

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 Introduction to Marketing (4)

This course introduces students to the business of marketing both conceptually and as a profession. Study and activities include understanding the strategic marketing process, planning and research, launching new products, distribution, promotion and pricing. While studying and examining contemporary online and offline marketing methods, we will also analyze landmark marketing case studies to understand how key decisions impact outcomes and influence consumer purchasing behavior. *Prerequisite: BUSI 215 or ECON 360.*

BUSI 250 Organizational Management and Theory (4)

This course examines the functions of management, planning, organizing, leading and controlling with an emphasis on the application of management theories and concepts to achieve organizational goals. Students are introduced to frameworks for understanding organizations to improve their effectiveness as a team member, manager, or leader. Topics include purposes, structure, bureaucracy, decision-making, communication, and power and control in organizations.

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. This course may be repeated once for credit when the topic differs.

BUSI 400 Strategic Management (4)

This course provides the rationale and development of strategies, policies and systems as managerial means to pursue organizational purposes and goals. Through a variety of methods, including case studies, current event analysis, group projects and an individual writing assignment students improve their skills of critical thinking, analysis, and decision-making. *Prerequisite: ECON 101, ECON 360, BUSI 215, and Junior Standing.*

BUSI 442 Internship (2 to 8)

Supervised Internship. *Prerequisite: Approved Internship Plan.*