

BUSINESS - BLOOMFIELD COLLEGE (BUS)

BUS 107A Personal Financial Planning (3-4 credits)

This course helps individuals understand personal financial planning. Specifically, the content of this course is geared to teach students how to prepare personal budgets and how to evaluate insurance requirements. The fundamentals of investment decisions will also be covered. Any student who has taken or is taking BUS 312 cannot take BUS 107 for credit.

BUS 125 Business Mathematics (3-4 credits)

This is an essential course for Business and Accounting majors and utilizes mathematical operations to solve practical business problems. The topics include whole numbers, fractions, decimals, solving equations, percentages with applications, simple interest, compound interest, percent value, annuities and sinking funds, sales, excise and property taxes, business statistics and reading and analyzing financial statements. The primary objective of this class is to ensure that business majors have the essential math skills to be successful in the Business and Accounting majors. This compliments the college core math classes. The math core is conceptual whereas this new class is totally focused on applications to business and word problems.

BUS 200 Introduction to Management (3-4 credits)

Prerequisite: WRT 102, WRT 105, or WRT 106 with a C- or higher. Introduction to the world of a manager, the knowledge needed, the process of managing, the actual practice of managing, and the adjustments to change that are important in the modern world.

BUS 215 Business Statistics (3-4 credits)

This course is an introductory statistics course, applying a hands-on approach to business problems, using Microsoft Excel. Topics include the, organization and presentation of data, measures of, central tendency and dispersion, basic concepts of, probability theory, sampling theory, statistical, estimation, hypothesis testing, and regression, analysis.

BUS 300 Introduction to International Business (3-4 credits)

Prerequisite(s): BUS 200. Introduction to the dynamic field of international business. Students will learn the basics of international business transactions, with particular regard to the differences between international and domestic transactions. Students will also be introduced to the range of career opportunities available in international business and in related fields such as international law and civil service. Topics to be covered will include: international business contracts; international business negotiations; international marketing; international public affairs and lobbying; international arbitration and litigation; international transport; multicultural management; and international electronic commerce.

BUS 312A Managerial Finance (3-4 credits)

Prerequisite(s): ACC 204; ECN 210, ECN 211 and BUS 200 or consent of the Business Advisor. Introduction to the principles of financial management. Topics include: analysis of financial statements, roles of financial managers, financial functions, preparation of cash budgets, pro forma financial statements; introduction to working capital management, capital budgeting, valuation theory.

BUS 313B Human Resource Management (3-4 credits)

Prerequisite(s): BUS 200 for Business majors or consent of the Business Advisor; PSY 100 for others. Analysis of the principles and practices of personnel (human resources) management, including personnel policy, selection, training and development, wages and salary administration, labor and employee relations, benefits administration and performance appraisal, how human resources departments function and their contribution to the organization.

BUS 314B Principles of Marketing (3-4 credits)

Prerequisite(s): BUS 200, ECN 210, and ECN 211. Introduction to marketing of products and services. Topics covered include: external analysis, target market identification, market research, consumer behavior, product development, demand estimation and forecasting, pricing, distribution channels, advertising, sales promotion and public relations.

BUS 316 Business Law I (3-4 credits)

Prerequisite(s): BUS 200 or consent of the Business Advisor. Fundamental principles of business law and practice and the Constitutional setting in which they are implemented. Structure of the law and the state and federal court systems, contract law, agency law, and the law of sales.

BUS 317 Organizational Behavior (3-4 credits)

Prerequisite(s): for Business majors, BUS 313, and BUS 110 or 200; for Sociology majors, at least one prior Sociology course; for Psychology majors, PSY 224 or PSY 230; for other majors, consent of the Instructor. Restriction(s): Junior standing required. The study of individual and group behavior in organizations. Key topics include job satisfaction; motivation; group dynamics, leadership; conflict and change; communication; job design; power and influence; organization concepts and design; organizational development. (Also PSY 317)

BUS 325A Principles of Advertising (3-4 credits)

Prerequisite(s): BUS 314. Introduction to the role of advertising and sales promotion strategies and practices. Topics include strategy development, creative design, copy development, media selection, the role of advertising agencies and campaign execution and evaluation.

BUS 332WI International Financial Management (3-4 credits)

Writing Intensive. A course intended for junior-level students. Will examine foreign currency, accounting principles, foreign exchange, (SPOT, Forward, Rates) the International monetary system, foreign exchange risk management, work in capital management in international operations, sources of funds for working capital, and long term investments in international markets.

BUS 333 Selected Topics in Contemporary Business and Management (3-4 credits)

Prerequisite(s): BUS 200. A study of a major business issue, person or activity occurring in the contemporary business world. Possible topics include government deregulation; environment; social responsibilities; mergers; conglomerates; world trade; etc. May be repeated for credit as topics change.

BUS 333WI Selected Topics in Contemporary Business and Management (3-4 credits)

Prerequisite(s): BUS 200. Writing Intensive. A study of a major business issue, person or activity occurring in the contemporary business world. Possible topics include government deregulation; environment; social responsibilities; mergers; conglomerates; world trade; etc. May be repeated for credit as topics change.

BUS 341 Project Management (3-4 credits)

Prerequisite(s): BUS 200; and MTH 140, MTH 141, MTH 160, or MTH 161. Managing projects introduces new challenges to professionals and managers. This course examines the environmental factors which affect project management, and provides an exposure to the key tools and techniques which have been developed for this unique type of management.

BUS 342 Management Information System (3-4 credits)

Prerequisite(s): BUS 200. Information requirements, planning, design, implementation, facilities, equipment, replacement of equipment, and control. Analysis of cost/benefit relationships to the total management effort.

BUS 353 Operations Management (3-4 credits)

Corequisite(s): MTH 200. Prerequisite(s): BUS 200. Techniques and strategies for managing manufacturing and service sectors. Provides perspectives for the production areas which include product planning, product/process design, facility layout, capacity planning, aggregate planning, materials, inventory control, scheduling and quality control.

BUS 354 Marketing Research (3 credits)

Prerequisite(s): BUS 314; and PSY 245 or MTH 200. Basic concepts needed for marketing research. Students will study problem formulation, research design, data collection, questionnaire construction sampling techniques, analysis and reporting. Students will design and implement a marketing research project.

BUS 355 Consumer Behavior (3-4 credits)

Prerequisite(s): BUS 314. Principles of behavioral and social science concepts applied to marketing situations. The importance of understanding consumer behavior in demand, brand, pricing, advertising, motivation and positioning decisions will be explored.

BUS 356 Business (Industrial) Marketing (3-4 credits)

Prerequisite(s): BUS 314. Application of marketing principles to industrial (Business-to-business) situations. Students will study the unique marketing situations found in non-consumer product, price, distribution and promotional decisions. Demand for industrial products will be studied. Intermediaries and distribution channels will be evaluated.

BUS 359 Leading Diverse Teams (3-4 credits)

Prerequisite(s): BUS 200. Teamwork has become a solution to many problems within organizations. This course will explore diversity, and how leaders can maximize team performance, innovation, and creativity. The intent is to gain an understanding of diversity, as it applies to developing and implementing team initiatives within an organization.

BUS 362WI Ethics and Leadership in Organizations (3-4 credits)

Prerequisite(s): BUS 200. Writing intensive. This course will explore varied ethical issues from the business world in conjunction with models of leadership leading to how those ethical issues are resolved. The intent is to deepen and broaden student's learning about theories, models, and constructs related to the study and practice of ethics and leadership. This includes experiential learning activities and discussions that connect formal knowledge with real world experiences and includes one credit of experiential learning.

BUS 364WI Conflict Management and Resolution (4 credits)

Prerequisite(s): BUS 200. Writing intensive. Conflict is unavoidable in the workplace. Whether collaborating with peers, managing direct reports, or dealing with difficult supervisors, conflict exists at all levels of an organization. This course will provide tools for managing interpersonal dynamics that may be encountered during performance reviews, interdepartmental collaboration, and partnering with external organizations.

BUS 379 Organizational Change and Development (3-4 credits)

Prerequisite(s): BUS 200. This course focuses on the nature and processes of organizational change, and how to be an effective leader. change agent, and recipient of change. It emphasizes forces of change, change implementation process, qualities and skills of successful change leaders, and theories and management practices of how individuals and organizations change.

BUS 401 Business Policy (3-4 credits)

Prerequisite(s): BUS 215, BUS 312, BUS 314, BUS 353, or ACC 323; ECN 210 or ECN 211 with a minimum grade of C or higher. A capstone course which stresses the basic concepts of strategic planning and strategic management, the strategic planning process, and why it is necessary. Students will analyze situations from a top management viewpoint and determine recommended solutions to organization-wide problems through the use of actual company cases and a simulation game.

BUS 412C Security Analysis (3-4 credits)

Prerequisite(s): BUS 312. Introduction to portfolio selection, technical analysis, brokers, description of securities, mutual fund investment and short term investments. In-depth introduction to fundamental analysis of securities investment valuation theory-expanded coverage of the capital asset pricing model, option pricing theory, derivatives investments, diversification and risk, statistical measures of risk, return, capital market behavior.