan. The final project consists of written and oral presentations of the complete business plan. Final grade for both assigned upon completion of BUS 461.
Prequisites: BUS major; U4 standing with g.p.a. of 3.00 or higher; permission of instructor
3 credits per course
BUS 475, 476 Undergraduate Teaching Practica I, II
The student assists the instructor of a business management course by conducting office hours, participating in class discussions and business games, preparing case studies, reading and criticizing written work, and presenting selected topics in the classroom. The student receives regularly scheduled supervision from the instructor. In BUS 476, students are expected to assume greater responsibility in such areas as leading discussions, analyzing results of tests that have already been graded, and observing teaching. Students may not serve as teaching assistants in the same course twice.
Prerequisites to BUS 475: Grade of A or A- in the course in which the student is to assist; permission of undergraduate program director
Prerequisites to BUS 476: BUS 475 and permission of undergraduate program director
3 credits per course, S/U grading

BUS 487 Independent Research
Provides the opportunity for students to undertake a special independent project entailing advanced readings, reports, and discussion, or research on a topic of their own choosing with the guidance of a faculty member. May be repeated.
Prerequisites: Permission of instructor and undergraduate program director
0-3 credits

BUS 488 Internship
Participation in local, state, national, or international private enterprises, public agencies, or nonprofit institutions.
Prerequisites: BUS major; U4 standing; permission of undergraduate program director
3 credits, S/U grading

BUS 489, 490 Business Honors Research I, II
Students apply business research concepts and techniques mastered in honors business management courses by creating and developing a business research project under faculty supervision. This work culminates in a publishable draft for inclusion in a department journal. Research projects are presented at one of several campus research fairs. A final grade for both BUS 489 and 490 is assigned upon completion of BUS 490.
Prerequisites: Permission of the department
3 credits