

# BUSINESS (BUSI)

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## **BUSI-COMP Senior Comprehensive Exam (NULL credits) (Both Fall & Spring Semesters)**

Senior Comprehensive Exam

## **BUSI-1050 Principles of Business & Entrepreneurship (3 credits) (Discretion of Department)**

Principles of Business and Entrepreneurship (3) (D) This course focuses on the nature and challenges of business ownership. The psychological and sociological reasons why people start or own businesses will be examined as well as the role of entrepreneurial activity in society. The importance of basic accounting, marketing, finance, organizational structure, management of people and process, organizational leadership, and the roles of management in corporate as well as entrepreneurial organizations will be presented. Discussion of the integration of these business elements will be emphasized. Limited to freshman or sophomore standing. (WC)

**General Education Categories:** Written Communication

## **BUSI-1650 Quantitative Methods in Business (3 credits) (Fall Semester)**

Quantitative Methods in Business (3) (F) This course addresses algebraic symbols and methods, coordinate geometry, and polynomial and exponential analytical functions necessary for business majors. Examples are oriented toward business applications, including the mathematics of finance. Credit is not given for both BUSI-1650 and MATH-1040

**Prerequisite(s):** Freshman or Sophomore standing only.

## **BUSI-2230 Business Communication (3 credits) (Discretion of Department)**

Business Communication (3) (D) This course is designed to prepare business students to communicate more effectively, emphasizing communication through letters and written reports. Preparation of oral communication, in conjunction with presentation of oral reports, will be taught to students. (OC, VC, WC)

**General Education Categories:** Oral Communication, Visual Communication, Written Communication

## **BUSI-2650 Business Statistics (3 credits) (Both Fall & Spring Semesters)**

Business Statistics (3) (B) Business uses three languages: words, graphics, and numbers. This course focuses on the language of numbers, supplemented by graphic presentations of numeric information. Specifically, students in this course will build skills for analyzing quantitative data, deriving and interpreting statistics, applying skills to data drawn from business contexts for the purpose of deriving implications for business action. Microsoft Excel® will be used extensively in this course. Students may receive credit for only one: BUSI-2650 or MATH-2110. (MR, VC)

**Prerequisite(s):** BUSI-1650.

**General Education Categories:** Mathematical Reasoning, Visual Communication

## **BUSI-3710 Legal Environment of Business (3 credits) (Both Fall & Spring Semesters)**

Legal Environment of Business (3) (B) This course focuses on a general understanding of the legal system, the court system and alternative dispute resolution, the government regulation of business, an introduction to torts and product liability, an introduction to agency law and the forms of business organizations. (PC)

**Prerequisite(s):** MGMT-2250.

**General Education Categories:** Person & Community

## **BUSI-3901 Student International Business Council 1 (1 credit) (Both Fall & Spring Semesters)**

Student International Business Council 1 Students participate in real world business projects to apply the theories and concepts they have learned at Benedictine College. Projects include opportunities to consult for domestic and international organizations, develop community outreach programs, and work with students at Notre Dame and the University of San Diego. Through these opportunities, students further the vision of "Peace Through Commerce." These experiences enable students to build stronger communication, team building, and business skills. The course may be taken more than one time. A maximum of six hours of SIBC credit may apply toward graduation. This course is open to all Benedictine College students.

## **BUSI-3902 Student International Business Council 2 (1 credit) (Both Fall & Spring Semesters)**

Student International Business Council 2 Students study social entrepreneurship and engage in hands-on projects in order to make a difference in the community, which can encompass personal, local, and/or global perspectives. Service learning projects serve as the heart of the Cray Lab experience. The service learning projects integrate community service with instruction and reflection to enrich the learning experience and teach civic responsibility. Students identify a community service need, investigate issues, research and evaluate possible solutions, develop and implement a plan of action, and assess their results. The course may be taken more than one time; a maximum of six hours of Cray Lab credit may apply toward graduation. This course is open to all students. Pre-req: BUSI-3901

## **BUSI-3903 Student International Business Council 3 (1 credit) (Both Fall & Spring Semesters)**

Student International Business Council 3 Students participate in real world business projects to apply the theories and concepts they have learned at Benedictine College. Projects include opportunities to consult for domestic and international organizations, develop community outreach programs, and work with students at Notre Dame and the University of San Diego. Through these opportunities, students further the vision of "Peace Through Commerce." These experiences enable students to build stronger communication, team building, and business skills. The course may be taken more than one time. A maximum of six hours of SIBC credit may apply toward graduation. This course is open to all Benedictine College students. Pre-req: BUSI-3902

## **BUSI-3904 Student International Business Council 4 (1 credit) (Both Fall & Spring Semesters)**

Student International Business Council 4 Students participate in real world business projects to apply the theories and concepts they have learned at Benedictine College. Projects include opportunities to consult for domestic and international organizations, develop community outreach programs, and work with students at Notre Dame and the University of San Diego. Through these opportunities, students further the vision of "Peace Through Commerce." These experiences enable students to build stronger communication, team building, and business skills. The course may be taken more than one time. A maximum of six hours of SIBC credit may apply toward graduation. This course is open to all Benedictine College students. Pre-req: BUSI-3903

**BUSI-3905 Student International Business Council 5  
(1 credit) (Both Fall & Spring Semesters)**

Student International Business Council 2 Students participate in real world business projects to apply the theories and concepts they have learned at Benedictine College. Projects include opportunities to consult for domestic and international organizations, develop community outreach programs, and work with students at Notre Dame and the University of San Diego. Through these opportunities, students further the vision of "Peace Through Commerce." These experiences enable students to build stronger communication, team building, and business skills. The course may be taken more than one time. A maximum of six hours of SIBC credit may apply toward graduation. This course is open to all Benedictine College students. Pre-req: BUSI-3904

**BUSI-3906 Student International Business Council 6  
(1 credit) (Both Fall & Spring Semesters)**

Student International Business Council 1 Students study social entrepreneurship and engage in "hands-on" projects in order to make a difference in the community, which can encompass personal, local, and/or global perspectives. Service learning projects serve as the heart of the Cray Lab experience. The service learning projects integrate community service with instruction and reflection to enrich the learning experience and teach civic responsibility. Students identify a community service need, investigate issues, research and evaluate possible solutions, develop and implement a plan of action, and assess their results. The course may be taken more than one time; a maximum of six hours of Cray Lab credit may apply toward graduation. This course is open to all students. Pre-req: BUSI-3905

**BUSI-4250 International & Global Environment Busin  
(3 credits) (Spring Semester)**

The International & Global Environment of Business (3) (S) This course examines the rapidly changing global and international environment of business from the points of view of international law; globalization; logistics; finite resources; international economic influences; post- and neo-colonialism; forms of governance and national economic planning; international organizations; emerging conflicts; territorial disputes; multinational corporate influence; income disparity; geographic elements; and national interests. The final component of this course examines international careers, and what personal preparation might be helpful.

**Prerequisite(s):** MGMT-3250.

**BUSI-4550 Business Ethics  
(3 credits) (Discretion of Department)**

Business Ethics (3) (D) A framework of business ethics and social responsibility based on Aristotelian virtues is developed and applied to current business problems. This course reviews the major philosophical theories of morality and ethics (egoism, utilitarianism, Kantian deontology, justice theory, and virtue ethics) in the context of the moral issues surrounding business and work life. Upon completion, students should be able to demonstrate an understanding of the moral responsibilities and obligations of business professionals and business organizations, to employees, customers, suppliers, government, the competition, the wider society, and the environment. (PC, PI)

**Prerequisite(s):** MGMT-2250.

**General Education Categories:** Person & Community, Philosophical Inquiry

**BUSI-4850 Seminar on Executive Writing and Communic  
(1 credit) (Both Fall & Spring Semesters)**

Seminar on Executive Writing and Communication (1) (B) This seminar covers internal and external, written and oral business reporting. Students will pursue individual projects resulting in a variety of professional quality reports. Students will learn best practices for creating and utilizing resumes, cover letters and LinkedIn profiles. They will practice oral personal introductions, video-resumes, and mock interviews. Included will be guest lectures from business professionals who provide students with advice for career planning through professional writing and oral communication practices and skills. (WC)

**Prerequisite(s):** For School of Business majors only.

**General Education Categories:** Written Communication

**BUSI-4860 Seminar on Ethics & Morality for Bus Prof  
(1 credit) (Spring Semester)**

Seminar on Ethics and Morality for Business Professionals (1) (S) This seminar will focus on ethical leadership and the development of students' ability to manage and/or handle ethical dilemmas or moral challenges within their chosen discipline or professional area of practice. Topics to be covered will include, but not be limited to: Professional practice and ethical leadership, Catholic social teaching and the obligations of business leaders, fiduciary duty and managerial role obligations, professional and personal codes of ethics, and ethical dilemmas and ethical decision making.

**Prerequisite(s):** THEO-2000, PHIL-3250, and senior standing.

**BUSI-4900 Strategic Management  
(3 credits) (Both Fall & Spring Semesters)**

Strategic Management (3) (B) This is the integrative, terminal course for all School of Business majors. The course stresses the application of all prior learning concerning major management problems through case analysis and management gaming.

**Prerequisite(s):** Senior standing.

**BUSI-5520 Managerial Economics  
(3 credits) (Fall Semester)**

Managerial Economics (3) This course explores the nature and role (including market forces) of decisions that determine profit-maximizing production and pricing. The course investigates pragmatic microeconomic and macroeconomic applications, including relevant costs, and the determinates of supply and demand and their role in decision-making.

**Prerequisite(s):** Completion of undergraduate economics course.

**BUSI-5545 New Venture Mgmt/Managi Growing Business  
(3 credits) (Spring Semester)**

New Venture Management/Managing a Growing Business (3) This course explores the skills and opportunities of entrepreneurship and intrapreneurship. Incorporates a comprehensive business development program. The course provides students with two options to explore the business environment. Students may develop an expansion business plan for their own organization based on an evaluation of their company's operational and/or strategic options, or they may develop a new venture business plan based on the identification and market feasibility of a new business opportunity.

**BUSI-5551 Human Resource Management  
(3 credits) (Discretion of Department)**

Human Resource Management (3) This course deals with the study of the procedures required in hiring, employment testing, interview and selection process, job design, evaluation techniques, management-labor relations, wage and salary administration, and current employment regulations. Use of case analysis and class lectures will be emphasized.

**BUSI-5555 Business Practice & Corporate Soc Respon  
(3 credits) (Both Fall & Spring Semesters)**

Business Practice and Corporate Social Responsibility (3) This course examines the exercise of leadership in modern organizations with a focus on ethical challenges facing corporate leaders in the rapidly changing business environment. Emphasis is placed on understanding the responsibilities corporations have toward various publics (stakeholders) and the implications of the Benedictine heritage for business practice.

**BUSI-5567 Information Technology/Project Management  
(3 credits) (Fall Semester)**

Information Technology/Project Management (3) This course addresses the work environment of today's manager that is heavily based on managing projects, especially in the area of information technology. Emphasis will be placed on how today's executive manages projects, project managers, information technology specialists, and information systems in order to gain a competitive advantage for the firm.

**BUSI-5571 Business Law & Ethical Decision Making  
(3 credits) (Spring Semester)**

Business Law and Ethical Decision-Making (3) The legal environment in which American business organizations operate is studied. Topics include rights and shareholders; director's and officer's liability; mergers, acquisitions, take over and securities regulation. Particular emphasis is given to legal issues on employment, including issues related to hiring, terminations, and discipline. Both federal and state laws will be considered. Personal ethics and issues surrounding ethical/legal dilemmas in business are explored.

**BUSI-5575 Project Management  
(3 credits) (Discretion of Department)**

Project Management (3) This course investigates the key components of the ever-increasing field of project management. It develops the managerial aspects of project management, including the topics of planning, organizing, selecting, scheduling, and controlling projects. The course is enhanced with Microsoft Project software when available. Program Evaluation Review Techniques (PERT) and Critical Path Method (CPM) is the scheduling format used to assemble project plans. The concept of earned value is also developed.

**BUSI-6540 Integral Business Creation Practicum  
(3 credits) (Fall Semester)**

Integral Business Creation Practicum (3) This course gives students the opportunity to create and launch a viable business entity. With guidance from faculty, you will proceed from concept into strategic planning, future projections and sustainability targets, exit strategy (if appropriate), legal formation, capitalization, and initial execution. Students will propose how the business entity can operate both profitably and ethically, integrating the skills and knowledge they have acquired in the MBA program.

**BUSI-6552 Leadership  
(3 credits) (Discretion of Department)**

Leadership (3) This course emphasizes the role and practice of leadership in the successful execution of an enterprise. Both poor and excellent examples of leadership will be studied. A priority is placed on each student developing his or her own leadership paradigm that aligns fully with his or her values and beliefs as integrity is critical to the role of leadership. Specific behavioral dynamics, accountability, trust building, and commitment will be examined as elements requiring the influence and intervention of leadership to optimize cooperation and results.

**BUSI-6559 Global Strategy/International Ventures  
(3 credits) (Spring Semester)**

Global Strategy/International Ventures (3) This course addresses business problems, opportunities, and processes relevant to a global market economy. International business practice and communication skills are integrated into each aspect of the course. Emphases include: current issues in management, economics, finance, marketing or production, and how these operate in different countries with widely varying thought processes and cultures. Requirement: Final semester of the MBA program.

**BUSI-6580 Marketing Strategy  
(3 credits) (Fall Semester)**

Marketing Strategy (3) (F) This course takes an analytical approach to the study of marketing, focusing on the total environment in which marketing decisions are made. Emphasis is on managerial decisions, as well as the planning research and organization aspects of marketing activities. Students examine consumer and industrial products and services; profit, non-profit, public and private organizations; and the social and legal implications of marketing policies.

**BUSI-6900 Strategic Management  
(3 credits) (Both Fall & Spring Semesters)**

Strategic Management (3) This course seeks to develop a management viewpoint that integrates creative thinking, strategic perspectives and administrative ability in a global context. The course helps students develop skills and perspectives necessary to comprehend and respond to a complex, whole system phenomena. Finally, this course introduces and develops the ideas and tools of strategy and strategic analysis. Integrative cases in modern business problems are explored, alternative courses of action are appraised and strategic decision-making ability is developed. Requirement: Final semester of the MBA program.