

BUSINESS (BUS)

BUS 5000 Special Problems (IND 0.0-6.0)

Problems or readings on specific subjects or projects in the department.
Prerequisite: Admission to the MBA program.

BUS 5001 Special Topics (LEC 0.0-6.0)

This is designed to give the department an opportunity to test a new course. Variable title.

BUS 5040 Oral Examination (IND 0.0)

After completion of all other requirements, oral examinations for on-campus M.B.A./Ph.D. students may be processed during intersession. Off-campus M.B.A. students must be enrolled in oral examination and must have paid an oral examination fee at the time defense/oral examination (oral/written). All other students must enroll for credit commensurate with uses made of facilities and/or faculties. In no case shall this be for less than three (3) semester hours for resident students.

BUS 5080 Practicum (IND 0.0-6.0)

This course is similar to the Bus 5085 Internship course. The difference is that this course is intended for students who are already employed by an organization for whom they wish to continue working. Prerequisite: Bus Core.

BUS 5085 Internship (IND 0.0-6.0)

Students apply critical thinking skills and discipline specific knowledge in a work setting based on a project designed by the advisor and employer. Activities will vary depending on the student's background and the setting. Requires major report and formal presentation to sponsoring organization. Prerequisite: Graduate standing.

BUS 5099 Research (IND 0.0-9.0)

Research investigation of an advanced nature leading to a major report suitable for publication in a journal or in a conference proceedings.
Prerequisite: Permission of the instructor.

BUS 5111 Business Negotiations (LEC 3.0)

The purpose of this course is to understand the practices and processes of negotiation for negotiating successfully in a variety of settings. The course is designed to be relevant to the broad spectrum of negotiation problems faced by managers, consultants, etc. Because almost everyone negotiates all the time, this course is relevant to almost any student.
Prerequisites: Junior standing or above.

BUS 5115 Introduction to Individual and Group Dynamics in Business (LEC 3.0)

This course will cover contemporary theories of business leadership styles and group dynamics. Leadership theories, group dysfunction/function, positive group interactions, change impacts, the importance of business ethics as well as the role of gender and culture on the group will be examined.

BUS 5150 Customer Focus and Satisfaction (LEC 3.0)

Major emphasis is given to the concept of customer focus, with coverage of techniques for obtaining customer needs, measuring customer satisfaction, developing products and services to satisfy customers, and maximizing the benefits of customer feedback. A semester long HoQ project will be done. Prerequisites: Mkt 3110 or Mkt 3105 or Eng Mgt 3510.

BUS 5230 Financial Statement Analysis (LEC 3.0)

Analysis and interpretation of financial statements for profitability analysis, credit analysis, and other business analyses that rely on financial data. Introduces emerging roles of accounting analytics. Illustrates data analytics concepts and techniques to detect earning management, predict fraud, and to provide insights into other business strategies. Prerequisite: BUS 1210 or graduate standing and financial accounting knowledge.

BUS 5360 Business Operations (LEC 3.0)

This course examines the concepts, processes, and institutions that are fundamental to an understanding of business operations within organizations. Emphasis is on the management and organization of manufacturing and service operations and the application of quantitative methods to the solution of strategic, tactical and operational problems. Prerequisites: BUS 1210 or ENG MGT 2211; at least Junior standing; and one of the following: STAT 1115, STAT 3111, STAT 3113, STAT 3115, or STAT 3117.

BUS 5470 Human Resource Management (LEC 3.0)

The course examines employee selection, performance appraisal, training and development, compensation, legal issues, and labor relations.
Prerequisite: Bus 1110.

BUS 5580 Strategic Management (LEC 3.0)

Study of the formulation and implementation of corporate, business and functional strategies designed to achieve organizational objectives. Case studies and research reports may be used extensively. Prerequisites: MKT 3110 or Eng Mgt 3510; Finance 2150 or Eng Mgt 3200; Senior standing.

BUS 5730 Machine Learning and Artificial Intelligence for Business (LEC 3.0)

Explores various approaches to machine learning and artificial intelligence, along with their numerous applications in business. Describes some of the many technological approaches to business problems that are considered part of machine learning and artificial intelligence, such as neural networks and deep learning. Prerequisites: IS&T 1750; or Graduate Standing, understanding of management information systems.

BUS 5910 Privacy and Information Security (LEC 3.0)

Explores issues concerning the use, disclosure, and protection of information (personal, organizational, health, and financial) from a legal perspective. A focus on understanding, planning, protecting, and responding to data breaches and other information risk and threats. Case studies based on litigation are reviewed and analyzed. Assumes MIS familiarity.

BUS 5980 Business Models for Entrepreneurship and Innovation (LEC 3.0)

This course uses problem based learning to expand student insight into the nature, development, and application of business models. It increases the practical skills and knowledge required to generate original models of value creation for both entrepreneurial start-ups and corporate innovation. Prerequisite: Senior or graduate standing.

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BUS 6099 Research (IND 0.0-9.0)

Research investigation of an advanced nature leading to a major report suitable for publication in a journal or in a conference proceedings. Prerequisite: Permission of the instructor.

BUS 6121 Leadership (LEC 3.0)

This class will explore leadership challenges, tactics, and strategies for working within, and leading, teams and organizations. Management, networking, presentation skills, and sustainable business practices will be covered. MBA core. Prerequisites: Graduate standing.

BUS 6224 Managerial Accounting and Control (LEC 3.0)

This course covers managerial accounting and its critical role in decision making, monitoring, and controlling business processes. MBA core. Prerequisite: Graduate standing.

BUS 6425 Supply Chain and Project Management (LEC 3.0)

This course covers supply chain management and its critical role in developing and maintaining effective and efficient processes in the organization, including operations and project management processes and principles. MBA core. Prerequisite: Graduate standing.

BUS 6426 Integration of Business Areas (LEC 3.0)

Students will acquire knowledge to integrate the business functions to maximize performance efficiency and effectiveness. It will be covered through case studies and readings. MBA core. Prerequisite: Graduate standing.

BUS 6622 International Marketing (LEC 3.0)

This course focuses on the challenges faced by business managers as they deal with a competitive global market. The course will examine various topics related to international marketing such as cultural differences, economic differences, differences in product and technical standards, global advertising, and international pricing and segmentation. MBA core. Prerequisite: Graduate standing.

BUS 6723 Artificial Intelligence, Robotics, and Information Systems Management (LEC 3.0)

The course, designed for business executives, covers management of information to revitalize business processes, improve business decision-making, embrace emerging and disruptive technologies, and gain competitive advantages. The course also covers implications of AI, automation, machine learning, and robotics on business and society. MBA core. Prerequisite: Graduate standing. (Co-listed with IS&T 6723).

BUS 6827 Managerial Finance (LEC 3.0)

This course covers the use of financial tools to manage the organization. The main focus is the strategic decision-making process of modern managers responsible for major financial decisions. Topics include financial policy, capital investment analysis, dividend policy, capital structure, and other contemporary corporate finance issues. MBA core. Prerequisite: Graduate standing.