

# ***BUSINESS COURSES***

## ***Lower-Division***

### **BUS 212 (4) PRINCIPLES OF MANAGEMENT**

A study of the manager's role in the organization, including the tasks of planning, organizing, leading, and controlling. Attention to managerial implications of social responsibility and international management. Students undertake a group project, applying the theory and computer technology to a task. Offered fall and spring semester.

### **BUS 213 (4) ADMINISTRATIVE COMMUNICATION**

The fundamentals of business writing are applied to the writing of letters and memos in typical basic business situations such as good news, neutral situations, and bad news as well as specific situations such as persuasion and sales writing. A traditional and scannable résumé is written as well as other job search correspondence. The fundamentals of report writing are applied during the development of a personal portfolio. Technology and crosscultural communication is integrated throughout the course. Informal oral communication, public speaking and oral reporting, instruction in and the use of presentation software are practiced. Offered fall and spring semester.

*Prerequisite: Writing 110 or equivalent.*

## ***Upper-Division***

### **BUS 301 (4) LEGAL ENVIRONMENT OF BUSINESS**

A comprehensive overview of legal issues encountered in business including the legal system, business organization, contracts, torts, real and personal property, legal remedies, trusts, international topics, and governmental regulation. Offered fall and spring semester.

### **BUS 332 (4) PRINCIPLES OF MARKETING**

The role of marketing in society and in the organization; construction of a formal marketing plan, including choice of target market, product development, pricing, distribution, and promotion; social, legal, and ethical dimensions of marketing; marketing in the global economy; marketing and the internet. Offered fall and spring semester.

*Prerequisites: Junior or Senior standing.*

### **BUS 334 (4) PROFESSIONAL SELLING AND SALES MANAGEMENT**

Overview of the role of a sales person and of the sales function. Development and execution of sales presentation with attention to prospecting, sales call planning, the approach, the presentation, negotiation, closing and after-sale follow-up and service. Selected sales management topics include recruiting, training, motivating, and evaluating salespeople, as well as ethical issues and perspectives. Offered fall semester.

*Prerequisite: Business 332 or consent of instructor.*

### **BUS 336 (4) ADVERTISING AND PROMOTION MANAGEMENT**

The planning, execution and evaluation of integrated marketing communication campaigns. Topics include media strategy, creative strategy, ethical issues, international considerations, consumer response to elements of the promotion mix, and perspectives on managing creative endeavors. Development and presentation of an integrated marketing communication plan is required. Offered spring semester.

*Prerequisite: Business 332 or consent of instructor.*

### **BUS 340 (4) REAL ESTATE PRINCIPLES AND PRACTICES**

Economics of the real estate market, real property, ownership and transfer of real property including deeds, mortgages, escrow, title insurance, appraisal techniques, financing methods, leases, development, management, and agency. Satisfies educational requirement for real estate broker's license. Offered fall semester.

*Prerequisite: Economics 102.*

### **BUS 374 (4) HUMAN RESOURCE MANAGEMENT**

A study of organizational behavior, selection procedures, performance appraisal, compensation, industrial relations, human factor engineering, and consumer behavior applications of psychological theory and research. Offered fall semester.

*Prerequisites: Mathematics 203 and Business 212 or Psychology 390.*

### **BUS 382 (2) ENTREPRENEURSHIP**

Emphasis on planning and research necessary for successful start-up and expansion of a small business. Course includes visits to Entrepreneurships, financial planning using computer spreadsheet, and preparation of a formal business plan. Offered fall semester.

*Prerequisite: Accounting 201 or consent of instructor.*

### **BUS 410 (4) BUSINESS FINANCE**

To acquire the capabilities to function as a financial manager, that is, to integrate an understanding of the techniques, concepts and analysis of finance. The course is designed to build on the student's knowledge of accounting, economics and math. Topics include financial planning and cash budgeting, the role of

financial markets and interest rates, discounted cash flow analysis and capital budget techniques, capital structure and leverage, dividend policy and international business finance. Offered fall and spring semester. *Prerequisites: Economics 102, Accounting 374, Mathematics 123 or equivalent, Mathematics 203.*

#### **BUS 411 (4) INVESTMENTS**

Finance from the point of view of the investor. Topics include financial statement analysis, securities markets and instruments, portfolio theory, fixed income securities, equity and derivative assets, including options and futures. Technical preparation for certified financial planning license. Offered spring semester. *Prerequisites: Mathematics 123 or equivalent, Mathematics 203, Economics 102 and Accounting 202.*

#### **BUS 412 (4) LEADERSHIP**

An investigation and review of a wide variety of leadership concepts, practices and theories. Includes an examination of biblical leadership; the role of leadership in organizations; the historical examination of various leadership models; and the contributions of leaders to a modern society. Case studies, special guest speakers, exercises, and group projects facilitate the practical application of leadership by students. Offered spring semester.

*Prerequisite: Junior or Senior standing.*

#### **BUS 423 (4) INTERNATIONAL BUSINESS COMMUNICATION**

Study of organizational and interpersonal communication and negotiation skills needed in an integrated world economy. The specific needs of any international (or domestic multicultural) business interaction are studied by isolating and evaluating those aspects of culture most likely to affect communication in a business setting. These aspects are language, environment and technology, social organization, contexting, authority conception, nonverbal communication, and temporal conception. The course is activity-oriented and uses technology to exchange business messages internationally.

*Prerequisite: Business 213.*

#### **BUS 432 (4) RESEARCH METHODS IN BUSINESS**

A study of methods used to gather and use information in business settings. Topics include identifying and defining business problems, designing instruments to gather problem-specific information, implementing information gathering efforts, analyzing information, interpretation of results and generating proposed solutions. Offered spring semester.

*Prerequisites: Mathematics 203 and Junior or Senior standing.*

#### **BUS 470 (4) NONPROFIT ORGANIZATION MANAGEMENT**

Application of management principles to nonprofit organizations, including managing volunteers, advising board of directors, accounting, investment, financial management, marketing, fund raising, ethics and responsibility to society and donors. Offered fall semester. *Prerequisite: Business 212 or consent of instructor.*

#### **BUS 480 (4) INTERNATIONAL BUSINESS**

An overview of challenges and opportunities in international business. Students research one region in depth for development of a business proposal. Attention to crosscultural issues in management and marketing, and business ethics in international settings. Offered spring semester.

*Prerequisites: Business 212.*

#### **BUS 484 (4) OPERATIONS MANAGEMENT**

An analysis of the information support systems which aid the manager in the decision-making process. Topics include mathematical and computer models for production and operations management, allocation of resources, planning, and financial analysis. Crosslisted as IS 484.

*Prerequisite: Mathematics 203 or 364.*

#### **BUS 486 (2) SMALL BUSINESS INSTITUTE**

Student teams work as consultants to small businesses to develop solutions to business problems, write business plans and consider strategy and policy issues. Offered fall semester.

*Prerequisites: Senior standing and consent of instructor.*

#### **BUS 488 (4) STRATEGIC MANAGEMENT**

This course serves as a capstone experience for business students. It seeks to integrate the diverse areas of business study through formal instruction, case analysis and in-depth analysis of a current problem facing a local business organization. Classroom instruction focuses on the strategic management/business policy development process. A formal team presentation of a problem solution to the business owner is required for successful completion. Offered fall and spring semester.

*Prerequisites: Business 410 or Accounting 371 (concurrent enrollment acceptable) and Senior standing.*

#### **BUS 489 (1-4) INTERNSHIP IN BUSINESS**

On-the-job participation involving decision making and problem solving using techniques, skills and knowledge acquired in the classroom. May be repeated for a maximum of six units. Graded Credit/No Credit. Offered fall, spring and summer semesters.

*Prerequisites: Business 213. Senior or Junior standing and consent of instructor.*

#### **BUS 490 (4) SPECIAL TOPICS IN BUSINESS ADMINISTRATION**

Study in a special topic to be determined by the department. May be repeated for a maximum of eight units.  
*Prerequisites: Senior or Junior standing and consent of instructor.*

**BUS 491 (1-2) INDEPENDENT STUDIES IN BUSINESS**

An intensive study of a selected problem under the direction of an instructor. Qualified students as well as the proposal for the study must be approved by departmental instructor(s) and the department chair. May be repeated for a maximum of four units.

*Prerequisites: Course is open to upper-division majors in the department with consent of instructor.*