BUSINESS ADMINISTRATION (BUSN)

BUSN 294 | TOPICS
Units: 1-4

BUSN 299 | INDEPENDENT STUDY
Units: 1-3 Repeatability: Yes (Can be repeated for Credit)
Independent study including empirical research and written reports. Approval is required by instructor, department chair and dean.

BUSN 309 | LGBTQ IN BUSINESS AND ECONOMICS
Units: 3 Repeatability: No
Prerequisites: ECON 101 and ECON 102 and (MATH 130 or MATH 150)
This course is an examination of the effects of heteronormativity on the economic outcomes of the LGBTQ population. Topics examined will include the demographics of the LGBTQ population, LGBTQ in the workplace, marketing to the LGBTQ population, the formation of “Gay” neighborhoods, and public finance issues related to the LGBTQ population (tax treatment, impact of gay marriage).

BUSN 339 | LATIN AMERICA BUSINESS ENVIRONMENT
Units: 3 Repeatability: No
Prerequisites: ECON 102 and (MATH 130 or MATH 150 or MATH 151)
This course is designed to prepare participants to work effectively in or with Latin America organizations by providing an understanding of the issues, opportunities, and complexities associated with doing business in the region. The focus is on the cultural, historical, economic, social, political and business environments in Latin America and on the activities of companies operating in Latin America, both foreign and domestic. Successful Latin American companies competing internationally will also be an aspect of the course. Upon successful completion of the course, students will possess an awareness of the business and economic environments in Latin America, and be able to demonstrate analytical and strategic thinking skills that reflect an understanding of the competitive environment in which local and foreign companies operate in Latin America.

BUSN 361 | INTRODUCTION TO INTERNATIONAL BUSINESS
Units: 3
Prerequisites: MATH 130 or MATH 150 or MATH 151
An introduction to the international dimension of doing business. The purpose of this course is to make the student aware of the role played by culture, geography, government, and economics in shaping the environment in which businesses operate internationally. Topics include forward currency markets, foreign direct investment, negotiation, international distribution, etc.

BUSN 377 | NEGOTIATION IN A GLOBAL BUSINESS ENVIRONMENT
Units: 3
Prerequisites: MATH 130 or MATH 150 or MATH 151
In an increasingly interdependent world, the ability to negotiate with people with diverse socio-cultural backgrounds and in different regions of the world is crucial for managers and leaders. This course offers skills and knowledge for becoming an effective negotiator through lecture, class discussion, and experimental exercises. This course includes several negotiation simulations and exercises that incorporate cross-cultural and international components.

BUSN 383 | PROJECT MANAGEMENT
Units: 3
Prerequisites: (MATH 130 or MATH 150)

BUSN 385 | BUSINESS ANALYTICS STRATEGY
Units: 3 Repeatability: No
Prerequisites: ITMG 100 and (ECON 216 or ECON 217) and (MATH 130 or MATH 150)
Analytics is the process of transforming data into insight in order to make better informed decisions. Understanding and interpreting data has become an even more integral part of understanding social interactions and behavior since the advent of big data and automated extraction. Accordingly, this lab-style course will provide a solid foundation for understanding data science and analytics problems in the context of modern big data methodology, philosophy, and application to business problems. Topics include, but are not limited to, database & repository management; scripting & automation; scraping, cleaning, and harmonizing data; exploratory analysis & data visualizations, documentation & reproducibility, ethics & client interactions, practical machine learning algorithms (ranging from multiple linear regression to neural networks and support vector machines), and regularization, generalization, and validation. By the end of the course, you will be able to extract, clean, and harmonize data to use in a predictive algorithm that you will be able to build yourself as part of a data product application.

BUSN 386 | BIG DATA AND BUSINESS
Units: 3 Repeatability: No
Prerequisites: ITMG 100 and (ECON 216 or ECON 217) and (MATH 130 or MATH 150)
Analytics is the process of transforming data into insight in order to make better informed decisions. Understanding and interpreting data has become an even more integral part of understanding social interactions and behavior since the advent of big data and automated extraction. Accordingly, this lab-style course will provide a solid foundation for understanding data science and analytics problems in the context of modern big data methodology, philosophy, and application to business problems. Topics include, but are not limited to, database & repository management; scripting & automation; scraping, cleaning, and harmonizing data; exploratory analysis & data visualizations, documentation & reproducibility, ethics & client interactions, practical machine learning algorithms (ranging from multiple linear regression to neural networks and support vector machines), and regularization, generalization, and validation. By the end of the course, you will be able to extract, clean, and harmonize data to use in a predictive algorithm that you will be able to build yourself as part of a data product application.

BUSN 401 | BUSINESS COMMUNICATION
Units: 3 Repeatability: No
Prerequisites: (MATH 130 or MATH 150)
Analysis of the factors involved in planning, organizing, and writing in the business environment. Extensive practice in presenting effective letters, memoranda, and business reports using primary and secondary sources.

BUSN 494 | SPECIAL TOPICS
Units: 1-3 Repeatability: Yes (Can be repeated for Credit)
Prerequisites: MATH 130 or MATH 150 or MATH 151
Experiential learning working in a business, government, or nonprofit organization. Placements provide the opportunity for practical application of business, economics, and accounting principles. See schedule of classes for special meeting times. This course may not be repeated for credit.
BUSN 499 | INDEPENDENT STUDY
Units: 1-3 Repeatability: Yes (Can be repeated for Credit)
Prerequisites: MATH 130 or MATH 150 or MATH 151
Independent study including empirical research and written reports. A maximum of three units of independent study may be used to satisfy requirements for the major.