

- ACC 214 Managerial Cost Analysis and Applications
- ACC 310 Intermediate Accounting I
- ACC 311 Federal Income Taxation I

b. Select one from the following:

- ACC 313 Intermediate Accounting II
- ACC 314 Federal Income Taxation II
- ACC 315 Accounting for the Small Business Entrepreneur
- ACC 400 External Auditing
- BUS 488 Internship

## 2. Entrepreneurship (Advisory prerequisite BUS 353 or BUS 383)

a. Required course

- BUS 337 Entrepreneurship Across Countries

b. Select one from the following:

- BUS 364 How to Build a Start-Up
- BUS 369 New Product Development
- BUS 488 Internship

c. Select one from the following:

- BUS 399 Intellectual Property Strategy
- BUS 401 Negotiation Workshop

d. Select one from the following:

- BUS 331 International Finance
- BUS 332 Entrepreneurial Finance
- BUS 336 Mergers and Acquisitions

## 3. Finance

a. Select four from the following:

- BUS 331 International Finance
- BUS 332 Entrepreneurial Finance
- BUS 336 Mergers and Acquisitions
- BUS 355 Investment Analysis
- BUS 356 Financial Engineering
- BUS 365 Financial Management
- BUS 366 Money and Financial Institutions or ECO 360 Money and Banking
- ECO 383 Public Finance
- BUS 468 Risk Arbitrage
- BUS 488 Internship

## 4. International Business

a. Select four from the following:

- BUS 331 International Finance
- BUS 337 Entrepreneurship Compared Across Countries
- BUS 362 Principles of International Marketing
- BUS 440 International Management
- BUS 488 Internship

## 5. Marketing

a. Required courses

- BUS 358 Marketing Research
- BUS 359 Consumer Behavior
- BUS 448 Marketing Strategy

b. Select one from the following:

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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. 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 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. 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 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. 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 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 393: 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 399: Intellectual Property Strategy**

Concepts and techniques of strategic management are examined and applied to relevant cases involving the management of intellectual property as applied to a wide range of industries and innovations. The course will begin with a brief overview/review of some principals of management strategy. We will then survey the types of intellectual property, and some of the laws that support exclusivity in intellectual property rights. This will provide the foundation for more in-depth discussion of the relevant issues and examination of how companies and individual innovators utilize intellectual property to protect their innovations and profit from them. Course lecture and discussion will focus on the strategic uses of various forms of intellectual property, including patents, trade names, trade secrets, and copyrights. Students will explore the use and importance of intellectual property in building and sustaining a competitive advantage, as well as strategies used to realize the highest value from intellectual property.

*Prerequisite: Business majors, Business minors or Entrepreneurship minors, or by permission of instructor; 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,