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 in-class situations challenge students to develop skills in handling multidimensional business problems.
Prerequisites for BUS majors: BUS 300; U4 standing
Prerequisite for BUS minors, ECO majors, and MTD majors: U4 standing
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.
Prerequisites: 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), BUS 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 assignments is assigned upon completion of BUS 461.
Prerequisites: 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 enrolling advanced readings, reports, and discussions, 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

CAR Career Development

CAR 110 Career Development and Decision Making
Introduces students to theories of career decision-making, and the relationship between major choice, academic planning, and career options. Examines two steps in the career decisions process: self-assessment (skills, interests, values, and personality traits) and career exploration.
Prerequisites: Satisfaction of the writing competency skill (D.E.C. A, first course); U1 or U2 standing
2 credits

CAR 210 Career Planning
Focuses on a systematic approach to the career planning process, including goal setting, professional communication, job market trends, and career research strategies. Analyzes the value of extracurricular services and leadership experiences, and how to convey this value through written and oral presentation. Examines components of successful transition to the workplace.
Prerequisites: Completion of D.E.C. category A; U3 or U4 standing
1 credit

CCS Cinema and Cultural Studies

CCS 101-B Images and Texts: Understanding Culture
The images and texts of advertising, television, art, writing, film, and performance and how they come to characterize and shape our everyday lives. Using case studies, students learn how to recognize, read, and analyze culture within a particular social, cultural, or political context, touching upon such important issues as race, gender, class, ideology, and censorship.
3 credits

CCS 201 Writing About Culture
The course teaches research methodology, develops critical thinking, and hones argumentative writing skills. A range of cultural artifacts, issues, and approaches are considered along with the ways that various discourses appropriate or critique them. Students gain extensive training in the methods essential to the use of resources and to critical writing.
Prerequisite: Completion of D.E.C. category A
3 credits

CCS 301-G Theorizing Cinema and Culture
Recent trends in critical theory applied to the study of film, television, literature, popular music, and other types of “cultural production.” In-depth analyses of specific literary, visual, and musical texts are situated within structures of power among communities, nations, and individuals. Exploration of how identities of locality, gender, ethnicity, race, and class are negotiated through cultural forms.
Prerequisite: Two courses toward the major in cinema and cultural studies
2 credits

CCS 311-G Gender and Genre in Film
Examination of the notion of genre as a category of analysis and its often conflictive relationship to gender in the context of specific genres (the western, film noir, the horror film) and film story. Attention is paid to a particular genre’s appeal to men and/or women as well as its relationship to larger social, cultural, and political issues.
Prerequisite: CCS 201 or HUM 201 or 202 or THR 117
3 credits

CCS 401 Senior Seminar in Cinema and Cultural Studies
Intensive study in a specific area of cinema and cultural studies. Possible topics include a film genre, a focused theoretical perspective, and the life and work of an important director or artist. Semester supplements to this Bulletin contain specific description when course is offered. May be repeated for credit as the topic changes.
Prerequisites: U4 standing; CCS major
2 credits

CCS 475 Undergraduate Teaching Practicum
Work with a faculty member as an assistant in one of the faculty member’s regularly scheduled classes. The student is required to attend all the classes, do all the regularly assigned work and meet with the faculty member at regularly scheduled times to discuss the intellectual and pedagogical matters relating to the course.
Prerequisites: U3 or U4 standing; permission of instructor and department
3 credits; S/U grading

CCS 478 Independent Research in Cinema and Cultural Studies
Intensive readings and research on a special topic undertaken with close faculty supervision. May be repeated.
Prerequisites: Permission of instructor and department
0-6 credits

CCS 488 Internship
May be repeated up to a maximum of six credits, but only three credits may be applied toward the cinema and cultural studies major.
Prerequisite: Permission of program advisor
0-6 credits; S/U grading

CCS 495 Senior Honors Project in Cinema and Cultural Studies
A one-semester project for cinema and cultural studies majors who are candidates for the degree with departmental honors. The project involves completion of an honors thesis or project under the close supervision of an appropriate faculty member and the written and oral presentation of the thesis or presentation of the project to the program faculty colloquium.
Prerequisites: Permission of instructor and undergraduate program director
2 credits

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