



Business Administration Courses

BUSN 1100 Introduction to Business (3 credits)

Course provides an overview of the world of business. Included is an introduction to basic business terminology, concepts, and functions featuring an analysis of marketing, finance, production, personnel management, accounting, and economics as they relate to business meeting its social responsibility of resource allocation. Not open to Business Administration juniors or seniors.

BUSN 2220 Legal Environment (3 credits)

An introduction to business and the law. Considers the general nature of law, the legal system, alternative dispute resolution, constitutional law, business ethics, torts, contracts, product liability, employment law, business organizations, consumer protection, and the rights and responsibilities of individuals and businesses in our society.

BUSN 2231 Business Statistics I (3 credits)

Collection, presentation, analysis, and interpretation of business and economic data. Prerequisite: MATH 1170 (or equivalent or higher.)

BUSN 2280 Computer Business Applications (3 credits)

Students develop applications employing decision support systems (DSS) technology to enable decision-making, planning, and auditing, utilizing client (MS-Office) software with emphasis on spreadsheets, graphic presentation software, and word processing, and database management systems. Students will test in attempt to attain Microsoft Office Specialist (MOS) Certification for Excel in the current version of study.

BUSN 2925 People of the Environment: Business Perspective (3 credits)

A survey of environmental issues in relation to business and commerce. Considers the rights and obligations of individuals and businesses in participating in decision-making regarding environmental concerns. Encompasses views on what makes environmentally responsible business. This course does not satisfy any Business Administration major or minor degree requirements.

BUSN 3223 Operations Management (3 credits)

Study of the operations function in both manufacturing and service organizations in terms of operations planning and control, inventory management, quality control, and job design. Prerequisites: ACCT 2102, BUSN 2231, and ECON 2100, or consent of instructor and junior standing.

BUSN 3232 Predictive Analytics (3 credits)

The application of multivariate statistics to improve business decision making and how business leaders can best understand the results of these analyses. Students will determine patterns and predict future outcomes and trends using data analysis with an emphasis on regression and correlation, time series, analysis of variance, and business forecasting. Prerequisite: BUSN 2231 or consent of instructor.

BUSN 3281 Management Science (3 credits)

This course covers the quantitative method and models in business that focus on management science techniques, using a linear programming tool implemented in Excel. Design, documentation, and auditing standards are defined and applied to models and spreadsheet database applications. Prerequisites: ACCT 2102, BUSN 2280 and MATH 1170 (or equivalent or higher).

BUSN 3283 E-Commerce Web Development (3 credits)

WWW environment, browsers, Web 2.0, Ajax Client and programming techniques. Major topics include Web page design, Web-based multimedia/graphics, XHTML, W3C XHTML validation service, CSS AND JavaScript. Create Headings, Links, Images, Special characters, Tables, Lists, Forms, Positioning Elements, Embedded Style Sheets, Text Flow, Box Model, User Style sheet and Drop-Down Menu. Prerequisites: BUSN 2280 and any computer programming course.

BUSN 3351 Management (3 credits)

Management principles course emphasizing functional areas of management: Planning, organizing, leading and controlling. Prerequisite(s): Minimum of 45 completed credits; (Completion of ACCT 2102, ECON 2100 and BUSN 2231 preferred not required.)

BUSN 3361 Marketing (3 credits)

Procedures and institutions involved in the distribution of goods and services, product development and pricing, marketing costs, consumer motivation and buying habits, and government regulation. Prerequisites: ACCT 2102, ECON 2100, and BUSN 2231; or consent of instructor and junior standing.

BUSN 3381 Management Information Systems (3 credits)

A decision-making course in management information systems. Focus on the enhancement of competitive advantage by utilizing computer information systems to improve strategic decision-making, improve efficiency, and provide innovative products and services. Emphasis is on information technology's impact on competitive pressures, responses to competitive pressures, and optimal use of the types of information systems by management at the appropriate organizational level. Prerequisites: ACCT 2101, BUSN 2231, BUSN 2280, ECON 2000 or ECON 2100, or consent of instructor and junior standing.

BUSN 3382 Business Application Development (3 credits)

Advanced business application computer programming with emphasis on the highly structured design techniques used by industry. Interactive concepts are integrated within table processing, file processing, and web E-Commerce processing using Micro Focus, Visual Basic, or other similar tool. Prerequisites: BUSN 2280 or consent of instructor.

BUSN 3383 Data Communications (3 credits)

An overview of data communications network design issues and strategies critical to the design and implementation of effective distributed computing systems. Topics include data communications hardware and software, communications media, and OSI reference model. Prerequisite: BUSN 3381 or consent of instructor.

BUSN 3384 Systems Analysis and Design (3 credits)

Information systems methodologies to solve enterprise-wide managerial and organizational problems. Students will use systems design methodologies to develop information system projects and evaluate cases. Approaches to information system implementation, installation, and maintenance activities are also addressed. Includes structured laboratory exercises using computer-based software engineering tools. Prerequisites: ACCT 2101, BUSN 2280, and BUSN 3381, or consent of instructor and junior standing.

BUSN 3420 Labor and Employment Relations (3 credits)

Study of labor relations, collective bargaining, employment law practices, and current employee relations procedures. Prerequisites: BUSN 2220 and BUSN 3351.

BUSN 3450 Indigenous Business (3 credits)

The purpose of this course is to introduce students to indigenous business as a field of study. Focus on Indigenous business, business practices, and business education. It will further the inclusion of Indigenous perspectives and demonstrate the significant impact that Native Americans have had on business, as well as, cultural contributions to management, leadership, marketing, economic development, and entrepreneurship. [Nisidotaading Course Requirement]

BUSN 3467 Advertising Management (3 credits)

Importance of advertising in the marketing function: buying motives, motivation and advertising research, media selection, advertising budgets, advertising agencies, social and economic effects of advertising, problems and testing of advertising effectiveness, and advertising as part of the marketing plan. Prerequisite: BUSN 3361.

BUSN 3500 Marketing Analytics (3 credits)

In this digital age, there is an unprecedented volume, velocity, and variety of marketing data available to firms. User characteristics and behaviors are tracked in detail for websites, social media pages, and ad campaigns, and information-rich user-generated content is contributed at breakneck speed throughout the web. The marketing world is a-buzz with excitement about using this "big data" to increase profits - yet, many marketers find real, measurable value-gain to be elusive. It is all too easy to suffer "analysis paralysis" in the face of a sea of metrics; to make misinformed recommendations based on flawed data or analytics; or to invest in an analytics tool that makes strong promises but doesn't deliver actionable insights. Prerequisite(s): BUSN 3361

BUSN 3520 Business Ethics (3 credits)

A survey of business ethics. Examines conflicts and problems which are facing business persons and the increase of consciousness in business ethics. Concentrates on organizational, market, and governmental regulations of business ethics and their effects on business and its stakeholders.

BUSN 3567 Consumer Behavior (3 credits)

An interdisciplinary approach to the study of the buying behaviors of consumers. Emphasizes the marketing implications of theory and findings from the behavioral sciences. Prerequisite: BUSN 3361.

BUSN 3568 Professional Selling (3 credits)

A study of the principles and psychology of personal selling. Course requires the preparation and presentation of a sales story. Prerequisite(s): BUSN 3361, or enrolled in Professional Selling minor, or Instructor Consent

BUSN 3569 Digital Marketing (3 credits)

This course provides a broad overview of the digital marketing techniques needed for successful marketing campaigns in a digital economy. Students will learn digital marketing core principles and strategic aspects of the customer experience, analytics, digital content monetization, and online customer acquisition. In this this course, students will explore digital marketing tools and tactics for web page design, search engine optimization, online advertising, email marketing, social media marketing, display advertising, paid search marketing, and online reputation management. Prerequisites: BUSN 2280 and BUSN 3361; or consent of instructor.

BUSN 3677 Real Estate (3 credits)

An introduction to real estate principles and practices, including ethics, titles to and conveyance of real estate, legal descriptions and deeds, government controls, market valuation and appraisal, real estate finance, brokerage, closing the transaction, real estate investment and taxation.

BUSN 3678 Risk Management and Insurance (3 credits)

This course will examine the principles of risk and insurance, including life, health, disability, property, and casualty coverage, as well as topics of social security and Medicare. Blending traditional risk and insurance concepts with behavioral finance insights, the course examines behavioral dimensions of risk perception, aversion, and framing effects in insurance decisions. Through case studies and client-facing simulations, students will learn to communicate risk effectively, address psychological resistance, and guide clients toward informed insurance choices. Prerequisite(s): None.

BUSN 3751 International Marketing (3 credits)

This course provides a global orientation for marketing in today's complex, rapidly changing international business environment. It focuses on developing an effective global marketing strategy through market segmentation, market targeting, and market positioning in the international business world. Prerequisites: ACCT 2102 and ECON 2100.

BUSN 3770 Foundations of Financial Planning (3 credits)

This course introduces the core principles of financial planning and ethical standards while emphasizing the behavioral dynamics that shape client decision-making. Prerequisite(s): None.

BUSN 3771 Financial Management (3 credits)

An investigation of the financial management of corporate organizations. Basic principles of analysis, planning, and control are considered for determining the best combinations of obtaining and investing capital. Prerequisites: ACCT 2102, BUSN 2231, and ECON 2100, or consent of instructor and junior standing.

BUSN 3772 Advanced Financial Management (3 credits)

An in-depth analysis of financial management in corporations with emphasis on decision making. Working capital management, short-term and long-term financing, mergers, business failures, and reorganizations are considered in depth with an extension of the valuation concepts presented in the basic financial management course. Prerequisite: BUSN 3771.

BUSN 3777 Planning for Taxes (3 credits)

Through this course students investigate topics of tax fundamentals, tax planning strategies, and estate and gift tax basics while integrating how cognitive and other biases influence client decisions. Prerequisite(s): None.

BUSN 3779 Retirement Readiness: Behavioral Finance and Income Planning (3 credits)

This course invites students to explore retirement planning, not only as a financial exercise but also as a deeply personal and behavioral journey. Students will explore retirement planning, including retirement needs analysis, qualified and non-qualified plans, Social Security, Medicare, and income distribution strategies. Students will also examine how psychological and emotional factors shape retirement decisions. Prerequisite(s): None.

BUSN 3870 Legacy Planning (3 credits)

This course explores the estate planning process through both technical and behavioral lenses. Students will learn about key estate planning documents, transfer techniques, estate and gift laws, charitable giving, and business succession planning. Emphasis will be placed on understanding the emotional and psychological dimensions of legacy planning. Students will engage in roleplay and case studies to practice behavioral strategies for navigating sensitive conversations and facilitating client-centered estate plans. Prerequisite(s): None.

BUSN 3872 Behavioral Investing and Portfolio Management (3 credits)

This course provides students with a solid foundation in the fundamentals of investing while emphasizing the role of psychology in financial decision-making. Students will explore a range of investment alternatives and learn to evaluate potential risks and returns within today's dynamic investment environment. In addition, the course examines behavioral biases and introduces coaching techniques to help clients manage emotional responses to investment decisions. Through client-facing simulations and interactive exercises, students will practice presenting investment strategies and solutions that align with client goals and values. Prerequisite(s): BUSN 3771 or BUSN 3770.

BUSN 4340 Sales Management (3 credits)

This course is an overview of sales management including forecasting sales, territory development and management, training & motivation, supervision of salesforce, compensation, CRM management, and sales management problems with resolution. Prerequisite(s): BUSN 3568.

BUSN 4347 Sales Simulator Lab (2 credits)

The purpose of this course is to combine sales education with practical sales experience through experiential learning and role play. Students will participate in sales competition. Course is repeatable for up to 4 credits. Prerequisite(s): Instructor consent.

BUSN 4354 Organizational Behavior (3 credits)

Focuses on the problems encountered by employees in work relationships with fellow employees, supervisors, and subordinates. Empirical research providing models and tools for diagnosing and managing work situations, individual and group behavior, intergroup conflicts, supervisory problems and organizational change will be studied. Prerequisite: BUSN 3351.

BUSN 4385 Data Modeling and Visualization (3 credits)

To prepare students to gather, store, describe, analyze, visualize, and communicate data in a meaningful manner to convert data into actionable insight and support organizations in decision-making. This course focuses on conceptual, logical, and physical data modeling including the study of Structured Query Language (SQL). Skills to be developed include visualization tools and techniques to transform data into interactively visualized data, such as dashboards, charts, graphs, and maps. Prerequisite(s): BUSN 3384; or consent of instructor.

BUSN 4386 Information Systems Analytics (3 credits)

The study of collecting, sorting, filtering, analyzing, and storing organizational data to improve business functions. Students will build experience in the use of various techniques in visualizations and programming. Prerequisite(s): BUSN 3382 and BUSN 3384; or consent of instructor.

BUSN 4387 Strategic Information Management (3 credits)

A study of management systems, computer based or otherwise, in areas where the decision making process is semi-structured to unstructured. Emphasis is on corporate, upper-level strategic management and behavioral aspects of modern organization decision-making. Prerequisites: BUSN 3351, BUSN 3361, BUSN 3381, and BUSN 3771.

BUSN 4456 Human Resources Management (3 credits)

Role of human resource management function: Strategic human resource management; equal employment opportunity (EEO); staffing; talent management and development; total rewards; compensation and benefits; risk management and worker protection; and employee and labor relations. Prerequisite: BUSN 3351.

BUSN 4458 Entrepreneurship (3 credits)

Emphasizes the process of starting, financing, and managing a business of your own. Emphasis is on starting financing aspects, because of their uniqueness to small companies. Prerequisites: To be seriously considering starting a business, or to be actively engaged in operating a small business.

BUSN 4467 Marketing Research (3 credits)

Fundamentals and techniques involved in gathering, recording, analysis, and presentation of data used in solving problems in marketing management. Requires the preparation and presentation of a research project. Prerequisite: BUSN 3361.

BUSN 4468 Marketing Management (3 credits)

An integrative seminar focusing on the problems faced by marketing executive in administration of marketing operations including advertising, personal selling, channels, marketing research, and product development. Emphasizes the decisions that evolve around organizational issues and the implementation of strategic decisions. Prerequisites: BUSN 3361 and BUSN 4467.

BUSN 4469 Small Business Case Analysis (3 credits)

Provides management counseling experience for students and involvement in a business problem solving experience. Prerequisites: BUSN 3351 and BUSN 3361.

BUSN 4500 Compensation and Benefits (3 credits)

This course focuses on how managers can use compensation strategy to attract, retain, and motivate valued employees, while controlling labor costs. Part of the course revolves around application of principles to an ongoing case where students design all aspects of a compensation strategy. Shorter cases, as well as problem sets, will also be used. Prerequisite(s): BUSN 4456.

BUSN 4507 Talent Acquisition (3 credits)

This course focuses on a specific area in Human Resources Management, namely personnel selection and placement. In seeking to improve the performance and retention of employees, organizations recognize the importance of hiring as an important means to this end. This course is designed to provide a conceptual understanding of personnel selection practices, and how these practices contribute as a human resource (HR) function to job performance, organizational efficiency, and organizational effectiveness. This course will examine important concepts in personnel selection such as reliability and validity, as well as provide an understanding of various types of selection tests and assessments in current practice. Thus, part of this course will provide the background necessary for the future practice and application of personnel selection activities. As the course progresses, continually ask yourself, "How can I improve selection and placement processes in organizations" Prerequisite(s): BUSN 4456.

BUSN 4508 Training, Development, and Evaluation (3 credits)

Organizations are increasingly turning to training and development to help meet the challenges of today's rapidly changing workplace. This course is designed to provide students with an in depth study of the concepts, processes, and issues associated with training and developing human resources. Attention will be given to planning, designing, implementing, and evaluating training and development programs. Broader issues concerning employee development and training for specific needs will also be addressed. Prerequisite(s): BUSN 3351.

BUSN 4509 Diversity and Inclusion (3 credits)

This course focuses on the importance of diversity and embracing diversity in organizations. Develop cultural competency and provides students with tools to meet the challenges of an increasingly diversified world. This course covers theories and legislation, global diversity as well as examines specific groups and categories. Prerequisite(s): BUSN 4456.

BUSN 4550 Indigenous Entrepreneurship (3 credits)

The purpose of this course is to introduce students to Indigenous Entrepreneurship as a field of study. Focus on Indigenous business practices and entrepreneurship. Students will be exposed to the process of starting, financing, and managing a business. Emphasis is on Indigenous economies, which blend the bottom line approach and sustainable development. Prerequisite(s): BUSN 3450.

BUSN 4559 Strategic Management (3 credits)

Presents the top management perspective in an organization in terms of formulating and implementing corporate strategy. Written and oral presentations are required. Prerequisites: BUSN 3351, BUSN 3361, BUSN 3381 or ACCT 3110, and BUSN 3771.

BUSN 4568 Advanced Professional Selling (3 credits)

The purpose of this course is to build advanced professional selling skills with focus on areas of the sales process such as negotiating, sales presentation, and relationship-building skills. Role playing and interactive exercises will be emphasized. Prerequisite(s): BUSN 3568.

BUSN 4600 Senior Seminar: Business Administration (1 credit)

Course consists of recommended common professional components (major core courses required for both Accounting and Business Administration majors), and preparation for and completion of assessment exams for all Business Administration majors. Assessment exams measure student knowledge of required basic core courses in accounting, economics, business law, statistics, computer business applications, management, marketing, finance, and strategic management. Test results allow the Business Administration department to compare departmental with national student outcomes and implement subsequent curriculum improvements. This course is required of all Business Administration, B.S. majors. Prerequisite(s): Completion of the required basic core. Course must be taken during the students last term of enrollment and graduation must follow at the end of that term.

BUSN 4750 International Management (3 credits)

Introduction to the international perspectives of starting, managing, or working in an organization. This course places students in international environments via case studies focusing on the management of exporting, international licensing, creating international joint ventures, and developing wholly owned global subsidiaries. Prerequisites: BUSN 3351 and ECON 2100.

1990, 2990, 3990, 4990 THESIS

BUSN 4777 Financial Planning Capstone (3 credits)

This course provides students with a solid foundation in the fundamentals of investing while emphasizing the role of psychology in financial decision-making. Students will explore a range of investment alternatives and learn to evaluate potential risks and returns within today's dynamic investment environment. In addition, the course examines behavioral biases and introduces coaching techniques to help clients manage emotional responses to investment decisions. Through client-facing simulations and interactive exercises, students will practice presenting investment strategies and solutions that align with client goals and values. Prerequisite(s): BUSN 3678, 3770, 3777, 3779, 3872, and 3870

BUSN 4779 Corporate Financial Policies (3 credits)

Analysis of financial concepts as they apply to financial decisions with an in-depth study of the scope and nature of corporate finance. Prerequisite: BUSN 3772

BUSN 4800 Strategic Human Resource Management (3 credits)

This course examines the context of strategic human resource and develops a framework and conceptual model for the practice of strategic human resources and examines the actual practice and implementation of strategic human resources through discussing strategic issues that need to be addressed while developing specific programs and policies related to traditional functional areas of human resources. Prerequisite(s): BUSN 4456.

BUSN 4910 Directed Independent Study (3 credits)

When taken as Readings in Business Administration, the following description applies: Research in one of the functional areas of management, finance, marketing, accounting, or real estate. Prerequisite: Major in Business Administration and consent of advisor.

BUSN 4917 DIS Tchg Assoc | (1-2 credits)

Directed Independent Study | Teaching Associate

BUSN 4970 Internship (1-12 credits)

Students serve in a full- or part-time supervised field position in business administration or computer information systems, in a public or private organization. Students are expected to demonstrate and contribute acquired knowledge and skills to the organization, and be exposed to more than routine, entry-level, or part-time staff business operations. Students should arrange for this class during the semester prior to the internship. Students may register for only one business administration or computer information systems internship during their BSU academic career. Upon completion, students will be required to report on their experience (daily journal and final comprehensive paper). The department recommends that students return to BSU for at least one semester upon internship completion. Graded Satisfactory/Unsatisfactory.

All-University Courses

The course numbers listed below, not always included in the semester class schedule, may be registered for by consent of the advisor, instructor, or department chair, or may be assigned by the department when warranted. Individual registration requires previous arrangement by the student and the completion of any required form or planning outline as well as any prerequisites.

1910, 2910, 3910, 4910 DIRECTED INDEPENDENT STUDY

1920, 2920, 3920, 4920 DIRECTED GROUP STUDY

1930, 2930, 3930, 4930 EXPERIMENTAL COURSE

1940, 2940, 3940, 4940 IN-SERVICE COURSE

1950, 2950, 3950, 4950 WORKSHOP, INSTITUTE, TOUR

1960, 2960, 3960, 4960 SPECIAL PURPOSE INSTRUCTION

1970, 2970, 3970, 4970 INTERNSHIP

1980, 2980, 3980, 4980 RESEARCH