BUS 111 Introduction to Business for Non-Business Majors

Introduces students to major business topics that influence 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 businesses operate in a global environment and integrates both introduction to business and management principles into one course.

Prerequisite: Non Business Majors
3 credits

BUS 110 or BUS 111

BUS 115 or BUS 110; BUS 210; BUS 310

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, networks, forecasting, decision analysis, and multi-criteria decision-making. Not for credit in addition to ECO 348.

Prerequisites: 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

In order to meet the upper-division writing require ment for the BUS major, the student must complete a significant 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 term paper describing the results of an analysis or similar issue appropriate to a business organization.

Prerequisites: BUS major; U3 standing
3 credits

BUS 301 Corporate Communications

Examines the role of communications in the corpora tion using case studies. Topics include: corporate identity, image, reputation, advertising, media relations, employee communications, investor relations, government relations, crisis communications, leadership, and corporate responsibility.

Prerequisites for BUS major: BUS 110 or BUS 115; MAT 122 or 125 or higher
Prerequisites for BUS minor or MTD or ECO or ISE major: BUS 110 or BUS 111
3 credits

BUS 310 Intermediate Accounting I

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 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 115 or BUS 110; BUS 210; BUS major or ISE major
3 credits

BUS 311 Federal Income Taxation I

Introduces and explores fundamental income taxation concepts for individuals. Basic concepts in federal income taxation are explored, including gross income, exclusions, adjusted gross income, deductions, exemptions, and credits. Introductory tax concepts including cash and accrual methods, like-kind exchanges, and passive loss rules are covered. Additionally, students will familiarize themselves with the preparation of various individual income tax forms and schedules.

Prerequisites: BUS 110 or BUS 115; BUS 214
3 credits

BUS 312 Financial Statement Reporting and Analysis

A review of corporate annual reports and related foot note disclosures from the perspective of the various users of financial statements including management, investors, and creditors. The analysis and assessment of operational business performance, 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 major; BUS 110 or BUS 115; BUS 214
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 110 or BUS 115; BUS 310
3 credits

BUS 314 Federal Income Taxation II

Introduces and explores fundamental income taxation concepts for C corporations, S corporations, and partnerships. Further introduces the student to gift and estate taxes, trusts and estates, and the administrative procedures of the Internal Revenue Service. Introductory tax concepts are explored, including corporate organizational structures, corporate organization, dividend issues, liquidation issues, reorganization, partnership organizations, taxation of partnerships, and fiduciary income taxation for estates and gifts. Additionally, students will familiarize themselves with the preparation of various corporate, partnership and fiduciary income tax forms and schedules.

Prerequisites: BUS Major; BUS 110 or BUS 115; BUS 311
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 valuing future 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. Bonds and Stock valuations are introduced.

Pre- or Corequisites for BUS major: BUS 110 or BUS 115
Pre- or Corequisites for BUS minor or AMS or MTD or ISE or ECO major: BUS 110 or BUS 111
3 credits

BUS 331 International Finance

Course 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 valuing future cash flows will be discussed. Explanation of 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 Major; BUS 110 or BUS 115
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. Apply learning to a team project that will walk through various stages of developing an integrated marketing communications campaign.
Prerequisites: BUS Major; BUS 110 or BUS 115; BUS 348; U3 or U4 standing
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 major or minor; CME or ISE Major; BUS 110 or BUS 111 or BUS 115; BUS 215; MAT 122 or MAT 125 or higher
3 credits

BUS 343 Expert Systems in Business
Examines the technology of expert systems, 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; hands-on development of a simple expert system.
Prerequisites for BUS majors: BUS 110 or BUS 115; BUS 340
Prerequisites for ISE majors: BUS 110 or BUS 111; BUS 340
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. At the end of the course, students demonstrate how their decision support system addresses the stated management problem and describe how their system works.
Prerequisites for BUS majors: BUS 110 or BUS 115; BUS 220; BUS 340
Prerequisites for ISE or AMS majors: BUS 110 or BUS 111; BUS 220; BUS 340
3 credits

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.
Pre- or Coerequisites for BUS major: BUS 110 or BUS 115
Pre- or Coerequisites for BUS minor or ISE majors: BUS 110 or BUS 111
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 integrated marketing. The emphasis is on analysis of the challenges facing business with respect to all relevant constituencies, including the company in general, managerial colleagues across functional areas, consumers, stockholders, and government.
Prerequisites for BUS major: BUS 110 or BUS 115; BUS 215
Prerequisites for BUS minor or ISE major: BUS 110 or BUS 111; BUS 215, BUS 340
3 credits

BUS 350 Internet Marketing
Examines two intimately related issues: the impact of E-commerce on businesses and the use of computer-mediated (Internet) 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. Emphasis 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 Major; BUS 115 or BUS 110; BUS 340; BUS 348
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 or 111 or 115; U3 or U4 standing; BUS major or minor or MTD or CME major
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 Major; BUS 110 or BUS 115; BUS 340; BUS 346; BUS 348
3 credits

BUS 353 Entrepreneurship
The essential qualities of new and growing enterprises are examined. Examples of both successful and failed 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: Limited to Business and Engineering seniors. Prerequisites for BUS majors: BUS 210 and 348. Corequisite for engineering majors: enrollment in relevant senior design course.
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 major: BUS 110 or BUS 115; BUS 330 or ECO 389
Prerequisites for BUS minor or AMS or MTD or ISE or ECO major: BUS 110 or BUS 111; BUS 330 or ECO 389
3 credits

BUS 356 Financial Engineering
Financial engineering applied to corporations and investments. Topics include derivatives, the financial mathematics of leverages buyouts, refinancings, mergers and acquisitions. Modeling and investment analysis of stocks, bonds, commodities, foreign futures, options and other derivatives. Stochastic differential equations for options pricing. Quadratic optimization and portfolio performance attribution.
Prerequisites for BUS major: BUS 110 or BUS 115; BUS 330 or ECO 389
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 message, sales demonstration, handling objections, closing techniques, and telemarketing and customer service activities.
Prerequisites: BUS 548; BUS major
3 credits

BUS 358 Marketing Research
Introduces marketing research tools that aid managers 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 on-line marketing.
Prerequisites: BUS Major; BUS 110 or BUS 115; BUS 348
4 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 major; U3 or U4 standing; BUS 348
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 major; BUS 348
3 credits

BUS 365 Financial Management
Show 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 including multinational financial management, risk management, mergers and acquisitions.
Prerequisites for BUS major: BUS 110 or BUS 115; BUS 330 or ECO 389
Prerequisites for BUS minor or AMS or ISE or MTD or ECO major: BUS 110 or BUS 111; BUS 330 or ECO 389
3 credits

BUS 366 Money and Financial Institutions
Prerequisites: BUS 110 or BUS 115; BUS 330 or ECO 389; BUS Major or Minor; ECO or ISE or MTD major
3 credits

www.stonybrook.edu/ugbulletin 377
BUS 380 Honors-Research Methods
Prepares students for research and honors projects. Practical business applications drawn from a variety of functional areas including strategic management, marketing, operations, finance, and human resource management. Includes 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. Prerequisites: 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 in order 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. Prerequisites: 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. Prerequisite: 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, government, and return, valuation 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. Prerequisites: Admission to the honors program in business management; BUS 110, 210, 249, and 340 3 credits

BUS 389 Honors 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. Prerequisites: 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. Prerequisites: BUS major; U3 or U4 standing 3 credits

BUS 391 Management of Sports Organizations
Introduction of fundamental issues pertinent to any business—planning organization, staffing, and control. 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. Prerequisites for BUS major: BUS 110 or BUS 115; U3 or U4 standing Prerequisites for BUS minor: BUS 110 or BUS 115; U3 or U4 standing 3 credits

BUS 401 Negotiation Workshop
Real-time “hands-on” experience in bargaining and negotiating. Students 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 participate in class role-play situations involving negotiating with each other in a variety of realistic business and personal scenarios. Prerequisites: BUS 110 or BUS 115 and BUS 347 or BUS 348 or BUS 351 or BUS 353 or BUS 440 or BUS 441 3 credits

BUS 440 International Management
The increasing internationalization of markets is forcing firms to develop global strategies that protect profits and enhance value chains. This class will explore the various aspects of international business including currency exchange, tariffs, BOP, economic parameters, regional labor practices, and international channels of distribution. Concepts of cross-border wealth creation and various theories of trade will also be reviewed as well as the International Product Life Cycle. Socio-cultural components will be discussed with emphasis on management choices. Other topics such as location, topography and climate will also be reviewed. Prerequisites: BUS or ECO or MTD majors; U4 standing 3 credits

BUS 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 compete successfully within an industry. Case studies and class situations challenge students to develop skills in handling multidimensional business problems. Prerequisites: BUS 110 or BUS 111; U3 or U4 standing; BUS Major or Minor or ECO or MIE or CME Major; U4 standing 3 credits

BUS 447 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 or BUS 111 or BUS 115; U3 or U4 standing; BUS Major or Minor or ECO or IS or ISM or MTD major 3 credits

BUS 448 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. Prerequisites: BUS Major; U4 standing; BUS 358; BUS 334 or BUS 337 or BUS 357 or BUS 360 or BUS 369; or BUS 389 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. Classic and object-orientated techniques for describing data flow, data structure, and control flow. Prerequisites: BUS Major; BUS 110 or BUS 115; BUS 340 3 credits
BUS 460 Senior Business Project I
Business Management students form teams with engineering students to develop a business plan for the engineering senior design project including creating and monitoring a project plan and performing market research for the project. Students also provide input to the design phase to maximize market satisfaction and develop the marketing plan.
Prerequisites: BUS major; U4 standing; cumulative g.p.a. of 3.0 or higher
3 credits

BUS 461 Senior Business Project II
Business Management students form teams with engineering students and prepare a detailed operations and finance plan based on an engineering project designed in the fall semester and the prototype production in the spring semester. The final project consists of written and oral presentations of the plan.
Prerequisites: BUS 460; BUS major; U4 standing; cumulative g.p.a. of 3.0 or higher
3 credits

BUS 475 Undergraduate Teaching Practicum I
The continuation on a more advanced level of training in the techniques of organization and management in the teaching of business management courses. 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: Grade of A or A- in the course in which the student is to assist and permission of undergraduate program director
3 credits, S/U grading

BUS 476 Undergraduate Teaching Practicum II
The continuation on a more advanced level of training in the techniques of organization and management in the teaching of business management courses. 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.
Prerequisite: BUS 475 and permission of undergraduate program director
3 credits, 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
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 grade will be awarded upon completion of BUS 489, and then after completion of BUS 490.
Prerequisite: Permission of department
3 credits