

BUSINESS (BUSN)

BUSN 1801. Contemporary Issues in the World of Business. (1-3 Credits)

Today's business world is a complex, challenging and exciting place. Each section of this course will capture some aspect of that challenge and excitement. Students will be exposed to undercurrents that challenge and perplex today's managers and executives around the globe. Students should consult the scheduling booklet for specific topics offered. May be repeated in different sections for up to three credits maximum. May not be used to satisfy junior-senior level major requirements of the School of Business.

Enrollment Requirements: Open only to freshmen and sophomores; others with instructor consent.

May be repeated for a total of 3 credits

BUSN 2235. Personal Financial Literacy. (3 Credits)

(Also offered as BADM 2235.) Introduction to essential topics in personal finance for individuals and entrepreneurs. Financial literacy, personal finance topics including recordkeeping, budgeting, risk, insurance, credit, purchasing decisions, savings/investment options, income taxation of individuals and small businesses, and retirement savings.

Enrollment Requirements: Open only to business majors.

Topics of Inquiry: TO15: Indiv Values Soc Inst

BUSN 2891. Foreign Study Internship. (1-6 Credits)

Provides students the opportunity to be engaged in meaningful professional activity without the expectation of a significant level of prior academic experience in business. Student performance will be evaluated on the basis of an appraisal by the field supervisor and a detailed written report submitted by the student. Students taking this course will be assigned a final grade of S (satisfactory) or U (unsatisfactory).

Enrollment Requirements: Open only to School of Business students; consent of Associate Dean for Undergraduate Programs required.

BUSN 3002W. Effective Business Writing. (1 Credit)

Techniques to improve written business communication skills. Requires a variety of written assignments and gives special attention to writing tasks that students are likely to encounter early in their careers, such as reports to supervisors, sales proposals, documentation of business policies, responses to complaints, as well as general business letters and memos. Students will receive critiques of their written assignments and will be required to revise their writing.

Enrollment Requirements: ENGL 1007 or 1010 or 1011; open only to Business Majors of sophomore or higher status. Not open for credit to students who have passed BUSN 3003W or BADM 4075W or MENT 3070W.

Skill Codes: COMP. Writing Competency

BUSN 3003W. Business Communications. (3 Credits)

Techniques for improving professional writing and oral communications skills and ways in which visual communications, document design, and use of workplace technologies shape the message.

Enrollment Requirements: ENGL 1007 or 1010 or 1011; Open only to Business majors of sophomore or higher status. Not open for credit to students who have passed BUSN 3002W or 3004W, or BADM 4075W or MENT 3070W.

Skill Codes: COMP. Writing Competency

BUSN 3004W. Business Writing and Communication. (2 Credits)

Rhetorical strategies and practices for improving professional writing and oral communications, as well as ways in which visual communications, document design, and emerging genres (e.g., new media, social media) shape professional messages.

Enrollment Requirements: ENGL 1007 or 1010 or 1011; open only to Business Majors of sophomore or higher status. Not open for credit to students who have passed BADM 4075W; or BUSN 3002W or 3003W; or MENT 3070W.

Skill Codes: COMP. Writing Competency

BUSN 3005. Career Development in Business. (1 Credit)

A roadmap for the college to career experience. Students will: gain an understanding of the job search lifecycle in order to create opportunities for internships, first entry level roles, or identify future career paths; complete a polished and professional job search communication portfolio (including a resume, cover letter, target-marketing plan, and social media presence); learn how to develop an effective job search marketing plan and gain insight on major labor market trends that impact employment; learn job search presentation skills including how to introduce themselves in networking situations and other job search settings; practice interviewing skills and techniques.

Enrollment Requirements: Open only to Business majors of sophomore or higher status.

BUSN 3006. Career Development in FinTech. (1 Credit)

A roadmap for the college to career experience. Students will: gain an understanding of the job search lifecycle in order to create opportunities for internships, first entry level roles, or identify future career paths; complete a polished and professional job search communication portfolio (including a resume, cover letter, target-marketing plan, and social media presence); learn how to develop an effective job search marketing plan and gain insight on major labor market trends that impact employment; learn job search presentation skills including how to introduce themselves in networking situations and other job search settings; practice interviewing skills and techniques.

Enrollment Requirements: Open only to Business majors of sophomore or higher status.

BUSN 4881. Internship in Business. (1-6 Credits)

Provides students with an opportunity for a supervised internship relevant to one or more major areas within the School. Students will work under the supervision of one or more professionals in the specialty in question. Student performance will be evaluated on the basis of an appraisal by the field supervisor and a detailed written report, submitted by the student. Students taking this course will be assigned a final grade of S (satisfactory) or U (unsatisfactory).

Enrollment Requirements: Open to juniors or higher; consent of the Associate Dean for Undergraduate Programs required; open only to students admitted to the School of Business.

BUSN 4895. Special Topics. (1-6 Credits)

Classroom course in special topics as announced in advance for each semester.

Enrollment Requirements: Prerequisites and recommended preparation vary by section; open only to business majors of junior or higher status. May be repeated for a total of 18 credits

BUSN 4896. Business Research Methods. (3 Credits)

This course equips students with the skills to develop and undertake an honors research project. It provides the theoretical and practical preparation for business research, covering how to do library research in all business subjects; create a literature review, use qualitative and quantitative methods, developing a research proposal, and ethical implications of research.

Enrollment Requirements: Open to Juniors or higher; open only to Honors Students with consent of Honors Advisor; ENGL 1007 or 1010 or 1011.

Grading Basis: Honors Credit

BUSN 4897W. Honors Leadership Seminar. (3 Credits)

An exploration of leadership from a multi-disciplinary perspective to help students better understand and harness their own leadership style and explore, in depth, the core elements of effective leadership, the traits and behaviors of exemplary leaders and leadership in practical application. This course may be used to fulfill an Honor's student's Honors Thesis Requirement.

Enrollment Requirements: ENGL 1007 or 1010 or 1011 or 2011; open to senior School of Business honors students by permission of the honors advisor of the student's major.

Grading Basis: Honors Credit

Skill Codes: COMP: Writing Competency

BUSN 4997. Senior Thesis in Business. (3 Credits)

Students develop their own plan for a research project, conduct the research, and write-up this research, consulting periodically with a faculty advisor.

Enrollment Requirements: ENGL 1007 or 1010 or 1011; BUSN 4896; open to juniors or higher; open only to Honors students with consent of Honors advisor.

Grading Basis: Honors Credit