

BUSINESS (BUS)

BUS 100 Introduction to Business and Society

The business outreach program was developed with a mission to overcome issues that usually restrict the college ambitions of the targeted population. The objective of this program is to put college in general and business education in particular within the reach of any student. In essence, REACH provides participants with a taste of various aspects of college life to create and sustain their motivation to aim for college (with an emphasis on business education) after graduating from high school. This program introduces participating students to topics such as market and economics, success skills (including management, organization, creating an organization website, and presentations and job interviewing techniques), entrepreneurship, financial literacy, and business ethics. All classes will be delivered by professors from the College of Business and Public Management at the University of La Verne. While the program provides an opportunity for participants to experience a taste of college life and get a hands-on learning opportunity, a competition will also be held where students are divided into different teams to create a business plan that culminated in formal presentations to a panel of judges made up of college professors, college students' leaders, and local business leaders. In addition to the business courses, counselors from the university will provide workshops with the Admissions and Financial Aid Offices, and students will attend two SAT preparation sessions with a focus on Mathematics and English.

Semester Hours: 1

BUS 101 Connect for Success Mentoring

Supports smooth transition to college life through mentoring, skill development, and training. Not challengeable.

Semester Hours: 1

BUS 200 Information Technology

Prerequisite: none. (Also CMPS 200.)

The course gives the student the knowledge and experience needed to use technology effectively. Topics include the following: desktop and electronic publishing, presentation and multimedia, data collection and organization using spreadsheets and databases. Lab included.

Grade Mode: Letter, Credit/No Credit, Audit

Semester Hours: 2

BUS 242 Achieving Professional Success

Prerequisite: Completion of Written Communication A

This course is designed to prepare students to be successful during their time at ULV and for the business world. This course is required before taking any internship. Not challengeable.

Grade Mode: Letter, Credit/No Credit

Semester Hours: 4

BUS 248 Experiential Learning through ENACTUS

ENACTUS provides students with unique opportunities to learn about and teach the principles of free enterprise. Students learn to work both individually and as a group to develop and complete projects designed to teach the principles of a market economy to a level of understanding and appreciation. The student will be required to take a significant leadership role in ENACTUS as part of this course.

Semester Hours: 2

BUS 270 Statistics

Prerequisite: Completion of MATH 102, Quantitative Reasoning, Maple Math Test A with a minimum score of 16, or Maple Math Test B with a minimum score of 11 or Guided/Directed Math Placement with a minimum score of 20

This course introduces majors in Business or Economics to the concept of employing statistical methodology for the treatment, analysis and interpretation of large data sets. It prepares the student to characterize data measurements both graphically and mathematically, and to employ the resultant characterizations by forming inferences about the population from which data are obtained using the laws of probability. The covered topics include descriptive data interpretation, elementary laws of probability, and inferential parametric statistics using an applications approach, and linear regression techniques. (Formerly BUS 370).

Grade Mode: Letter, Credit/No Credit, Audit

Semester Hours: 4

BUS 272 Introduction to Operations Management

Prerequisite: BUS 200 and MATH 104, Quantitative Reasoning, Maple Math Test A with a minimum score of 19, or Maple Math Test B with a minimum score of 11 or Guided/Directed Math Placement with a minimum score of 40

This course introduces students to the management of the efficient transformation of materials, labor, capital, and management into products or services to satisfy consumer demands. The course provides an introduction to the business operations and the related strategic and daily management concepts including the explanation of the role of business operations, and their interaction with the firm's finance, marketing, organization, and corporate governance. The course also introduces the analysis of operation processes from various perspectives such as efficiency, responsiveness, quality and productivity.

Semester Hours: 4

BUS 274 Applied Quantitative Analysis

This course surveys applied quantitative techniques including model building, optimization and probability theory that underlie effective managerial decisions. Applies operations research techniques such as decision analysis, forecasting and linear programming to the decision-making process. The course prepares students to utilize a variety of quantitative techniques to support the business decision-making process. The course emphasizes the applicable number crunching process both manual and using the computer and the recognition of problem type and application of appropriate solution procedures. (Formerly BUS 374)

Grade Mode: Letter, Credit/No Credit, Audit

Semester Hours: 4

BUS 299 Independent Study

An independent study course is a course initiated and written by a student that deals with material not covered in any approved catalog course. The student works independently under the guidance of an instructor who must approve the student's comprehensive written plan and time line before the student can begin. An independent study form must be signed by the department chairperson prior to commencement of the study. Independent studies are available only to matriculated students in good standing at ULV. Traditional undergraduates may register for independent studies only during the normal registration period; CAPA and graduate students may register for them through the end of the "special course" registration period; RCA students, until the last day to withdraw from a course. May be taken multiple times with a different topic for credit. Not challengeable.

Grade Mode: Letter, Credit/No Credit, Audit

Semester Hours: 1-4

BUS 330 Business Finance

Prerequisite: Completion of BUS 270 AND ACCT 202 or ACCT 203 AND ECON 221 or ECON 228

Introduce students to the fundamentals of business finance. The purpose is to show what kind of information is needed, where it can be obtained, and how this information is used by managers as they perform their investing, financing, planning and control responsibilities. The covered topics include financial statements analysis and forecasting, time value of money, risk and return, cost of capital and capital structure, and capital budgeting.

Grade Mode: Letter, Credit/No Credit, Audit

Semester Hours: 4

BUS 331 Managerial Finance

Prerequisite: Completion of BUS 330

This course provides students with an understanding of the theory of corporate finance. The course concentrates on the role of a financial manager in making decisions regarding investing, financing, options and hedging financial risk. Covered topics include capital budgeting and performance evaluation, risk and return, capital budgeting and risk, sensitivity analysis and decision trees, market efficiency, interaction between financing and investment decisions, lease financing, working capital management, and mergers and acquisitions.

Grade Mode: Letter, Credit/No Credit, Audit

Semester Hours: 4

BUS 341 International Business

Prerequisite: Completion of Written Communication B

International Business is an integral and pivotal part of management in the context of contemporary global business. This course provides an overview of international business, and analyzes the opportunities, challenges, problems, and mechanics of conducting business across national boundaries.

Grade Mode: Letter, Credit/No Credit, Audit

Semester Hours: 4

BUS 343 Foundations of Business Ethics

Prerequisite: Completion of Written Communication B

Fundamental concepts underlying individual value systems as applied to practical issues of running a business or organization.

Grade Mode: Letter, Credit/No Credit, Audit

Semester Hours: 4

BUS 345 Personal Finance

Prerequisite: Completion of College Algebra (MATH 104) or equivalent
This course introduces students personal financial planning, the process of managing the financial aspects of life in order to achieve economic satisfaction. Topics covered include career planning, budgeting, investing, use of debt/credit, insurance, taxes, and retirement and estate planning.

Grade Mode: Letter, Credit/No Credit, Audit

Semester Hours: 4

BUS 346 Written Business Communication

Prerequisite: Completion of Written Communication A

This course provides the learner with an introduction to written theory and techniques of business communication. The fundamentals relative to effective messages, job hunting, business messages, interpersonal communication, and reports will be explored.

Grade Mode: Letter, Credit/No Credit, Audit

Semester Hours: 4

BUS 347 Legal Environment of Business

Prerequisite: Completion of Written Communication B

Critical examination of selected federal rules and regulations that affect operations of business.

Grade Mode: Letter, Credit/No Credit, Audit

Semester Hours: 4

BUS 360 Principles of Marketing

Prerequisite: Completion of Written Communication B

Basic marketing concepts, principles, practices, activities, and institutions. Environmental forces and marketing interaction with other areas of business.

Grade Mode: Letter, Credit/No Credit, Audit

Semester Hours: 4

BUS 361 Media Sales

Emphasizes professional selling and sales management techniques. Also JOUR 328, RDIO 328, and TV 328. (Formerly ECBU 361).

Grade Mode: Letter, Credit/No Credit, Audit

Semester Hours: 4

BUS 365 Consumer Behavior

Prerequisite: Completion of BUS 360

Consumer behavior and attitudes to marketing management decisions. Includes advertising, product policy, product development, marketing research, and pricing.

Grade Mode: Letter, Credit/No Credit, Audit

Semester Hours: 4

BUS 366 Professional Selling Skills

Prerequisite: Completion of Written Communication B

Examines the theory and practice of personal selling within the context of relationship marketing.

Grade Mode: Letter, Credit/No Credit, Audit

Semester Hours: 4

BUS 368 Integrated Marketing Communication**Prerequisite:** Completion of BUS 360

Theoretical foundations, applications, and current practice in the management of the advertising, personal selling, public relations, and sales promotion elements. Not challengeable.

Grade Mode: Letter, Credit/No Credit, Audit**Semester Hours:** 4**BUS 375 Project Management**

Presents project types from public, business, engineering, and information science fields. Includes selecting, initiating, operating, and managing projects. May be taken for letter grade only. Not challengeable. Also CMPS 392.

Grade Mode: Letter, Audit**Semester Hours:** 4**BUS 390 Integrative Business Practicum**

Prerequisite: Completion of BUS 270, ACCT 202 or ACCT 203, ECON 220/221 or ECON 228 and Written Communication B Completion of or concurrent enrollment in BUS 330, BUS 360, and MGMT 300.. This practicum draws from the concurrent courses (BUS 330, BUS 360 and MGMT 300) the knowledge and tools needed to establish and operate a small business to demonstrate the student's understanding as a vehicle for experiential learning. Not challengeable.

Semester Hours: 4**BUS 399 Independent Study**

An independent study course is a course initiated and written by a student that deals with material not covered in any approved catalog course. The student works independently under the guidance of an instructor who must approve the student's comprehensive written plan and time line before the student can begin. An independent study form must be signed by the department chairperson prior to commencement of the study. Independent studies are available only to matriculated students in good standing at ULV. Traditional undergraduates may register for independent studies only during the normal registration period; CAPA and graduate students may register for them through the end of the "special course" registration period; RCA students, until the last day to withdraw from a course. May be taken multiple times with a different topic for credit. Not challengeable.

Grade Mode: Letter, Credit/No Credit, Audit**Semester Hours:** 1-4**BUS 410 Management Information Systems**

Prerequisite: Completion of Written Communication B This course introduces Information Technology as it impacts management of organizations and discusses the development, management and utilization of IT in organizations. This course synthesizes models from management and IT for students to integrate contributions of each discipline to analyze various situations to understand its complexity, and recommend a path that leads to higher levels of performance. The covered topics include planning process and communication process that are influenced by information technology, impact of IT on business models and organizational structure, and develop familiarity of IT technologies, their applications and how they affect individuals, organizations, and society. Also CMPS 410.

Grade Mode: Letter, Credit/No Credit, Letter, Credit/No Credit, Audit**Semester Hours:** 4**BUS 416 Electronic Commerce**

This course introduces students to issues and techniques regarding the role of Information Technology in business commerce. The major topics include network options and trade offs, inter organization vs intra organization commerce (internet, intranet, extranet), transactional security, payment systems, and legal issues. The course discusses fundamental concepts and techniques in constructing such systems. Not challengeable. (Formerly ECBU 416).

Grade Mode: Letter, Credit/No Credit, Letter, Credit/No Credit, Audit**Semester Hours:** 4**BUS 431 Investments: Security Analysis & Portfolio Management****Prerequisite:** Completion of BUS 330

This course provides the theoretical and practical framework needed to analyze stocks, bonds, options, and futures contracts and whether they are appropriate for inclusion in an investment portfolio. This course integrates theoretical concepts with practical investment applications and stresses the economic rationale for various investment concepts

Grade Mode: Letter, Credit/No Credit, Letter, Credit/No Credit, Audit**Semester Hours:** 4**BUS 432 Financial Institutions****Prerequisite:** Completion of BUS 330

This course provides an overview of the complex and evolving structure of the American financial institutions industry, and explores how this has affected the management of banks and financial institutions. The course integrates real world considerations with academic principles, with a major emphasis on the asset/liability management of commercial banks. Topics include: Review of financial markets and interest rates, interest rate risk management, asset management, liability management, and GAP analysis. (Formerly ECBU 432).

Grade Mode: Letter, Credit/No Credit, Letter, Credit/No Credit, Audit**Semester Hours:** 4**BUS 436 International Finance****Prerequisite:** Completion of BUS 330

This course will provide the theory required for understanding, formulating, and solving the financial problems of an international firm. This course provides an introduction to the structure, technology, and analytical methods of international financial system, foreign exchange rates and markets, foreign exchange risk management, international working capital management, international cost of capital and capital structure, and international capital budgeting. The required prerequisites are BUS 330 (Business Finance) or equivalent.

Grade Mode: Letter, Credit/No Credit, Letter, Credit/No Credit, Audit**Semester Hours:** 4**BUS 456 Operations Management****Prerequisite:** Completion of MGMT 300 AND MATH 172 or BUS 270

This course provides students with the management and analytical concepts/tools for the management of operations and the decision-making process within the scope of the product life cycle. Coverage is topical and will include the general operations management framework, process and quality management (Statistical Process Control, TQM, and Six Sigma), product design considerations, lean manufacturing, supply chain issues, inventory management, logistics/distribution networks, 3PLs, and reverse logistics.

Grade Mode: Letter, Credit/No Credit, Letter, Credit/No Credit, Audit**Semester Hours:** 4

BUS 461 Marketing Management**Prerequisite:** Completion of BUS 360

Managing the marketing function, including development and implementation of the marketing mix, and development of tactical and strategic marketing plans.

Grade Mode: Letter, Credit/No Credit, Letter, Credit/No Credit, Audit**Semester Hours:** 4**BUS 464 Marketing Research****Prerequisite:** Completion of BUS 360 and BUS 270

Studies the formalized means of obtaining, analyzing and interpreting information to be used by marketing managers in making decisions. Not challengeable.

Grade Mode: Letter, Credit/No Credit, Letter, Credit/No Credit, Audit**Semester Hours:** 4**BUS 465 Digital Marketing****Prerequisite:** Completion of BUS 360

This course provides a primer to digital marketing and social media. This course explains digital marketing's role in reaching customers, creating customer value, and generating revenue. Businesses and non-profits must harness digital media to attract, convert, and satisfy customers, and avoid common pitfalls and challenges. We will apply our knowledge in a semester-long project that focuses on strategy development and implementation.

Grade Mode: Letter, Credit/No Credit**Semester Hours:** 4**BUS 466 International Marketing****Prerequisite:** Completion of BUS 360

Foreign market potentials; marketing mechanisms across national boundaries; adaptations of markets to nations with different cultural, economic, legal, and political characteristics.

Grade Mode: Letter, Credit/No Credit, Letter, Credit/No Credit, Audit**Semester Hours:** 4**BUS 467 Service Marketing****Prerequisite:** Completion of BUS 360

Applies marketing concepts and practices to service organizations.

Grade Mode: Letter, Credit/No Credit, Letter, Credit/No Credit, Audit**Semester Hours:** 4**BUS 493 Variable Topics****Prerequisite:** Completion of Written Communication B

Provides group study of a selected topic, specified in advance. May be taken five times with a different topic for credit. May be taken for letter grade only. Not challengeable.

Grade Mode: Letter, Letter**Semester Hours:** 4**BUS 494 Business Consulting****Prerequisite:** BUS 390

This course will provide students the opportunity to apply what they have learned in a real life setting. Letter grade only.

Semester Hours: 4**BUS 496 Business Seminar****Prerequisite:** Completion of BUS 330 and BUS 360 and MGMT 300

This course is designed for the graduating senior. The class takes the perspective of the CEO and Top Management Team (TMT) as they analyze the firm and create strategic direction integrating the entire business curriculum, and applies it to firm strategy in a dynamic, global world. A good understanding of finance, management, marketing, and economics is assumed. Emphasizing on the individual (I) and group (G) skills, activities apply firm analysis and a business simulation game to encourage critical thinking, to enable application of functional skills to the total business. May be taken for letter grade only. Not challengeable.

Grade Mode: Letter, Letter, Audit**Semester Hours:** 4**BUS 498 Internship in Economics and Business****Prerequisite:** Completion of BUS 242

This is a 1 to 4 credit course. The time requirement is 100 hours for 4 semester credits, 80 to 99 hours for 3 semester credits, and 60 to 79 for 2 semester credit. This course affords students the opportunity to apply business and economic principles in actual business practice. The internship can be obtained either by the student or from a selection in the business department. The required report is a minimum of 10 pages per credit. The required prerequisite is junior standing. May be taken for no more than four semester hours of credit.

Grade Mode: Letter, Credit/No Credit, Letter, Credit/No Credit, Audit**Semester Hours:** 1-4**BUS 500A Accounting Fundamentals****Prerequisite:** Completion of or waiver from BUS 500J

This course was designed as a foundation course for the MBA students who are current with their accounting background. The topics to be covered include recording business transactions, the accounting cycle, preparing financial statements, cash and internal controls, receivables, inventories, plant assets and depreciation, intangible assets, liabilities, stockholders' equity, managerial accounting concepts, job costing, activity-based costing, cost-volume-profit analysis, and budgeting.

Grade Mode: Letter, Credit/No Credit, Audit**Semester Hours:** 3**BUS 500B Economics for Decision-Making****Prerequisite:** Completion of or waiver from BUS 500J

This course was designed as a foundation course for the MBA students who are current with their economics background. The topics to be covered include the market forces of supply and demand, efficiency of markets, the costs of taxation, the costs of production, firms in competitive markets, measuring a nation's income, measuring the cost of living, savings, investment, and the financial system, and the monetary system. Also BUS 600B.

Grade Mode: Letter, Credit/No Credit, Audit**Semester Hours:** 3

BUS 500C Quantitative and Statistical Analysis**Prerequisite:** Completion of or waiver from BUS 500J

This course was designed as a foundation course for the MBA students who are current with their quantitative and statistical analysis background. The topics to be covered include applied descriptive and inferential statistics, model building, descriptive statistics, fundamentals of probability, random variables/probability distributions, sampling distributions/estimation, test of hypotheses, simple linear regression/correlation, nonlinear/multiple regression, analysis of variance, and selected nonparametric tests. Also BUS 600C.

Grade Mode: Letter, Credit/No Credit, Audit**Semester Hours:** 3**BUS 500D Business Finance****Prerequisite:** Completion of or waiver from BUS 500J

This is a 3 credit course. This course was designed as a foundation course for the MBA students who are current with their finance/financial management background. This course introduces students to basis business finance concepts. It also emphasizes the tools used in decision-making. The topics to be covered include distinguishing between the different forms of business in the US and know the advantages of each, calculate time value of money, calculate expected returns based on a security's risk, calculate the price and returns of stocks and bonds, and choose and rank capital investments based on various capital budgeting techniques. Can be taken for letter grade only.

Grade Mode: Letter, Audit**Semester Hours:** 3**BUS 500E Business Management****Prerequisite:** Completion of or waiver from BUS 500J

This course is intended to examine traditional and modern management concepts, important contemporary management issues, fundamental management principles, management functions, and management processes as preparation for more advanced courses in business and management. This course is a foundation (prerequisite) course for the MBA program. May be taken for letter grade only.

Grade Mode: Letter, Audit**Semester Hours:** 3**BUS 500F Business Marketing****Prerequisite:** Completion of or waiver from BUS 500J

Defines marketing principles within the framework of global economics and contemporary business practice. Covers marketing concept-driven integration of the marketing mix from a relationships perspective. May be taken for letter grade only.

Grade Mode: Letter, Audit**Semester Hours:** 3**BUS 500I Foundations of Business Communications I**

Works to overcome English deficiencies of international students in oral, written, and presentation skills. Can be taken for credit/no credit only. Not challengeable. Also ENG 403. (Formerly ECU 500I).

Grade Mode: Credit/No Credit, Audit**Semester Hours:** 4**BUS 500J Business Communications**

Works to overcome English deficiencies of international students in oral, written, and presentation skills. May be taken for credit/no credit only. Not challengeable.

Grade Mode: Credit/No Credit, Audit**Semester Hours:** 3**BUS 501 Corporate Accounting and Reporting I****Prerequisite:** Completion of or waiver from BUS 500A

This is a 3 credit course. This is the first of a two course series, BUS 501 and BUS 502 are to be taken sequentially. The purpose of these two courses is to enable students to: a) develop an in-depth understanding of financial accounting principles and the theoretical framework of accounting; b) explore the application of accounting principles and techniques utilizing real world examples; and c) strengthen critical thinking within the context of accounting theory and the accounting profession. Topics to be covered in include theoretical structure of financial accounting, the financial accounting process, financial statement reporting including the balance sheet, income statement, and statement of cash flows, revenue recognition issues and complexities, cash and receivables, time value of money concepts, and accounting for inventories and operational assets.

Grade Mode: Letter, Credit/No Credit**Semester Hours:** 3**BUS 502 Corporate Accounting and Reporting II****Prerequisite:** Completion of BUS 501

This is a 3 credit course. This is the second of a two course series, BUS 501 and BUS 502 are to be taken sequentially. The purpose of these two courses is to enable students to: a) develop an in-depth understanding of financial accounting principles and the theoretical framework of accounting; b) explore the application of accounting principles and techniques utilizing real world examples; and c) strengthen critical thinking within the context of accounting theory and the accounting profession. Topics to be covered in include accounting for and reporting of investments, current liabilities and contingencies, bonds and long-term notes, leases, shareholders' equity, share-based compensation, earnings per share, accounting changes and error corrections, and accounting for income taxes. Can be taken for letter grade only.

Semester Hours: 3**BUS 503 Accounting Information for Decision-Making****Prerequisite:** Completion of BUS 500A or equivalent

This is a 3 credit course. Students will improve their ability to solve business problems and make decisions utilizing accounting information. Case studies of real business situations will be analyzed to enable students to improve their critical thinking skills and practice exercising judgment. Topics include: the nature of management accounting, cost behavior, product costing, the management control environment and process, strategic planning and budgeting, and alternative choice decisions. Can be taken for letter grade only.

Grade Mode: Letter, Audit**Semester Hours:** 3

BUS 505 Accounting for Specialized Entities**Prerequisite:** Completion of BUS 502

This is a 3 credit course. Students will study financial accounting and reporting requirements for various specialized entities. Topics will include: a) business combinations and consolidated financial statements; b) segment and interim reporting; c) foreign currency translation and financial statements; d) international accounting; e) SEC reporting; e) legal reorganizations and liquidations; and f) accounting for partnerships. Can be taken for letter grade only. Not challengeable.

Grade Mode: Letter, Audit**Semester Hours:** 3**BUS 506 Auditing Standards & Practices****Prerequisite:** Completion of BUS 502

This is a 3 credit course. Students will examine the audit process, professional standards, and the auditor's report. Case studies are utilized which highlight important issues and problems in both public accounting and internal auditing. The goals of the course are to: a) Explore all aspects of the audit process, from the planning phase through issuance of the auditor's opinion; b) Become familiar with generally accepted auditing standards and other authoritative pronouncements; c) Develop an understanding of internal controls; d) Gain an understanding of the tools and techniques used to conduct an audit; and e) Develop an awareness of other CPA services and its distinction from the audit process. May be taken for letter grade only. Not challengeable.

Grade Mode: Letter, Audit**Semester Hours:** 3**BUS 508I Federal Taxation Concepts and Practices - Individual****Prerequisite:** Completion of or waiver from BUS 500A or BUS 600A

. This is a 3 credit course. This course provides students with a current and operational knowledge of federal tax concepts and practices. The emphasis is on understanding the federal tax system with an emphasis on individual taxation. The purpose is to show how to prepare individual tax returns tax returns, S-Corporation tax returns and Partnership tax returns. Students are expected to have computer proficiency, including word processing, spreadsheets, electronic research skills and information retrieval on the Internet. May be taken for letter grade only. Not challengeable.

Grade Mode: Letter, Audit**Semester Hours:** 3**BUS 509 Cost Accounting****Prerequisite:** BUS 500A

This is a 3 credit course. This course covers key concepts in cost management, costing systems, and cost allocations. The covered concepts include budgeting for planning and control, management strategies and tools, profitability analysis, cost efficiencies, and pricing decisions, and capital investment and various inventory management approaches. The covered topics include job order system, process costing, activity-based costing, cost assignments and allocations, budgeting, standard costing, balanced scorecard, quality and environmental cost management, lean accounting and productivity measurement, cost-volume-profit analysis, resource usage model, pricing and profit analysis, capital investment, economic order quantity, just-in-time inventory and theory of constraints. Can be taken for letter grade only. Not challengeable.

Semester Hours: 3**BUS 510 Management of Information Technology**

This course is designed as an advanced study of the management of information systems/information technology (IS/IT) in organizations. The topics covered include the impact information technology on organizations and society from strategic and operations point of view, current issues in hardware and software, current trends in telecommunications, including networking, techniques and issues of data management, systems acquisition, developing and executing an acquisition plan, impact and role of end-user computing/development in organizations, global trends in information technology, awareness of the role and benefits of information systems planning and some of the current methodologies, ethical issues in information management and ability to establish one's own professional ethics and standards. Can be taken for letter grade only. Not challengeable. (Formerly ECBU 510).

Grade Mode: Letter, Audit**Semester Hours:** 3**BUS 511 Management Support Systems**

Addresses the role of management support systems in decision-making within organizations. Includes decision support systems, expert systems, and neural networks. (Formerly ECBU 511).

Grade Mode: Letter, Credit/No Credit, Audit**Semester Hours:** 3**BUS 512 Integrated Data Management**

The goal of this course is to provide students with advanced topics in databases and the use of database management systems for applications. The course covers the entity relationship (E/R) approach to database design, the relational data model, mapping E/R designs to relations, relational design theory, abstract query language such as relational algebra, and programming in SQL. Students will get exposure to how relational database management systems are used to implement a database. (Formerly ECBU 512).

Grade Mode: Letter, Credit/No Credit, Audit**Semester Hours:** 3**BUS 515 Systems Planning and Implementation**

This is a course in Systems Analysis and Design. It covers the issues of systems analysis, process modeling, design, and implementation of Information Systems. The topics covered in this course include introduction and discussion of a structured approach to systems development. The course also covers planning, scheduling, resource allocation, coordination and control of an Information System. (Formerly ECBU 515).

Grade Mode: Letter, Credit/No Credit, Audit**Semester Hours:** 3

BUS 516 E-Business

This course addresses topical issues regarding the role of Information Technology in business. The combination of the computer and the Internet has created an incredible market space. The course examines the foundation, operation and implications of the Internet economy. Topics include Internet technologies, online market mechanisms, interactive customers, smart physical products and services, pricing in the internet economy, online auctions and e-marketplaces, for the internet economy and an outlook for the new economy, Economics of Electronic Commerce, Strategic issues, New business models, Electronic Data Interchange, Proprietary vs. ubiquitous networks, Inter-organization vs. Intra-organization Commerce (Internet, Intranet, Extranet), Electronic Payment, planning and developing E-commerce, and Transactional Security. Not challengeable. (Formerly ECBU 516).

Grade Mode: Letter, Credit/No Credit, Audit

Semester Hours: 3

BUS 517 Cyberlaw

Studies business transacted on the Internet. Focuses on legal impact and implications for management. Can be taken for letter grade only. Not challengeable. (Formerly ECBU 517).

Grade Mode: Letter, Audit

Semester Hours: 3

BUS 525 Economics of the Firm

Prerequisite: Completion of or waiver from BUS 500B or equivalent

This is a 3 credit course. This course provides a body of knowledge that can be applied to a variety of problems facing a typical firm. Students will learn how fundamental theories in economics can be used for making managerial decisions. The course covers main principles in decision making by a firm and a consumer, underlying mechanisms behind market phenomena, and strategic incentives of the firms competing with each other. The course applies these principles, mechanisms and incentives to many interesting and important questions that a contemporary firm must answer when it attempts to correctly understand different aspects of a given environment and come up with the best strategic decision.

Grade Mode: Letter, Credit/No Credit, Audit

Semester Hours: 3

BUS 528 Contemporary Issues in International Trade

Prerequisite: Completion of or waiver from BUS 500B or equivalent

The course discusses new trends, developments and challenges in international trade at the regional and global levels. Topics covered include important theoretical concepts from international trade and international economics, such as the law of comparative advantage, together with practical applications; discussion of free trade and trade barriers, changing international trade environments, free trade and substantial development, importance of international trade to main economic actors and individual countries; and reviews of relevant international developments. Can be taken for letter grade or audit only. Not challengeable.

Grade Mode: Letter, Audit

Semester Hours: 3

BUS 530 Financial Management

Prerequisite: Completion of BUS 503 and completion of or waiver from BUS 500C and BUS 500D

This is a 3 credit course. This course provides students with an understanding of the theory and application of advanced corporate finance. The emphasis is on the utilization of financial information by business managers. The topics covered in this course include financial statement analysis, financial forecasting, risk and return, cost of capital, and capital budgeting.

Grade Mode: Letter, Credit/No Credit, Audit

Semester Hours: 3

BUS 531 Investment and Portfolio Analysis

Prerequisite: Completion of BUS 530 or BUS 635 or BUS 630

This is a 3 credit course. This course provides an in-depth analysis of the process of investing, both in theory and in practice. The investing process is divided into two parts: security analysis and portfolio management. Security analysis is the attempt to determine whether an individual security is correctly valued in the market place: that is, it is the search for miss-priced securities. Portfolio management is the process of combining securities into a portfolio tailored to the investor's preferences and needs, monitoring that portfolio, and evaluating its performance.

Grade Mode: Letter, Audit

Semester Hours: 3

BUS 532 Management of Financial Institutions

Prerequisite: Completion of BUS 530 or BUS 635 or BUS 630

This is a 3 credit course. This course provides an overview of the complex and evolving structure of the American financial institutions industry and explores how this has affected the management of banks and financial institutions. Topics include: Review of financial markets and interest rates, interest rate risk and GAP/DGAP analysis, hedging, liability and asset management, consumer and commercial lending, and introduction to central banking. May be taken for letter grade only. Not challengeable.

Grade Mode: Letter, Audit

Semester Hours: 3

BUS 533 Investment Banking

Prerequisite: Completion of BUS 530 or BUS 635 or BUS 630

This is a 3 credit course. This course provides an in-depth analysis of the functions and activities of investment banking. The course integrates real-world considerations with academic principles with a major emphasis on the legal responsibility and the valuation techniques used in investment banking. Topics include: an overview of investment banking today, capital raising, transactional activities, specialized financial instruments, tax-exempt financing, brokerage activities, commercial banks and investment banking, asset-backed securities, financial engineering, and mergers and acquisitions. May be taken for letter grade only. Not challengeable.

Grade Mode: Letter, Audit

Semester Hours: 3

BUS 534 Entrepreneurial Finance

Prerequisite: Completion of BUS 530, BUS 535, BUS 635 or BUS 630
This is a 3 credit course. Introduce students to the fundamentals of Entrepreneurial Finance. The emphasis is on the unique issues faced by entrepreneurs and small businesses. The course introduces students to essential principles of small business finance, applying general financial theory where applicable as well as focusing on small-business specific issues such as sources of capital. Can be taken for letter grade only. Not challengeable.

Grade Mode: Letter, Audit
Semester Hours: 3

BUS 536 International Financial Management

Prerequisite: Completion of BUS 530, BUS 535, BUS 635, or BUS 630
This is a 3 credit course. This course provides the theory and practical knowledge in finance that are crucial for a firm to succeed in an international environment. This course covers the details of international financial system, foreign exchange rates and markets, foreign exchange risk management, international cost of capital and capital structure, and international capital budgeting.

Grade Mode: Letter, Credit/No Credit, Audit
Semester Hours: 3

BUS 538 Financial Strategy & Policy

Prerequisite: Completion of BUS 530, BUS 535, BUS 635, or BUS 630
This is a 3 credit course. This course focuses on problems, practices, and innovations that impact the formulation of financial strategy. Issues considered include information analysis, strategic analysis of cash flows, consequences of debt and equity financing, design of acquisition programs, assessment of acquisition value, leveraged buy-outs, and the ethical issues of investment policy and strategy. May be taken twice. May be taken for letter grade only. Not challengeable.

Grade Mode: Letter, Audit
Semester Hours: 3

BUS 543 Ethics in Organizations & Society

Considers important issues in building ethical organizations. Critically examines individual and group ethical behaviors, rules of conduct, and the resulting managerial implications. (Formerly ECBU 543)

Grade Mode: Letter, Credit/No Credit, Audit
Semester Hours: 3

BUS 551 Seminar in Organization Theory & Behavior

Prerequisite: Completion of or waiver from BUS 500E
This seminar is intended to examine different perspectives in organization theory and behavior and their impact on organizations and management. It will provide the opportunity to introduce and discuss major works in organizational theory and behavior and practical applications in dealing with human issues in organizations. It provides fundamental knowledge for students to work and manage others effectively in organizations. Further, the seminar explores how organizations function, develop, and modify themselves to reflect the needs of the external as well as the internal environments.

Grade Mode: Letter, Credit/No Credit, Audit
Semester Hours: 3

BUS 558 Project Management

Prerequisite: Completion of BUS 575 or BUS 675 or BUS 670
This is a 3 credit course. This course introduces and discusses a structured and systematic approach to modern project management. The course covers planning, scheduling, resource allocation, coordination and control of project activities using networks, critical path analysis, resource leveling, and cost expediting.

Grade Mode: Letter, Credit/No Credit, Audit
Semester Hours: 3

BUS 560 Seminar in Marketing Management

Prerequisite: Completion of or waiver from BUS 500C or equivalent and BUS 500F or equivalent
Use of marketing mix by firm for consumer and industrial products. Product development, pricing strategies, promotion, and distribution techniques.

Grade Mode: Letter, Credit/No Credit, Audit
Semester Hours: 3

BUS 561 Seminar in Consumer Behavior

Prerequisite: Completion of BUS 560 or BUS 665 or BUS 660
Theoretical models of consumer behavior from behavioral and practical marketing aspects.

Grade Mode: Letter, Credit/No Credit, Audit
Semester Hours: 3

BUS 562 New Product Management

Prerequisite: BUS 560 or BUS 665 or BUS 660
This course focuses primarily on new product management and it will follow along each of the steps of a typical new product development process. The focus of this course will be limited primarily to marketing-related involvement and activities. Letter grade only. Not challengeable.

Semester Hours: 3

BUS 563 Marketing Channels/Distribution

Prerequisite: Completion of BUS 560 or BUS 665 or BUS 660
Covers design, development, and relationships between channel members for sustaining competitive advantage through product distribution in a global market. Not challengeable.

Grade Mode: Letter, Credit/No Credit, Audit
Semester Hours: 3

BUS 564 Marketing Intelligence

Prerequisite: Completion of BUS 560 or BUS 665 or BUS 660
Examines the marketing intelligence acquisition process and the role of marketing research in organizations. May be taken for letter grade only. Not challengeable.

Grade Mode: Letter, Audit
Semester Hours: 3

BUS 565I Internet Marketing

Prerequisite: BUS 560 or BUS 665 or BUS 660
This course is designed as a primer for understanding how many of the best practices within traditional marketing can be applied online. The course has a strong orientation toward marketing accountability and strategic decision-making that can assist in achieving long-term competitive advantage. Letter grade only. Not challengeable.

Semester Hours: 3

BUS 566 International Marketing Management

Prerequisite: Completion of BUS 560 or BUS 665 or BUS 660
Studies marketing in the world marketplace. Emphasizes the impact of culture and environment on business marketing, and the problems of competing in worldwide markets.

Grade Mode: Letter, Credit/No Credit, Audit

Semester Hours: 3

BUS 567 The Management & Marketing of Services

Prerequisite: Completion of BUS 560 or BUS 665 or BUS 660
Develops an understanding of customer expectations of services. Studies designing and managing service operations systems matching those expectations.

Grade Mode: Letter, Credit/No Credit, Audit

Semester Hours: 3

BUS 568 Marketing Communications

Prerequisite: Completion of BUS 560 or BUS 665 or BUS 660
Develops a management perspective of advertising and promotion. Examines budgeting and both effective and ineffective advertising design.

Grade Mode: Letter, Credit/No Credit, Audit

Semester Hours: 3

BUS 571 Fundamentals of Data Analytic Programming

Students will learn the basic elements of programming and how to solve problems in data analytics through an overview of programming languages and functions. Letter grade only. Not challengeable.

Semester Hours: 3

BUS 572 Supply Chain Analytics

Prerequisite: Completion of BUS 575
This course provides applications of analytics in various fields of supply chain management, including analytics in buy, make, move, and sell. It covers demand and forecasting, supply chain risk management, distribution and logistics, inventory analytics, sales, and operations planning, sourcing analytics, etc. Students learn to define the right data set, ask the right questions to drive supply chain efficiency and business value, and use the right models and tools to develop data-driven decisions. Letter grade only. Not challengeable.

Semester Hours: 3

BUS 573 Methods of Multivariate Analysis

This course provides students with an in-depth review of various multivariate statistical techniques including MANOVA, Discriminate Analysis, and Multiple Regression. Letter grade only. Not challengeable.

Semester Hours: 3

BUS 575 Analysis of Business Operations

Prerequisite: Completion of or waiver from BUS 500C or equivalent
This is a 3 credit course. This course was designed to provide management and analytical concepts/tools for the management of operations and the decision-making process within the scope of the product life-cycle. Coverage is topical and will include the general operations management framework, process and quality management (Statistical Process Control, TQM, and Six Sigma), product design considerations, lean manufacturing, supply chain issues, inventory management, logistics/distribution networks, 3PLs, and reverse logistics. May be taken for letter grade only. Not challengeable.

Grade Mode: Letter, Audit

Semester Hours: 3

BUS 576 Supply Chain Management & Strategy

Prerequisite: Completion of or waiver from BUS 500C or equivalent
This is a 3 credit course. This course was designed to further provide management and strategic concepts/tools for the management of operations and the decision-making process within the scope of the supply chain. Coverage is topical and will include the rationale and value of supply chain management, the role of operations in the synchronization of supply chains, The Bullwhip Effect, Collaborative Planning, Forecast, Replenishment(CPFR), Consumer Driven Replenishments(CDR), logistics strategies and 3PLs, off-shoring issues, strategic alliance issues, IT in supply chains, best practices and concepts. May be taken for letter grade only. Not challengeable.

Grade Mode: Letter, Audit

Semester Hours: 3

BUS 577 Compliance Issues in Supply Chains

This is a 3 credit course. The overall course objective is to provide MBA professionals with knowledge about compliance in supply chain management and to focus that knowledge onto the practical problems encountered by top level business executives in managing global supply chains. Not challengeable. (Formerly ECBU 577).

Grade Mode: Letter, Credit/No Credit, Audit

Semester Hours: 3

BUS 581 Managing in a Global Economy

Prerequisite: Completion of or waiver from BUS 551
In today's global economy, all businesses need to understand the international business environment. From a strategic systems perspective, the international market is considered from the viewpoint of competition and emerging opportunities. Internal functional operations need to conform to international requirements with reference to marketing, taxation, finance, management, and labor. This course explores cultural, social and political forces, and governmental regulations that affect strategies and profit.

Grade Mode: Letter, Credit/No Credit, Audit

Semester Hours: 3

BUS 584 Managerial Negotiations

Examines the theories and processes of negotiation and the spectrum of negotiation problems and situations facing managers through role-playing and case analysis. Not challengeable. (Formerly ECBU 584).

Grade Mode: Letter, Credit/No Credit, Audit

Semester Hours: 3

BUS 585 Strategies in Change Management

Examines managerial strategies to successfully compete in an environment of rapid change, uncertainty, and intense global competition. Explores how to succeed through core competencies, ability, and positive change. Not challengeable. (Formerly ECBU 585).

Grade Mode: Letter, Credit/No Credit, Audit

Semester Hours: 3

BUS 586 Leadership in the Future

This course focuses on leadership issues in the increasingly interdependent environments of today's organizations. Students will examine a variety of leadership styles used in contemporary organizations. The future of leadership will be explored. Can be taken for letter grade only. Not challengeable. (Formerly ECBU 586).

Grade Mode: Letter, Audit

Semester Hours: 3

BUS 588 Power & Politics in Organizations

Examines types, uses, and abuses of power, its role in organizational politics, expectations of leaders, and social responsibility of managers and organizations. Can be taken for letter grade only. Not challengeable. (Formerly ECBU 588).

Grade Mode: Letter, Audit

Semester Hours: 3

BUS 593 Variable Topics

Group study of a selected topic. May be taken multiple times with a different topic for credit if approved by chairperson or dean. Can be taken for letter grade only. Not challengeable. (Formerly ECBU 593).

Grade Mode: Letter, Credit/No Credit, Audit

Semester Hours: 3

BUS 596 Graduate Business Seminar

Prerequisite: Completed application for Advanced Standing
Culminating activity that integrates knowledge from different functional areas of business. Emphasizes application of academic learning to "real world" situations. Not challengeable.

Grade Mode: Letter, Credit/No Credit, Audit

Semester Hours: 3

BUS 598 Internship in Business

Internships in business firms, applies academic principles to real-world situations. May be taken for a total of three semester hours for credit. Can be taken for credit/no credit only. Not challengeable. (Formerly ECBU 598).

Grade Mode: Credit/No Credit, Audit

Semester Hours: 1-3

BUS 599 Graduate Independent Study

An independent study course is a course initiated and written by a student that deals with material not covered in any approved catalog course. The student works independently under the guidance of an instructor who must approve the student's comprehensive written plan and time line before the student can begin. An independent study form must be signed by the department chairperson prior to commencement of the study. Independent studies are available only to matriculated students in good standing at ULV. Traditional undergraduates may register for independent studies only during the normal registration period; CAPA and graduate students may register for them through the end of the "special course" registration period; RCA students, until the last day to withdraw from a course. (Formerly ECBU 599).

Grade Mode: Letter, Credit/No Credit, Audit

Semester Hours: 1-4

BUS 600A Accounting & Finance

An overview of financial and managerial accounting and time value of money principles. Letter grade only. Not challengeable.

Semester Hours: 3

BUS 600B Economics

An overview of micro and macro economics. Also BUS 500B. Letter grade only. Not challengeable.

Semester Hours: 3

BUS 600C Statistics

This course covers applied descriptive and inferential statistics, model building and application through linear and multivariate regression techniques. Also BUS 500C. Letter grade only. Not challengeable.

Semester Hours: 3

BUS 615 Managing Technology

This is a 3 credit course. This course is designed as an advanced study of the management of information systems/information technology (IS/IT) in organizations. The primary objective of the course is to familiarize students with current IS/IT and future trends, both in concept and practice, in various business environments so that students can use it in solving business problems, increasing productivity and deploying the competitive advantage opportunity. Major topics of the management of IS/IT are covered, including: IT organizational framework, strategic and operational issues, IT architecture, data management, intelligence systems, m-commerce, networks, security, Web 2.0, and online communities. International and ethical issues will also be covered. Can be taken for letter grade only. Not challengeable. (Formerly ECBU 615).

Grade Mode: Letter, Audit

Semester Hours: 3

BUS 630 Corporate Finance

Prerequisite: Completion of BUS 600A, and BUS 600B, and BUS 600C, or equivalents

This course will emphasize optimizing asset allocation in corporations. The topics covered in this course include financial statement analysis, stocks and bonds, risk and return, cost of capital and capital budgeting, leasing, mergers and acquisitions, and working capital management. Also BUS 635. Letter grade only. Not challengeable.

Semester Hours: 3

BUS 635 Managing Financial Resources

Prerequisite: Completion of or waiver from BUS 500A, BUS 500C, and BUS 500D

This is a 3 credit course. This course provides students with the current and operational knowledge of managerial finance. The emphasis is on the utilization of financial information by business managers. The purpose of this course is to show how information is used by managers as they perform their investing, financing, planning, and control responsibilities. The topics covered in this course include financial statement analysis, financial forecasting, risk and return, cost of capital, and capital budgeting. Also BUS 630. May be taken for letter grade only. Not challengeable.

Grade Mode: Letter, Audit
Semester Hours: 3

BUS 650 Organizational Behavior: Theory and Practice

This course provides students with an overview of theoretical and practical applications when dealing with the human element of the organization. Also BUS 655. Letter grade only. Not challengeable.

Semester Hours: 3

BUS 655 Designing Effective Organizations

This course provides students with an overview of theories and practical applications in dealing with various organizational challenges. Worldwide competition and increasing environmental munificence, complexity and dynamism are having a dramatic effect on how organizations are structured and managed. Learning how to allocate resources is increasing the need for managers as generalists, to develop skills and competencies in planning, organizing, motivating and controlling a broad spectrum of organizational activities. Organizations are structuring their activities and workforces into teams capable of developing innovative solutions to complex problems, headed by team leaders. Thus, the need for professional general managers will continue to remain strong into the future. Also BUS 650. Can be taken for letter grade only. Not challengeable.

Grade Mode: Letter, Audit
Semester Hours: 3

BUS 660 Marketing Management

Prerequisite: Completion of BUS 600A and BUS 600C, or equivalents
This course covers strategic marketing analysis and planning. Students will analyze internal and external forces that influence marketing decision making, develop viable solutions, and evaluate the probable success. Also BUS 665. Letter grade only. Not challengeable.

Semester Hours: 3

BUS 665 Strategic Marketing Management

Prerequisite: Completion of or waiver from BUS 500A, BUS 500C, and BUS 500F

Studies successful marketing programs as an organizational goal of maximizing customer satisfaction. Also BUS 660. May be taken for letter grade only. Not challengeable.

Grade Mode: Letter, Audit
Semester Hours: 3

BUS 670 Technology Based Operations Management

Prerequisite: Completion of BUS 600C or equivalent

This course will provide concepts and tools for the management of operations and information technology. Also BUS 675. Letter grade only. Not challengeable.

Semester Hours: 3

BUS 675 Management of Business Operations

Prerequisite: Completion of or waiver from BUS 500C

This is a 3 credit course. This course is designed to provide management and analytical concepts/tools for supplementing the management of operations and the decision-making process within the scope of the product life-cycle. Coverage is topical and will include the general operations management framework, process and quality management (Statistical Process Control, TQM, and Six Sigma), product design considerations, lean manufacturing, supply chain issues, inventory management, logistics/distribution networks, 3PLs, and reverse logistics. Also BUS 670. May be taken for letter grade only. Not challengeable.

Grade Mode: Letter, Audit
Semester Hours: 3

BUS 685 Global Business Management

Prerequisite: Completion of BUS 655 or BUS 650

Conducting business outside of the United States involves a unique set of challenges. Diverse cultures, laws, languages, and currencies add to the complexity of putting together and managing international business ventures. This course prepares students for these types of activities by exploring a number of questions that focus on various aspects of international business. The primary vehicle for accomplishing this will be class discussions built around presentations by the instructor and the students dealing with a range of issues, countries and industries. May be taken for letter grade only. Not challengeable.

Grade Mode: Letter, Audit
Semester Hours: 3

BUS 690 Strategic Management

Prerequisite: Advanced standing

Integrates business disciplines by utilizing the principles of strategic planning. Also BUS 695. Letter grade only. Not challengeable.

Semester Hours: 3

BUS 695 Strategic Management

Prerequisite: Completed application for Advanced Standing

Integrates knowledge gained in MBA program with strategic management. Also BUS 690. May be taken for letter grade only. Not challengeable.

Grade Mode: Letter, Audit
Semester Hours: 3