

# Business Administration (BA, Minor) Course Descriptions

## ***BUS 1000 Macroeconomics (3 units)***

This course focuses on forces and factors that influence the overall performance of an economic system—whether national or global. Among the measures studied are gross national product, the balance of trade, employment levels, inflation and deflation, real and nominal interest rates, and aggregate supply and demand. The effect of monetary and fiscal policies at the national level is also considered.

## ***BUS 1001 Microeconomics (3 units)***

This course focuses on the decision-making behavior of smaller economic units, such as individuals, households, and firms. Among the issues studied are how individuals and firms respond to economic policy implemented at the national level, as well as the role of rational self-interest and profit maximization. Industry-level dynamics are also considered: regulation, consolidation, perfect competition, and monopolies.

## ***BUS 1002/3004 Research Methods & Business Statistics (3 units)***

This course will teach skills for acquiring data—either by searching the existing academic and practitioner literature, conducting interviews with subject matter experts or by designing a research study designed to “get the answers.” One-third of this course will be devoted to business statistics, including sampling methods, descriptive statistics, hypothesis testing, and linear and multiple regression and correlation analysis. The Upper Division option available to transfer students requires an additional project.

## ***BUS 1008 Exploring World of Business: Introduction to Business I (0.5 units)***

This course develops an understanding of contemporary business issues, including introduction to major business functions. Overview of the School of Business and Leadership and its core values and educational programs, including professional preparation and employment opportunities. Strongly recommended for all students interested in careers in business and leadership. A course materials fee may be assessed.

## ***BUS 1009 Exploring World of Business: Introduction to Business II (0.5 units)***

This course develops an understanding of contemporary business issues, including introduction to major business functions. Overview of the School of Business and Leadership and its core values and educational programs, including professional preparation and employment opportunities. Strongly recommended for all students interested in careers in business and leadership. A course materials fee may be assessed.

## ***BUS 1040 Introduction to Sports Management (3 units)***

This course provides a general introduction to the sports management field. There are three main goals associated with this course: (a) to provide a perspective of the sports and recreation industry, (b) to explore the wide variety of exciting career opportunities in an expanding array of sport and recreation delivery systems such as parks and recreation, health clubs, university and professional sport, and (c) to focus on some of the most important issues impacting the sport and recreation field today.

## ***BUS 1051/3051 Leadership in Individuals, Organizations and Society (3 units)***

This course introduces the study of leadership theories from the perspectives of individuals, organizations and society, in the context of socially responsible leadership. The course includes a 360-degree review of one’s leadership behaviors and completion of a leadership skills development plan. In the context of global cultural diversity, issues include an understanding and applying of key leadership skills, teams and coaching, building constructive coalitions, facilitative leadership, followership, decision-making, leading and planning for social and organizational transformation, conflict resolution and negotiation, corporate social responsibility and leadership ethics. Students will apply team and leadership skills by participating in a community field-work experience. The Upper Division option available to transfer students requires an additional project.

## ***BUS 1900 Workshop: MS Office (1 unit)***

This workshop builds basic proficiency in MS Word, PowerPoint, and Outlook with in-depth coverage of Excel. Emphasis is on common managerial uses of the software tools in specific business situations.

## ***BUS 1902 Project Management (1 unit)***

The majority of work today is structured as projects – rather than ongoing tasks. This workshop will equip students with the basics of leading a simple project, including how to write a work breakdown structure, create timelines, and plan for contingencies. Communication skills and techniques for project leaders will be emphasized.

### ***BUS 1903 Team Development and Leadership (1 unit)***

Teamwork is a shared responsibility of all of team members. This course will explore theories of team development, team leadership that builds trust and respect and motivates effective teamwork. The importance of clear team member roles and mutual accountability will be examined and applied. Students will analyze their work-style preferences and the skills they bring to contribute to teams seeking to achieve common goals.

### ***BUS 1904 Microsoft Office Workshop II (1 unit)***

This workshop focuses on Microsoft Excel and provides basic knowledge of Microsoft Access. Emphasis is on common managerial uses of the software tools in specific business situations.

### ***BUS 2000/3007 Financial Accounting (3 units)***

This course introduces financial statements, including the balance sheet, income statement, and statement of equity. A thorough study of the accounting cycle emphasizes how information moves through an accounting system. The class presents detailed accounting for cash flows, merchandising activities, financial assets, inventories, depreciation, liabilities and retained earnings. Critical thinking skills are honed through the applications of accounting principles and consideration of ethical issues. Group work, written case analysis, quizzes, examinations, homework, research and a presentation are required. The Upper Division option available to transfer students requires an additional project. Recommended prerequisites: ENGL 1004, MATH 1400, BUS 1000, and BUS 1001.

### ***BUS 2001/3100 Managerial Accounting (3 units)***

The class begins with an annual report financial statement analysis project and a study of global accounting issues. Managerial accounting covered includes cost of goods manufactured, cost-volume-profit, product costing, incremental analysis, and responsibility accounting concepts applied in a decision-making context. Group work, research, written case analysis, study of ethical issues, reading outside articles and financial statements, examinations, and a presentation are required. The Upper Division option available to transfer students requires an additional project.

### ***BUS 2009 Exploring World of Business: Discovering Your Business Career (1 unit)***

This course develops a detailed understanding of the undergraduate business concentrations at the School of Business and Leadership. It enables students to explore their values, skills, personality, and interests in relation to the undergraduate business concentrations, as well as explore occupational paths. The course also provides learning experiences that integrate and infuse ethical leadership, globalization and sustainable enterprise into their sophomore business coursework (i.e., financial and managerial accounting, business communications and critical thinking for sophomores, and research methods and business statistics). Strongly recommended for all students interested in careers in business and leadership. A course materials fee may be assessed.

### ***BUS 2030/3001 Business Communication & Critical Thinking (3 units)***

This course helps students to develop sound business writing and presentation skills while honing critical thinking/analytic skills. Writing concepts include planning strategies, composing efficiently, revising effectively and quickly, providing constructive coaching to another writer, producing successful documents with enhanced image and effect, improving managerial review skills, recognizing nuances of written communication, and the effective use of 'headlines'. Presentation concepts include planning a presentation strategy, designing the appropriate use of media, identifying audience need and characteristics, packaging the appropriate message for the audience, and using the body and voice effectively so as to develop a 'stage' presence. Prerequisite: a grade of 'C' or above in English 1004 or equivalent. The Upper Division option available to transfer students requires an additional project.

### ***BUS 2999 Independent Study (1-3 units)***

Independent research may be conducted on a topic of special interest to a student and a supervising faculty member. This course is available on a limited basis by request, and subject to the approval of the Director of the Undergraduate Business Program and the Dean. Offered as needed.

### ***BUS 3008 Exploring World of Business: Launching Your Business Career 1 (1 unit)***

This course prepares business juniors to prepare for the transition from college to career after graduation and learn effective job search strategies, how to negotiate job offers, and how to get meaningful experience before graduation. Students will be expected to participate in mock interviews, career advising sessions, and job shadows with a professional in their chosen field. The course also provides learning experiences that integrate and infuse ethical leadership, globalization and sustainable enterprise into their

junior business coursework (i.e., finance, marketing, and sustainable development). A course materials fee may be assessed. (0.5 unit is only available to students who entered prior to Fall 2012 and are registered in 1.5 unit internship.)

### ***BUS 3009 Exploring World of Business: Launching Your Business Career 2 (1 unit)***

This course prepares business juniors to prepare for the transition from college to career after graduation and learn effective job search strategies, how to negotiate job offers, and how to get meaningful experience before graduation. Students will be expected to participate in mock interviews, career advising sessions, and job shadows with a professional in their chosen field. The course also provides learning experiences that integrate and infuse ethical leadership, globalization and sustainable enterprise into their junior business coursework (i.e., finance, marketing, and sustainable development). A course materials fee may be assessed. (.5 unit is only available to students who entered prior to fall 2012 and are registered in 1.5 unit internship.)

### ***BUS 3011 Organizational Behavior (3 units)***

This course examines organizational behavior foundations, theories and concepts, with an emphasis on real world application through experiential learning. Both profit and not-for profit organizations are investigated at the organization, group, and individual levels. Particular attention is given to the role of the individual within the organization, motivation, job design, corporate governance, and how individuals and groups affect the structure and ethical operation of organizations. The role of socio-cultural differences and how they affect organizations are reviewed.

### ***BUS 3012 Marketing Principles (3 units)***

Understanding, creating, communicating, and delivering customer value and satisfaction are at the very core of modern marketing thinking and practice. The marketer's role is to build a portfolio of products or services that bring value to targeted customers, to be able to assess that value and price accordingly, and to plan for the effective distribution of the goods.

### ***BUS 3013 Corporate Finance (3 units)***

This course introduces financial and management in terms of its most important functions—raising capital at a minimum cost and risk, allocating those funds between competing short and long-term uses and managing working capital. Some of the topics include financial statement analysis, time value of money, valuation of bonds and stocks, capital budgeting, cost of capital, risk and return, cost of capital and asset pricing models, dividend policy and the capital asset pricing model (CAPM) are also included. Prerequisite: BUS 2000 or equivalent.

### ***BUS 3016 Sustainable Development (3 units)***

This course centers on the relationship between social and economic development and the environment—focusing on the concept of sustainable development. Many dilemmas of the modern-day world will be raised in this class, such as how do we allocate scarce resources to maximize the well-being of human life or how can market forces be harnessed to ensure that the environment is protected in the long term?

### ***BUS 3017 Legal and Ethical Environment of Business (3 units)***

This course provides an introduction to law, legal institutions, and the legal environment affecting business and business managers. The focus is on principles of justice and ethics in the business environment. Topics include the following: Key provisions of the US Constitution impacting business; formation of contracts and remedies for breach of contract; anti-trust; employment and labor law; environmental regulation; securities law; intellectual property; taxation; and international business issues.

### ***BUS 3019 Global: Implications for Business (3 units)***

This course introduces students to the contending assumptions underlying globalization and their implications for business performance and corporate social responsibility (CSR). Topics address the nature and role of some interrelated key factors affecting the business climate including culture, the environment, economic development and poverty, and foreign direct investment (FDI). The topics will be analyzed according to four lenses including the governmental level, the non-governmental organizational level (NGO), the Small and Medium Sized Company level (SME) and the Multinational Corporation level (MNC).

### ***BUS 3021 Information Technology & Operations Management (3 units)***

Examine management concepts in the use of information system functions in organizations. Study the improvement of management with computers. Analyze the importance of distribution to gain a competitive advantage in the marketplace using logistics and supply chain management.

### ***BUS 3350 Facilities and Operational Management (3 units)***

This course introduces students to a variety of job functions and managerial skills in the professional field of sports and recreation. Through involvement in experiential activities, group discussion, guest lectures, readings and research, students will gain an insight

into the role of a manager. The course is intended to help students answer the question, "What does it take to become a successful manager of sports or recreational facilities or operations?"

### ***BUS 3351 Legal Liability and Risk Management (3 units)***

This course provides participants with the knowledge and skills needed to reduce the risk of injury in sport, leisure, and recreation activities, and the potential for negligence litigation. It explores negligence liability and the risk management planning process. Participants will learn the critical concept of 'reasonable standard of care' and how this impacts all risk management planning. Valuable risk management planning tools will provide the skills necessary to develop and implement a comprehensive risk management plan. Furthermore, this class will explore major legal concepts ranging from constitutional law, employment law, and intellectual property.

### ***BUS 3355 Sports Media and Public Relations (3 units)***

This class introduces students to an historical and current review of the business of sports media and related public relations field. It defines and examines occupational and career opportunities surrounding sports and sports teams. Sports media includes television, radio, print and sales. Public relations includes college and professional team media relations, and public relations agencies.

### ***BUS 3359 Special Topics: Sports Management (3 units)***

A variety of topics will be introduced on an ongoing basis. Special topic courses are developed from current issues in Sports Management and may draw from other disciplines. Topics may include: Special Events Management in Sports; Women in Sports and Title IX; Coaching Theory and Practice.

### ***BUS 3900 Conflict Resolution and Mediation (1 unit)***

Whether on a one-to-one basis, between co-workers or as an alternative to costly negotiation, conflict resolution can be invaluable to managers. This course will teach the basics of conflict resolution – as well as conflict prevention..

### ***BUS 3901 Negotiation for Sales & Marketing (1 unit)***

This course will provide the fundamentals of negotiation. Specifically students will be introduced to the framework first developed at the Harvard Negotiation Project. Specific focus will be on negotiation skills in the sales and marketing context. Simulations focused on sales and marketing will provide students opportunities to enhance negotiation skills in real time. Students will have have chances to negotiate one-one-one and teams. Video examples will be provided. The program is highly interactive and provides discussion sessions to deepen understanding.

### ***BUS 3902 Strategies for Leading Change (1 unit)***

The rapidly changing global business environment is highly competitive. Innovation and creative business solutions are necessary for the survival of most organizations, leading to the need for businesses to change. Managers are often responsible for planning and implementing change, and thus need to understand how individuals vary in their reaction to change, as well as leadership behaviors that help motivate, inspire and support the implementation of effective organizational change.

### ***BUS 3903 Peer Coaching (1 unit)***

It is essential for leaders and self-managing team leaders to have the ability to give and receive feedback among one's team members/peers in order to keep team member relationships healthy and productive to effectively achieve team goals. Students will understand, analyze and practice the basic steps in giving and receiving performance-related feedback with peers.

### ***BUS 3909 Negotiating for Success (1 unit)***

This course teaches critical negotiation and influencing skills. We begin by examining the difference between surface positions or strategies versus underlying interests or motivators, the difference between integrative and distributive bargaining, and some of the key psychological influences in negotiation. We then explore personal styles of influence and conflict management as well as effective communication skills for better understanding and persuasion. Finally, we analyze the phases of a negotiation and the management of certain critical stages.

### ***BUS 3917 Project Management (1 unit)***

The majority of work today is structured as projects rather than ongoing tasks. This workshop will equip students with the basics of leading a simple project, including how to write a work breakdown structure, create timelines, and plan for contingencies. Communication skills and techniques for project leaders will be emphasized. Offered once every two years.

### ***BUS 3918 Budgeting and Planning (1 unit)***

This course will examine the systems for developing project management budgets for the non-business major. Topics will include cash flow, budgeted income statements and developing a production budget.

### ***BUS 3919 Developing Your Personal Brand (1 unit)***

What do you want to be known for? How will you and your work be perceived? These questions are the foundation of your "personal brand." Within a business environment, it's an important advantage to be able to define and express your brand. This course prepares you to successfully build a personal brand by utilizing the core elements of traditional brand building. Case studies and hands on exercises are the foundation for this highly interactive course. After completing this course you will have an understanding of the key elements of a successful personal brand and be able to define your brand. You'll also learn how to express your brand consistently and market yourself by articulating your brand statement.

### ***BUS 3920 Facilitating Effective Meetings (1 unit)***

This course will enable you to improve any meeting! Intended for students planning and leading meetings of others on a regular basis, participants will learn the methods that are the most successful in work group meetings, including pre-meeting analyzing, agenda planning, leading/facilitating, decision-making and following through to implement plans.

### ***BUS 3921 Leadership Institute (1 unit)***

Students admitted to the Summer LeaderShape Institute at Dominican are eligible to register for this course if they register in the academic year they complete the Institute. Students will complete the LeaderShape Institute, a total of 50 hours of experiential learning while in residence on campus at Dominican. In addition to completing the training, students must submit a Vision and Blueprint for Action, which is developed at the LeaderShape Institute.

### ***BUS 3922 Discipline of Planning: Leadership Thinking, Decision Making and Execution (1 unit)***

One of the primary roles of leaders is to look to the future, scan the horizon for opportunities and threats and then create and execute a detailed blueprint to move their business forward. Leaders incorporate business planning to create focus, clarity and accountability. In this course, participants will learn how to develop a one page - clear, concise business plan that creates focus, discipline, accountability and results. This course is fast paced, highly interactive and participants will develop new or improved executive level skills for the discipline of planning.

### ***BUS 4009 Exploring World of Business: Becoming a Globally Responsive Business Professional (1 unit)***

This course prepares business Seniors to prepare for the transition from college to career after graduation and reinforces the vision of Dominican business graduates as socially responsible leaders of sustainable organizations that make a positive difference in the world. Students will learn about community service opportunities and professional certifications, and will be expected to prepare a five-year career plan. The course also provides learning experiences that integrate and infuse ethical leadership, globalization and sustainable enterprise into their senior business coursework (i.e., organizational behavior, business law and ethics, international business, and business policy and strategy). A course materials fee may be assessed.

### ***BUS 4010 Research Methods in Marketing (3 units)***

The broad objective of this course is to provide a fundamental understanding of marketing research methods as employed both academically and by well managed firms. The course focuses on integrating problem formulation, research design, questionnaire construction, sampling, data collection and data analysis to yield the most valuable information. Philosophy of science will be introduced in order to provide an understanding of the broader implications research approaches implicitly contain. Students will be exposed to a broad number of both quantitative and qualitative methodologies.

### ***BUS 4015 Social Media Strategy and Marketing (3 units)***

The internet has revolutionized business practices, bringing unprecedented transparency and opportunities for customer engagement. Businesses are creating virtual communities of interest and support. This has implications throughout organizations, including for product development, operations, customer service, and investor relations. Marketing practices are being fundamentally reoriented around the new reality of instant, on demand access to information. This hands-on course engages students in the strategic challenges and opportunities businesses face in the internet age. An emphasis is placed on internet marketing strategies and practices, including website development, SEO/SEM, and the responsible use of various channels of social media to achieve organizational objectives. Prerequisite: BUS 3012.

### ***BUS 4019 Green and Social Marketing (3 units)***

Social marketing theory has played an important role over the past decade in addressing issues such as AIDS awareness. Students will be challenged to explore marketing techniques such as advertising, sales promotions, and the marketing mix to address important social and health related problems. Theories underpinning social marketing will be debated as the class seeks to gain a

broad understanding of consumers' perceptions.

### ***BUS 4027 International Corporate Finance (3 units)***

This course examines the policies of international economic relations, including the trade policy, multinational corporations and international monetary and financial relations. It will bring the theory and practices of corporate finance into the international arena. Multinational corporations confront the familiar problems of financing and investment in unique new forms as their firms seek to expand across the national borders. Topics include foreign exchange management, long-run investment decisions, international financial markets and political risk assessment.

### ***BUS 4028 Investment Principles (3 units)***

This course investigates the valuation of financial assets and their optimal allocation in a portfolio. Other topics include investment companies, financial institutions and securities markets, portfolio analysis, security analysis, economic and industry analysis, overview of financial statement analysis, yield curve, weighted average cost of capital, and valuation of the firm.

### ***BUS 4029 Financial Statement Analysis (3 units)***

Students will identify the critical data needed to make effective business decisions. They will learn how financial information is used in equity valuation, consideration of loan applications, credit analysis and initial public offerings. The needs and motivations of internal and external interested parties, including regulatory agencies and competitors are covered. Students will develop strategic financial analytical skills including issues in working capital management, financial leverage, and sustainable profitability.

### ***BUS 4030 Intermediate Accounting I (3 units)***

This course presents an in-depth study of financial accounting principles and financial statement preparation. Ratio analysis focusing on liquidity, solvency, management performance, risk, and asset management. Application of time value of money concepts to business situations including bond valuation and leases. Analysis of the asset accounts: current assets, investments, property, plant, and equipment, and intangibles in a decision-making context.

### ***BUS 4031 Intermediate Accounting II (3 units)***

An evaluation of the sources of debt and equity capital for the business is the primary focus of this class. Implications of the time value of money on debt-financing decisions; lease versus purchase options for assets; preparation and interpretation of the statement of cash flows; and the computation and analysis of earnings per share and its importance in merger and acquisitions are key topics.

### ***BUS 4032 Taxation: Business Perspective (SL) (3 units)***

Students will determine Federal individual and corporate tax liabilities and conduct tax research. The tax implications of investment, retirement, and business decisions are covered. The class will study the impact of tax policies on the economy. Students may apply their knowledge of taxation in a service-learning opportunity with Tax Aid.

### ***BUS 4033 Corporate & Entities Taxation (3 units)***

This is a course in federal taxation which emphasizes partnership taxation, income taxation of estates and trusts, corporations (C and S) and other specialized corporate tax matters. This course is a comprehensive introduction to Federal income taxes for partnerships, corporations and other entities. No prior knowledge of taxation is required. This course focuses on tax law, tax terminology, and tax concepts and theories, so the student is able to adapt to changes in tax law as they occur. Taxation has practical applications for individuals, entrepreneurs, and employees in all business disciplines. Real-world tax preparation skills are developed using the most common IRS forms, schedules, and worksheets to illustrate specific reporting requirements and the application of complex tax law.

### ***BUS 4034 Auditing (3 units)***

Concepts and problems in the substantiation of financial and related information, including ethical, legal and other professional issues, evolution of auditing trends, and current issues. Application of auditing standards, methods and procedures of auditing: sampling methods, control systems, control design, and control evaluation.

### ***BUS 4041 International Accounting and Global Social Reporting (3 units)***

Covers accounting concepts, principles, and methods for multinational corporations. Topics include foreign currency translation; segmental reporting, convergence of international accounting and auditing standards, adjustments of accounting data using price indexes, and the managerial aspects of multinational transactions. Comparison of international corporate social responsibility reporting requirements, including ethical and environmental considerations, and cultural influences.

### ***BUS 4042 Cost Accounting (3 units)***

The study of planning and budgeting, performance measures, and cost measurement. Topics include strategic and operational planning, budgeting and budget variance analysis, forecasting and projection techniques. Organizational performance measures including financial and non-financial scorecards including benchmarking. Manufacturing and service industry cost accounting; job order, activity based, process costing and standard costing.

### ***BUS 4051 Retirement and Estate Planning (3 units)***

Retirement planning topics include retirement needs analysis; Social Security (OASDI); types of retirement plans; qualified plans and options; other tax-advantaged retirement plans; regulatory considerations; key factors affecting plan selection for businesses; investment considerations for retirement plans; and distribution rules, alternatives, and taxation. Estate planning topics include characteristics and consequences of property titling; methods of property transfer at death; estate planning documents; gifting strategies; gift tax compliance and tax calculation; incapacity planning; estate tax compliance and tax calculation; sources for estate liquidity; powers of appointment; types, features, and taxation of trusts; qualified interest trusts; charitable transfers; use of life insurance in estate planning; valuation issues; marital deduction; deferral and minimization of estate taxes; intra-family and other business transfer techniques; generation-skipping transfer tax (GSTT); fiduciaries; income in respect of a decedent (IRD); postmortem estate planning techniques; and estate planning for non-traditional relationships.

### ***BUS 4052 Insurance Planning and Risk Management (3 units)***

Principles of risk and insurance; analysis and evaluation of risk exposures; property, casualty and liability insurance; health insurance and health care cost management (individual); disability income insurance (individual); long-term care insurance (individual); life insurance (individual); income taxation of life insurance; business uses of insurance; insurance needs analysis; insurance policy and company selection; and annuities. Employee benefits planning topics include group life insurance, group disability insurance, group medical insurance, other employee benefits, employee stock options, stock plans, and non-qualified deferred compensation.

### ***BUS 4053 Advanced Corporate Finance (3 units)***

This course presents an intermediate level treatment of corporate finance that builds on the conceptual and technical foundations of BUS 3013. Topics include risk and return models, cost of capital calculations, real options in capital budgeting, capital structures, leasing, option valuation and analysis, financial risk management, mergers and acquisitions, and multinational finance. Prerequisite: BUS 3013 & BUS 2001 or equivalent.

### ***BUS 4054 General Principles of Financial Planning (3 units)***

This course introduces the student to the general principles of personal financial planning. Students will learn how to develop, implement, and monitor comprehensive personal financial plans. Topics include financial planning process; cash flow management; financing strategies; function, purpose, and regulation of financial institutions; education planning; and financial planning for special circumstances.

### ***BUS 4055 Financial Markets & Institutions (3 units)***

This course examines the transfer of funds in the economic system through financial intermediaries. Topics include the flow of funds, capital markets, debt, liquidity, nature of money in the US economy, the innovations and interrelationships of institutions within the changing financial services industry, government regulations, and agencies, and the impact of public policy on economic transfers.

### ***BUS 4056 Consumer Behavior (3 units)***

Formulation of appropriate and effective marketing strategies must begin with a clean and accurate understanding of consumers. This includes an understanding of consumer needs and wants, the process by which they are satisfied, and the environment in which the behavior occurs. The objectives of the course are as follows: (1) to introduce the student to concepts developed in psychology, economics, anthropology and sociology and their relationship to consumer behavior, (2) to involve the student directly in the study and analysis of consumer behavior, and (3) to develop in students the ability to translate what can be learned into marketing action implications.

### ***BUS 4057 Marketing Management (3 units)***

This course is designed to introduce students to basic marketing concepts and functions in modern firms. The course focuses on marketing functions and strategies firms may undertake to meet the needs of their stakeholders. Discussions will involve the role of marketing and business environment in which firms face their primary challenges and opportunities; strategic considerations including segmentation, targeting, and positioning; and specific marketing mix decisions to help execute a marketing strategy

effectively. Case study will be used to bridge the gap between theory and praxis, emphasizing the application of concepts students have been introduced to in earlier marketing courses. Prerequisite: BUS 3012.

### ***BUS 4058 International Marketing (3 units)***

Principles and applications of marketing in the international environment. Focus on cross-cultural consumer attitudes and global versus locally customized marketing efforts. Development of product, promotion, pricing, and distribution for multinational firms. Prerequisite: BUS 3012.

### ***BUS 4064 International Business (3 units)***

This course examines how the global business environment and national economic policies impact the operations of firms and competitiveness of nations in a global marketplace. It also examines how domestic firms, multinationals and countries need to devise strategies to respond to global competitive pressures. Students will learn concepts and theories in international business and create a feasibility study of a company entering a foreign market. Through case analyses and in-class discussions, students will learn how to identify, apply and evaluate models of business-government relations across major geographic regions. Prerequisite: BUS 3019 or equivalent.

### ***BUS 4065 International Business in Emerging Economies (3 units)***

This course provides an overview of how to conduct business in and assess the institutional voids of emerging markets. It uses a multidisciplinary approach to examine rising, problematic as well as neglected emerging markets, and how they are changing the global business landscape especially in terms of trade, foreign direct investment, competitiveness, knowledge creation, corporate governance and sustainability. It also investigates the strategies that fit these emerging markets and the risks, challenges and lessons from these markets. Prerequisite: BUS 3019 or equivalent.

### ***BUS 4066 MNEs, SMEs and Global Crises (3 units)***

This course examines how the recent global financial and economic crisis has challenged traditional business wisdom. In particular, the course focuses on how the crisis and policies devised to alleviate the crisis have impacted multinational enterprises (MNEs) and small- and medium-sized enterprises (SMEs). The study of the critical role of debt, the special stress suffered by SMEs and their weakening competitive positioning relative to large MNEs, and the need for coordination by central banks and fiscal authorities will enable students to understand how the global economy is integrated and the major challenges faced by international businesses today. Prerequisite: BUS 3019 or equivalent.

### ***BUS 4070 Advanced Management Practices (3 units)***

This course focuses on the advanced management practices necessary to succeed in a global business environment. Building on the applied theory learned in Organizational Behavior, students will research and apply management skills in: Leading change, planning and budgeting, project management, meeting planning, interviewing prospective employees, negotiations, peer coaching, managing virtual teams, and innovation and creativity. Prerequisite: BUS 3011 or equivalent.

### ***BUS 4071 International Human Resources Management (3 units)***

This course examines organizations' superior performance from a human resource based perspective, by integration of the activities of human resources to meet business objectives through strategic partnership in a global business environment. Key features of high-performance employee development systems are examined including recruitment, selection, evaluation, and continuous learning/training. Both international and multi-cultural differences in human resource practices are examined. Current topics include legal issues in personnel management, using the Internet for recruiting, creating knowledge management, ethical management of human resources, and performance support systems. Prerequisite: BUS 3011 or equivalent.

### ***BUS 4073 Non-Profit Business Management (3 units)***

This course will examine the structure of non-profit organizations. Study the challenges encountered gathering information from government and community organizations to determine needs. Also covers the size and composition of the board of directors, grant writing, volunteer recruitment and management, fund raising, and strategic planning and execution.

### ***BUS 4074 Entrepreneurship (3 units)***

This course focuses on developing successful business ideas; moving from an idea to an entrepreneurial firm and then managing and growing the firm. Students will learn the process of planning, starting, and positioning new businesses which link directly to customer requirements through understanding unmet market opportunity due to competitive gaps or customer needs for both consumer and industrial products and services. Students will develop a business plan for a start-up firm. Prerequisite: BUS 3011 or equivalent.

### ***BUS 4075 Leadership Theory & Application (3 units)***

This interactive course examines and analyzes key leadership theories, the role of leaders in business organizations, leadership styles, ethical responsibilities of leadership, strategies for team development and leading, vision and planning for organizational change leading to innovative business solutions, as well as conflict resolution and facilitating effective group decision-making. Impact of emotional competence in leadership and teamwork situations will be explored and experienced. The course will include team and leadership practice, offering students the opportunity to apply team and leadership skills in the context of managing a project.

### ***BUS 4077 International Management and Global Cultures (3 units)***

With increasing globalization, managers and business leaders need to communicate and negotiate across cultures and it is imperative for individuals and institutions to have a better understanding of different cultures. This course will examine cultural patterns, approaches to improve intercultural business communication skills, and the impact of culture on management and business in different regions of the world.

### ***BUS 4078 Leadershape Fellows: Development Practicum (1-3 units)***

Supervised by a faculty mentor, students complete an individual or team project guided by the Vision and Blueprint for Action developed at LeaderShape Institute, or revised based on faculty guidance. The project goal is to produce positive change or improvement for the Dominican or local community. Students must complete 25 hours per unit in the field to plan and complete this project, plus a One Page Plan, bi-weekly progress reports and written report and oral presentation. Approved by the faculty mentor, a written learning contract outlining learning goals, deliverables and project timeline is required. Prerequisite: Completion of the Leadershape Institute.

### ***BUS 4079 Executive Communications (3 units)***

Building on skills learned in BUS 2030, Business Communications, students will expand their writing and presentation skills through applied business exercises. Writing skills will be honed through a comprehensive case study requiring extensive analysis and crafting written communications including: financial reports, memorandums and emails, social networking entries, persuasive communications, customer service records, executive summaries and business plan design. Presentations will focus on strategically developing presentations through data/statistical analysis and direct and indirect persuasive approaches. Prerequisite: BUS 2030 and BUS 3011 or equivalent.

### ***BUS 4080 Socially and Environmentally Responsible Management (3 units)***

This course examines socially and environmentally responsible management. These topics include new ways of thinking about business and economy involving environmental and social interaction. Students explore current developments in sustainability across the functional areas of businesses, and learn to critically evaluate social and environmental problems through a holistic managerial lens. Topics ranging from sustainability frameworks, stakeholder management, corporate social responsibility, the triple bottom line, cross-sector collaborations, environmental management systems, social entrepreneurship, fair trade, and sustainability reporting will be covered. Global perspectives are emphasized. Prerequisite: BUS 3011 or equivalent.

### ***BUS 4200 Study Abroad (3 units)***

Designed as a unique opportunity for high achieving undergraduates, Executive Study Abroad (ESA) is an intense 9-10 day program that exposes participants to multiple cultures, high level business executives, and global business topics. Students may participate in ESA trips, earning one (1) to three (3) credit hours (serves as an elective course). Students are expected to complete in depth, assigned readings prior to the trip abroad, then attend approximately 40 hours of business and organizational visits/lectures within the host country. Upon their return, participants select an approved topic, then write an extensive research paper. Sample trip combinations already completed: Zurich, Lausanne and Geneva, Switzerland; Santiago, Chile, and Buenos Aires, Argentina; London, England, and Dublin, Ireland; Sydney, Australia, and Auckland, New Zealand; Rome and Florence, Italy; Lisbon, Portugal; Barcelona, Spain; and Tokyo, Nagoya and Kyoto, Japan.

### ***BUS 4899 Vote Smart Challenge: Economy (1-3 unit)***

In this course, a team of students identify and conduct research on relevant facts pertaining to current issues. The information is analyzed and culminates in a project or paper.

### ***BUS 4910 Senior Seminar (2 units)***

This seminar requires that students meet with a thesis advisor to develop a topic of interest for a culminating research paper/project. After a topic is selected and approved, each student will submit an outline of proposed steps and a timetable for the completion of each step. At the discretion of the advisor, students meet individually or in small groups.

### ***BUS 4912 Business Senior Project (3 units)***

The goal of the project is to present extended project-related material in a clear and effective manner. The project or written creative work is a serious demonstration of a student's ability to explore, develop and organize materials and should become a visible and permanent record of the quality of the work that a student has accomplished. The student usually selects a subject clearly relevant to his/her course specialization. Prerequisite: Senior standing.

### ***BUS 4914 Business Senior Thesis (3 units)***

The Senior thesis is intended to provide the student with an opportunity for personal intellectual growth in their final year. It is a serious demonstration of a student's ability to explore, develop and organize materials relating to a specific area of interest. It can take the form of an original research effort or it can be a deeper exploration of a subject or topic; approximately 5,000 words in length. Prerequisite: Senior standing.

### ***BUS 4921 Special Topics: Accounting (3 units)***

A variety of topics may be introduced on an ongoing basis. Courses will generally address current developments in accounting. Topics may include: Auditing; Cost Accounting; Advanced Accounting, Accounting Research. Offered as needed.

### ***BUS 4922 Special Topics: Finance (3 units)***

A variety of topics may be introduced on an ongoing basis. Courses will generally address current developments in finance. Topics may include: Financial Modeling; Money and Financial Institutions. Offered as needed.

### ***BUS 4923 Special Topics: International Business (3 units)***

A variety of topics may be introduced on an ongoing basis. Courses will generally address current developments in International Business. Topics may include: Multinational Corporations; Import/Export and International Trade. Offered as needed.

### ***BUS 4924 Special Topics: Management (3 units)***

A variety of topics may be introduced on an ongoing basis. Courses will generally address current developments in management. Topics may include: Staffing and Benefits; Conflict Resolution. Offered as needed.

### ***BUS 4926 Special Topics: Marketing (3 units)***

A variety of topics may be introduced on an ongoing basis. Courses will generally address current developments in marketing. Topics may include: Marketing in the Music Industry; Strategic Brand Management; Advertising and Promotion. Offered as needed.

### ***BUS 4980 Business Policy and Strategy (3 units)***

This capstone course for Seniors will integrate the functional knowledge acquired throughout the major (economics, accounting, finance, marketing, strategy, and organization design). The central theme of this course is sustained success through dynamic strategic planning. The course will stress the importance of strategy by establishing a clear mission and goals; identifying the strengths, weaknesses, opportunities, and threats of an organization; and relating strategic thought to the organization, industries and the greater global environment. The assessment and management of risk will be considered, as well as guiding principles for making ethical, long-term decisions. A minimum grade of "C" is required to pass. Prerequisite: Senior standing.

### ***BUS 4988 Sports Management Internship (3 units)***

Students must have completed all Lower Division prerequisites before being accepted into the Internship Program. Internships set in a variety of sports and recreation settings help students build professional competencies and a network of industry contacts. Managerial placements in the Conlan Recreation Center and in professional and intercollegiate sports, health and fitness clubs, sport marketing and management firms provide students with real 'on-the-job' working experiences in the sport industry. Students may apply a maximum of 3 Internship units to the minor. Spring, Fall Semesters, Summer Sessions. Students may not register for this class online. They must first meet with faculty sponsor, complete and file paperwork to Registrar for course registration.

### ***BUS 4989 Leadership Internship (3 units)***

The ability to work off campus will provide students with the opportunity to develop an awareness of leadership topics and skills in a setting outside the classroom. Students will meet the academic requirements determined by the faculty sponsor. Students may not register for this class online. They must first meet with faculty sponsor, complete and file paperwork to Registrar for course registration.

### ***BUS 4994 Teaching Assistant/Tutoring (3 units)***

This course provides teaching experience at the undergraduate level and allows students to gain experience working with students both in a classroom and on an individual basis. Permission of the Department Chair is required. Fall, Spring Semesters.

***BUS 4996 Internship in Business (3 units)***

The ability to work off campus will provide students with the opportunity to develop an awareness of business topics and skills in an actual work setting outside the classroom. Getting the opportunity to observe business related practices in the workplace and being able to connect this experience to the classroom theories are a particular emphasis. Students will meet the academic requirements determined by the faculty sponsor. A student may complete up to six units of internship for the degree. A maximum of three units of internship may count toward any single concentration. Internships may also be taken for elective credit. Business students present the results of their internships at the Internship Presentation Event held near the end of each semester. Students may not register for this class online. They must first meet with faculty sponsor, complete and file paperwork to Registrar for course registration.

***BUS 4999 Independent Study (1-3 units)***

Independent research may be conducted on a topic of special interest to a student and a supervising faculty member. This course is available on a limited basis by request, and subject to the approval of the Director of the Undergraduate Business Program and the Dean. Offered as needed.