

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. Students will focus on the accounting cycle and the preparation of financial statements, including balance sheets, income statements, and statements of cash flows, as well as on the use of financial ratios. A decision-making approach is employed which involves critical evaluation and analysis of information presented. 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. *Prerequisite: 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.

BUSI 220 Legal Parameters and Business Decisions (4)

This course examines legal principles, considerations, and structures affecting managerial decisions. The course initially focuses on the anthropological underpinnings of the legal concepts of “liability”, “limited liability”, and “corporate” form with readings coming from Yuval Harari’s *Sapiens: A Brief History of Humankind*. With that background in place, the course then examines legal parameters and constraints through corporate, tax, and securities laws impacting managerial decisions in the areas of “choice of entity” (with a focus on sole proprietorships/tax-disregarded entities, partnerships, limited liability companies, and corporations, both “C” and “S”), taxation, management structure, intellectual property, capital infusions, mergers, and acquisitions.

BUSI 230 Fundamentals of Entrepreneurship (4)

The course will explore fundamental concepts, theories, and practices employed in the field of entrepreneurship and the role entrepreneurship plays in the global economy and society. This course will develop conceptual and practical knowledge of new ventures, innovation and idea creation, and risk-taking. Students will learn to describe the new venture creation process—including the activities, challenges and opportunities involved, and leading methodologies. The course will also explore the global view of entrepreneurship, social entrepreneurship and impact models, and entrepreneurial finance.

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 315 Intermediate Financial Accounting (4)

An examination of the challenges and limitations of financial reporting and a dissection of the complex issues surrounding assets, liabilities, and equities. The primary objective of this course is to provide students with the tools necessary to prepare, understand, and critically analyze financial statements. The course is designed to prepare students for advanced study and various professional business examinations. *Prerequisite: BUSI 215.*

BUSI 320 Tax Theory and the Federal Income Tax (4)

This course provides students with an understanding of various economic policies and principles underlying the Federal income tax and the tax and jurisprudential theories underpinning that body of law. Those policies and theoretical underpinnings are demonstrated and evidenced through a survey of various Internal Revenue Code provisions, Treasury regulations, and court decisions dealing with the Federal income tax as applied both to individuals and to businesses, both domestic and international.

BUSI 325 Business Entities and the Federal Income Tax (4)

A complementary course to BUSI 320 with a focus on the similarities and differences between the federal income taxation of different business entities, including disregarded entities/sole proprietorships, partnerships, C corporations, S corporations, and limited liability companies. This course focuses on the income tax consequences to business entities and their owners associated with the formation, operation, and dissolution of business entities. The course also examines the tax considerations that influence business owners’ choice of entity.

BUSI 350 Dynamics of International Business I (2)

This course examines business trends and business structures in emerging markets located in the region of focus. The course initially focuses on the country context, the foundational elements of political, social, and economic history, by drawing on readings from key economic development texts to set the stage for business context in the selected emerging market countries to be visited. This course discusses the evolution of conglomerate enterprises and business networks. It introduces students to examples of corporate organization and management of these enterprises, and elaborates how these structures impact the success of companies from the region of study. The course will examine the policies and case examples of new start-up business development and entrepreneurship, and how economies in the region are adapting structures to shape an innovation economy. The course will also explore business practices in the countries of study, providing students with an understanding of business culture, protocol, and business customs. *Prerequisite: ECON 101, 102 or 120. Open only to those admitted to the Dynamics of International Business Program.*

BUSI 351 Dynamics of International Business II (2)

This course examines business trends and business structures in emerging markets located in the region of focus through field applications of cross-cultural travel and business interviews. This field applications course discusses the evolution of conglomerate enterprises and business networks through first-hand study and consultation with business and government leaders. It introduces students to examples of corporate organization and management of these enterprises, and elaborates how these structures impact the success of companies from the region of study. The course will examine the policies and case examples of new start-up business development and entrepreneurship, and how economies in the region are adapting structures to shape an innovation economy. The faculty-led travel /study-away course will also explore business practices in the countries of study, providing students with a first-hand understanding of business culture, protocol, and business customs. *Prerequisite: BUSI 350; open only to students admitted to the Dynamics of International Business Program.*

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 or ECON 120.*

BUSI 353 Proseminar II (4)

A continuation of proseminar I. Open only to Carey Fellows. *Prerequisite: 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: BUSI 215, FINC 201, and junior or senior standing.*

BUSI 442 Internship (2 to 8)

Prerequisite: Approved Internship Plan.

BUSI 444 Independent Study (2 or 4)

Supervised research for selected students. This course may be repeated for credit when the topic differs. *Prerequisite: Instructor prerequisite override required.*