

# BUSINESS ADMINISTRATION (BUS)

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## **BUS 1500 Foundations of Business 3 s.h.**

Introduction to the world of business with a focus on various functional areas and career opportunities. Development of the requirements of the business professional including team work, information gathering and communication skills.

## **BUS 1500H Honors Foundations of Business 3 s.h.**

Introduction to the world of business with a focus on various functional areas and career opportunities. Development of the requirements of the business professional including team work, information gathering and communication skills.

## **BUS 2600 Business Applications of Microsoft Excel 3 s.h.**

This course starts with coverage of the basics of the Excel program. Students will then be taught Excel business applications with an emphasis on analysis and presentation of data. All students are expected to learn the necessary skills needed to pass the Microsoft Office Specialist (MOS) Certification.

**Prereq.:** sophomore standing.

## **BUS 2610 Collaborating, Writing, & Presenting in Business 3 s.h.**

Memos, reports, email, calendars, presentations. Success in business depends on your ability to share your ideas, analysis, and insights with others. Essential to expressing yourself in a professional context is your ability to use technologies that support collaboration, to understand the appropriate medium for your message, and to present ideas. This course will provide you with the ability to learn, develop, and refine your professional skillset, with respect to collaborating, writing, and presenting, in a business environment.

**Prereq.:** BUS 1500 (C or better).

## **BUS 3700 Business Analytics 3 s.h.**

Business analytics involves the acquisition, evaluation, and analysis of information for decision-making. This course introduces students to the application of business statistics enabling evidence-based decision-making and problem solving and will cover the four areas of analytics. These are: 1) descriptive (what happened?); 2) diagnostic (why did it happen?); 3) predictive (what will happen and is there a pattern?); and prescriptive (how can we make it happen?).

**Prereq.:** BUS 2600, 2.5 GPA.

## **BUS 3710 Data Visualization with Tableau 3 s.h.**

Data visualization is crucial as it transforms complex datasets into comprehensible visuals, enabling informed decision-making and clearer communication in an increasingly data-driven world. In this course participants will become skilled using Tableau to integrate diverse data sources, design charts, create interactive dashboards, and convey compelling narratives using data storytelling techniques. By the end of the course, participants will have improved their analytical prowess to create and share impactful insights.

**Prereq.:** BUS 3700 (C or better) AND 2.5 GPA.

## **BUS 3715 Principles of International Business 3 s.h.**

Study of international business environment and the factors affecting the international operations of firms. Students will develop an understanding of global business opportunities, responsive strategies, and operations; apply course concepts/theories to current issues in international business, and develop an understanding of the complexities of managing cross-national cultural differences.

**Prereq.:** BUS 1500 (C) OR BUS 1500H (C), 2.5 GPA, Junior Standing.

## **BUS 3715H Honors Principles of International Business 3 s.h.**

Study of international business environment and the factors affecting the international operations of firms. Students will develop an understanding of global business opportunities, responsive strategies, and operations; apply course concepts/theories to current issues in international business, and develop an understanding of the complexities of managing cross-national cultural differences.

**Prereq.:** BUS 1500; 63 semester hours of course work including WCBA tool courses (ENGL 1551, MATH 1552, ECON 2610, ECON 2630, ECON 3790, ACCT 2602, ACCT 2603 with grades of "C" or better); overall GPA of 2.5 or higher; WCBA approved upper-division standing.

## **BUS 3720 Nonprofit Leadership 3 s.h.**

The roles of nonprofit organizations in meeting human needs through philanthropy and focus on mission. Understanding of board development, fundraising, management, programming, and careers in nonprofit organizations.

**Prereq.:** ENGL 1551, junior standing, 2.5 GPA.

## **BUS 3720C CE Nonprofit Leadership 3 s.h.**

The roles of nonprofit organizations in meeting human needs through philanthropy and focus on mission. Understanding of board development, fundraising, management, programming, and careers in nonprofit organizations.

**Prereq.:** ENGL 1551, junior standing, 2.5 GPA.

## **BUS 3730 Advanced Excel and Business Analytics Tools 3 s.h.**

This course introduces students to essential tools and techniques used in business analytics. It covers advanced spreadsheet functionalities, data workflow design, Microsoft Power Query, and foundational concepts in databases, tailored for a general audience. Cross-Listed: ECON 3730. 5 GPA.

## **BUS 3735 Artificial Intelligence in Business 3 s.h.**

In this course students will embark on an immersive, project-based exploration of the transformative impact of generative AI across various business sectors and the economy. From automating customer service to innovating marketing strategies, simulating design processes, and analyzing case studies, students will work hands-on with cutting-edge AI tools to solve real-world challenges. Through a series of tailored projects, the course aims to equip students with the foundational AI skills and ethical considerations essential for leveraging artificial intelligence as a strategic asset in today's fast-paced digital economy. Cross-Listed: ECON 3735. 5 GPA.

## **BUS 3740 Nonprofit Community Service 1 1 s.h.**

Interactive environment where students complete projects with nonprofit organizations. Students participate in site visits, professional development events, a regional case study exercise, and planning fundraising, recruitment, and community service events.

**Prereq.:** ENGL 1551, junior standing, 2.5 GPA.

## **BUS 3740C CE Nonprofit Community Service 1 s.h.**

Interactive environment where students complete projects with nonprofit organizations. Students participate in site visits, professional development events, a regional case study exercise, and planning fundraising, recruitment, and community service events.

**Prereq.:** ENGL 1551, Junior standing, AND 2.5 GPA.

## **BUS 3741 Nonprofit Community Service 2 1 s.h.**

A continuation of BUS 3740, Nonprofit Community Service 1. An interactive environment where students complete projects with nonprofit organizations.

**Prereq.:** ENGL 1551, BUS 3740, junior standing, GPA 2.5.

## **BUS 3780 Financial Management and Fundraising for Nonprofit Organizations 3 s.h.**

Fiscal, budgetary, development and fundraising aspects of nonprofit organizations. Discussion, analysis, implementation of financing, budgeting, development, and fundraising theories and techniques applicable to planning, operating, and developing nonprofit organizations.

**Prereq.:** ENGL 1551, junior standing, 2.5 GPA.

**BUS 4813 Design Thinking 3 s.h.**

Design thinking is a creative, flexible process that fosters innovation. It is a process that is used to identify the nature of a problem and then develop a solution. The course is structured to promote building creative competence and an appreciation for thinking across disciplines to develop a new mindset and skillset that guides innovation. Students interested in innovation and creativity and bringing these ideas to market will benefit. Through the course readings, discussion and client projects, students will learn the specific application of both design and business ideas in their work.

**Prereq.:** MGT 3725 OR ENT 3700, 2.5 GPA.

**BUS 4815 Career Planning & Management 3 s.h.**

Want to make the best career choices possible at this point in your life? Doing so starts with being focused, knowing your interests, and knowing your strengths. From there you can identify the positions, organizations, and industries that best match your talents and personality. In this course you will assess your interests, personality, skills, & values; identify how your interests and characteristics align with potential career options; be able to research career information online; set meaningful and achievable career goals; and develop an action plan with strategies to start building your career.

**Prereq.:** MGT 3725, MKTG 3702, 2.5 GPA OR special approval required.

**BUS 4840 Nonprofit Leadership Internship 3 s.h.**

Students work in a nonprofit organization for 225 hours to achieve goals agreed upon by the student and organization.

**Prereq.:** Junior standing, 2.5 GPA, special approval required of Director - Center for Nonprofit Leadership.

**Coreq.:** BUS 4841.

**BUS 4840C CE Nonprofit Leadership Intern 3 s.h.**

Students work in a nonprofit organization for 225 hours to achieve goals agreed upon by the student and organization.

**Prereq.:** junior standing; 2.5 GPA, special approval required of Director - Center for Nonprofit Leadership.

**Coreq.:** BUS 4841.

**BUS 4841 Nonprofit Leadership Seminar 1 s.h.**

Open to all students with an internship in a nonprofit organization. The course must be taken in conjunction with the internship required of the Nonprofit Leadership Minor.

**Prereq.:** Junior standing, 2.5 GPA, special approval required of Director - Center for Nonprofit Leadership.

**Coreq.:** BUS 4840.

**BUS 4841C CE Nonprofit Leadership Seminar 1 s.h.**

Open to all students with an internship in a nonprofit organization. The course must be taken in conjunction with the internship required of the Nonprofit Leadership Minor.

**Prereq.:** junior standing, 2.5 GPA, special approval required of Director - Center for Nonprofit Leadership.

**Coreq.:** BUS 4840.

**BUS 4842 Nonprofit Leadership Internship 2 3 s.h.**

Students work in a nonprofit organization for 225 hours to achieve goals agreed upon by the student and organization. Junior standing. Special Approval required of Director - Center for Nonprofit Leadership.

**Prereq.:** BUS 4840 (B or better) and 2.5 GPA.

**Coreq.:** BUS 4841.

**BUS 4849 Export Strategy 3 s.h.**

The student will learn how to manage and operate and export-based business. The focus will be on identifying local products, local companies, and an international opportunity to export by researching a specific market and working directly with a local firm.

**Prereq.:** junior standing, 2.5 GPA.

**BUS 4875 International Business Field Study Tour 1-3 s.h.**

The student will gain an understanding of the distinctive nature of the business environment in a foreign country. The student will gain insight into the strategic and operating issues that are unique to that country and geographic region.

**Prereq.:** 2.5 GPA AND special approval required.

**BUS 4881 Special Topics in Business 1-4 s.h.**

Subject matter, credit hours and specific prerequisites to be announced in advance of each offering.

**Prereq.:** 2.5 GPA AND special approval required.

**BUS 4895 Business Internship 0 s.h.**

The internship offers the student the opportunity to relate theory to practice through on-the-job experience with a participating organization.

**Prereq.:** junior standing, 2.5 GPA, AND special approval required, OR special approval required.

**BUS 6940 Data Analytics and Data Management 3 s.h.**

Course emphasis is on knowledge and skills required by accountants and managers to collect, manage, analyze extremely large volumes of data in various formats from numerous sources. Focus will be given to results that management of data brings from an organization. It will cover a broad spectrum of topics chosen from the following: predictive analytics, enterprise architecture, security, knowledge through data discovery, data visualization, ethics data quality, advanced data modeling. It will include hands-on use of available software found in industry practices, with an emphasis on spreadsheets.