

BUSINESS (BUS)

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 (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. 3 credits. Prerequisite: Upper Freshman Standing. Offered every semester.

Fulfills General Education Requirement: PEM

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-2002 Growing Together: America & Its Railroad (3 Credits)

Requisite(s): WRI-1100 and AMS-1001

While today the railroad industry is mostly invisible to the average American, it was arguably one of the most important drivers of the country's financial, technological, and workplace changes in the years 1850 to 1930. This course will focus on some of the key people and institutions which enabled the industry to play such a role. For financial change, the career of Jay Gould, with his manipulations of the Erie Railroad will be examined, along with the local appeal of the development of Manhattan by the Vanderbilt family's New York Central Railroad, and its construction of Grand Central Station as well as the cleansing of the notorious Tenderloin district by the Pennsylvania Railroad as it constructed Penn Station. For social change, George Pullman's founding of the Pullman Palace Sleeping Car Company enabled comfortable travel over the long routes in the American West, and provided stable employment for many of the sons of newly emancipated slaves. All these themes can be found in Steven Ambrose's book "Nothing Like It in the World", which profiles the financiers, civil engineers, and Irish and Chinese emigrants who linked the east and west coasts of the growing nation with a transcontinental rail line.

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-2401 "Brazil: Economy, Politics and Business" (3 Credits)****Requisite(s):** ECO-1201

This course will examine Brazil's recent economic development, its social and political consequences, as well as the practical details of doing business in Brazil. Major political, social, and cultural developments in Brazil during the 20th and 21st centuries will be discussed, as well as issues like investment opportunities, foreign trade, regulatory environment, banking and finance, labor relations, general accounting practices, and taxation. The program is led by an SFC faculty member and taught in English by FACAMP instructors, a partner institution in Campinas, Brazil, for two weeks during the summer.

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-4002 Special Topic: Spreadsheet Analytics (3 Credits)****Requisite(s):** IT-1001

This course is designed to advance analytical skills in business decision making in the spreadsheet environment. Topics include modeling techniques, spreadsheet functions and spreadsheet auditing, data management, data visualization, optimization, risk analysis and predictive modeling utilizing spreadsheet software.

Typically offered: As Needed**BUS-4003 Special Topic in Mkt: Consumer Behavior (3 Credits)****Requisite(s):** Take MKT-2201

Exploration of the concepts, issues, and methods applicable to the study of human behavior in the market place. Emphasis on culture and subculture, reference groups, attitudes, learning theories, perception, motivation, decision-making and their impact on consumer and marketing management decisions (e.g., branding, segmentation). Application of behavioral sciences to understanding of customer responses to marketing actions.

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-4005 Special Topic: Branding (3 Credits)****Requisite(s):** Take MKT-2201;

This course will focus on the basic building blocks of growing and managing a brand, as well as advanced and special topics of brand management that will provide a well-rounded look at issues in integrating the brand into overall marketing and company activities. This course provides students with insights into how profitable brand strategies can be created and the implications for brand management professionals. The class blends marketing theory and practice to provide perspective on the brand management function. Prereq. MKT2201

Typically offered: As Needed**BUS-4006 Special Topic: Global Entrepreneurship (3 Credits)**

This special topics course addresses entrepreneurship activities that cross national boundaries and examines the complex environment of global entrepreneurship. The program blends theory with practical experiences with an existing business and provides an opportunity for students to develop a global expansion plan for that existing business.

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-4008 Special Topic: Marketing Research (3 Credits)**Requisite(s):** Take MKT-2201, MAT-1105 or higher

Research procedures including design, methods of collecting data, sampling methods, and applications of marketing research in the measurement of potential markets, consumer motivation, advertising, and sales control. The useful aspects of handling data in this course add essential elements to a student's toolkit for professional practice. Computer lab assignments and projects. If you're a geek, this class is for you! Prereq. MKT-2201 and MAT-1105 or higher.

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-4010 Special Topics in Business: Social Media Marketing (3 Credits)****Requisite(s):** BUS-1001

Introduces students to the social media marketing profession and field. Students gain insights about the power of social media marketing and how it has created new opportunities and also challenges - for businesses, associations, governments and non-profits. Students will learn about the different social media strategies and tactics, including Facebook, Twitter, Google+, Location-based Services and Search Engine Optimization. The class will also discuss how social media marketing can be integrated with other marketing tactics, such as trade shows and direct mail. Best practices and case studies will be presented. Includes guest lectures and group exercises

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-4012 Special Topics in Business: Introduction To Business Analytics (3 Credits)****Requisite(s):** ORM-3301

The purpose of this hybrid course is to expose students to the many statistical functions in Excel and teach them how to manipulate them to solve business problems involving data and to interpret the solutions. It will help students learn about how organizations can make decisions based on statistical analysis. The course will use spreadsheet templates in which students can input data, as well as student-created spreadsheets. By the end of the course, students will be able to create different spreadsheets with which they can: evaluate the probability of outcomes; derive a normal distribution; analyze data using different probability distributions; create a linear regression model; develop and interpret forecasts. As a hybrid course, much of the work will be conducted online, supplemented by in-class meetings. Most of the in-class meetings will take place at the beginning of the session.

Typically offered: As Needed**BUS-4013 Special Topics in Business: Workshop in Financial Markets and the Global Economy (3 Credits)**

This workshop is directed toward educators who will teach students, from the elementary level to adult learning, about the financial market and its role in the global economy. The objective is to provide educators with a thorough understanding of the capital-raising process, market structure and technology, regulation, and financial products. Lectures and discussions with speakers from NYSE Euronext, the SEC, and other organizations enable teachers to translate the information to classroom curricula.

Typically offered: As Needed**BUS-4014 Special Topics in Business: Adv Workshop in SEC and Financial Markets (3 Credits)****Requisite(s):** BUS-4013 and departmental permission

This 4-day workshop is held in Washington, D.C and is directed toward educators who have previously completed the 5-day NYSE Teachers' Workshop. Its objective is to enhance educators understanding of the securities market by examining the federal government's interaction with the financial markets. The workshop consists of lecture/discussion sessions, hands-on activities, and field trips. Speakers are drawn from the SEC staff and various government agencies, including FINRA, the Department of Education, and the Consumer Financial Protection Bureau. Prerequisite: Completion of the NYSE Workshop in financial Markets and the Global Economy

Typically offered: As Needed**BUS-4015 Special Topics in Business: Advanced Workshop in Financial Markets (3 Credits)****Requisite(s):** BUS-4013, BUS-4014 and departmental permission

Workshop is a continuation of the securities and financial information learned in the NYSE Teachers' Workshop. Lecture/discussion sessions, hands-on activities, and field trips are designed to increase teacher understanding of complex market activities. Topics discussed by speakers from NYSE Euronext and other organizations include: NYSE Euronext European and Domestic Markets, and overview of Options, Derivatives, and ETFs, and current economic issues.

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-4020 Special Topic: Consumer Behaviors (3 Credits)****Requisite(s):** MKT-2201

Consumer Behavior 3 credits Exploration of the concepts, issues, and methods applicable to the study of human behavior in the market place. Emphasis on culture and subculture, reference groups, attitudes, learning theories, perception, motivation, decision-making and their impact on consumer and marketing management decisions (e.g., branding, segmentation). Application of behavioral sciences to understanding of customer responses to marketing actions.

Typically offered: As Needed**BUS-4021 Topic: Management of Modern Cities- Land & Assets (3 Credits)****Requisite(s):** bus-1001

This course provides students with the opportunity to explore the complex management challenges of modern cities as viewed through the lens of their land and core assets (e.g. infrastructure, public transit, bridges, parks, waterfront, zoning, etc.). New York City will be the primary focus, beginning in the early 20th century with an overview of the tenets of modern urban planning, a critical look at the impact of Robert Moses' grand projects, the 1960s emergence of Jane Jacobs and the notion of small-scale neighborhood intimacy, and an analysis of signature initiatives faced by mayoral administrations from Wagner through Bloomberg.

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-4023 Topic: Master Marketing Content Creation (3 Credits)****Requisite(s):** MKT-2201

Learn how to tailor marketing campaigns for different channels. While companies need to stay on message, each marketing channel has its own requirements and opportunities to engage with customers. In this class students will learn how to adapt marketing content for a fictive marketing campaign across different channels, from a press release to a Facebook ad. The following channels will be covered: newsletter, flyer, social media (FB, Instagram, Google+, LinkedIn, Twitter), press release, and blog post. Students will also learn about different tools that are available to marketers, such as email programs and social media management systems.

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-4028 Topic: Franciscan Career Transformation (3 Credits)**

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.

Typically offered: As Needed**BUS-4029 Special Topic: Bus and Sustainable Devet (3 Credits)****Requisite(s):** Take BUS-1001 or ENT-1001;

The United Nations' 17 Sustainable Development Goals (SDGs) not only are directed at eliminating poverty and combatting climate change, but they also aim to make the world a cleaner, safer, more equitable and just place. Achieving them will require the combined efforts of governments, institutions, and business. This course will examine the role business and the private sector can play in achieving the SDGs. Students will learn (a) what is meant by 'sustainable development'; (b) what the different SDGs are; (c) what it means for a company to be 'sustainable'; and (d) how to critically assess the sustainability activities of companies. Pre-req: BUS 1001 or ENT 1001

Typically offered: As Needed**BUS-4030 Special Topic: Programming for Business Workshop in Financial Markets (3 Credits)****Requisite(s):** BUS-4013, BUS-4014 and departmental permission

This course introduces students to the foundations of programming in business. It involves both a theoretical component (e.g. learning about basic programming concepts like loops, arrays and functions) as well as a practical component (e.g. implementing algorithms on a computer). The course also provides the initial steps towards learning the principles of object-oriented design and programming through the use of Python programming language.

Typically offered: Fall and Spring**BUS-4031 The Business of Esports (3 Credits)**

This special topic explores the business of esports and professional videogames. This includes exploring how each of the dominant players within the esports business ecosystem earns revenues and how they interact with each other in this billion-dollar entertainment space. It introduces learners to esports and the history, current state, and future of the esports business. Students will learn about the primary stakeholders in the esports business, including the gaming talent, esports teams, event organizers and game publishers.

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.

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.

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.