

# BUSINESS (BUS)

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## **BUS-1001 Organization and Management (3 Credits)**

Introduces students to major areas of business and enables them to understand the focus of business concentrations. Examines how businesses use marketing, finance, accounting, human resources, management and technology skills. Includes an examination of diverse issues such as the role of small companies versus large corporations, going public and understanding the implications of legal, political, economic, international, environmental and ethical issues. Includes guest lectures, role-play exercises and videos. 3 credits. Offered every semester.

**Typically offered:** All Sessions

## **BUS-1028 Franciscan Career Transformation: Optimizing Human Capital (3 Credits)**

**Requisite(s):** Take 14 credits; Upper Freshman Standing;

Using a Franciscan, holistic approach coupled with human resource practices, students will learn about the values, missions, and cultures of organizations in various industries to better align each student's personal values and purpose with those of potential future employers. Through a transformative process of reflection, assessments, career exploration, planning and follow-through with preliminary employment strategies, students will take responsibility for their professional satisfaction by establishing a development plan to take them from their remaining time at St. Francis College to their life after the College. Students will increase their self-awareness to learn how to effectively manage their careers and maximize their contribution, as well as create a career development portfolio to proactively use as a tool when pursuing desired professional opportunities.

**Fulfills General Education Requirement:** FH2

**Typically offered:** All Sessions

## **BUS-1204 Business and Society (3 Credits)**

Provides the student with an understanding of the many organizations with which a business maintains a relationship. The student gains an awareness of the strategies and tactics businesses use to manage the diversity of demands of such groups as stockholders, workers, consumers, community groups, and government regulators.

**Typically offered:** As Needed

## **BUS-1771 Intro to Fashion and Retail Management (3 Credits)**

**Requisite(s):** Take 14 credits; Upper Freshman Standing;

This course offers an introduction to the fashion and retail industries. Students will learn fashion and retail terminologies and will have the opportunity to learn about career pathways within both industries. Students will examine all segments of fashion, retail and related businesses and learn how both continue to evolve in the consumer and technology-driven marketplace.

**Typically offered:** All Sessions

## **BUS-2001 Global Business (3 Credits)**

**Requisite(s):** BUS-1001

In this course, students learn which forces impact international expansion strategy and operations, and how industry and/or technological innovation and disruption influence international business strategy and operations. Emphasis is placed on the impact of political decisions related to international trade, the importance of understanding cultural diversity and the unique financial, logistical and human resource issues faced by global businesses. Students will explore entrepreneurial opportunities within a global context.

**Typically offered:** As Needed

## **BUS-2003 Changes in Corporate Culture & Your Career (3 Credits)**

**Requisite(s):** AMS-1001 for students pursuing American Studies minor

This course is designed to explore the vast shifts in corporate culture which have occurred in the past century. The course will present an overall timeline of the changes within the corporate working environment and how it impacts employees, society and the products and services that are created. The historical timeline culminates with an in-depth study of organizations today and how a new employee will be expected to adapt to their unique corporate culture. The course will require students to use critical thinking skills to analyze the changes and how it will impact them in their careers.

**Typically offered:** As Needed

## **BUS-2004 Corporate Social Responsibility in Film Career (3 Credits)**

**Requisite(s):** BUS-1001 or ENT-1001

This course will examine a wide range of corporate social responsibility dilemmas, principles, and moral reasoning that impact contemporary businesses through examination of documentaries and popular films combined with real-world case studies. Students will explore how characters in films and business executives in cases confront issues, make choices, and face the consequences of corporate behavior. Through participation in discussions and group projects, students will clarify the importance of ethical and legal behavior in corporate management and explore the role of the company as a member of society.

**Fulfills General Education Requirement:** PEM

**Typically offered:** As Needed

## **BUS-2005 Sustainable Devt: the Business Case Career (3 Credits)**

**Requisite(s):** BUS-1001 or ENT-1001

An increasing number of businesses have discovered that being 'green', 'socially responsible', or 'sustainable' does not mean that they have to forego making money or doing well. In addition, many businesses, especially multinationals, have decided that it is in their, as well as society's, best interests to work toward the United Nations' Sustainable Development Goals (SDGs), even though doing so brings new challenges to how business is done. This course has three purposes. First, it introduces students to the SDGs and what they mean. Second, it builds the business case for engaging in sustainable practices. And third, it provides tools to help students determine and analyze when and how conflicts between the first two can emerge. 3 credits. Offered as needed.

**Typically offered:** As Needed

## **BUS-2205 Management of a Small Business (3 Credits)**

**Requisite(s):** BUS-1001

Emphasis is placed on the individual responsibilities involved in operating a family business or in starting up a business such as a retail store, a distribution warehouse, a sales organization, a contracting firm, or any other type of small business. Students study the legal aspects, financial processes, marketing methods, managerial techniques, and general operating procedures that will increase their abilities to achieve and maintain a profitable business entity.

**Typically offered:** As Needed

## **BUS-2260 Business Writing: Jumpstart Your Career (3 Credits)**

**Requisite(s):** WRI-1100 or HON-5101

This course will provide instruction and practice in business writing and professionalism.

**Typically offered:** As Needed

**BUS-2772 Fashion Product Development and Sourcing (3 Credits)**

**Requisite(s):** Take 14 credits; Upper Freshman Standing;

This course focuses on the product development, and sourcing processes of fashion brands, from idea generation, screening, concept development, prototyping, testing and commercialization of new products through launch. Cross-functional relationships among departments and managers responsible for the design, production, marketing, and sales are examined. Special emphasis on sustainability issues.

**Typically offered:** All Sessions

**BUS-3342 Business Ethics (3 Credits)**

**Requisite(s):** One 2000-level PHI course

[Renumbered from BUS 342] Designed to illustrate that responsible behavior can be compatible with a healthy bottom line even in today's highly competitive business world. Basic philosophical and business doctrines are studied and applied to real-life situations. Issues examined include the merits of affirmative action, privacy rights of employees, environmentalism, whether cost savings justify outsourcing production to countries with little protection for workers and whether whistle blowers are protecting the public or betraying fellow employees. This course can be taken either as a business elective or as one of the three philosophy courses required of all students. Prerequisite: PHI 2201 or PHI 2203. 3 credits. Offered as needed.

**Typically offered:** As Needed

**BUS-4000 Business Research- Marketing (3 Credits)**

**Requisite(s):** Junior or Senior standing

An interdisciplinary approach to the study of recognizing and isolating business problems, while demonstrating the use of research as a management tool in guiding executive thinking and decision making. The scope and breadth of the research will be guided by the student's interests in collaboration with the instructor.

**Typically offered:** As Needed

**BUS-4001 Special Topics in Business (3 Credits)**

Business is a rapidly changing discipline. The focus of this course is to address the need to cover different topics that are contemporary. Topics vary from semester to semester.

**Typically offered:** As Needed

**BUS-4004 Sports Entrepreneurship and Innovation (3 Credits)**

This course examines the current trends of innovative and entrepreneurial movements in sports. The multi billion-dollar sports industry offers several entrepreneurial opportunities in the areas sports franchise, sports agency, and small sports business management professions and programs. Case studies of sport business ventures in professional and collegiate sports, and the sports apparel industry will be the emphasis the material covered. This course will provide methods and practices of business plans and the financial aspects associated with entrepreneurial and small business ventures.

**Typically offered:** As Needed

**BUS-4007 Special Topic: Franchising (3 Credits)**

**Requisite(s):** Take MKT-2201;

In this course, students will learn about franchising and understand the legal requirements surrounding franchised businesses. Prereq. BUS1001 or ENT1001

**Typically offered:** As Needed

**BUS-4009 Special Topic: Pricing Strategies (3 Credits)**

**Requisite(s):** Take MKT-2201;

The role of the various pricing frameworks and tactics (e.g. value pricing, cost-plus, segmentation, bundling) in consumer behavior and implications for marketing strategies. Integration of behavioral economics frameworks and models of consumer behavior with particular attention given to understanding and analyzing the issues, problems, and opportunities characteristic of the theory and practice of setting prices. Pricing examples from various industries and legal aspects of pricing will also be discussed.

**Typically offered:** As Needed

**BUS-4011 Special Topics in Business Sustainability And the Role of Information Technology Media Marketing (3 Credits)**

**Requisite(s):** BUS-1001 or IT-1001

Sustainability has become main stream concept. Many Fortune 500 companies have incorporated sustainability as part of their overall strategy and set sustainability targets. This has elevated the role of information and communication technologies (ICT). ICT emerged as an enabler for executing and measuring an organization's sustainability strategy. It is also a facilitator of innovative business models that contribute to sustainable development. The course provides an elementary overview the concept of sustainability and how companies are integrating sustainability into their strategy. Students learn about the different sustainability rankings and ratings. Special attention will be given to how technology can contribute to sustainable development and environmental and social innovation. In the class students will discuss how businesses can successfully work with IT to advance the triple-bottom line based on the latest research insights and case studies. Students will be required to make a presentation about the sustainability strategy for a tech company at the end of the class.

**Typically offered:** As Needed

**BUS-4017 Special Topics: Business Culture and & Industries in Turkey, Faculty-Led Study Abroad (3 Credits)**

**Requisite(s):** BUS-1001

Introduces students to major areas of business in Istanbul and enables them to understand the focus of business concentrations (course requires travel to Turkey). Examines how Turkish businesses use marketing, finance, accounting, human resources, management and technology skills. Includes an examination of diverse issues such as the role of small companies versus large corporations, going public and understanding the implications of legal, political, economic, international, environmental and ethical issues. Includes guest lectures and visiting businesses in Istanbul. This course will present an overview of Turkish business operations. It will discuss various techniques used by businesses today, what works, what doesn't work and why. It will help you understand the forces that impact business operations, such as the economy, cultural and environmental issues, and political and social pressures. Class Meeting Time (attendance is mandatory): May 16 Introduction May 18-25 Trip to Istanbul May 26-30 Online May 31 Presentation

**Typically offered:** As Needed

**BUS-4019 Special Topics: Marketing Innovation & New Product Development Study Abroad (3 Credits)****Requisite(s):** BUS-4018

This course is designed for business and non-business students who want to use their creativity and knowledge to create and market novel products and services for consumers. Students pursuing for-profit or non-profit entrepreneurship ventures will be required to create a value proposition for their new innovation, strategies to protect their intellectual property, and a marketing plan to deliver their new product/service to customers. As a result of this course, students will be capable of conducting effective market analysis, industry analysis, competitive analysis, and risk analysis to successfully market an innovation for an entrepreneurship venture.

**Typically offered:** As Needed**BUS-4022 Special Events Planning and Management (3 Credits)****Requisite(s):** BUS-1001

This course is designed for business and non-business students interested in learning the skills necessary to create, organize, budget, plan, promote and implement a wide-range of events. This range includes but is not limited to: fundraisers and auctions, special receptions, ceremonies and commemorative events, celebrations and reunions, weddings and galas, informative events, meetings and conferences. Through hands-on learning, case studies and guest lectures, students will develop skills necessary for creating their own entrepreneurial events or managing events for private or non-profit organization.

**Typically offered:** As Needed**BUS-4024 Fundraising and Community Relations (3 Credits)****Requisite(s):** Take BUS-1001;

This course provides students with the fundamentals of fundraising and community relations with a special focus on nonprofit organizations, especially those challenges facing small to mid-sized community organizations; development of viable strategies for attracting diverse and sustained financial support for nonprofits; development of strategies for dealing with clients, area residents, members, trustees, legislators, the press, and other important constituents; practical, hands-on exploration of the skills and knowledge needed to equip managers of nonprofits to position their organizations effectively in the community.

**Typically offered:** As Needed**BUS-4025 Sustainability and Marketing (3 Credits)****Requisite(s):** Take BUS-1001;

Many Fortune 500 companies have incorporated sustainability as part of their overall strategy. They have set targets for their triple-bottom line, which includes environmental, social and governance performance metrics. Being a responsible company is good business. The seminar provides an elementary overview the concept of sustainability, how companies are integrating sustainability into their strategy, and how sustainability can be communicated to company's stakeholder groups. They learn the spectrum of sustainability marketing - from sustainability reports to sustainability ratings. Students will discuss global sustainability trends, the rising consumer demand for green and socially responsible products, and potential traps, such as greenwashing.

**Typically offered:** As Needed**BUS-4026 Human Resources and Technology (3 Credits)****Requisite(s):** Take HR-2201 or HR-2204

Technology has altered the Human Resources office as we've known it. The evolution of technology and software programs makes it possible to use systems and data techniques to streamline HR processes. We will explore recruitment, HRIS systems, performance management and social media strategies and their impact to the organization. Whether it's planning for the company's future or creating and implementing cost cutting plans, the tools are available and ready to be part of our everyday duties.

**Typically offered:** As Needed**BUS-4027 Topic: Nonprofit Management (3 Credits)****Requisite(s):** BUS-1001

This course provides an overview of the principal theories, management practices and challenges of nonprofit and nongovernmental organizations. Through readings, case studies and first-hand accounts, students explore the role of non-profits in society, public affairs and facilitating social change. Particular attention is paid to helping students hone communication skills that will be needed throughout their time in the master's program, including self-expression (through class participation), group work (through analysis of a case study), academic writing (by completing two papers) and public speaking (case study presentation).

**Typically offered:** As Needed**BUS-4990 Internship in Business (1-3 Credits)**

Supervised work experience in various fields of business. Requires the submission of a written report. May be taken twice for credit.

**Typically offered:** On Demand**BUS-4995 Independent Study in Business (1-3 Credits)**

Individual research and study with the approval of the Management department.

**Typically offered:** On Demand**BUS-4998 Capstone Business Policies (3 Credits)****Requisite(s):** FIN-3301 or ECO-3331, MKT-2201, MAT-2301 or ORM-3301, Senior Standing - 90 credits, HR-2204

The focus of this capstone course is a dynamic, competitive business simulation in which students run a company, filling the roles of managers in such areas as strategic planning, production, operations, marketing, and finance. Students learn about planning, time management, and team building in a business environment.

**Typically offered:** All Sessions**BUS-5401 Contemporary Business Issues: Sustainable Development (3 Credits)**

Contemporary Business Issues is the cover title for Honors courses with a business focus or theme. The theme that will be addressed will be multidisciplinary in nature and of topical interest. Suggested themes include, but are not limited to: Sustainable Development; Business and Culture; Business and the Environment; Reconciling Nationalism and Globalization. Sustainable Development discusses how the disciplines of economics, political science, management, biology, geography, culture and history are comingled in the subject of how all humans can improve their standard of living without exceeding the earth's ability to sustain that standard of living; hence, sustainable development.

**Fulfills General Education Requirement:** HON**Typically offered:** All Sessions

**BUS-5402 Business Leaders in Us History Sustainable Development (3 Credits)**

This course examines the use of biographies as a way to explore and understand US Economic History. Beginning by evaluating the value of using Biographies as a means of exploring economic history, biographies of well known entrepreneurs and successful business figures such as Vanderbilt, Rockefeller, Morgan and Gates will be studied.

**Fulfills General Education Requirement:** HON

**Typically offered:** All Sessions

**BUS-6995 Independent Study in Business (1-3 Credits)**

Graduate students only. Independent research and study in a topic in Business including submission of a written report. Prerequisites: graduate standing and approval of the department chairperson.

**Typically offered:** As Needed

**BUS-7999 Business Policies Capstone (3 Credits)**

Graduate students only. The focus of this capstone course is a dynamic, competitive business simulation in which students run a company, filling the roles of managers in such areas as strategic planning, production, operations, marketing, and finance. Students first learn about the role of strategic planning through case analysis and then apply their skills in the simulation. As managers, students handle labor negotiations, address total quality management issues, analyze and determine financing options, and address boards of directors.