BUS

Business Management

BUS 115: Introduction to Business
The course provides a general framework for students to develop an understanding of how businesses work, how they are managed, and how different business models are applied to existing businesses in today’s fast paced business environment. Introduces students to major business topics to form a foundation for understanding the general functional areas of business, the environment businesses operate in, and general principles of management and leadership. The course materials and coverage provides the fundamentals necessary for Business majors and minors understanding of more advanced business topics encountered in upper division Business courses while introducing students from other majors to the importance of business in the development of ideas into products and services and their distribution to customers through markets.

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 Maj/Min, CME Maj, or ISE Maj. Advisory Prerequisite: BUS 110, 111, 112, 115, and MAT 122 or higher. BUS or ISE Maj: BUS 210

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. (Formerly Management Science)

Prerequisite: BUS Maj/Min, MTD, ECO, ISE, or CME major; BUS 110, 111, 112, or 115; BUS 215; MAT 122 or higher

SBC: STEM+

3 credits

BUS 294: Principles of Management
An analysis and application of the basic principles of management. Subjects include management by objectives, supervisory leadership styles, current managerial problems, motivational techniques, organizational problems, communications, planning techniques and management control systems. We will closely examine case studies that focus on real world problems involving major corporations and closely look at the relationships that led to the issues.

Prerequisites: BUS Major or Minor; BUS 110, BUS 111, BUS 112 or BUS 115; U1 or U2 standing or permission of instructor

3 credits

BUS 300: Writing for Business Management
In order 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

0 credit, S/U grading

BUS 301: Business Communications
The purpose of BUS 301 - Business Communications is to provide Stony Brook College of Business undergraduates with a conceptual framework and specific tools for communicating in complex environments and accomplishing strategic academic and professional business goals. This core course provides, writing, oral and collaborative professional business goals. This core course provides, writing, oral and collaborative skills necessary for future business courses, internships, and professional positions.

Prerequisite(s): BUS major. U3 or U4 standing and WRT 102

SBC: SPK, WRTD

3 credits

BUS 302: Social Media Marketing Strategy
Social Media Marketing Strategy covers theoretical and practical perspectives for developing and implementing social media marketing strategies. The course is designed to expose students to state-of-the-art practices in social media marketing with an emphasis on leveraging insights from social media to inform strategic firm decisions.

Prerequisite: WRT 102, U2 standing or above

3 credits

BUS 325: Legal Environment of Business
Explores competing interests of buyers and sellers, creditors and debtors, suppliers and consumers. Studies the Uniform Commercial Code from the initiation of a sales contract through financing of transactions, examines the rights of debtors and creditors in bankruptcy, and introduces basic concepts of law and regulation in the areas of securities, environmental protection, employment, and anti-trust.

Prerequisite: ACC Minor

3 credits

BUS 326: Organizational Behavior
As members of many types of organizations throughout our lives, we are all affected at some time or another by their internal dynamics. These dynamics consist of the behaviors of individuals and students as they work and interact together within the organization. To help us best understand and address these issues, the field of organizational behavior has developed as the study of the behavior of individuals and students in organizations.

Prerequisite: BUS maj/min.

Advisory Prerequisite: BUS 110, 111, 112, or 115

3 credits

BUS 330: Principles of Finance
The goal of the course is to introduce students to the basic concepts and tools in finance. Upon completion of the course students should understand the role of a financial manager, be able to develop and analyze financial statements of a corporation, recognize the corporation's main sources and uses of funds, and develop understanding of the corporation's capital budgeting process.

Prerequisite: BUS major/minor, AMS, MTD, ISE, or ECO major.

Advisory Prerequisite: BUS 115, ACC 210

3 credits

BUS 331: International Finance
Course will focus on understanding how firms meet and manage their financial objectives in today's international financial environment. The topics include the management of foreign exchange exposure, foreign direct investment decisions, and multinational capital budgeting.

Prerequisites: BUS 115; BUS 330; Business major or AMS or ISE or MTD or ECO major or ENT minor

3 credits

BUS 332: Entrepreneurial Finance

Stony Brook University: www.stonybrook.edu/ugbulletin
Before going public, companies like Facebook, LinkedIn, and Zynga relied on venture capital financing to grow. Similar companies are increasingly choosing private market solutions. A focus on the development of secondary markets that provide an alternative to the traditional IPO. This course teaches the necessary tools for investors and entrepreneurs to build and evaluate these early-stage companies.

**Prerequisites:** BUS 115; BUS 330; Business Major or or Entrepreneurship Minor
3 credits

**BUS 333: Introduction to the Business of Real Estate**
This foundation course is a multi-dimensional program whose main objective is to provide students with a comprehensive understanding of the real estate profession. The core subjects will include real estate development, legal issues, real estate finance and investment, appraisals, environmental issues, real estate economics and capital markets. Highly qualified guest speakers will be invited for presentations and discussions to provide the student in in depth hands on knowledge and experience in all facets of the real estate profession.

**Prerequisites:** BUS Major or Minor
Advisory Prerequisite: BUS 330
3 credits

**BUS 334: Consumer 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 and U3 or U4 standing.
Advisory Prerequisite: BUS 348 or 349
3 credits

**BUS 336: Mergers & Acquisitions**
Corporate mergers and acquisitions continue to play a significant role in many companies' value and growth strategies. This course provides a comprehensive introduction to mergers and acquisitions (M&A) from the perspective of corporate finance. The primary objective of the course is for each student to gain a well-rounded understanding of the major strategic, economic, financial, and governance issues of mergers and acquisitions.

**Prerequisites:** BUS 115; BUS 330; Business Major or or Entrepreneurship Minor
3 credits

**BUS 337: Entrepreneurship Compared Across Countries**
Starting and managing a business is a risky albeit potentially rewarding undertaking. The complexity and challenges (as well as potential payoffs) facing entrepreneurs and business managers vary across different countries. The origins and development of entrepreneurs and entrepreneurship has similarities and differences across countries. The development of value is common across countries. The way that value is developed differs historically in Great Britain, Europe, Asia, and the Middle East compared to development in the United States. Value is distinguished from financing and taxing.

**Prerequisites:** Business major, Business Minor or Entrepreneurship minor; BUS 111 or BUS 115
Advisory Prerequisite or Co-requisite: BUS 353
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/Minor, ISE Major, or CME Major; U3 or U4 standing.
Advisory Prerequisite: BUS 348, BUS 215, and MAT 122
3 credits

**BUS 346: Operations Management**
Analysis and design of service and manufacturing 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, scheduling, waiting line model, just-in-time systems, and supply chain management.

**Prerequisites:** BUS Major/Minor or ISE Major: BUS 110, BUS 111, BUS 112 or BUS 115; BUS 215 or AMS 102 for non-business majors, and BUS 220.
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 across functional areas, consumers, stockholders, and government. This course may not be taken for credit in addition to BUS 349.

**Prerequisite:** BUS Major/Minor or ISE Major or PSY major admitted to the marketing concentration.
Advice Prerequisite or Co-require: BUS 110, 111, 112, or 115
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.

**Prerequisite:** BUS Major/Minor or MTD Major.
Advice Prerequisite or Co-require: BUS 110, 111, or 115
3 credits

**BUS 353: Entrepreneurship**
Entrepreneurship is the study of new venture creation and management and it could occur in a myriad of ways depending on the interactions of entrepreneurs and opportunities. This course provides an overview of issues of creating a business, ranging from opportunity recognition and evaluation to resource acquisition and management. It is designed to appeal to individuals with strong desires to become entrepreneurs, to join start up companies, or to work in the venture capital industry. The course objectives are threefold: 1) to develop a scientific understanding of entrepreneurship, and the empirical evidence in support of theories; 2) to transform this scientific understanding to practice; and 3) to
provide firsthand experience with dealing with uncertainty and managing the start-up process.

**Prerequisite:** Business majors, Business minors, Entrepreneurship Minors or Engineering majors: U4 Standing  
**Co-requisite 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; BUS 110 or 112  
3 credits

**BUS 355: Investment Analysis**  
Investment Analysis helps students make informed investment decisions in their personal and professional lives by providing a solid foundation of practical applications to introduce the topics and techniques used by investors and money managers. Course topics include: the investment environment, securities markets and transactions, finding investment data and information, return and risk, modern portfolio concepts, common stocks, analyzing common stocks, stock valuation, market efficiency and behavioral finance, fixed-income securities, mutual funds and exchange-traded funds.

**Prerequisite:** BUS, AMS, MTD, ISE, or ECO major; BUS 115; BUS 330  
3 credits

**BUS 356: Financial Engineering**  
The course focuses on issues in finance and investing, computational techniques related to corporate finance and investment decisions will be the core of the course. Using excel this class will explore the financial mathematics of: foreign currency transactions, corporate valuation, capital budgeting, inventory valuation, profit margins, financial modeling, leveraged buyouts, and financial forecasting.

**Prerequisite:** BUS, AMS, MTD, ISE, or ECO major; BUS 115; BUS 330  
3 credits

**BUS 357: Principles of Sales**  
Presentes 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.

**Prerequisite:** BUS major  
**Advisory Prerequisite:** BUS 348 or BUS 349  
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.

**Prerequisite:** BUS major or PSY major admitted to the marketing concentration; U3 or U4 standing; BUS 215 for BUS majors, one of the following for PSY majors: AMS 102, ECO 320, POL 201 or SOC 202.  
**Advisory Prerequisite:** BUS 348 or BUS 349  
**SBC:** ESI  
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 major or PSY major admitted to the marketing concentration; U3 or U4 standing  
**Advisory Prerequisite:** BUS 348 or BUS 349  
3 credits

**BUS 361: Retail Management**  
This course focuses on the necessary concepts and principles of retailing involved in making retail and wholesale decisions. The course looks at retailing from both a consumer perspective (e.g., why does a consumer shop a particular retail outlet?) and a business-to-business perspective (e.g., how does the retailer decide which supplier to use?)  
Additionally, the course examines the various methods of retailing (e.g./ bricks and mortar, bricks and clicks) and how these methods have evolved and will evolve in the future. The content of the course is useful for students interested in working in the retail industry, as well as for students interested in working for companies that interface with retailers such as manufacturers of consumer products or for students with a general management or entrepreneurial interest.

**Prerequisite:** BUS Major  
**Advisory Prerequisite:** BUS 348 or BUS 349  
3 credits

**BUS 362: Principles of International Marketing**  
Course incorporates functions of the marketing organization whose responsibility is to direct and lead the total international marketing enterprise. It addresses the 4 P's of marketing and other marketing principles and how they apply to global markets.

**Prerequisite:** BUS Major  
**Advisory Prerequisite:** BUS 348 or BUS 349  
3 credits

**BUS 363: Brand Management**  
This course teaches students fundamental and leading-edge concepts in brand management. It will address the strategic importance of branding, provide theories and strategies for building, leveraging, and defending strong brands, and discuss current opportunities and challenges facing brand managers. The student will learn how to manage key relationships and functions that surround the brand, e.g., advertising, promotion, public relations, licensing, product and package design. A capable brand manager has exceptional strategic, quantitative, interpersonal, and presentation skills, and must be comfortable with decision-making and leadership. The course will focus on the development and application of these skills in brand management via in-class learning, case discussion, and project work.

**Prerequisites:** BUS major  
**Advisory Prerequisite:** BUS 348 or BUS 349  
3 credits

**BUS 364: How to Build a Startup**  
Interactive hands-on course immerses students in real-world experience of business startup. Collaborating in interdisciplinary teams, formed before or in class, they learn structured methodology for testing assumptions underlying business ideas to determine viability of profit/not-for-profit business opportunities. Instructors and mentors guide teams to contact prospective customers and others, presenting conclusions each week. Mastery of methodology is key measure; teams forming companies receive post-class support, may compete for cash awards.

**Prerequisite:** completion of WRT 102; DEC Category C or QPS; U3 or U4 standing
BUS 365: Financial Management
Financial management techniques and analysis for improving business decision-making will be explored. Topics include: Long and short term financial decisions, debt and equity funding, capital structure, net working capital, inventory management, account receivable management, and how to deal with financial distress related to reorganization and/or liquidation in bankruptcy. The basics of payout policy will be discussed including dividends and stock repurchases. In addition, students will learn how companies finance merger and acquisition decisions, including leveraged buyouts.
Prerequisite: BUS, AMS, MTD, ISE, or ECO major; BUS 115; BUS 330

BUS 366: Money and Financial Institutions
Prerequisite: BUS, AMS, MTD, ISE, or ECO major; BUS 115; BUS 330

BUS 368: Marketing New Sustainable Products
The development of new sustainable products and services represents one of the key processes firms can exploit to maintain and expand their market position in today's dynamic, global, environmentally sensitive world. New sustainable products and services are critical to successful growth and increased profits in many industries. In this course students learn how to use state-of-the-art management and research methods to identify markets, develop new product and service ideas, measure customer expectations and benefits, design profitable products and services, implement market tests, and track the success of new products and services through the life cycle. This course may not be taken for credit in addition to BUS 369.
Prerequisites: BUS Major; BUS 210; BUS 348 or BUS 349; BUS 358

BUS 369: Marketing of New Products
Techniques for conceptualization, design, development, testing, and launch of new products from marketers' perspective. Identification of applicable products feature design/positioning for different target markets shown through use of various quantitative and qualitative techniques. Course is equally applicable for physical goods, services, and digital/information products. Focus on new (radical, discontinuous) products versus product extensions. This course may not be taken for credit in addition to BUS 368.
Prerequisite: BUS Major
Advisory Prerequisite: BUS 348 or BUS 349; BUS 358

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.
Prerequisite: BUS major
Advisory Prerequisite: BUS 346

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. negotiations, delivery system logistics, purchasing ethics and vendor relations, international purchasing, ISO 9000 and computerized inventory systems. This course may not be taken for credit in addition to BUS 373.
Prerequisite: BUS Major
Advisory Prerequisite: BUS 346

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, and Six Sigma.
Prerequisite: BUS major
Advisory Prerequisite: BUS 346

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.
Prerequisites: Admission to the honors program in business management; BUS 110 or BUS 112; BUS 210; BUS 249; and BUS 340

BUS 382: Honors - Organizational Behavior Research
The student writes the Business Honors Program thesis under the supervision of a faculty member thesis advisor and the program director. The thesis advisor will direct and assist the student as he or she develops the thesis topic, formulates the research hypotheses, performs the basic research, writes the thesis, and presents the thesis research. The faculty member will also assist the student in acquiring necessary knowledge in the area of organizational behavior research as required to perform the thesis research. Students are required to present their thesis at the Undergraduate Research and Creativity (URECA) program in April.
Prerequisite: Business Honors Program membership and department consent required.

BUS 383: Social Entrepreneurship
Students explore the concept of social entrepreneurship, including motivation and skills for advocacy, entrepreneurship, and leadership. Topics include forms of social entrepreneurship (private, public, and not-for-profit), venture capital and fund raising, market analysis, marketing, communications, human resources, and human relations, including negotiation and conflict resolution methods. Students will explore models of corporate social responsibility, university service to the community, and grass-roots ventures spawned by perceived need and the will to make a difference. Students work in teams to develop a strategic business plan for their own venture and present their proposals to the class.
Prerequisite: BUS Major or BUS Minor
Advisory Prerequisite: BUS 210, BUS 348, or BUS 349
3 credits

BUS 384: Honors - Operations Research and Management

The student writes the Business Honors Program thesis under the supervision of a faculty member thesis advisor and the program director. The thesis advisor will direct and assist the student as he or she develops the thesis topic, formulates the research hypotheses, performs the basic research, writes the thesis, and presents the thesis research. The faculty member will also assist the student in acquiring necessary knowledge in the area of operations research and management as required to perform the thesis research. The student is required to present their thesis at the Undergraduate Research and Creativity (URECA) program in April.

Prerequisite: Business Honors Program membership and department consent required.

3 credits

BUS 386: Honors - Business Statistics

The student writes the Business Honors Program thesis under the supervision of a faculty member thesis advisor and the program director. The thesis advisor will direct and assist the student as he or she develops the thesis topic, formulates the research hypotheses, performs the basic research, writes the thesis, and presents the thesis research. The faculty member will also assist the student in acquiring necessary knowledge in the area of business statistics as required to perform the thesis research. The student is required to present their thesis at the Undergraduate Research and Creativity (URECA) program in April.

Prerequisite: Business Honors Program membership and department consent required.

3 credits

BUS 388: Honors - Research in Finance

The student writes the Business Honors Program thesis under the supervision of a faculty member thesis advisor and the program director. The thesis advisor will direct and assist the student as he or she develops the thesis topic, formulates the research hypotheses, performs the basic research, writes the thesis, and presents the thesis research. The faculty member will also assist the student in acquiring necessary knowledge in the area of finance as required to perform the thesis research. The student is required to present their thesis at the Undergraduate Research and Creativity (URECA) program in April.

Prerequisite: Business Honors Program membership and department consent required.

3 credits

BUS 389: Honors Research in Marketing

The student writes the Business Honors Program thesis under the supervision of a faculty member thesis advisor and the program director. The thesis advisor will direct and assist the student as he or she develops the thesis topic, formulates the research hypotheses, performs the basic research, writes the thesis, and presents the thesis research. The faculty member will also assist the student in acquiring necessary knowledge in the area of marketing as required to perform the thesis research. Students are required to present their thesis at the Undergraduate Research and Creativity (URECA) program in April.

Prerequisite: Business Honors Program membership and department consent required.

3 credits

BUS 390: Special Topics in Business Management

Semester supplements to this Bulletin contain specific description when course is offered. May be repeated 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 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.

Prerequisites: U3 or U4 standing

3 credits

BUS 399: Principles of Project Management

Anything we do in both our personal and professional lives that delivers something unique within a finite time frame is a project. Applying project management tools and techniques improves the likelihood of success. Beyond schedules and budgets, project managers must demonstrate high emotional intelligence to lead teams, effectively solve problems, and understand the nuances of culture and contracts. In this "get-out-of-your-chair" classroom exercise laden course, students will experience project management concepts. Class discussions will focus on the "real world" application of these concepts. Students will also gain hands-on experience with Microsoft Project.

Prerequisites: BUS Major or Minor Pre or Co-requisite: BUS 346

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 in-class role-play situations involving negotiating with each other in a variety of realistic business and personal scenarios.

Prerequisites: BUS Major and U4 standing.

3 credits

BUS 440: International Management

Increasing internationalization of markets is forcing firms to develop global strategies that protect profits and enhance value chains. Various aspects of international business including currency exchange, tariffs, BOP, economic parameters, regional labor practices...

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and international channels of distribution will be discussed. Concepts of cross-border wealth creation and various theories of trade will be reviewed as well as international Product Life Cycle. Socio-cultural components will be discussed with emphasis on management choices. Other topics such as location, topography and climate will be reviewed.

Prerequisite: BUS Major or Minor or ECO or MTD Major; 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 in-class situations challenge students to develop skills in handling multidimensional business problems.

Prerequisite: BUS or ECO or MTD or CME Major; U4 standing

3 credits

BUS 446: Ethics: Critical Thinking through Film
This course combines critical thinking, discussion of moral values, and ethical considerations applied in a business setting. Using narrative film (i.e. a fictional scenario) to depict challenging ethical dilemmas, students will engage in critical thinking, evaluation of moral standards, and display of various ethical positions pertaining to contemporary society and business. A simulated situation presented in a narrative film and supported by research from the humanities, will add to experiential learning, emphasized in contemporary business education.

Prerequisite(s): BUS Major or BUS Minor, BUS 111 or BUS 115 and U4 standing

SBC: CER, SPK, WRTD

3 credits, Letter graded (A, A-, B+, etc.)

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 Major or Minor, or ECO, ISE, or MTD Major; U4 standing.

SBC: CER, SPK, WRTD

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.

Prerequisite: BUS Major or PSY major admitted to the marketing concentration and U4 Standing; Pre or Co-requisite BUS 358.

3 credits

BUS 449: Marketing Client Project
An advanced, client-based course for students specializing in Marketing. In this course, students apply all concepts and framework learned from prior marketing courses. This course provides an experiential, project-based learning environment in which students will gain a personal feel for the tasks of strategic marketing planning and decision making working for a local business client. Students will address critical decision issues involved in marketing planning at a strategic level, including segmentation and positioning, product development, customer acquisition and retention, brand management, and the use of advertising and promotion.

Prerequisite: BUS Major; U4 Standing; BUS 348 and BUS 358

SBC: EXP+

3 credits

BUS 468: Risk Arbitrage
This course is designed as a practical approach to analyzing, predicting, and investing in the success or failure of mergers and acquisitions (including all change of control transactions). The course will apply basic financial principles and analytical techniques to solve real world problems facing M&A and Investment Professionals.

Prerequisites: BUS Major, BUS 330, and department consent

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

SBC: EXP+

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

SBC: EXP+

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

SBC: EXP+

0-3 credits

BUS 488: Internship
Participation in local, state, national, or international private enterprises, public agencies, or nonprofit institutions.

Prerequisites: BUS Major; permission of undergraduate program director

SBC: EXP+

0-3 credits, S/U grading

BUS 489: 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
BUS 490: Business Honors Research 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.
Prerequisite: Permission of department
3 credits

BUS 495: Business Honors Program Thesis
The student writes the Business Honors program thesis for two semesters under the supervision of a faculty member thesis advisor and the program director to satisfy the requirements of the Business Honors Program. The thesis advisor will direct and assist the student as he or she develops the thesis topic, formulates the research hypotheses, performs the basic research, writes the thesis, and presents the thesis research. The faculty member will also assist the student in acquiring necessary knowledge in their area of research. Students are required to present their thesis at the Undergraduate Research and Creativity (URECA) program in April. Students receive only one grade upon completion of the sequence BUS 495-496.
Prerequisite: Business Honors Program membership and department consent required.
3 credits

BUS 496: Business Honors Program Thesis
The student writes the Business Honors program thesis for two semesters under the supervision of a faculty member thesis advisor and the program director to satisfy the requirements of the Business Honors Program. The thesis advisor will direct and assist the student as he or she develops the thesis topic, formulates the research hypotheses, performs the basic research, writes the thesis, and presents the thesis research. The faculty member will also assist the student in acquiring necessary knowledge in their area of research. Students are required to present their thesis at the Undergraduate Research and Creativity (URECA) program in April. Students receive only one grade upon completion of the sequence BUS 495-496.
Prerequisite: Business Honors Program membership and department consent required.
3 credits

ACC

ACC 210: Financial Accounting
This course presents an introduction to fundamental financial accounting principles, concentrating on identifying, recording, and communicating the economic events of a business organization. Topics include the accounting cycle, the preparation and presentation of the income statement, retained earnings statement and balance sheet, and an in-depth exploration of the measure and presentation of assets and liabilities.
Prerequisite: Business Major or BUS Minor or ACC Minor or MTD or ECO or ISE Major or SUNY Korea BUS Major. Advisory Prerequisites: BUS 111 or BUS 115
3 credits

ACC 214: Managerial Cost Analysis and Applications
A study of cost concepts, and theories as it relates to cost accumulation systems for product, process and activity based costing, as well as 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.
Prerequisite: BUS major or ACC minor or ISE Major and ACC 210
3 credits

ACC 310: Intermediate Accounting I
This course expands upon the basic financial accounting framework and explores the theoretical and analytical applications of Generally Accepted Accounting Principles (GAAP) in a business environment. The student will gain an understanding of financial reporting criteria and the reliance placed upon financial information by external users. Topics include the measurement and reporting of cash, receivables, inventories, and operational assets, revenue recognition and the preparation of financial statements.
Prerequisite(s): BUS major or ACC minor and ACC 214
3 credits

ACC 311: Federal Income Taxation I
Introduces and explores fundamental income taxation concepts for individuals. Topics include gross income, exclusions, adjusted gross income, deductions, exemptions, tax computations, and credits. Introductory tax concepts, including cash and accrual methods, property acquisitions and dispositions, like-kind exchanges, and passive loss rules are also reviewed. Additionally, students will familiarize themselves with tax planning concepts, the legislative process, and professional responsibilities in tax practice.
Prerequisite(s): BUS major or ACC minor and U3 or U4 standing
3 credits

ACC 313: Intermediate Accounting II
This course is the second in the intermediate accounting sequence (ACC 310). This course continues in the exploration of the financial accounting framework and the theoretical and analytical applications of Generally Accepted Accounting Principles (GAAP). Topics the study of advanced topics including accounting for investments, stockholders equity, pensions, leases, income taxes, bonds, and other contemporary financial accounting issues.
Prerequisite: BUS major or ACC minor and ACC 310
3 credits

ACC 314: Federal Income Taxation II
Introduces and explores fundamental income taxation concepts for business entities, with a focus on C corporations, S corporations, and partnerships. Topics include the formation, operation, reorganization and liquidation of C corporations, as well as the formation, operation and liquidation of flow-through entities. Students will also familiarize themselves with specialty topics concerning estates and trusts, transfer taxes and jurisdictional taxation.
Prerequisite: BUS Major or ACC Minor and ACC 311
3 credits

ACC 315: Accounting for the Small Business Entrepreneur
This course is designed to introduce the student to accounting and other financial concepts as that the small business entrepreneur needs to know in order to be successful. The course will reinforce accounting concepts already introduced in the Financial Accounting course with an emphasis on the small business. Students will study and utilize QuickBooks and Peachtree accounting software programs. Other business/financial concerns such as bank reconciliations, payroll preparation, payroll and sales tax compliance, maintenance of...
installment debt, and utilization of sales and purchase discounts will be reviewed.

Prerequisites: BUS Major; BUS 210
3 credits

ACC 400: External Auditing
The course is designed to introduce and explore basic auditing principles, concepts and applications within the context of the audit of an annual financial statement. This course will review the audit process and cover the following: planning (identification of the risks of material misstatement); application of procedures (reducing audit risk below an acceptable level); assessment (based upon documented audit evidence); and, reporting (in accordance with generally accepted auditing standards) This course will also examine professional ethical standards and their relevance to the audit process. Other topics will include analysis and testing of internal control, substantive testing, and accounting research.

Prerequisite(s): BUS Major or ACC minor and ACC 310
3 credits