BUS Courses

BUS 100. Student Orientation and College Success. 1 unit
Term Typically Offered: F
CR/NC
Orientation to academic areas (majors, minors, concentrations) within the Orfalea College of Business, including the development of a comprehensive personalized four-year plan to graduation. Career exploration to assist with future career planning and concentration selection. Exploration of skills needed for academic success: effective goal setting, time management, study skills, registration systems/strategies, and adjustment to college life. Credit/No Credit grading only. 1 lecture.

BUS 200. Special Problems for Undergraduates. 1-4 units
Term Typically Offered: F,W,SP,SU
Prerequisite: Consent of area coordinator.
Individual investigation, research, studies, or surveys of selected problems. Total credit limited to 4 units.

BUS 205. Personal Finance. 4 units
Term Typically Offered: SU
Introduction to personal financial planning, including budgeting and savings, tax planning, insurance planning, equity and fixed income investments, and estate and retirement planning. Course offered online only. 4 lectures.

BUS 206. Business Professionalism and Career Readiness I. 1 unit
CR/NC
Term Typically Offered: F, W
Career development and preparation which includes self exploration, interpersonal communication, job functions and opportunities for different business disciplines, and formulation of career development plans. Application of technology for personal marketing plan and career development. Credit/No Credit grading only. 1 activity.

BUS 207. Legal Responsibilities of Business. 4 units
Term Typically Offered: F, W, SP
Examination of the American legal system and important legal principles for business operations, such as those involved with contracts, torts, agency, business organizations, and employment. Emphasis on how legal principles help define socially responsible conduct. Case studies. 4 lectures.

BUS 212. Financial Accounting for Nonbusiness Majors. 4 units
Term Typically Offered: F, W, SP
Introduction to financial accounting theory and practice with an emphasis on financial statement preparation and analysis. Not open to Business majors. 4 lectures.

BUS 214. Financial Accounting. 4 units
Term Typically Offered: F, W, SP
Principles of financial accounting for Business majors. The course prepares students to understand and interpret financial statement information. Financial reporting standards are explored to give students an understanding of how financial events are reflected in financial statements. 4 lectures.

BUS 215. Managerial Accounting. 4 units
Term Typically Offered: F, W, SP
Prerequisite: Demonstrated competency in electronic spreadsheet, word processing, and presentation applications; BUS 212 or BUS 214 or equivalent.
Applications of accounting for making business decisions. Content includes planning and control issues including cost behavior, budget preparation, performance reporting; addresses social responsibility and employee motivational and behavioral considerations. Preparation of spreadsheet applications useful for decision-making. 4 lectures.

BUS 270. Selected Topics. 1-4 units
Term Typically Offered: TBD
Prerequisite: Open to undergraduate students and consent of instructor.
Directed group study of selected topics. The Schedule of Classes will list title selected. Total credit limited to 4 units. 1 to 4 lectures.

BUS 290. Introduction to Systems Development. 4 units
Term Typically Offered: TBD
Fundamentals of computer programming related to business applications. Application development using graphical user interface controls, variables, data types, and input/output with text files. 4 lectures.

BUS 301. Global Financial Institutions and Markets. 4 units
Term Typically Offered: F, W, SP
Prerequisite: ECON 222.
Role of private and public financial institutions in allocating capital globally and promoting international commerce. Financial institutions covered include the FED, IMF, World Bank, investment banks and others. Detailed exploration of the history and functions of these institutions. 4 lectures.

BUS 302. International and Cross Cultural Management. 4 units
Term Typically Offered: F, W, SP
Prerequisite: GE Area A, C1, C2, D1-D4.
Dimensions of culture and its variations within and across nations. Impact of culture on managing in a global context. Development of managerial competencies requisite to working in and supervising multicultural groups in international corporations. Frameworks for analyzing cultural and contextual influences on organizational behavior, culture shock and readjustment, expatriation and repatriation, cultural change and innovation, intercultural conflict, and ethical dilemmas. Case studies, behavioral simulations, self-assessments and fieldwork. 4 lectures.

BUS 303. Introduction to International Business. 4 units
Term Typically Offered: F
Prerequisite: A grade of C- or better in ECON 222.
Special terms, concepts, and institutions associated with the environment in which international companies operate. Students will be enabled to understand, analyze and offer solutions to global business problems. 4 lectures.
BUS 304. Establishing International Supply Chains. 4 units
Term Typically Offered: TBD
Prerequisite: Consent of instructor. Recommended: ECON 201 or ECON 221 or ECON 222.
Development of effective supply chains that cross national boundaries with specific examples of import/export between the United States and target country. Study tour to target country as an essential course activity. Pre-trip lectures, readings and assignments; on-the-road business tours, and post-trip import-export proposal. Conducted in English; no prior international business or travel experience required. Passport and Visa required. Schedule of Classes will list country selected. 3 lectures, 1 activity.

BUS 306. Business Professionalism and Career Readiness II. 1 unit
CR/NC
Term Typically Offered: W, SP
Prerequisite: BUS 206.
Continuation of BUS 206, with interpersonal leadership, networking, business communication, salary and benefit negotiations, and professional image management. Credit/No Credit grading only. 1 activity.

BUS 308. Business Law II. 4 units
Term Typically Offered: W
Prerequisite: BUS 207 or equivalent.
Legal aspects of management decisions, including problems arising in sales, commercial paper, personal property and bailments, secured transactions, bankruptcy, and securities regulation, with emphasis on the uniform commercial code. Case studies. 4 lectures.

BUS 310. Introduction to Entrepreneurship. 4 units
Term Typically Offered: TBD
Prerequisite: GE Area A.
Role and impact of entrepreneurship; characteristics and traits of entrepreneurs; social, economic, cultural and policy conditions conducive to entrepreneurship; entrepreneurial thinking; opportunity identification and assessment; the management team; organizational and legal issues; business models; acquiring social and financial capital; managing startup to growth; entrepreneurial behavior in existing organizations; realizing and harvesting value. 4 lectures.

BUS 311. Managing Technology in the International Legal Environment. 4 units
GE Area D5
Term Typically Offered: SP
Prerequisite: Junior standing; completion of GE Areas A, D1 and D2.
Analysis of U.S. and international laws regarding technological innovations from economic, social and political perspectives. Copyrights, patents, trademarks, trade secrets, contracts, products liability and privacy. The Internet, computer programs and biotechnology. 4 lectures. Fulfills GE Area D5 except for Business Administration majors.

BUS 319. Accounting Information Systems. 4 units
Term Typically Offered: F, W, SP
Prerequisite: BUS 214 or Accounting minors with credit in AGB 214.
Comprehensive coverage of manual and computerized accounting processes and internal controls. 3 lectures, 1 activity.

BUS 320. Federal Income Taxation for Individuals. 4 units
Term Typically Offered: F, W, SP
Prerequisite: BUS 319 or consent of instructor.
Federal income taxation and planning for individuals. Federal role of taxation in the business decision-making process. Issues related to individual income tax preparation and introduction to basic property transactions. 4 lectures.

BUS 321. Intermediate Accounting I. 4 units
Term Typically Offered: F, W, SP
Prerequisite: BUS 319.
Comprehensive coverage of financial reporting issues. Covers financial statements, assets other than investments and intangibles, and liabilities. 4 lectures.

BUS 322. Intermediate Accounting II. 4 units
Term Typically Offered: F, W, SP
Prerequisite: BUS 321 with minimum grade of C-. Business majors must have formally declared their concentration to enroll.
Comprehensive coverage of financial reporting issues. Covers investments, intangibles, equities, revenue recognition and the Cash Flows Statement. 4 lectures.

BUS 342. Fundamentals of Corporate Finance. 4 units
Term Typically Offered: F,W,SP,SU
Prerequisite: A grade of C- or better in BUS 214; STAT 252, or any 300 level statistics course.
Theory and applications of financing business operations. Financial management of current and fixed assets from internal and external sources. Analysis, planning, control, and problem solving. Some discussion of corporate social responsibility in the context of corporate objective functions. The use of technology in the form of financial calculators and/or spreadsheets. 4 lectures.

BUS 346. Principles of Marketing. 4 units
Term Typically Offered: F,W,SP,SU
Prerequisite: ECON 222 with a grade of C- or better for Business Administration and Economics majors; or ECON 201 with a grade of C- or better for Industrial Technology majors; or ECON 201 or ECON 222 with a grade of C- or better for all other majors; or consent of instructor.
Development of an understanding of the marketing process: identifying target markets; developing and launching products or services; and managing pricing, promotion, and distribution strategies. 2 lectures, 2 discussions.

BUS 382. Organizations, People, and Technology. 4 units
Term Typically Offered: F,W,SP,SU
Prerequisite: ECON 222 with a grade of C- or better for Business Administration and Economics majors; or ECON 201 with a grade of C- or better for Industrial Technology majors; or ECON 201 or ECON 222 with a grade of C- or better for all other majors; or consent of instructor.
Evaluation of macro dimensions of business organizations including environment, mission, goals, strategies, structure, people, technology, and internal management systems and processes. Case analysis, experiential class activities. Application to business solutions in technology-oriented settings. 4 lectures.
BUS 384. Human Resources Management. 4 units
Term Typically Offered: F, W, SP
Prerequisite: GE Area A, C1, C2, D1-D4.
Introduction to functional areas of the discipline including staffing, compensation, employee development and labor relations. Additional workplace issues addressed include performance and human capital management, employer legal and social responsibility for employee wellbeing, managing a diverse/global workforce, and using human resource information systems. 4 lectures.

BUS 386. Employee Training and Development. 4 units
Term Typically Offered: F, SP
Prerequisite: BUS 384.
Needs assessment, including organization, person, and task or competency analysis. Design, delivery and evaluation of employee training and human resource development in knowledge-based organizational settings. Performance management and feedback systems; development of learning organizations; human resource information systems (HRIS) applications in career management and training administration. 4 lectures.

BUS 387. Organizational Behavior. 4 units
Term Typically Offered: F,W,SP,SU
Prerequisite: GE Area A, ECON 221 and BUS 207. Recommended: STAT 252.
Application of behavioral, social and organizational science concepts to management. Exploration of the interactions between individuals and the organizations in which they work and live. Individual, interpersonal, team, intergroup and organizational levels of analysis included in topics such as expectations, perception, communications, creativity, leadership style, cultural and ethical behavior, group dynamics, team effectiveness and work design. 4 lectures.

BUS 391. Information Systems. 4 units
Term Typically Offered: F,W,SP,SU
Prerequisite: BUS 214.
Computer applications in business and industry. Information systems and integrated systems concepts, computer hardware and software, strategic uses of information systems, databases, data warehousing, decision support systems and artificial intelligence, network basics, electronic commerce, systems development, ethical use of information, employing technology in a socially responsible manner, and emerging trends and technologies in information systems. 4 lectures.

BUS 392. Business Application Development. 4 units
Term Typically Offered: F, SP
Prerequisite: BUS 391.
The fundamental concepts and models of application development needed to understand the key processes related to building functioning business applications and appreciate the complexity of application development. The concepts of computer programming, data structures, problem solving, programming logic, and fundamental design techniques. Up-to-date application development tools and technologies currently used by business enterprises. 4 lectures.

BUS 393. Database Systems in Business. 4 units
Term Typically Offered: F
Corequisite: BUS 392; Business and Economics majors must have formally declared their concentration to enroll.
Design, development, testing, and implementation of databases for business applications. Data modeling with entity relationship diagrams (ERD) and class diagrams (UML). Data normalization, data integrity, the effect of business rules on data normalization. Advanced queries using structured query language (SQL). Database application development culminating in a database project. 4 lectures.

BUS 394. System Analysis and Design. 4 units
Term Typically Offered: W
Prerequisite: BUS 391; Business and Economics majors must have formally declared their concentration to enroll.
Systems analysis and design. Project team creation and performance monitoring. Systems development life cycle and project management, process modeling using data flow diagrams, data modeling with Entity/Relationship (E/R) diagrams, Computer Assisted Software Engineering (CASE) tools, object modeling with Unified Modeling Language (UML), and prototype development. 4 lectures.

BUS 395. Systems Design and Implementation. 4 units
Term Typically Offered: SP
Prerequisite: BUS 394 (with a minimum grade of C- or better).
Systems design and implementation, with focus on project management and incorporating software quality into the software development process, including software testing. 4 lectures.

BUS 400. Special Problems for Advanced Undergraduates. 1-4 units
Term Typically Offered: F,W,SP,SU
Prerequisite: Senior standing or consent of instructor.
Individual investigation, research, studies, or surveys of selected problems. Total credit limited to 4 units.

BUS 401. General Management and Strategy. 4 units
Term Typically Offered: F, W, SP
Prerequisite: BUS 342, BUS 346, BUS 387, BUS 391, senior standing, and completion of one of the following: IT 303, IT 326, IT 330, IT 341, or IT 371.
Application of interdisciplinary skills to business and corporate strategy analysis formulation and implementation of business, corporate and global level strategies. Consideration of interdependence between external environments and internal systems. Focus on responsibilities, tasks, and skills of general managers, including socially responsible behavior and governance. Case studies, group problem solving, experiential class activities. Capstone course of Business core curriculum. 4 seminars.

BUS 402. International Business Management. 4 units
Term Typically Offered: TBD
Prerequisite: BUS 342, BUS 346, BUS 387 or consent of instructor.
Managerial concepts and techniques for analysis and decision making within international businesses. Environmental and organizational factors influencing multinational operations. Assessing international market opportunities and entry modes. Complexities of multinational management strategy, structure and systems, especially during initial stages of internationalization. Case studies and simulations. 4 lectures.
BUS 403. Advanced Seminar in International Management. 4 units
Term Typically Offered: TBD
Prerequisite: BUS 302 and BUS 402; Business majors must have formally declared their concentration to enroll.

Integration of management concepts within complex multinational organizations. Interdisciplinary approach to identifying and assessing multinational and global competitive environments and strategies; structuring and managing interdependent multinational operations; addressing conflicts between domestic and international policies and practices in multinational enterprises. Case studies, simulations, group analysis and problem solving. 4 seminars.

BUS 404. Governmental and Social Influences on Business. 4 units
Term Typically Offered: F, W, SP
Prerequisite: BUS 207 and ECON 222.

Analysis from legal, economic, political, and ethical perspectives, of the changing domestic and international environments of the business enterprise. Topics include administrative law, agencies and regulatory policy, antitrust law, public policy analysis, business-government relations, and corporate responsibility. Case studies. 4 lectures.

BUS 405. Joint Ventures and Alliances. 4 units
Term Typically Offered: TBD
Prerequisite: BUS 342, BUS 346, and BUS 387.

Examination of joint ventures and alliances between organizations, using cross-cultural, interdisciplinary perspective. Alliance motives, types and traits. Processes for partner selection, negotiation, structure, operation, and performance assessment of international and cross-cultural alliances. Lectures, case studies, and simulation. 4 lectures.

BUS 406. Managing Mergers, Acquisitions and Divestitures. 4 units
Term Typically Offered: TBD
Prerequisite: BUS 342, BUS 346, and BUS 387.

Issues associated with analyzing, negotiating, and managing mergers, acquisitions and divestitures (MADS) using cross-cultural, interdisciplinary perspective. Rationale for decision to pursue MADS and processes for identifying targets; valuing and negotiating MADS; staffing and human resource management issues; strategic control and integration; and cross-cultural conflict and divided loyalties in domestic and international MADS. Lectures, case studies and simulation. 4 lectures.

BUS 407. Managing People in Global Markets. 4 units
Term Typically Offered: TBD
Prerequisite: BUS 342, BUS 346, and BUS 387.

Impact of cultural and strategic differences on management of people in multinational organizations. Critical human resource issues in domestic and international operations. 4 lectures.

BUS 408. Law of Real Property. 4 units
Term Typically Offered: TBD
Prerequisite: Senior standing.

Legal problems of acquisition, ownership and transfer of real property. Contracts, agency, estates, and co-ownership, mortgages and deeds, covenants, conditions, and restrictions, easements, landlord-tenant, and zoning. 4 lectures.

BUS 410. The Legal Environment of International Business. 4 units
Term Typically Offered: F, W
Prerequisite: BUS 207 and ECON 222.

U.S., foreign, and international law affecting international business transactions. U.S. and foreign cultural, ethical, and political norms and legal institutions, and their effect on law and business. 4 lectures.

BUS 412. Advanced Managerial Accounting. 4 units
Term Typically Offered: TBD
Prerequisite: BUS 215.

Product costing systems including hybrid costing systems, management control systems, cost allocation, activity based costing, cost information for decision making, new manufacturing environments, and strategic control systems. International dimension integrated in the course content. 4 lectures.

BUS 416. Volunteer Income Tax Assistance - Senior Project. 4 units
Term Typically Offered: W
Prerequisite: BUS 320 or equivalent, senior standing.

Training and practice in the preparation of state and federal individual income tax returns. Coverage of the deductions and credits applicable to individuals. Students provide free tax assistance and income tax preparation to community residents under the supervision of qualified professionals. 2 lectures, 2 activities.

BUS 417. Taxation of Corporations and Partnerships. 4 units
Term Typically Offered: F
Prerequisite: BUS 320 or equivalent.

Comparative study of the taxation of C corporations and flow-through tax entities, including S corporations, partnerships and limited liability companies. 4 lectures.

BUS 418. Listening to the Customer. 4 units
Term Typically Offered: F, W, SP
Prerequisite: For GRC Majors, GRC 361; for all other majors, BUS 346.

Discovery and development of customer insights based on a project-oriented introduction to the research process. Development of research questions, and design and application of multiple research methods (e.g. secondary, observation, interview, focus group, and survey research). Exploratory and confirmatory approaches leading to the analysis, interpretation, and presentation of results. 4 lectures.

BUS 419. Strategic Marketing Measurement. 4 units
Term Typically Offered: F, W, SP
Prerequisite: BUS 418, STAT 252; Business majors must have formally declared their concentration to enroll.

Development of skills to gather, analyze, and report information critical for marketing decision making. Focus on primary data collection and analytical techniques (e.g. experimental design, descriptive statistics, cross-tabulation, ANOVA, and regression). Other methods may include data mining, GIS, and customer relationship management (CRM). 4 lectures.
BUS 421. Marketing Analytics and Business Intelligence. 4 units  
Term Typically Offered: F, W, SP  
Prerequisite: BUS 419.

Analysis of customer information using a broad range of tools and techniques. Application of analytic findings to marketing decision-making. Integration of data into reporting platforms that emphasize return on marketing investment. 4 lectures.

BUS 422. Accounting for Government and Not-For-Profit Entities. 4 units  
Term Typically Offered: F, W, SP  
Prerequisite: BUS 321.

Accounting and reporting by state and local governments and not-for-profit entities. State and local governmental topics include: fund structures, budgetary accounting, the modified accrual basis of accounting, reporting concepts and practices, contributions, restricted resources, endowments. 4 lectures.

BUS 424. Accounting Ethics. 4 units  
Term Typically Offered: F, W, SP  
Prerequisite: Consent of instructor.

Study of professional values underlying the accounting profession. Methods for incorporation of ethical reasoning into accounting decision-making. Rose of accounting ethics in development of financial statements. 4 lectures.

BUS 425. Auditing. 4 units  
Term Typically Offered: F, W, SP  
Prerequisite: BUS 322.

Survey of the auditing environment including institutional, ethical, and legal liability dimensions. Introduction to audit planning, assessing materiality and audit risk, collecting and evaluating audit evidence, considering the internal control structure, substantive testing, and reporting. 4 lectures.

BUS 430. Internship/Cooperative Education. 2-12 units  
CR/NC  
Term Typically Offered: F, W, SP, SU  
Prerequisite: Approval of area chair, junior standing, and a CPSLO cumulative GPA of at least 2.5 without being on academic probation.

Work experience in business, industry, government and other areas of student career interest. Periodic written progress reports, final report, and evaluation by work supervisor required. Credit/No Credit grading. Major credit limited to 4 units; total credit limited to 12 units.

BUS 431. Security Analysis and Portfolio Management. 4 units  
Term Typically Offered: F, W, SP  
Prerequisite: BUS 342, ECON 339, or STAT 324; Business majors must have formally declared their concentration to enroll.

In-depth analysis of equity market and its instruments. Detailed study of leading stock valuation models. Impact of changes in the firm’s fundamentals and in macroeconomic factors on stock prices. Brief introduction to equity and index derivatives. 4 lectures.

BUS 432. Insurance Planning and Risk Management. 4 units  
Term Typically Offered: TBD  
Prerequisite: BUS 342.

Introduction to insurance planning and risk management and its role in financial planning. Key concepts include determining risk exposure and selecting insurance products. Legal aspects of property and liability policy, life, health, and social insurance. 4 lectures.

BUS 433. International Finance. 4 units  
Term Typically Offered: F, W, SP  
Prerequisite: BUS 431 or BUS 439.

Financial management of international business. International capital and money markets, international financial institutions, special problems in evaluating direct foreign investment, and financial techniques used in international business operations. 4 lectures.

BUS 434. Real Estate Finance. 4 units  
Term Typically Offered: F, W, SP  
Prerequisite: BUS 342.

Analyses of real estate financing techniques and funding sources for development projects. Effects of federal, state, and local taxes on real estate investments. In-depth investigation and computer analyses of real estate investment projects. 4 lectures.

BUS 435. Real Estate Investment. 4 units  
Term Typically Offered: W  
Prerequisite: BUS 342.

Intensive investigation and computer analysis of real estate investment opportunities. Problems in real estate and property management. 4 lectures.

BUS 436. Entrepreneurial Finance. 4 units  
Term Typically Offered: F, W, SP  
Prerequisite: BUS 342.

Process of financing new and fast-growing firms. Readings on the venture capital process, from seed capital through the initial public offering. Valuation of firms seeking venture capital, and those planning their initial public offering. Valuing convertible securities. Real options valuation. 4 seminars.

BUS 437. Retirement and Estate Planning. 4 units  
Term Typically Offered: TBD  
Prerequisite: BUS 342.

Retirement planning and employee benefits; Social Security and Medicare; types of retirement plans; qualified plan characteristics; distribution options; and group insurance benefits. Trusts, power of attorney, and probate. 4 lectures.

BUS 438. Advanced Corporate Finance. 4 units  
Term Typically Offered: F, W, SP  
Prerequisite: BUS 431 and BUS 439.

Corporate finance with an emphasis on managing the corporation to create shareholder value. Detailed treatment of topics such as capital budgeting, capital structure, economic value-added, corporate distribution policy, financial distress, and mergers and acquisitions. 4 lectures.

BUS 439. Fixed Income Securities Market. 4 units  
Term Typically Offered: F, W, SP  
Prerequisite: BUS 342; Business majors must have formally declared their concentration to enroll.

Development of analytical skills for properly valuing fixed income securities. Bond pricing, yields, and volatility; interest rate term structure and yield curve; securities, market structure, and analytical techniques; bond portfolio strategies and an introduction to interest rate derivatives. 4 lectures.
BUS 441. Computer Applications in Finance. 4 units
Term Typically Offered: TBD
Prerequisite: BUS 342.
A combination lecture/computer lab course focusing on computer acquisition of financial data and the subsequent application of financial theory and analysis to this data so as to facilitate financial decision making. 3 lectures, 1 activity.

BUS 442. Introduction to Futures and Options. 4 units
Term Typically Offered: F, W
Prerequisite: BUS 431.
An in-depth analysis of derivatives markets and instruments. Emphasis on the valuation of futures, options, swaps, and other derivative securities. 4 seminars.

BUS 443. Case Studies in Finance. 4 units
Term Typically Offered: SP
Prerequisite: BUS 431 or BUS 439.
Development of analytical and decision-making techniques in applying financial theory to business management problems. Emphasizes working capital management, financial analysis and forecasting, mergers and acquisitions, and other current topics in finance, including financial ethics. Cases are used to emphasize practical problems. 4 lectures.

BUS 444. Financial Engineering and Risk Management. 4 units
Term Typically Offered: SP
Prerequisite: BUS 431.
Advanced course synthesizing concepts from corporate finance, derivative securities, statistics, and computer science. Emphasis on both computer programming in a matrix programming language (Matlab) to solve practical risk management and valuation problems, and analytical training in the area of stochastic calculus, and its application to derivative security pricing. Practical applications of derivatives for controlling risk in an international corporate environment. 4 lectures.

BUS 445. Ethics and Behavior Finance. 4 units
Term Typically Offered: TBD
Prerequisite: BUS 342.
Contemporary theoretical and empirical issues including agency theory, reputation building, game theory, and financial ethics. Discussion of the application of ethics theory to financial decisions. May include lectures, case analyses, student presentations, and guest speakers. 4 lectures.

BUS 446. International Marketing. 4 units
Term Typically Offered: F, W, SP
Prerequisite: BUS 346.
Development of an understanding of global marketing strategy. Acquisition of information about international markets and its use to describe customers, understand markets, and make marketing mix decisions. 4 lectures.

BUS 451. New Product Development and Launch. 4 units
Term Typically Offered: F, W, SP
Prerequisite: BUS 418, STAT 252; Business and Economics majors must have formally declared their concentration to enroll.
Project-based skills for developing new products and planning for their launch. Major phases of product development: product innovation strategy, idea generation and screening, concept development and testing, technology drivers. Introduction to product launch, including segmentation, targeting, positioning, pricing, and branding. 4 lectures.

BUS 452. Product Management. 4 units
Term Typically Offered: F, W, SP
Prerequisite: BUS 419 or BUS 421.
Development of individual and project-based skills in managing products in the growth, maturity, and decline stages of their life cycles. Emphasis on distribution, pricing, and communication strategies required to maintain distinctive product advantages. May include developing a comprehensive communication plan and acquiring market-tracking skills. 4 lectures.

BUS 453. Digital and New Media Marketing. 4 units
Term Typically Offered: F, W, SP
Prerequisites: BUS 418; GRC 201 or GRC 377; JOUR 331; and JOUR 342.
Definitions, scope, phases, and tools of digital and new media marketing communications. Planning integrated marketing communications in a systematic way across digital tools and new media channels that reflect a client organization's strategy for managing its identity, image, and reputation. 4 lectures.

BUS 454. Marketing Projects. 4 units
Term Typically Offered: F, W, SP
Prerequisite: BUS 451 and BUS 452.
Client-based course providing an opportunity to apply marketing abilities. Teams draw upon research, analytical, and strategic marketing skills to develop an actionable plan that addresses a critical marketing challenge faced by an organization. Deliverables include research findings and written and verbal presentation to the organization and instructor. 4 lectures.

BUS 455. Marketing Strategy. 4 units
Term Typically Offered: F, W, SP
Prerequisite: BUS 451 and BUS 452.
Integration of key marketing concepts using tools such as computer simulations, readings, and/or case studies. Development and implementation of strategic and tactical decisions for companies and brands. 4 lectures.

BUS 459. Social Media's Role in Integrated Marketing Communications. 4 units
Term Typically Offered: F, W, SP
Prerequisite: BUS 453.
Integrative project experience in social media marketing and/or integrative marketing communications campaign: research target markets, identify appropriate social media and other media channels. Field trips required. 4 seminars.
BUS 461. Senior Project I. 2 units  
Term Typically Offered: F, W, SP, SU  
Prerequisite: Senior standing.  
Selection and analysis of a problem under faculty supervision.  
Problems typical of those which graduates must solve in their fields of employment. Formal report is required. Minimum 120 hours total time.

BUS 462. Senior Project II. 2 units  
Term Typically Offered: F, W, SP, SU  
Prerequisite: Senior standing.  
Selection and analysis of a problem under faculty supervision.  
Problems typical of those which graduates must solve in their fields of employment. Formal report is required. Minimum 120 hours total time.

BUS 463. Senior Project: Applied Accounting, Auditing and Tax Research. 4 units  
Term Typically Offered: F, W, SP  
Prerequisite: Senior standing, BUS 322 and Graduation Writing Requirement.  
Practice with multiple authoritative accounting, auditing and tax databases, actual published financial reports, actual tax returns, and business writing. Real world accounting, auditing and tax issues. Activity will include participation in the Low Income Taxpayer Clinic.

BUS 464. Applied Senior Project Seminar. 4 units  
Term Typically Offered: F, W, SP, SU  
Prerequisite: Senior standing.  
Selection and analysis of business problems and opportunities in directed individual or group-based projects. Problems typical of those which graduates could encounter in their fields of employment. Formal report required. 4 seminars.

BUS 466. Senior Project: Sales Development Program. 4 units  
Term Typically Offered: F, W  
Prerequisite: AGB 309 or BUS 346; and Senior standing.  
Develop selling skills, create a sales portfolio, participate in sales role plays and sales competition, observe a salesperson in action, and explore selling as a career. Formal report required. 4 seminars.

BUS 470. Selected Advanced Topics. 1-4 units  
Term Typically Offered: TBD  
Prerequisite: Consent of instructor.  
Directed group study of selected topics for advanced students. Open to undergraduate and graduate students. Class Schedule will list topic selected. Total credit limited to 8 units. 1-4 lectures.

BUS 471. Compensation. 4 units  
Term Typically Offered: W, SP  
Prerequisite: BUS 384 and STAT 252, or equivalent.  
Design and management of compensation systems. Job analysis, job evaluation, wage and salary surveys, incentive systems, gainsharing, benefit administration, pay equity and legal regulation. Simulation and case study development of a wage structure, pay level and individual raise policies, administrative controls, salary and program budgets. 4 lectures.

BUS 472. Labor Relations. 4 units  
Term Typically Offered: TBD  
Prerequisite: BUS 384 or equivalent.  
Union organizing. Negotiation and administration of collective agreements. Simulation of bargaining, grievance, and arbitration processes. 4 lectures.

BUS 473. Employment Law. 4 units  
Term Typically Offered: TBD  
Prerequisite: BUS 207, BUS 384 or equivalent.  
Federal and state labor policy as expressed in common law, relevant statutes, and executive orders. Effects upon employees, management, protected groups, and the public. Current rules analyzed in a contemporary and historical context. Understanding important workplace and employment problems. 4 lectures.

BUS 474. Independent Study in Accounting. 4 units  
Term Typically Offered: TBD  
Prerequisite: BUS 322.  
Individual investigation, research, study or survey of selected topics in accounting, auditing or taxation. Total credit limited to 8 units, repeatable in the same term. Class Schedule will list topic selected.

BUS 475. Staffing. 4 units  
Term Typically Offered: W, SP  
Prerequisite: BUS 384 and STAT 252, or equivalent.  
Processes by which individuals and organizations become matched to form the employment relationship. Specific issues related to human resources planning, internal and external recruitment and selection. 4 lectures.

BUS 476. Human Resource Information Systems. 4 units  
Term Typically Offered: TBD  
Prerequisite: BUS 384 and BUS 391.  
Exposure to enterprise-wide, integrated software. 4 lectures.

BUS 477. Managing Change and Development. 4 units  
Term Typically Offered: TBD  
Prerequisite: BUS 387 or BUS 382 or consent of instructor.  
Analysis of development and trends in the field of organization change and development. Application of behavioral and organizational science knowledge and social technology to growth and change of organizations for the purpose of improving effectiveness and sustainability. 4 seminars.

BUS 478. Organization Design. 4 units  
Term Typically Offered: TBD  
Prerequisite: BUS 382 or consent of instructor.  
Impact of changing business environment and strategy on design of organizations. Organization design programs, including design models, redesign processes, and guiding principles. Case studies, current redesign projects and field studies. 4 lectures.

BUS 468. Human Resource Information Systems. 4 units  
Term Typically Offered: TBD  
Prerequisite: BUS 384 and BUS 391.  
Application of computers to the management of human resources. Human resource decision support systems and routine transaction processing. Ethical use of information systems in managing the human resource function. Basic system design decisions. Use of information systems to support traditional human resource functional areas. Exposure to enterprise-wide, integrated software. 4 lectures.
BUS 488. Planning and Managing New Ventures. 4 units
Term Typically Offered: TBD
Prerequisite: BUS 215, BUS 310, BUS 342, BUS 346 and BUS 436; Business majors must have formally declared their concentration to enroll.

The purpose and process of business planning and the challenges of managing a start-up enterprise. Preparation of a complete business plan: management and organization; product or service; marketing; finance; operating and control systems; growth. 4 seminars.

BUS 489. Negotiation. 4 units
Term Typically Offered: F, SP
Prerequisite: BUS 387.

Theory and practice of negotiation in a variety of professional and managerial contexts (e.g., labor relations, business acquisitions, compensation, business disputes) and in one-on-one, group, and team-based arrangements. Includes impact of culture, ethics, dispute resolution, coalitions and use of creativity to develop integrative solutions. 4 lectures.

BUS 491. Decision Support Systems. 4 units
Term Typically Offered: SP
Prerequisite: BUS 391, STAT 251 or equivalent; Business and Economics majors must have formally declared their concentration to enroll.

Modeling organizational systems and processes such as computer networks, transportation systems, manufacturing systems, retail systems, etc. Developing computer simulation models and animation of systems to provide decision support in selecting system design alternatives. Applying quantitative methods to model uncertainty and conduct statistical performance analysis. 4 lectures.

BUS 494. Integrated Information Systems. 4 units
Term Typically Offered: TBD
Prerequisite: BUS 391; Business and Economics majors must have formally declared their concentration to enroll.

Information systems in an integrated business environment. Collaborative learning with teams analyzing, designing, implementing and evaluating enterprise software. Determine and implement organizational policies and procedures to assure system performance. Coverage of business processes in the areas of accounting, procurement, human resource, production customer relationship and supply chain management. Ethical use of information systems in managing businesses. Role of information systems in conducting business in a socially responsible manner. 4 lectures.

BUS 495. Software Testing. 4 units
CR/NC
Term Typically Offered: W
Prerequisite: BUS 392.

Theory and practice of software testing, including state-of-the-art practices, design issues, staffing issues, test management issues, and other related areas. Software testing tools utilized for applications testing, and test management. 4 lectures.

BUS 496. Electronic Commerce. 4 units
Term Typically Offered: SP
Prerequisite: BUS 392.

Focus on the technology of electronic commerce, including programming, development environments and security, through a series of lectures, guest speakers, demonstrations, exercises and case studies. Networking, client/server computing, and web/database design concepts. Working e-commerce application required at end of course. 4 lectures.

BUS 498. Directed Topics in Information Systems. 4 units
Term Typically Offered: W
Prerequisite: BUS 392.

Specialized Information Systems (IS) topic selected from the IS areas of current interest. Intended for advanced IS concentration students who want to learn and acquire in-depth IS knowledge and skills. The Schedule of Classes will list topic selected. Total credit limited to 12 units. 4 lectures.

BUS 499. Data Communications and Networking. 4 units
Term Typically Offered: W, SP
Prerequisite: BUS 391; Business and Economics majors must declare their concentrations in order to enroll.

Combines the fundamental concepts of data communications and networking with practical applications in business. Provides a basic understanding of the technical and managerial aspects of business telecommunication. Introduction to data communications and applications and technical fundamentals, and to network products, technologies, applications, and services. 4 lectures.