

Business (BUSI)

BUSI 215 Fundamentals of Financial Accounting (4)

The instructional objective is to provide students with an understanding of the concepts that are fundamental to the use of accounting. A decision-making approach is employed which involves critical evaluation and analysis of information presented. Important analytical tools are integrated throughout the course.

BUSI 216 Fundamentals of Managerial Accounting (4)

The course focuses on the internal use of accounting information in the formulation of management decisions. Students learn how financial systems can add value to a company. Different costing systems, budgetary planning, and incremental analysis are among the course contents. A field trip is included. *Prerequisite: ACCT 215 or BUSI 215.*

BUSI 217 Marketing Strategy (4)

This course introduces students to concepts, analyses, and activities that comprise marketing. Topics include product positioning, market segmentation, and various aspects of the "marketing mix" such as advertising, distribution, and pricing. Emphasis is on the development and use of analytical skills to solve marketing problems. Significant attention is also devoted to cross-cultural issues, the relation of marketing to underlying social science disciplines (including economics, psychology, sociology, and anthropology), and the ethics of marketing decisions. *Prerequisite: BUSI 215 or ECON 360. Prerequisite or Corequisite: PSYC 100 or PSYC 101 or ANTH 104.*

BUSI 352 Proseminar I (4)

Designed to complement the student's internship experience, this seminar features a selected topic involving the study of business and markets such as business history or philosophical perspectives on capitalism. The seminar includes instruction designed to help students develop practical business skills. Open only to Carey Fellows. *Prerequisite: ECON 101.*

BUSI 353 Proseminar II (4)

A continuation of proseminar I. Open only to Carey Fellows. *Prerequisite: ECON 101 and BUSI 352.*

BUSI 385 Special Topics (2 or 4)

A selection of topics are explored depending on interest. May be repeated when topic differs.