BUS 225 Personal Finance (3 credit hours)
Economic and financial strategies used to accumulate, manage and protect personal assets. Emphasizing income generation, expense reduction, investment selection, and wealth creation to meet future needs and goals. Topics include investing (mutual funds, stocks, etc.), annuities, insurance, retirement planning, and estate planning.

Typically offered in Fall, Spring, and Summer

BUS 295 Special Topics in Business Management (1-6 credit hours)
Experimental course development. Special topics in Business Management at the introductory level.

BUS 320 Financial Management (3 credit hours)
Financial decision making by businesses, including capital structure and dividend decisions, capital budgeting and working capital management. Basic financial concepts are covered such as risk and return measurement, portfolio theory and the time value of money.

Prerequisite: ACC 210
Typically offered in Fall, Spring, and Summer

BUS 340 Information Systems Management (3 credit hours)
Fundamentals of information systems development and use in organizational setting. Information systems (IS), concepts, hardware, software, telecommunications, database management. IS development, applications and management in telecommunications, database management, various business processes, global issues, security and ethical challenges.

Typically offered in Fall, Spring, and Summer

BUS 350/ST 350 Economics and Business Statistics (3 credit hours)
Introduction to statistics applied to management, accounting, and economic problems. Emphasis on statistical estimation, inference, simple and multiple regression, and analysis of variance. Use of computers to apply statistical methods to problems encountered in management and economics.

Prerequisite: MA 114
Typically offered in Fall, Spring, and Summer

BUS 351 Predictive Analytics for Business (3 credit hours)
This course builds on BUS/ST 350 with an emphasis on the application of statistical methods using software. The course uses analytical methods and tools to drive actionable business decisions. Students will be exposed to a variety of statistical and machine learning methods including linear regression, logistic regression, decision analysis, classification trees, clustering techniques, optimization, monte carlo simulation, and statistical forecasting.

Prerequisites: BUS 340 and (BUS/ST 350, or ST 312, or ST 370, or ST 372); Corequisite: ST 307
Typically offered in Fall and Spring

BUS 360 Marketing Methods (3 credit hours)
Examination of decisions affecting marketing of goods and services in consumer, industrial and international markets. Emphasis on the role of marketing in a managerial context. Areas studied include: the activities of marketing research, identification of marketing opportunities, and the development of marketing mix strategies including the decisions concerning pricing, distribution, promotion and product design.

Prerequisite: MIE 201, Sophomore standing
Typically offered in Fall, Spring, and Summer

BUS 370 Operations and Supply Chain Management (3 credit hours)
Concepts in planning, controlling, and managing the operations function of manufacturing and service firms. Topics include operations strategy, process choice decisions, forecasting, production planning and control, and trends in operations management. Common tools for informed decision-making in these areas.

Typically offered in Fall, Spring, and Summer

BUS 420 Financial Management of Corporations (3 credit hours)
Advanced theory and practice of corporate financial management. Topics covered include: asset management, evaluating financial statements, capital budgeting, alternative investments, cash flow management, equity valuation, and financing. Corporate financial policy decisions will include: cost of capital, capital structure, and dividend policy decisions.

Prerequisite: BUS 320 and (BUS/ST 350, or ST 312, or ST 370, or ST 372)
Typically offered in Fall, Spring, and Summer

BUS 425 Advanced Personal Financial Management (3 credit hours)
Detailed economic, financial and legal analysis of risk management, retirement planning, investments, and estate planning. Additional emphasis on professional financial planning for those interested in personal finance as a career.

Prerequisite: BUS 320
Typically offered in Fall and Spring

BUS 426 International Financial Management (3 credit hours)

Prerequisite: BUS 320 and (BUS/ST 350 or ST 305 or ST 312 or ST 370 or ST 372)
Typically offered in Spring only
BUS 428 Financial Analytics (3 credit hours)
Advanced course examining the use of big data analytics in finance. The focus will be on the application of these tools in the areas of asset management and equity valuation. Topics covered include risk-return tradeoff, financial intermediaries in asset management (e.g., mutual funds, hedge funds, etc.), stock valuation models, and using financial statement information in stock selection / asset management. Students will complete a semester-long project involving data analysis (e.g., write an equity research report on a publicly traded U.S. firm, backtest an investment strategy, etc.).

Prerequisite: BUS 320
Typically offered in Spring only

BUS 429 Financial Modeling (3 credit hours)
BUS 429 is 'corporate finance in Excel.' Starting from the theoretical base gained in BUS 320, students work through problems in time value of money, capital budgeting, and valuation (among other things) using spreadsheet analyses. The course will take a very hands-on approach in building financial spreadsheet models. Microsoft Excel is the primary tool we will use to implement these financial models and the course will go into detail on the proficient use of Excel.

Prerequisite: BUS 320
Typically offered in Fall and Spring

BUS 440 Database Management (3 credit hours)
The fundamentals of database management within business applications. Data structures, user requirements, structured query language, query by example, application development, user interface design.

Prerequisite: ACC 340 or BUS 340
Typically offered in Fall and Spring

BUS 441 Business Data Communications and Networking (3 credit hours)
The fundamentals of computer networking and the use of computer networks in business applications. Client-server networks, architecture, network hardware and software, key issues in network management, network security, and the fundamentals of data communications.

Prerequisite: ACC 340 or BUS 340
Typically offered in Fall and Spring

BUS 442 Information Systems Development (3 credit hours)
This course provides concepts and skills necessary for designing, developing, and deploying information systems (applications) to aid in business and managerial decisions. It includes hands-on experience with development (coding) theory and concepts, object-oriented algorithm design and development concepts, graphical user interface design concepts, and SQL and data structures using the C# programming language and the Microsoft .NET IDE.

Prerequisite: ACC 340 or BUS 340
Typically offered in Fall and Spring

BUS 443 Web Development for Business Applications (3 credit hours)
This course provides current technologies for designing and developing interactive, web-based systems for business. Topics may include current programming languages, server-side programming, client-side programming, server-side scripting, database integration, and more. Design concepts will be implemented through team projects.

Prerequisite: BUS 442; Corequisite: BUS 440
Typically offered in Fall and Spring

BUS 444 Systems Analysis and Design (3 credit hours)
This course provides an overview of methods for developing Information Systems. Principles and techniques of systems analysis and design are introduced so that students can successfully cope with the complexities of developing information systems. Topics include software development frameworks, project management, requirements analysis, systems analysis techniques, and systems design. Systems analysis and design methods covered include agile software engineering, structured analysis and design, and object-oriented analysis and design techniques.

Prerequisite: ACC 340 or BUS 340
Typically offered in Fall and Spring

BUS 449 Information Technology Capstone (3 credit hours)
This is a completely project-oriented course. Students will work on real applications for national or local firm(s) to solve "live" IT problems. Students will work in teams to develop client deliverables and present their final work to an appropriate industry-based management team. Field trips and/or outside class activities (including client/consultant work) are a major part of this course. Students who are unable to participate in these types of events should not enroll in this course.

Prerequisite: BUS 440 or 441 or 442 or 443 or 444.
Typically offered in Spring only

BUS 458/ACC 458 Analytics: From Data to Decisions (3 credit hours)
Students will develop and apply their data analytics skills by analyzing case studies built around real business problems and real data. Case studies are designed around the full analytics lifecycle which encompasses the business problem, data, analysis, and decision. Students will learn to identify and explain business problems that can be addressed with analytics. They also will learn to determine which analytic methods are best suited to solve particular problems and will evaluate the impact of applying analytic methods. Finally, they will learn to explain the results of an analytic model and how those results impact the business "bottom line."

Prerequisite: BUS 351
Typically offered in Fall and Spring

BUS 459 Business Analytics Practicum (3 credit hours)
Advanced application of business analytics skills, tools and methodologies to solve business issues and problems. Small teams of students will undertake projects to identify business issues, confirm the information needed to address the issues, and apply the required data analytics tools and methodologies. The projects will include interaction with business personnel, refinement of business issues, gathering information, development of business analytics models, and presentation of results through data visualization. Each project will culminate with the student team presenting their findings and recommendations to the organization.

Prerequisites: BUS 351 and BUS 458
Typically offered in Fall and Spring

BUS 460 Consumer Behavior (3 credit hours)
The consumer decision process, with emphasis on consumer decision making, satisfaction/dissatisfaction factors, perception, learning, group influences, and marketing strategy implications. Restricted to majors within the College of Management.

Prerequisite: BUS 360
Typically offered in Spring only
BUS 461 Channel and Retail Marketing  (3 credit hours)
Retailing composes a substantial component of the US economy, creating millions of jobs. Marketing channels are where marketing mix strategy and tactics ultimately impact customers and produce sales. This course is designed to prepare students for roles such as buying, merchandising, store management, professional selling, distribution, inventory management or other retailing-oriented careers. Emphasis will be placed on developing students relevant skill sets in key areas such as retail metrics, site analysis, pricing tactics, merchandising strategy, and customer relationship management. Relevant aspects of consumer behavior and organizational leadership in a retail setting will be covered.
Prerequisite: BUS 360
Typically offered in Fall and Spring

BUS 462 Marketing Research  (3 credit hours)
The use, collection, organization and analysis of information pertinent to marketing decisions. Use of qualitative and quantitative data in the solution of specific marketing problems.
Prerequisite: BUS 360 and (BUS/ST 350, or ST 312, or ST 370, or ST 372)
Typically offered in Fall and Spring

BUS 464 International Marketing  (3 credit hours)
Explores moving from a national marketing approach to a global marketing strategy, and discusses competitive advantages and challenges in making the transition. Both traditional countries of Western Europe and emerging markets will be examined. Students will analyze culture considerations when evaluating the impact on local business strategies. In addition to learning the impact on the world’s economy through globalization, emphasis will also be placed on developing necessary professional skills.
Prerequisite: BUS 360
Typically offered in Spring only

BUS 465 Traditional and Digital Brand Promotion  (3 credit hours)
This course focuses on advertising and integrated brand promotions, spanning both traditional and digital media. Emphasis is on the brand. Includes development of marketing communications strategy and campaign materials, from consumer insight generation to creative execution.
Prerequisite: BUS 360
Typically offered in Fall and Spring

BUS 466 Personal Selling  (3 credit hours)
Revolves around the art of people-to-people interaction, which applies not only to the business-to-business sales environment but is also applicable to other professions. The selling process will be examined along with activities necessary to be successful in sales. With a common thread of developing and nurturing relationships, students will examine building partnerships, implications of ethical and legal issues, adapting the approach to the situation and identifying social styles with associated behaviors. Attention will also be focused on the steps involved in the sales cycle and how to be successful in their execution.
Prerequisite: BUS 360
Typically offered in Fall and Spring

BUS 467 Product and Brand Management  (3 credit hours)
Provides an in-depth understanding of marketing planning and implementation involved in product and brand management. The course places emphasis on developing specific marketing strategies to support the creation and launch of new products and to successfully manage existing products and brands.
Prerequisite: BUS 360
Typically offered in Fall and Spring

BUS 468 Marketing Strategy  (3 credit hours)
This course is designed to build on the core marketing principles you learned in your introductory marketing course and to enhance your understanding of their strategic implications.
Prerequisite: BUS 360
Typically offered in Spring only

BUS 469 Digital Marketing Practicum  (3 credit hours)
This course provides you with an introduction to the digital marketplace through an experiential learning approach. After conducting a client audit, your team will develop a digital marketing campaign including appropriate major digital platforms. Post-campaign metrics and data analytics will be utilized to measure campaign effectiveness and future marketing strategy. The course pedagogy emphasizes class discussion, industry expert lectures, digital simulation, and a client digital project.
Prerequisite: BUS 360
Typically offered in Fall and Spring

BUS 470 Operations Modeling and Analysis  (3 credit hours)
Tools, techniques, and strategies used for analyzing and improving business operations, including process mapping, capacity analysis, demand forecasting, and quality analysis and improvement. Emphasis on Excel as a tool for analysis, particularly on Excel functions and modules relevant to operations analysis.
Prerequisite: BUS 370 and (BUS/ST 350 or ST 305 or ST 312 or ST 370 or ST 372)
Typically offered in Fall and Spring

BUS 472 Operations Planning and Control Systems  (3 credit hours)
Design and management of operations planning and control systems for manufacturing and service firms. Forecasting, capacity management, production and work force scheduling, project management, just-in-time and time-based competition, the impact of information technologies on planning and control systems.
Prerequisite: BUS 370; Co-requisite: BUS 470
Typically offered in Fall and Spring

BUS 473 Supply Chain Strategy  (3 credit hours)
THERE ARE NO PLANS TO OFFER THIS COURSE IN THE FORESEEABLE FUTURE. Purchasing, materials management, and logistics. Purchasing systems, supplier-based strategies, price-cost management, value analysis. Inventory strategies, quantity and quality decisions, materials planning. Logistics strategies for services and manufacturing.
Prerequisite: BUS 370; Co-requisite: BUS 470
Typically offered in Spring only
BUS 474 Logistics Management (3 credit hours)
Management of physical flows of goods between firms, management of inventories that support those flows, and assessment of the effects of freight transportation choices on these management activities. A variety of conceptual frameworks and quantitative tools are used to formulate the basis for effective logistics decision making and relate those decisions to broader issues in managing the entire supply chain and fulfilling the strategic objectives of a firm. A nominal fee for simulation software may be required.

Prerequisite: BUS 370; Co-requisite: BUS 470
Typically offered in Fall and Spring

BUS 475 Purchasing and Supply Management (3 credit hours)
This course is designed to help students develop knowledge of basic principles in purchasing and supply management. Students will be able to explain the potential contributions of these efforts of the competitiveness of the firm.

Prerequisite: BUS 370; Co-requisite: BUS 470
Typically offered in Fall and Spring

BUS 476 Decision Modeling and Analysis (3 credit hours)
Structured framework and process for modeling and analyzing business decisions. Business decisions are frequently made difficult by the presence of uncertainty and complex interactions among key drivers of the decision. In today's global environment the stakes of bad outcomes may be too high to justify learning by experience. Filled with in-depth insights and practical advice, this course covers the essential tools and techniques to improve your skills, such as: decision trees, influence diagrams, spreadsheet-based decision modeling, Monte Carlo simulation, demand forecasting, and methods to obtain and model decision-relevant data from subject matter experts in an unbiased manner.

Prerequisite: BUS 340 and (BUS/ST 350, or ST 312, or ST 370, or ST 372)
Typically offered in Fall and Spring

BUS 479 Supply Chain Management Undergraduate Practicum (3 credit hours)
This course is comprised of a team-based project working on a Supply Chain Resource Consortium (SCRC) partner company's supply chain management issues. These projects vary in scope as are company's supply chain issues and improvement initiatives. Student groups need to provide their own transportation to off-campus sites.

Prerequisite: BUS 370 and one 400-level Operations/Supply Chain Management course
Typically offered in Fall and Spring

BUS 495 Special Topics in Business Management (1-6 credit hours)
Presentation of material not normally available in regular course offerings, or offering of new courses on a trial basis.

Typically offered in Fall, Spring, and Summer

BUS 498 Independent Study in Business Management (1-6 credit hours)
Detailed investigation of topics of particular interest to advanced undergraduates under faculty direction on a tutorial basis. Credits and content determined by faculty member in consultation with Department Head. Individualized/Independent Study and Research courses require a "Course Agreement for Students Enrolled in Non-Standard Courses" be completed by the student and faculty member prior to registration by the department.

Typically offered in Fall, Spring, and Summer

BUS 501 Strategic Management Foundations (3 credit hours)
This course is designed to help students with an engineering or scientific undergraduate degree understand the world of business. The class will cover key business functions including finance, marketing, operations, strategy, organizational behavior. Students will undertake a semester-long group project to design and plan for a new company or new product within an existing company. Restricted to students with an engineering, scientific, or other technical background.

Typically offered in Fall and Spring

BUS 554 Project Management (3 credit hours)
Life cycle view of organizing and managing technical projects, including project selection, planning, and execution. Methods for managing and controlling project costs, schedules, and scope. Techniques for assessing project risk. Use of popular project management software tools. Application of project management tools and methods to product development, software, and process reengineering projects.

Typically offered in Spring and Summer

BUS 571 High Growth Entrepreneurship (3 credit hours)
Second course in a two-course entrepreneurship sequence focusing on opportunities outside the technology arena. Theoretical and practical, team-based, approach to the evaluation and assessment of opportunities for value creation. Emphasis on how to discover, validate, and then execute on an action plan to create value. Credit not allowed if the student has already taken MBA 576 or MBA 577.

Prerequisite: MBA 570. Credit not allowed if the student has already taken MBA 576 or MBA 577.
Typically offered in Fall and Spring

BUS 585/TTM 585 Market Research in Textiles (3 credit hours)
A study and analysis of quantitative methods employed in market research in the textile industry. Function of market research and its proper orientation to management and decision making.

Prerequisite: TAM (EC) 482

BUS 590 Special Topics in Business Management (1-6 credit hours)
Presentation of material not normally available in regular courses offerings or offering of new courses on a trial basis.

Typically offered in Fall, Spring, and Summer

BUS 610 SP Topics Bus Mgmt (1-6 credit hours)

BUS 630 Independent Study in Business Management (1-3 credit hours)
Detailed investigation of topics of particular interest to graduate students under faculty direction on a tutorial basis. Determination of credits and content by faculty member in consultation with department head.

Typically offered in Fall, Spring, and Summer

BUS 790 Special Topics in Business Management (1-6 credit hours)
Presentation of material not normally available in regular courses offerings or offering of new courses on a trial basis.

Typically offered in Fall, Spring, and Summer