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Business Administration

BUS100 Business Organization and Management

4 Credit Hours

Explores the nature and scope of business, examines its component parts, and describes how businesses are organized and managed. Students will learn about the various internal and external forces that comprise our business and economic system.

BUS210 Introduction to Business Research

4 Credit Hours

Provides students with an understanding of the research process relating to management and business. The course includes discussions of specific philosophical research debates concerning knowledge, objects, truth, and research ethics, and seeks to develop skills in the areas of problem definition, literature review, research method application, and proposal and dissertation writing.

BUS226 Career Management Seminar

**2 Credit Hours
24 Clock Hours**

Explores career development opportunities and strategies. Stresses entry-level job requirements and upward career paths. Covers resume writing skills, interviewing techniques, and the importance of professionalism. Continues the student's orientation to Berkeley College's computer framework, which includes content collection and compiling a professional ePortfolio.

BUS231 Business Law I

4 Credit Hours

Provides students with detailed knowledge of the laws relating to contracts, commerce, property, sales, negotiable instruments, and employment. Students develop an awareness of business situations requiring legal counsel and a familiarization with the overall structure of the legal system.

BUS245 Business Ethics

4 Credit Hours

Examines the principles of ethics with relation to business decision making and business strategies. Students learn how to integrate ethical decision making into organizational behavior, strategy, and the challenges posed by the globalization of business practices.

Prerequisite: BUS100 or Principles course within major

BUS250 Computer Applications in Business

2 Credit Hours

An introduction to computer-based applications and simulations in business. Students will learn the concepts and software used by business organizations in order to simulate real-life problem solving.

Prerequisites: BUS100, CIS115

BUS255 Entrepreneurship

4 Credit Hours

Examines the conversion of ideas into successful business ventures. Topics include developing ideas for entrepreneurial ventures, testing the feasibility of ideas, evaluating the impact of business ownership on a person's lifestyle, preparing business plans, seeking expert advice, securing financing, and avoiding common pitfalls.

Prerequisite: BUS100

BUS260 Business in Technology-Mediated Environments

4 Credit Hours

An introduction to the ideas, decisions, policies, and practices facing organizations conducting business in technologically-mediated environments. Topics include the various roles technology plays in business models, legal and

social challenges, organizational requirements, financial expectations, and current business practices.

Prerequisite: BUS100

BUS267 Management Information Systems **4 Credit Hours**

Course examines the technical, economic, and organizational impact of complex interdependent work systems. Topics include the analysis of short- and long-term information needs and the communication of these needs to technical specialists and higher management.

Prerequisite: BUS100

BUS270 Special Topics in Business **4 Credit Hours**

Involves readings and discussions organized around selected topics in business. Topics will vary from quarter to quarter.

BUS281 Project Management **4 Credit Hours**

Provides an overview of various project management knowledge areas. Topics include project integration, scope, quality, human resources, communications, risk, and procurement management. Students will use Microsoft Project software.

Prerequisite: BUS100

BUS293 Internship **4 Credit Hours**

Allows students to work in a position related to their course of study. Students integrate the skills and knowledge learned through their academic experiences and participate in focused online discussions and special online projects.

Prerequisites: BUS226 and departmental approval

BUS304 Data Analysis in Decision Making **4 Credit Hours**

Introduces students to the fast-growing field of business analytics. The course provides students with a general understanding of quantitative methods, analytical software, and data analysis to help them comprehend and analyze contemporary business issues and problems. The emphasis is placed on critical thinking and quantitative reasoning skills.

Prerequisite: MAT215

BUS310 Principles of Strategy **4 Credit Hours**

Provides students with a strong foundation in strategic planning and strategic management by examining relevant theories and introducing different strategy levels including business level, corporate level, and international strategies. Students will learn the importance of effective strategy execution as well as the importance of ethics and social responsibility.

Prerequisites: BUS100, MGT220

BUS319 Money and Banking **4 Credit Hours**

Provides an overview of the relationship between the financial system and the level, growth, and stability of economic activity. Emphasizes the theory, structure, and regulation of financial markets and institutions. Students also examine the role of capital market yields as the mechanism that allocates savings and investments.

Prerequisites: FIN301, SOC201, SOC202

BUS320 Entertainment Studies **4 Credit Hours**

An introduction to the various specialties within the entertainment industry. Students examine various strategies and relationships among entertainment

products.

BUS331 Business Law II

4 Credit Hours

Provides an in-depth examination of the political, legal, ethical, and regulatory issues related to managerial decisions. Topics include commercial paper, real and personal property, creditors' rights and bankruptcy, agency, estate planning, and government regulations.

Prerequisite: BUS231

BUS410 Business Research Methodology

4 Credit Hours

Explores the processes and techniques of business research methods and their application to making effective and efficient decisions. Areas covered include defining a problem, selecting the method of research, ascertaining costs and benefits, and statistical tools and presentation.

Prerequisites: BUS100, MAT215

BUS451 Business Strategy and Policy

4 Credit Hours

An overview of the most recent theories and the current practices in strategic management. Examines the development and implementation of strategies in various areas of business activity (finance, sourcing, production, human resource management, marketing, and international business).

Prerequisites: FIN301, IBS201, MGT220, MKT220

BUS483 Internship

4 Credit Hours

Allows students to work in a position related to their course of study. Students integrate the skills and knowledge learned through their academic experiences and participate in focused online discussions and special online projects.

Prerequisites: BUS226 and departmental approval