

# SCHOOL OF BUSINESS

Vince Pascal, Chair  
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department web page (<https://www.ewu.edu/cpp/business/>)

## Degrees

BSB–Entrepreneurship (<http://catalog.ewu.edu/ps/sb/entrepreneurship-bsb/>)

BSB–Finance (<http://catalog.ewu.edu/ps/sb/finance-bsb/>)

BSB–Human Resources (<http://catalog.ewu.edu/ps/sb/management-human-resource-option-bsb/>)

BSB–Information Systems & Business Analytics (<http://catalog.ewu.edu/ps/sb/information-systems-business-analytics-bsb/>)

BSB–International Business (<http://catalog.ewu.edu/ps/sb/international-business-bsb/>)

BSB–Management (<http://catalog.ewu.edu/ps/sb/management-general-option-bsb/>)

BSB–Marketing (<http://catalog.ewu.edu/ps/sb/marketing-bsb/>)

Minor–Business Administration (<http://catalog.ewu.edu/ps/sb/business-administration-minor/>)

Minor–Business Analytics (<http://catalog.ewu.edu/ps/sb/business-analytics-minor/>)

Minor–Entrepreneurship (<http://catalog.ewu.edu/ps/sb/entrepreneurship-minor/>)

Minor–International Business (<http://catalog.ewu.edu/ps/sb/international-business-minor/>)

Minor–Human Resource Management (<http://catalog.ewu.edu/ps/sb/human-resource-management-minor/>)

Minor–Management Information Systems (<http://catalog.ewu.edu/ps/sb/management-information-systems-minor/>)

MBA–Business Administration (<http://catalog.ewu.edu/ps/sb/business-administration-mba/>)

MPAcc/MBA–Dual Degree (<http://catalog.ewu.edu/ps/sb/professional-accounting-business-administration-mpacc-mba/>)

MS–Management (<http://catalog.ewu.edu/ps/sb/management-ms/>)

Graduate Certificate–Business (<http://catalog.ewu.edu/ps/sb/business-grad-cert/>)

Required courses in these programs of study may have prerequisites. Reference the course description section for clarification.

## Undergraduate Programs

The School of Business at Eastern offers excellent business programs taught by a mix of research producing, terminally qualified faculty and experienced practitioners who are deeply engaged in their professions.

### The School is known for these strengths:

- Business Administration degrees accredited by AACSB-International.
- Classes which allow participation and personal attention.

- Excellent computer systems and labs available to students.
- Many opportunities to engage in practical research with professors.
- Day and evening classes.
- Internship opportunities.

A solid theoretical foundation balanced with practical application is critical to being successful in business. Eastern Washington University's business programs provide that balance, with emphasis on analysis, critical thinking, and intellectual inquiry. An understanding of the economic, social, ethical, and legal business environment—along with principles of accounting, finance, management, marketing, production, information systems/technology, and quantitative analysis, all taught from a global perspective—is part of all Eastern's business programs.

**Transferring Business Courses from Other Institutions:** Eastern Washington University has articulated agreements with all community colleges in the state of Washington and with certain community colleges in Idaho, Montana, and Oregon regarding the transferability of courses into four-year degree programs. Students planning on transferring from these schools are encouraged to consult with their community college counselor and with the Academic Advisors for Undergraduate Business Programs at EWU regarding transferability of courses in Business Administration.

Coursework of students transferring from other institutions of higher education is evaluated on a course-by-course basis to determine equivalence to EWU Business Administration courses. **Students seeking a degree in Business Administration must complete a minimum of 50 percent of business credit hours required for the degree in residence at EWU.** Additionally, students must complete a minimum of 50 percent of the required courses in the major at EWU. **Students seeking a minor in Business programs must complete a minimum of 12 credits in the minor at EWU.**

It is the policy of the School of Business that students, once admitted to and pursuing a course of study at EWU in Business Administration, will take their required courses at EWU. A student wishing to take a course at another institution with the intention to transfer a course not previously evaluated by EWU into their degree program at EWU must receive approval from either the Business Undergraduate Program Advisors (lower division courses) or the appropriate department chair (upper division courses).

**Course Enrollment Policies:** undergraduate Business Administration courses are offered under the following prefixes.

### Business Administration

ACCT	Accounting
DSCI	Decision Science
ENTP	Entrepreneurship
FINC	Finance
HUMR	Human Resource Management
IBUS	International Business
MGMT	Management
MISC	Management Information Systems
MKTG	Marketing
OPSM	Operations Management

Most Business Administration courses numbered 300 and above are intended for students who either:

- a. are formally declared into a BSB major **or**
- b. have post-baccalaureate standing and have completed the prerequisite courses **or**
- c. have formally declared majors in another degree program, have completed the prerequisite courses and have the appropriate clearances and class standing, and are taking the course for one of the following reasons:
  - i. required for their major;
  - ii. required for their minor;
  - iii. fulfills a BACR, or International Studies requirement.

Exceptions are (but not limited to):

- 300 level ENTP Courses
- All DSCI Courses
- All MISC courses
- All MKTG Courses other than MKTG 412
- MGMT 326
- FINC 335
- OPSM 330

Students are also expected to satisfy course prerequisites as listed in this catalog. Students who do not meet one of the above criteria, or who have not satisfied course prerequisites, will be dropped from the course.

Contact the Academic Advisors for Undergraduate Business Programs for current major declaration requirements.

### Course Repeat Policy

The Undergraduate Business Program's course repeat policy limits students to *three graded attempts* for each requirement for their business major or minor, including all requirements listed on the business administration core and business classes required for the major or minor. If a requirement for the major or minor is not successfully completed with a minimum grade  $\geq 2.0$  on the third graded attempt, the student will be dropped from the program.

For fulfillment of each course requirement, the business program will consider the first three times a student completes the course; further attempts of the course will not be accepted. In accordance with EWU's repeat policy, only the most recent of the (first) three completions will be accepted. Completion is defined as receiving a final grade in the course.

The policy applies to all business program core, major, and minor requirements and includes graded attempts of these requirements at colleges and universities other than EWU. For the specific requirements, refer to the General Undergraduate Catalog or the Business Advising website.

It is anticipated that enforcement of the policy will not be handled automatically by the student information system but will require review of transcripts at the time of admission to the business program and/or review of transcript/graduation forms just prior to graduation. Information as to the policy and the student's obligation to understand and follow it will be included on program advising information and admission forms and in EWU catalog information.

### Assessment Requirement

The Comp–XM Exam will be administered as part of the MGMT 490 business capstone course. It will serve to assess student learning goals relative to the fundamental knowledge of the core business disciplines as well as the students' ability to integrate their knowledge to arrive at informed decisions

### Program Location

Bachelor of Science in Business Administration (BSB) courses are offered at two locations: at Eastern's main campus in Cheney and at The Catalyst Building, located in the University District in downtown Spokane.

### Degree Requirements for Bachelor of Science in Business Administration

All students seeking a degree in Business Administration must complete the Business Administration Pre-Major and Core plus courses for at least one major.

### Second Major Within the BSB Program

Students may be awarded more than one major of the BSB degree, so long as the student completes at least six (6) courses in the second major that are unique from those in the first major. For the majority of BSB majors, completing the required major courses is sufficient to satisfy the 6 unique course requirement. In the instances where there are fewer than 6 unique required courses, students may complete the double-major with the addition of an extra course(s). Students may choose a course(s) from the approved electives for that major in order to achieve 6 unique courses.

## Graduate Programs

EWU School of Business  
Graduate Programs  
Catalyst Building  
601 E. Riverside Avenue  
Spokane, WA 99202

Online Graduate MBA Business Administration (<https://www.ewu.edu/cob/management/business-administration/>)

Online Graduate MPAcc (<https://online.ewu.edu/programs/mba-mpa-dual-degree.aspx>)

### Online MBA Admission Requirements

- Bachelor's degree from a regionally accredited institution.
- Overall cumulative GPA of 3.0 or cumulative GPA of 3.0 in the last 90 quarter or 60 semester-graded postsecondary credit hours\*\* OR:
- Applicants with a GPA of at least 2.5 in the last 90 quarter or 60 semester graded credits of postsecondary academic coursework AND at least three years of professional work experience as verified by a professional resume will be considered on a case-by-case basis.
- Applicants with a GPA of at least 2.5 in the last 90 quarter or 60 semester graded credits of postsecondary academic coursework AND an index score (GPA x 200 + GMAT)  $\geq 1050$  will be considered on a case-by-case basis.
- Applicants with a GPA lower than 2.5 may be considered on a case-by-case basis and must have an index score of (GPA x 200 + GMAT)  $\geq 1050$ .
- Official transcript from the college/university where degree was earned.
- Professional resume.

\*\*Students are encouraged to apply if their GPA is lower than 3.0 and they have at least 3 years of professional work experience. Applicants with GPAs below 3.0 are considered for admission on a case-by-case basis.

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## American Indian Business Management Courses

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### AIBM 311. TRIBE LAWS AND TRIBAL GOVERNMENT RELATIONS. 4 Credits.

This course provides a comprehensive understanding of American Indian Law for planners. The complex structures of tribal powers in relation to federal, state, and local governments, and the ability for tribes to complete plans, land use regulations, and environmental regulations to operate within the context of Indian Law. It is essential for tribal planners to have a strong understanding of key court cases, legal issues, and powers that frame how tribal governments and tribal planning operate.

### AIBM 312. ORGANIZATIONAL LEADERSHIP ESSENTIALS IN TRIBAL CONTEXTS. 4 Credits.

**Pre-requisites:** completion of AIBM 311 or concurrent enrollment.

This course provides the background for understanding tribal sovereignty and tribal-specific cultural contexts for leadership. Includes examining the history of tribal governments, their organization, and traditional forms of leadership to identify traditional and culture-specific patterns and styles of exchange, cooperation, and leadership. Exercises in leadership, community, and economic development are carried out to engage students in understanding these complex dynamics of leadership.

### AIBM 313. TRIBAL ECONOMIC DEVELOPMENT. 4 Credits.

**Pre-requisites:** AIBM 311 and AIBM 312.

This course provides an understanding of tribal economic development for tribal governments and how it is carried out by planners, economic development specialists and tribal leaders.

### AIBM 314. BUSINESS COMMUNICATION. 4 Credits.

**Pre-requisites:** AIBM 311 and AIBM 312.

This course presents the fundamental concepts, themes and principles of business communications. Reviewing the similarities and differences of communicating with tribal and non-tribal entities and the importance of distinguishing between them. This includes differences and best practices of messaging between internal, external, and personal communications.

### AIBM 316. HUMAN RESOURCE ESSENTIALS. 4 Credits.

**Pre-requisites:** AIBM 311 and AIBM 312.

This course reviews key human resource management issues facing managers and employees in Native American enterprises, with the intention of enhancing long-term human performance. Additionally, examining jurisdictional authority specific to sovereign Native American enterprises, as well as similarities and differences in U. S. labor law and Tribal Employment Rights (TERO).

### AIBM 320. TRIBAL MARKETING. 4 Credits.

**Pre-requisites:** AIBM 311.

This course provides a broad introduction to marketing concepts, the various factors that influence marketing management, and the role of marketing in successfully running a business. Special emphasis is placed on key issues facing managers and employees in Native American enterprises.

### AIBM 330. ACCOUNTING FOR TRIBAL ENTITIES. 4 Credits.

**Pre-requisites:** AIBM 311.

This course covers the concepts, principles and procedures used in the accounting and financial reporting for tribal governments and enterprises. An emphasis on legal and contractual compliance is an important part of this course.

### AIBM 331. PERSONAL AND SMALL BUSINESS FINANCE. 4 Credits.

**Pre-requisites:** AIBM 311 and AIBM 312.

This course provides an overview of the consumer and their need for informed personal financial decisions & judgments. Topics include money management and planning, budgeting, tax planning credit and borrowing, saving and investment, housing, taxes, and retirement and estate planning.

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## Business Administration Courses

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### BADM 502. FINANCE. 4 Credits.

**Notes:** this MBA foundation course, a prerequisite to all MBA finance courses, does not count toward the required MBA degree credits.

**Pre-requisites:** admission to the MBA program or permission of the School of Business Director of Graduate Programs.

This accelerated course deals with the application of basic theory and analytical techniques to financial decision making. Topics include time value of money, risk and return, capital management, cost of capital, option theory, capital structure decisions, dividend policy, and the market for corporate control.

### BADM 503. QUANTITATIVE ANALYSIS IN BUSINESS. 4 Credits.

**Notes:** this MBA foundation course, a prerequisite to all MBA quantitative analysis courses, does not count toward the required MBA degree credits.

**Pre-requisites:** admission to the MBA program or permission of the School of Business Director of Graduate Programs.

An accelerated course in descriptive and inferential statistics, including basic regression analysis, chi-square analysis and quality control methodology.

### BADM 505. ESSENTIALS OF ACCOUNTING. 4 Credits.

**Notes:** this MBA foundation course, a prerequisite to all MBA accounting courses, does not count toward the required MBA degree credits.

**Pre-requisites:** admission to the MBA program or permission of the School of Business Director of Graduate Programs.

An accelerated course in understanding and using accounting information and accounting information systems in a business environment: includes coverage of both financial and managerial accounting information.

### BADM 508. ESSENTIALS OF OPERATIONS MANAGEMENT. 4 Credits.

**Pre-requisites:** admission to MBA Program or permission of the School of Business Director of Graduate Programs.

This course explores models and methods of production and service management. It provides a conceptual foundation and quantitative tools that can be applied to specific business problems. Topics may include, but are not limited to, process choice, product design, quality management, principles of supply chain management, facility planning, forecasting, inventory management and scheduling.

**BADM 511. MULTINATIONAL PEOPLE MANAGEMENT. 4 Credits.**

**Pre-requisites:** admission to the MBA program.

This course analyzes the human resource issues that exist in an international business environment. It examines diversity and cultural values existing among home country, host country, and “corporate cultures”. Main topics include the importance and management of international business, cultural and behavioral issues, human resource management/labor relations, and strategic decisions. Emphasis will be on the management of international assignments including: staffing, training, and development.

**BADM 520. DATA DRIVEN DECISION MAKING. 4 Credits.**

**Pre-requisites:** successful completion of BADM 503 or approved equivalency and admission to the MBA program or permission of the School of Business Director of Graduate Programs.

A career in management is likely to involve decision making based on data. It is important to be able to organize and use data appropriately and intelligently to make decisions. This course provides an understanding of the statistical and data analysis tools that are necessary in managerial decision making. It should make you aware of how data analysis tools can be used and misused within an organization.

**BADM 530. CORPORATE FINANCE. 4 Credits.**

**Pre-requisites:** successful completion of BADM 502 or approved equivalency and admission to the MBA program or permission of the School of Business Director of Graduate Programs.

This course covers an analysis of valuation issues and project analysis as well as the relationship between risk, capital structure, cost of capital and dividend policy. It examines contemporary issues and problems confronting financial managers.

**BADM 531. FINANCIAL STATEMENT ANALYSIS. 4 Credits.**

**Notes:** it is strongly recommended that BADM 530 be taken before BADM 531.

**Pre-requisites:** successful completion of BADM 502 or approved equivalency and admission to the MBA program or permission of the School of Business Director of Graduate Programs.

This course prepares students to read, interpret and analyze financial statements. The course integrates various concepts and different procedures to provide both financial and accounting set of important analytical tools including abilities to read, interpret and compare financial statements, understand cash flow, different accounts on companies’ balance sheet and income statements, basic profitability and risk analysis issues.

**BADM 532. INTERNATIONAL FINANCIAL MANAGEMENT. 4 Credits.**

**Notes:** it is strongly recommended that BADM 530 be taken before BADM 532.

**Pre-requisites:** successful completion of BADM 502 or approved equivalency and admission to the MBA program or permission of the School of Business Director of Graduate Programs.

Surveys the important aspects of financial management in the international arena, including international financial markets, exchange rate determination, exchange rate and country risks, risk hedging and financial management in international organizations.

**BADM 533. INTERNATIONAL INVESTMENTS. 4 Credits.**

**Notes:** it is strongly recommended that BADM 530 be taken before BADM 533.

**Pre-requisites:** successful completion of BADM 502 or approved equivalency and admission to the MBA program or permission of the School of Business Director of Graduate Programs.

This course examines foreign exchange rates and relationships, international asset pricing, differences in equity markets, analysis of equity and debt securities, global investing and diversification. It includes equity analysis and portfolio management.

**BADM 534. INVESTMENTS. 4 Credits.**

**Notes:** it is strongly recommended that BADM 530 be taken before BADM 534.

**Pre-requisites:** successful completion of BADM 502 or approved equivalency and admission to the MBA program or permission of the School of Business Director of Graduate Programs.

This course examines basic securities analysis and valuation, investor objectives, the relationship between risk and return, sources of relevant information and portfolio theory. Practical application and current events will be emphasized.

**BADM 536. FINANCIAL MARKETS AND INSTITUTIONS. 4 Credits.**

**Notes:** it is strongly recommended that BADM 530 be taken before BADM 536.

**Pre-requisites:** successful completion of BADM 502 or approved equivalency and admission to the MBA program or permission of the School of Business Director of Graduate Programs.

This course covers cases, computer simulations, spreadsheets (Excel) and other analytical methods applied to issues and problems in financial markets. The course discusses the various types of financial markets, the financial instruments traded in these markets and the institutions that serve them, interest rate determination and term structure and the role of central banks.

**BADM 539. SPECIAL TOPICS. 4 Credits.**

**Notes:** for some BADM 539 offerings, a prerequisite may be required.

**Pre-requisites:** admission to MBA Program or permission of the School of Business Director of Graduate Programs.

Electives are designed to (1) help students enhance functional business skills by providing an in-depth study of a selected topic from a business core area and (2) expose students to a variety of environments in which business decision making skills are applied, such as international or not-for-profit organizations and/or specific industries, such as health care or service industries.

**BADM 540. MARKETING MANAGEMENT. 4 Credits.**

**Pre-requisites:** admission to MBA Program or permission of the School of Business Director of Graduate Programs.

This course is a study of both the theoretical and applied aspects of the marketing process. It covers the elements of successful marketing strategies, marketing decision-making and the impact of marketing on business.

**BADM 541. MANAGERIAL COMMUNICATIONS. 4 Credits.**

**Pre-requisites:** admission to MBA Program or permission of the School of Business Director of Graduate Programs.

This course is designed to refine the student’s written, oral, and electronic communications skills as applied to the managerial environment within the organization.

**BADM 542. GLOBAL MARKETING. 4 Credits.**

**Pre-requisites:** admission to MBA Program or permission of the School of Business Director of Graduate Programs.

Analysis of economic, cultural, political and competitive factors affecting firms in global markets. Examining the role of global marketing planning and strategy in overall firm growth and survival. And study of marketing in major trading blocs and developing markets. And study of marketing in major trading blocs and developing markets.

**BADM 552. LEADERSHIP AND ETHICS. 4 Credits.**

**Pre-requisites:** admission to MBA Program or permission of the School of Business Director of Graduate Programs.

This course inquires as to leaders and leadership from a perspective of ethics. It asks the student to think about principled leadership through three complex lenses: personal character, accountability, and pragmatism (ethical action in an uncertain, competitive, and imperfect world). Each of these lenses reflects traditions in moral philosophy and each emphasizes fundamental aspects of leaders' responsibilities.

**BADM 555. STRATEGIC OPERATIONS. 4 Credits.**

**Pre-requisites:** admission to MBA program or permission of the School of Business Director of Graduate Programs.

This course is a study of business operations practice - including production technology transfer, cause-and-effect for operations problems, operations strategies and action plans - and their applications to managerial decision making.

**BADM 557. ADVANCED COST ACCOUNTING FOR MBA STUDENTS. 4 Credits.**

**Pre-requisites:** successful completion of BADM 505 or approved equivalency and admission to the MBA program or permission of the School of Business Director of Graduate Programs.

The course is designed to extend and apply the knowledge base in cost accounting and provide a further understanding of managerial accounting issues in planning, organizing and controlling organizational activities. Topics include analyzing and managing costs, developing cost systems that facilitate decision-making, identifying opportunities for improving business process, and developing measures to assess performance. Focus is on cost control and profit analysis.

**BADM 560. ADVANCED ACCOUNTING FOR MANAGERS. 4 Credits.**

**Pre-requisites:** successful completion of BADM 505 or approved equivalency and admission to the MBA program or permission of the School of Business Director of Graduate Programs.

This course focuses on the use of accounting information and accounting information systems in business decision-making.

**BADM 564. E-COMMERCE. 4 Credits.**

**Pre-requisites:** admission to MBA Program or permission of the School of Business Director of Graduate Programs.

Electronic commerce includes not only selling/buying online but also much more broad activities, such as organizational internal processes supports, electronic collaboration among partners, distance learning, and virtual communities. This course explores how the landscape of E-Commerce is changing and evolving. It covers the important topics of E-Commerce, including selling and marketing online, businesses trading and collaborating with other businesses.

**BADM 568. INFORMATION SYSTEMS PROJECT MANAGEMENT. 4 Credits.**

**Pre-requisites:** admission to the MBA or Cybersecurity MS program.

Project management in modern organizations is a complex, team-based process that relies on the support of information technology. This course emphasizes five key focal areas: process focus, team focus, technology focus, global focus, and Project Management Body of Knowledge (from Project Management Institute, PMI) focus. This course provides the knowledge and skills necessary to successfully manage information systems projects in modern organizations.

**BADM 569. INTERNATIONAL FORENSIC ACCOUNTING. 4 Credits.**

**Pre-requisites:** ACCT 251, ACCT 252, BADM 505; admission to the MBA program or permission of the School of Business Director of Graduate Programs.

Forensic accounting occurs if financial wrongdoing is suspected. To resolve whether there has been crime versus error, additional scrutiny is needed. Managers need basic accounting, auditing, and qualitative analytical skills to participate in forensic investigations. Professionals must look beyond the numbers and consider the situation from many human perspectives. Managers with a background in forensic analysis will have an advantage in resolving problems facing their organization.

**BADM 570. INFORMATION TECHNOLOGY AND BUSINESS INTELLIGENCE. 4 Credits.**

**Notes:** offered through the Business Analytics Department.

**Pre-requisites:** admission to MBA Program or permission of the School of Business Director of Graduate Programs.

Managing and analyzing information is a critical skill for success in today's business environment. This course discusses IT management in organizations, including IT and business alignment, IT infrastructure, IT security, IT governance, IT service, IT project management, and IT ethics. This course also discusses database processing and business intelligence which provides a vital support to data-informed business decision making.

**BADM 574. ENTREPRENEURSHIP AND SMALL BUSINESS FINANCE. 4 Credits.**

**Pre-requisites:** admission to MBA program or permission of the School of Business Director of Graduate Programs.

This course is designed to assist students in understanding the stages of new venture development and how financing needs change with each stage. Students will learn to develop a financing plan consistent with the venture's business plan; to make appropriate financing choices; and to develop strategies to harvest the business.

**BADM 577. ENTREPRENEURSHIP. 4 Credits.**

**Pre-requisites:** admission to MBA Program or permission of the School of Business Director of Graduate Programs.

This course is designed to provide the student a rigorous experience in not only learning about global entrepreneurship, but also in developing a business plan for either their own existing firm or a start-up opportunity. While not a capstone course it does require the student to utilize previously learned information that can be incorporated in the business plan. Verbal and oral communication, as well as Internet based communication and searching, are of import in this course.

**BADM 580. INTERNATIONAL BUSINESS ENVIRONMENTS. 4 Credits.**

**Pre-requisites:** admission to MBA Program or permission of the School of Business Director of Graduate Programs.

This course provides an overview of the roles of business in the global economic, political, social and other environments in which businesses operate.

**BADM 582. BUSINESS INTELLIGENCE FOR MANAGERS. 4 Credits.**

**Pre-requisites:** admission to the MBA program or permission of the School of Business Director of Graduate Programs.

This course discusses data processing and business intelligence which provides a vital support to data-informed business decision making.

**BADM 584. DATA VISUALIZATION FOR MANAGERS. 4 Credits.**

**Pre-requisites:** admission to the MBA program or permission of the School of Business Director of Graduate Programs.

Data visualization helps people understand the information within data by placing it in a visual context. As statistical results are often communicated poorly in the media, in scientific journals, and in business, this course examines methods used in the presentation of these results to non-statistically oriented audiences. A variety of software packages are used to develop appropriate data visualizations. Non-technical writing and presentation skills are emphasized.

**BADM 586. BUSINESS FORECASTING FOR MANAGERS. 4 Credits.**

**Pre-requisites:** BADM 503; admission to the MBA program or permission of the School of Business Director of Graduate Programs.

This course focuses on the statistical techniques that are fundamental to preparing forecasts useful in guiding managerial decision making in organizational business cycles. Instruction also focuses on exploring time series characteristics as well as identifying and analyzing the components underlying a time series.

**BADM 588. MACHINE LEARNING AND ARTIFICIAL INTELLIGENCE FOR BUSINESS. 4 Credits.**

**Pre-requisites:** admission to the MBA program or permission of the School of Business Director of Graduate Programs.

This course discusses machine learning and artificial intelligence for business. Popular machine learning algorithms and artificial intelligence applications are covered.

**BADM 590. MBA CAPSTONE. 4 Credits.**

**Notes:** must be taken in the last or second-to-last quarter of the MBA program.

**Pre-requisites:** permission of the School of Business Director of Graduate Programs and completion of all other core courses.

This capstone course requires students to use knowledge from all previous coursework to analyze, evaluate, and solve complex organizational problems in case study, simulation or projects formats. It builds on that knowledge to develop strategic thinking about organizations and their environments in conditions of uncertainty.

**BADM 595. INTERNSHIP. 1-4 Credits.**

**Pre-requisites:** admission to MBA program or permission of the School of Business Director of Graduate Programs.  
Internship.

**BADM 596. EXPERIMENTAL COURSE. 1-4 Credits.**

**Pre-requisites:** admission to MBA program or permission of the School of Business Director of Graduate Programs.  
Experimental.

**BADM 598. GRADUATE SEMINAR. 1-4 Credits.**

**Pre-requisites:** admission to MBA program or permission of the School of Business Director of Graduate Programs.  
Graduate seminar.

**BADM 599. INDEPENDENT STUDY. 1-4 Credits.**

**Pre-requisites:** permission of the instructor, department chair and college dean.  
Independent study.

## Decision Science Courses

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**DSCI 245. BUSINESS STATISTICS 1. 4 Credits.**

**Pre-requisites:** one of the following: MATH 142, MATH 161, HONS 161 or MATH 200 with a grade  $\geq$ C.

An introduction to decision making in the business environment using statistical and data analysis procedures. Computer software is used extensively. Written communication skills are emphasized as a means to incorporate analysis results into the decision making process. Topical coverage includes discrete and continuous probability distributions, sampling distributions, estimation and hypothesis testing.

**DSCI 297. WORKSHOP, SHORT COURSE, CONFERENCE, SEMINAR. 1-5 Credits.****DSCI 299. DIRECTED STUDY. 1-15 Credits.****DSCI 346. BUSINESS STATISTICS 2. 4 Credits.**

**Pre-requisites:** DSCI 245 and one of the following: MATH 142, MATH 161, HONS 161, (MATH 200 with a grade  $\geq$ C) or permission of the instructor. This course offers an in-depth study of decision making in the business environment using statistical and data analysis procedures. Statistical methods used in decision making include chi-square tests, analysis of variance, correlation, simple and multiple regression, time series analysis, and forecasting. Computer software is used extensively for both analysis and presentation. Case studies or projects are used to integrate statistical methods with problem solving and communication skills.

**DSCI 352. MIXED RESEARCH METHODS, SECURITY AND ETHICS FOR ANALYTICS. 4 Credits.**

**Pre-requisites:** DSCI 245 or permission of the instructor.

This course introduces mixed methods research, specifically concentrating on the intersection of qualitative and quantitative data in a single research project. Research ethics as applied in the real world are of particular interest, with specific focus on the Family Educational Rights and Privacy Act (FERPA) and the Health Insurance Portability and Accountability Act (HIPAA).

**DSCI 353. DATA MANAGEMENT, CLEANING AND IMPUTATION. 4 Credits.**

**Pre-requisites:** DSCI 245 or permission of the instructor.

This course introduces applied data mining skills, that is location of errors and inconsistencies in data sets, missing value management and the impact of these methods of data analytic methods, and data transformations used to meet model assumptions for appropriate data analytic methods.

**DSCI 399. DIRECTED STUDY. 1-5 Credits.**

**Pre-requisites:** permission of the instructor, department chair and college dean.

**DSCI 445. OPTIMIZATION VIA MANAGEMENT SCIENCE. 4 Credits.**

**Pre-requisites:** DSCI 346 or permission of the instructor.

Business analytics is a hybrid of information systems, applied statistics, management science, data analysis, operations research, consumer behavior, risk management, and decision support. The focus of this particular course is the optimization of spreadsheet decision models in a business environment. Topics may include linear programming, network modeling, goal programming, nonlinear programming, regression, data mining, forecasting, simulation, queuing theory and decision analysis.

**DSCI 446. BUSINESS FORECASTING. 4 Credits.****Pre-requisites:** DSCI 346 or permission of the instructor.

Integrates several forecasting models with applications to managerial techniques. Topics include regression, multiple regression, time series analysis, autocorrelation, econometric models, exponential smoothing, autoregressive models, adaptive filtering, Box Jenkins methods, and survey techniques. The computer is employed to develop meaningful forecasts for management.

**DSCI 447. DESIGN OF EXPERIMENTS. 4 Credits.****Pre-requisites:** DSCI 346 or permission of the instructor.

An in-depth study of quantitative business analysis techniques in a variety of organizational environments. Emphasizes the use of the computer and a discussion of quality in the organizational setting.

**DSCI 448. BUSINESS SIMULATION. 4 Credits.****Pre-requisites:** DSCI 346 or permission of the instructor.

An examination of probabilistic models in decision science, with emphasis on discrete event simulation.

**DSCI 449. MULTIVARIATE DATA ANALYSIS. 4 Credits.****Pre-requisites:** DSCI 346 or permission of the instructor.

Examines the concepts and principles of the various statistical methods used in the analysis of multiple simultaneous measurements on the subjects under investigation. Multivariate data analysis methods are used in fields such as business, engineering, education, data mining and many others. Software is heavily used to support the studies in this course.

**DSCI 450. DATA VISUALIZATION. 4 Credits.****Pre-requisites:** DSCI 346 or permission of the instructor.

Data visualization helps people understand the information within data by placing it in a visual context. As statistical results are often communicated poorly in the media, in scientific journals and in business, this course examines methods used in the presentation of these results to non-statistically oriented audiences. A variety of software packages are used to develop appropriate data visualizations. Non-technical writing and presentation skills are emphasized.

**DSCI 481. ML-DATA SCIENCE FUNDAMENTALS. 4 Credits.****Pre-requisites:** DSCI 353, MISC 373 and MATH 142 (MATH 161 preferred) or permission of the instructor.

Focuses on enhancing skills in data exploration, data queries, data analysis, data ethics and data visualization.

**DSCI 483. ML-APPLIED DATA SCIENCE. 4 Credits.****Pre-requisites:** DSCI 481.

Focuses on programming languages for manipulating and wrangling data and then developing applied skill in structured and unstructured machine learning.

**DSCI 489. SENIOR PROJECT. 4 Credits.****Pre-requisites:** declared major in Business Systems and Analytics, and DSCI 450 and MISC 485 (may be taken concurrently).

Provides students with the opportunity to experience real-world scenarios in which direction in vague and stakes are similar to those experienced by professionals.

**DSCI 490. ANALYTICS SENIOR CAPSTONE. 4 Credits.****Notes:** to be taken in the final quarter of instruction.**Pre-requisites:** DSCI 450; MISC 485, may be taken concurrently; and a declared Analytics Major.**Satisfies:** a university graduation requirement—senior capstone.

Provides students the opportunity to experience real-world scenarios in which direction is vague and stakes are similar to those experienced by professionals. BS in Data Analytics sections also have components to complete in Microsoft Learn and Microsoft Role-Based certifications.

**DSCI 495. PROFESSIONAL INTERNSHIP. 1-15 Credits.****DSCI 498. SEMINAR. 1-15 Credits.****DSCI 499. DIRECTED STUDY. 1-5 Credits.****Pre-requisites:** permission of the instructor, department chair and college dean.

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## Entrepreneurship Courses

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**ENTP 311. ENTREPRENEURIAL BEHAVIOR AND THINKING. 4 Credits.****Pre-requisites:** ENGL 201, MTHD 104 or equivalent, and sophomore standing.

The foundation course in entrepreneurship, this class introduces entrepreneurship as an approach to life and one's career. It examines the nature of entrepreneurship and the entrepreneur, and explores the role of entrepreneurship in society. The key focus is on entrepreneurship as a process anyone can master. An overview of factors that are key to entrepreneurial success and how to approach these issues is provided. Students in this course will also begin developing their portfolio.

**ENTP 387. BUSINESS STARTUP RESEARCH. 4 Credits.****Pre-requisites:** ENGL 201, MTHD 104 or equivalent, and sophomore standing.

Develop and practice three important research tools that allow entrepreneurs to discover, develop, and test their ideas for new ventures.

**ENTP 388. THE ENTREPRENEURIAL EXPERIENCE. 4 Credits.****Pre-requisites:** ENGL 201, MTHD 104 or equivalent, and sophomore standing.

Analyze and discuss businesses cases about real startups.

**ENTP 389. BUSINESS FEASIBILITY: PLAN AND PITCH. 4 Credits.****Pre-requisites:** ENGL 201, MTHD 104 or equivalent, and sophomore standing.

Learn to conduct feasibility analysis, write a short-form business plan, create and deliver an investment pitch.

**ENTP 399. DIRECTED STUDY. 1-5 Credits.**

Directed Study.

**ENTP 411. FINDING AND EVALUATING OPPORTUNITIES. 4 Credits.****Pre-requisites:** junior standing.

Learn and practice skills that enhance the entrepreneur's chances of successful startup. This course examines the startup process from the perspective social skills needed by successful entrepreneurs. Students will learn about and practice telling great stories about a business, giving a powerful pitch, developing and communicating the value proposition of the business, and the process of conducting effective customer insight interviews.

**ENTP 412. BUSINESS MODEL DESIGN. 4 Credits.****Pre-requisites:** junior standing.

The business model is the engine that drives startup success. This course explores business model design and validation, while exploring ways to test the business model without spending unnecessary time, money and other resources. Additionally, this course will explore approaches that help prospective entrepreneurs dial in their business model rapidly while reducing startup risk and anxiety. This course will continue to build the student's Entrepreneurial Experience Portfolio.

**ENTP 433. LEADERSHIP, INNOVATION AND SUSTAINABILITY. 5 Credits.****Cross-listed:** CMST 433.**Notes:** competent writing is necessary.**Pre-requisites:** junior standing.

In this class we focus on both culture and technique that help organizations: stay on the cutting edge; plan and forecast to remain sustainable and viable; create an organizational culture that fosters optimum motivation; utilize personal creativity in the ideation process and nurture ideas.

**ENTP 438. ENTREPRENEURIAL AND SMALL BUSINESS FINANCE. 4 Credits.****Cross-listed:** FINC 438.**Pre-requisites:** junior standing.

Cases, computer simulations, spreadsheets (Excel) and other analytical methods will be applied to issues in entrepreneurial finance. Specific topics will include sources and sequencing of financing as the business develops, assessing and forecasting financial needs and managing short and long-term capital, valuing the business from the entrepreneur's viewpoint as well as the investors' viewpoint. Students will examine venture capital markets, financing alternatives and harvesting the business.

**ENTP 466. PUBLIC RELATIONS IN BUSINESS AND FOR ENTREPRENEURSHIP. 5 Credits.****Cross-listed:** CMST 466.**Pre-requisites:** junior standing.

This course is designed to help students and industry professionals gain valuable PR, marketing, branding and social media skills necessary for successfully launching and expanding businesses and entrepreneurial start-up companies. Students will learn the art and craft of public relations through the examination of real-world case studies and the development of strategic PR materials.

**ENTP 487. DIGITAL ENTREPRENEURSHIP. 4 Credits.****Cross-listed:** MISC 487.**Pre-requisites:** MISC 311.

This course explores how e-commerce is emerging and evolving. Students learn those from aspects of entrepreneurship with cutting edge information technologies in the experiential learning setting.

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## Finance Courses

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**FINC 196. EXPERIMENTAL COURSE. 1-5 Credits.****FINC 200. PERSONAL FINANCE: PHILOSOPHY AND PRACTICE. 4 Credits.**

Deals with the management of individual financial affairs on both a practical and a philosophical level. Covers a number of topics, such as the relationship between money and success, money and power, the meaning of poverty, the illusion of value, budgeting, tax planning, credit, real estate, major purchases, cash management, insurance, investments and retirement planning.

**FINC 296. EXPERIMENTAL COURSE. 1-5 Credits.****FINC 299. DIRECTED STUDY. 1-15 Credits.****FINC 335. FINANCIAL MANAGEMENT. 4 Credits.****Pre-requisites:** (MATH 142, MATH 161 or MATH 200) and DSCI 245 and ACCT 251 and (either ECON 200 or ECON 201).

This course covers the application of basic theory and analytical techniques to financial decision making. It discusses the time value of money and capital budgeting, as well as capital structure and risk return trade off as they relate to the cost of capital, securities valuation and capital budgeting.

**FINC 395. PROFESSIONAL INTERNSHIP. 1-15 Credits.****FINC 398. SEMINAR. 1-5 Credits.****FINC 399. DIRECTED STUDY. 1-5 Credits.****Pre-requisites:** permission of the instructor, department chair and college dean.**FINC 431. INVESTMENTS. 4 Credits.****Pre-requisites:** FINC 335.

Examines principles of investments valuation; objectives and risks involved; sources of relevant information. Security analysis and investment timing in a portfolio management framework.

**FINC 432. RISK MANAGEMENT. 4 Credits.****Pre-requisites:** FINC 434.

This course examines risks faced by the economy and businesses. Discussions include the principles of risk and risk management methods.

**FINC 433. SECURITIES ANALYSIS. 4 Credits.****Pre-requisites:** FINC 431.

This course examines the data and techniques used to evaluate equity securities for investment purposes. Both the fundamental and technical approaches to analysis and evaluation are covered in depth. A complete analysis of a currently traded security is required.

**FINC 434. FINANCIAL DERIVATIVES. 4 Credits.****Pre-requisites:** FINC 335

Provides an in-depth background to various financial derivatives including futures, options, swaps, securitized securities, and collateralized mortgage obligations. Discusses concepts related to the operation of financial derivatives including marketing to market and clearing corporations.

**FINC 435. CAPITAL BUDGETING AND LONG-TERM FINANCING. 4 Credits.****Pre-requisites:** FINC 335.

Provides in-depth background and skill development for capital budgeting and long-term financial decision-making. Emphasis on discounted cash flow analysis using computer spreadsheets. Discusses capital structure, dividend policy, cost of capital, and risk analysis. Also covers long-term financing issues of a business or corporation. Uses cases, computer simulations and other analytical techniques.



**FINC 436. SHORT-TERM FINANCIAL MANAGEMENT. 2 Credits.****Pre-requisites:** FINC 335.

Provides necessary background and skill development to understand and analyze short-term financing issues. Topics include financial liquidity, working capital management, cash forecasting, cash budgeting and short-term investing and financing. Cases, spreadsheets and other methods are used extensively.

**FINC 438. ENTREPRENEURIAL AND SMALL BUSINESS FINANCE. 4 Credits.****Cross-listed:** ENTP 438.**Pre-requisites:** junior standing.

Cases, computer simulations, spreadsheets (Excel) and other analytical methods will be applied to issues in entrepreneurial finance. Specific topics will include sources and sequencing of financing as the business develops, assessing and forecasting financial needs and managing short and long-term capital, valuing the business from the entrepreneur's viewpoint as well as the investors' viewpoint. Students will examine venture capital markets, financing alternatives and harvesting the business.

**FINC 439. CURRENT TOPICS IN FINANCE. 4 Credits.****Notes:** may be repeated for credit if topics differ.**Pre-requisites:** FINC 435.

Individual reports, team projects, team presentations and class discussion are used to examine current issues and problems in finance, business and the global economy.

**FINC 441. PORTFOLIO MANAGEMENT I. 4 Credits.****Pre-requisites:** FINC 335.

This course will cover the development of an investment portfolio objective for a hypothetical investor, collection of relevant investment data, and construction of an appropriate portfolio from capital market expectations using several available asset classes.

**FINC 442. PORTFOLIO MANAGEMENT II. 4 Credits.****Pre-requisites:** FINC 335.

This course will cover the development of an investment portfolio objective for a hypothetical investor, collection of relevant investment data, and construction of an appropriate portfolio from capital market expectations using several available asset classes. Students learn how to incorporate risk tolerance, the ability to bear risk, the determination of return objectives consistent with risk, the investor time horizon and unique investor circumstances into the investment policy statement.

**FINC 474. INTERNATIONAL FINANCE MANAGEMENT. 4 Credits.****Cross-listed:** IBUS 474.**Pre-requisites:** FINC 335.

This course discusses financial management in the international arena.

**FINC 495. PROFESSIONAL INTERNSHIP. 1-5 Credits.****Notes:** graded Pass/Fail.**Pre-requisites:** permission of the instructor, department chair and college dean.**FINC 496. EXPERIMENTAL COURSE. 1-15 Credits.****FINC 498. SEMINAR. 1-5 Credits.****FINC 499. DIRECTED STUDY. 1-5 Credits.****Pre-requisites:** permission of the instructor, department chair and college dean.**HUMR 298. SEMINAR. 1-5 Credits.****HUMR 299. DIR STUDY. 1-15 Credits.****HUMR 328. HUMAN RESOURCE MANAGEMENT. 4 Credits.****Pre-requisites:** ACCT 251 or junior standing.

Human resource management (HRM) is an ongoing process consisting of various critical functions including human resource planning, recruitment, selection, training and development, job analysis, performance appraisal, compensation and health and safety. These functions and their interdependence are discussed. Various external forces that constrain managerial decision-making are also explored including HRM relevant laws and regulations, workplace diversity and multiculturalism.

**HUMR 395. INTERNSHIP. 1-10 Credits.****HUMR 399. DIR STUDY. 1-15 Credits.****HUMR 421. STAFFING AND RECRUITMENT. 4 Credits.****Pre-requisites:** HUMR 328.

This course focuses on theoretical concepts and models as well as practical tools and techniques that enable an organization to acquire, deploy, and retain talented employees that will enhance the competitive advantage of the company. Topics covered in this course include staffing models and strategy, planning, sourcing, job analysis, recruitment, selection, deployment, and retention as well as the laws, regulation, and other legal requirements governing the staffing decisions.

**HUMR 422. TRAINING AND DEVELOPMENT. 4 Credits.****Pre-requisites:** HUMR 328.

The course explores the theories of employee training and development management as well as the practical application of these theories in today's organizations. This course reviews the strategic context of training and development, covers the fundamentals of designing training programs and training methods, and explores the role of employee training and development in helping companies increase their social responsibility.

**HUMR 425. BUSINESS COMPUTER APPLICATIONS FOR HUMAN RESOURCE MANAGEMENT. 4 Credits.****Pre-requisites:** HUMR 427.

This course provides the opportunity to gain broadly applicable Microsoft Office application skills most frequently used in the human resources management profession. In addition, utilizing HR-specific applications (e.g., ADP), this course provides a practical learning experience of different aspects of HR operations.

**HUMR 426. EMPLOYMENT LAW AND LABOR RELATIONS. 4 Credits.****Pre-requisites:** HUMR 328.

This course examines employment law and the contemporary system of labor relations in the United States. It explores the history, regulation, and the structures of collective bargaining and focuses on contemporary issues in collective bargaining and labor relations.

**HUMR 427. COMPENSATION, BENEFITS AND PERFORMANCE MANAGEMENT. 4 Credits.****Pre-requisites:** HUMR 328.

Part I consists of an analysis of the theoretical concepts, practical techniques, and criteria commonly recognized in the development and control of various compensation models. Part II is the application (field study) of selected concepts, techniques, and criteria considered appropriate for the solutions to local work place compensation problems.

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## Human Resource Management Courses

**HUMR 429. CURRENT ISSUES IN HUMAN RESOURCE MANAGEMENT. 4 Credits.****Pre-requisites:** HUMR 328.

Analyses of selected major problems confronted in human resource management.

**HUMR 495. PROFESSIONAL INTERNSHIP. 1-5 Credits.****Pre-requisites:** permission of the instructor, department chair and college dean.**HUMR 498. SEMINAR. 1-5 Credits.****HUMR 499. DIRECTED STUDY. 1-5 Credits.****Pre-requisites:** permission of the instructor, department chair and college dean.

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## International Business Courses

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**IBUS 470. INTERNATIONAL BUSINESS. 4 Credits.****Cross-listed:** MGMT 470.**Pre-requisites:** junior standing.**Satisfies:** a university graduation requirement—global studies.

Analysis of the impact of international business variables on global organizations and the impact of these organization characteristics on the societies in which they operate.

**IBUS 471. INTERNATIONAL MANAGEMENT. 4 Credits.****Cross-listed:** MGMT 471.**Pre-requisites:** junior standing.**Satisfies:** a university graduation requirement—global studies.

An examination of management and human resources functions in organizations that operate in international environments, and their applications for practicing managers.

**IBUS 472. GLOBAL MARKETING MANAGEMENT. 4 Credits.****Cross-listed:** MKTG 472.**Pre-requisites:** IBUS 470/MGMT 470 or MKTG 310.

A practical approach to understanding the implications to marketing functions that result from competing in a global marketplace. Marketing function differences and similarities are explored across national borders and cultures.

**IBUS 474. INTERNATIONAL FINANCIAL MANAGEMENT. 4 Credits.****Cross-listed:** FINC 474.**Pre-requisites:** FINC 335.

This course discusses financial management in the international arena.

**IBUS 495. PROFESSIONAL INTERNSHIP-INTERNATIONAL BUSINESS. 1-15 Credits.****Notes:** graded Pass/Fail.**Pre-requisites:** permission of the instructor, department chair and college dean.**IBUS 498. SEMINAR. 1-5 Credits.****MGMT 120. THE WORLD OF BUSINESS. 5 Credits.****Notes:** not open to upper-division business administration majors. Surveys the basic roles and functions performed by business firms in modern free enterprise societies.**MGMT 197. WORKSHOP, SHORT COURSE, CONFERENCE, SEMINAR. 1-5 Credits.****MGMT 295. PRE-PROFESSIONAL INTERNSHIP. 1-10 Credits.****MGMT 296. EXPERIMENTAL COURSE. 1-5 Credits.****MGMT 299. DIRECTED STUDY. 1-15 Credits.****MGMT 326. ORGANIZATION THEORY AND BEHAVIOR. 4 Credits.****Pre-requisites:** ACCT 251, ECON 200 or ECON 201; or junior standing. Explores the nature of human behavior in organizations as well as the structural effects of change. Application to the management of human resources is provided. A conceptual foundation is applied to practical situations throughout the course.**MGMT 395. INTERNSHIP. 1-15 Credits.****MGMT 396. EXPERIMENTAL COURSE. 1-5 Credits.****MGMT 397. WORKSHOP, SHORT COURSE, CONFERENCE, SEMINAR. 1-5 Credits.****MGMT 398. SEMINAR. 1-5 Credits.****MGMT 399. DIRECTED STUDY. 1-5 Credits.****Pre-requisites:** permission of the instructor, department chair and college dean.**MGMT 423. BUSINESS AND SOCIETY. 4 Credits.****Pre-requisites:** MGMT 326, senior standing.

Study of the interrelations between business and its external environment, focusing on the social, political and legal interactions. Review of critical managerial issues from historical, theoretical and ethical perspectives and their impact on organizations.

**MGMT 470. INTERNATIONAL BUSINESS. 4 Credits.****Cross-listed:** IBUS 470.**Pre-requisites:** junior standing.**Satisfies:** a university graduation requirement—global studies.

Analysis of the impact of international business variables on global organizations and the impact of these organization characteristics on the societies in which they operate.

**MGMT 471. INTERNATIONAL MANAGEMENT. 4 Credits.****Cross-listed:** IBUS 471.**Pre-requisites:** junior standing.**Satisfies:** a university graduation requirement—global studies.

An examination of management and human resources functions in organizations that operate in international environments, and their applications for practicing managers.

**MGMT 480. ORGANIZATIONAL LEADERSHIP. 4 Credits.****Pre-requisites:** MGMT 326.

This seminar examines the various leadership styles in organizations. Students investigate and develop leadership profiles of past, present and future leaders. Project teams develop a video profile and case of a specific organization.

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## Management Courses

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**MGMT 490. DEPARTMENT SENIOR CAPSTONE. 4 Credits.**

**Pre-requisites:** ACCT 252; DSCI 346; ENGL 201; FINC 335; MGMT 326; MISC 311; MKTG 310; OPSM 330.

**Satisfies:** a university graduation requirement—senior capstone.

This course provides a comprehensive and hands-on opportunity to demonstrate mastery of the knowledge, skills, and competencies acquired throughout BSB program. Includes integrating, applying, and synthesizing learning from various business disciplines such as accounting, finance, human resources, marketing, operations, and strategy. The course aims to enhance analytical and critical thinking, problem-solving, communication, and leadership skills.

**MGMT 495. PROFESSIONAL INTERNSHIP-MANAGEMENT. 1-15 Credits.**

**Notes:** graded Pass/Fail.

**Pre-requisites:** permission of the instructor, department chair and college dean.

**MGMT 496. EXPERIMENTAL COURSE. 1-5 Credits.****MGMT 497. WORKSHOP, SHORT COURSE, CONFERENCE, SEMINAR. 1-5 Credits.****MGMT 498. SEMINAR. 1-5 Credits.****MGMT 499. DIRECTED STUDY. 1-5 Credits.**

**Pre-requisites:** permission of the instructor, department chair and college dean.

**MGMT 599. DIRECTED STUDY. 1-15 Credits.****MGMT 601. RESEARCH REPORT. 1-15 Credits.****MGMT 695. INTERNSHIP. 1-5 Credits.**


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## Management Information System Courses

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**MISC 295. INTERNSHIP. 1-6 Credits.****MISC 298. SEMINAR. 1-5 Credits.****MISC 299. DIRECTED STUDY. 1-15 Credits.****MISC 311. INFORMATION TECHNOLOGY IN BUSINESS. 4 Credits.**

**Pre-requisites:** sophomore standing.

This course provides concepts of the alignment between rapidly changing Information Systems/Technology and business performance. Course content covers strategic, tactical, and operations level issues of Information Systems in organizations. Topics include business-driven information systems, decision-making support, e-business, ethics, security, infrastructure, and applications of commonly implemented spreadsheet modeling and database management systems to solve business problems.

**MISC 370. MULTIMEDIA PRODUCTION OF BUSINESS DOCUMENTS. 4 Credits.**

**Pre-requisites:** MISC 311, BUED major, or permission of the instructor. Learning advanced applications of word processing, presentation, and multimedia software to design formal and technical reports and presentations, correspondence, newsletters, brochures, forms, charts, and graphics. Emphasis is on problem-solving ability to convert raw data into acceptable form using the computer, the Internet, and additional multimedia.

**MISC 371. BUSINESS APPLICATIONS PROGRAM DESIGN. 4 Credits.**

**Pre-requisites:** MISC 311.

This course provides a thorough coverage of the program design and development process. The student will develop algorithmic solutions to a variety of business computer applications using a number of logic tools for programming and documentation. A high level programming language is used to illustrate the logic and structure of common business applications.

**MISC 372. DATA COMMUNICATION AND NETWORK FUNDAMENTALS. 4 Credits.**

**Pre-requisites:** MISC 311.

This course is a general introduction to current technology for local area networks (LAN), wide area networks (WAN) and the Internet.

**MISC 373. BUSINESS DATABASE APPLICATIONS. 4 Credits.**

**Pre-requisites:** MISC 311.

This course provides an in-depth study of theory and applications of databases. Emphasis is on the design of flexible databases to meet business information requirements. Topics include database concepts, data modeling, data dictionary, database models, database design, data integrity and managerial considerations.

**MISC 374. SPREADSHEET MODELING FOR BUSINESS APPLICATIONS. 4 Credits.**

**Pre-requisites:** MISC 311 or CSCD 211 or permission of the instructor.

This course will explore advanced tools in Spreadsheet Modeling, including Pivot Tables, Advanced Functions, What-Ifs, Scenarios, Databases, and Data Analysis. Students will develop Excel skills to solve business problems.

**MISC 375. EXPERT SYSTEMS APPLICATIONS IN BUSINESS. 4 Credits.**

**Pre-requisites:** CSCD 211, MISC 311 or permission of the instructor.

Introduction to expert systems design and implementation. Topics covered include the study of existing successful applications, the techniques of knowledge representation, and a review of knowledge engineering methodologies and languages. Students build a model expert system using an expert system software package.

**MISC 395. COOP FIELDWORK. 1-15 Credits.****MISC 398. SEMINAR. 1-5 Credits.****MISC 399. DIRECTED STUDY. 1-5 Credits.**

**Pre-requisites:** permission of the instructor, department chair and college dean.

**MISC 481. SYSTEMS ANALYSIS AND DESIGN. 4 Credits.**

**Pre-requisites:** MISC 373 or CSCD 327.

This course involves the analysis and design of business systems. It includes the structure and life cycle of systems. The methodology of systems studies and the use of computer aided software engineering (CASE) tools are emphasized. Systems studies are undertaken utilizing cases and actual business systems projects.

**MISC 482. SYSTEMS PROJECT AND PROJECT MANAGEMENT. 4 Credits.**

**Pre-requisites:** MISC 371 and MISC 481.

This course emphasizes solving an information systems problem using project management and information systems methodologies. Students will develop a computer information system through the use of CASE tools. Interactive and prototyping approaches to system development are investigated and employed. In addition, students will acquire additional knowledge in planning, managing and presenting a systems project

**MISC 485. ADVANCED DATABASE APPLICATIONS DEVELOPMENT. 4 Credits.****Pre-requisites:** MISC 373 or permission of the instructor.

This course is a continuation of business applications of databases. The course stresses application development through fourth generation programming techniques. The course is designed to take advantage of advanced capabilities in current database management systems. Emphasis is on the design and implementation of business database applications. Topics include data modeling, database design, database implementation, report design, form design, application design, security, backup and recovery and multi-user databases

**MISC 486. INFORMATION SECURITY MANAGEMENT. 4 Credits.****Pre-requisites:** MISC 311.

Provides an understanding of the information security vision and strategy set forth by executive management. Concepts and techniques from the management and organizational behavior disciplines are integrated in order to identify and propose solutions to the problems of information security administration. Domain specific issues such as HIPAA and SOX are addressed as appropriate.

**MISC 487. DIGITAL ENTREPRENEURSHIP. 4 Credits.****Cross-listed:** ENTP 487.**Pre-requisites:** MISC 311.

This course explores how e-commerce is emerging and evolving. Students learn those from aspects of entrepreneurship with cutting edge information technologies in the experiential learning setting.

**MISC 488. HEALTH INFORMATION TECHNOLOGY. 4 Credits.****Pre-requisites:** MISC 311.

This course acquaints students with current and emergent issues in the area of health and medical information technology from a regional, national and international perspective. The classroom format combines lecture and case-based work with hands-on work using a variety of current electronic medical record (EMR) and ancillary systems.

**MISC 495. INTERNSHIP. 1-15 Credits.****Pre-requisites:** permission of the instructor, department chair and college dean.**MISC 496. EXPERIMENTAL COURSE. 1-15 Credits.****MISC 497. WORKSHOP, SHORT COURSE, CONFERENCE, SEMINAR. 1-5 Credits.****MISC 498. SEMINAR. 1-5 Credits.****MISC 499. DIRECTED STUDY. 1-5 Credits.****Pre-requisites:** permission of the instructor, department chair and college dean.**MISC 595. INTERNSHIP. 1-15 Credits.****MKTG 395. PROFESSIONAL INTERNSHIP MARKETING. 1-15 Credits.****MKTG 399. DIRECTED STUDY. 1-5 Credits.****Pre-requisites:** permission of the instructor, department chair and college dean.**MKTG 400. BUYER BEHAVIOR. 4 Credits.****Pre-requisites:** MKTG 310.

Study of the buyer decision-making process, both consumer and industrial, for the purpose of planning and implementing successful marketing strategies. Includes an examination of both the internal psychological and external sociological factors influencing the decision-making process, and how these factors relate to strategic marketing decisions such as product development, segmentation, and positioning.

**MKTG 411. MARKETING RESEARCH. 4 Credits.****Pre-requisites:** MKTG 310 and DSCI 346.

A practical and theoretical approach to understanding and applying the procedures and methods used in collecting and analyzing market information for managerial decision-making. Topics include research design, data collection, sampling, questionnaire design, qualitative research methods, processing and interpreting data, and presentation of findings. An applied approach provides practical application of methods studied.

**MKTG 412. MARKETING MANAGEMENT. 4 Credits.****Pre-requisites:** MKTG 400 and MKTG 411.

An exploration of key marketing management variables such as buyer behavior, market segmentation and product positioning, product policy, pricing, distribution, promotion and market research in the contexts of strategy development, decision making, implementation and control.

**MKTG 413. INTEGRATED MARKETING COMMUNICATIONS. 4 Credits.****Pre-requisites:** MKTG 310.

A practical and theoretical approach to understanding communications theory and how advertising, sales promotion, public relations, and direct marketing are designed and used by organizations in communicating with various publics.

**MKTG 414. RETAIL MANAGEMENT. 4 Credits.****Pre-requisites:** MKTG 310.

A study of the strategies used by retailers as critical members of a supply chain. The relationships among store organization, human resource management, and the retail strategies used by various types of retail outlets are investigated. Merchandising policies (buying, selling, stock control and management), various control strategies, promotion, and public relations activities are also covered.

**MKTG 416. SALES FORCE MANAGEMENT. 4 Credits.****Pre-requisites:** MKTG 310.

This course covers the concepts and theories associated with planning, organizing, evaluating, controlling, and managing a professional sales force.

**MKTG 417. MARKETING ANALYSIS. 4 Credits.****Pre-requisites:** MKTG 412.

Strategical analysis of managerial marketing issues involving market trends, marketing research, product planning, distribution channels, pricing, promotion, social trends and the influence marketing strategy has on society.

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## Marketing Courses

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**MKTG 298. SEMINAR. 1-5 Credits.****MKTG 299. DIRECTED STUDY. 1-15 Credits.****MKTG 310. PRINCIPLES OF MARKETING. 4 Credits.****Pre-requisites:** ACCT 251, ECON 200 or ECON 201; or junior standing.

An introduction to marketing. The marketing mix: product offering, supply chain management, pricing, promotion, and introduction to buyer behavior.

**MKTG 419. BRAND AND PRODUCT MANAGEMENT. 4 Credits.****Pre-requisites:** MKTG 310 with a minimum grade  $\geq$ C.

This course covers concepts including the importance of brands and products to consumers and firms, brand equity and brand positioning, product management over the product life-cycle, the conduct of a brand audit, the design and implementation of branding strategies and the management of brand equity.

**MKTG 444. APPLIED PROMOTION. 4 Credits.****Pre-requisites:** MKTG 310.

This course involves students in the research, planning, implementation and evaluation of a promotional event for a local business or organization. A variety of marketing principles are applied in a hands-on real world experience.

**MKTG 472. GLOBAL MARKETING MANAGEMENT. 4 Credits.****Cross-listed:** IBUS 472.**Pre-requisites:** IBUS 470/MGMT 470 or MKTG 310.

A practical approach to understanding the implications to marketing functions that result from competing in a global marketplace. Marketing function differences and similarities are explored across national borders and cultures.

**MKTG 481. SPORTS MARKETING. 4 Credits.****Pre-requisites:** MKTG 310.

Explores the essentials of effective sports marketing, such as the nature of sports products, sports consumers, sports research, sports-product development, sponsorship and licensing. Looks at the marketing of sports and sport products as well as marketing through sports.

**MKTG 495. PROF INTERNSHIP-MKTG. 1-5 Credits.****Notes:** graded Pass/Fail.**Pre-requisites:** permission of the instructor, department chair and college dean.**MKTG 496. EXPERIMENTAL COURSE. 1-5 Credits.****MKTG 497. WORKSHOP, SHORT COURSE, CONFERENCE, SEMINAR. 1-5 Credits.****MKTG 498. SEMINAR. 1-5 Credits.****MKTG 499. DIRECTED STUDY. 1-5 Credits.****Pre-requisites:** permission of the instructor, department chair and college dean.

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## MS–Management Courses

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**MNGT 510. ADVANCED EXCEL. 2 Credits.****Notes:** this course must be successfully completed before taking MNGT 515 or MNGT 520.**Pre-requisites:** admission to the Master of Science in Management program or permission of the School of Business Director of Graduate Programs.

This course is designed to familiarize the student with the creation and various uses of spreadsheets for business applications. Provides students with the skills necessary to increase productivity and effectiveness in their professional and personal endeavors.

**MNGT 515. BUSINESS ANALYTICS I. 2 Credits.****Pre-requisites:** successful completion of MNGT 510 and admission to the Master of Science in Management program or permission of the School of Business Director of Graduate Programs.

Data and Data analysis are key components of business decision-making. It covers collecting, storing, accessing, analyzing data of business operations and business environments to make better decisions. This course develops student's (1) Application: Identify proper statistical analyses (2) Analysis: perform quantitative analyses using software (3) Evaluation: make recommendations based on analyses (4) Communication: communicate these results in both statistical and non-statistical language.

**MNGT 520. BUSINESS ANALYTICS II. 2 Credits.****Pre-requisites:** successful completion of MNGT 510 and MNGT 515 and admission to the Master of Science in Management program or permission of the School of Business Director of Graduate Programs. Data of every business transaction is getting recorded/stored as well as accumulated with the help of information technologies. A career in management is likely to involve decision-making based on data. It is important to be able to organize and use data appropriately and intelligently to make decisions. This course provides an understanding of the statistical and data analysis tools that are necessary for managerial decision-making.**MNGT 525. CAREER MANAGEMENT. 2 Credits.****Pre-requisites:** admission to the Master of Science in Management program or permission of the School of Business Director of Graduate Programs.

Many aspects of our lives such as family, finances, health, and happiness can considerably influence others. We are the sum of our interrelated parts, and our careers play a significant role. Often, we spend more time with co-workers than with friends and family—we should be happy in our professional lives! The goal of this course is to guide you to effectively manage your own career as well as give appropriate guidance to those you manage.

**MNGT 530. HUMAN RESOURCES MANAGEMENT. 2 Credits.****Pre-requisites:** admission to the Master of Science in Management program or permission of the School of Business Director of Graduate Programs.

This course examines the policies and practices used by human resource management staff to build and maintain an effective work force. Topics include human resource planning, job analysis, recruitment, selection, performance appraisal, manpower development, compensation, and labor relations.

**MNGT 535. BUSINESS LAW. 2 Credits.****Pre-requisites:** admission to the Master of Science in Management program or permission of the School of Business Director of Graduate Programs.

This course is an overview of business law. This includes service and sales contracts, business formations, and agency relationships.

**MNGT 540. LEADING PEOPLE AND ORGANIZATIONS. 2 Credits.****Pre-requisites:** admission to the Master of Science in Management program or permission of the School of Business Director of Graduate Programs.

This course is an introduction to human behavior in organizations, organizational processes, and interactions between organizations and their environments. Human behavior in organizations is examined at the individual and group level. The course requires application of communication, teamwork, and analysis skills. In addition, students apply critical thinking skills that are required to synthesize information from the text and apply it in an organizational setting and in-class activities.

**MNGT 545. FINANCIAL ACCOUNTING. 2 Credits.**

**Pre-requisites:** admission to the Master of Science in Management program or permission of the School of Business Director of Graduate Programs.

Introduces the active application of fundamental financial accounting principles.

**MNGT 550. MANAGERIAL ACCOUNTING. 2 Credits.**

**Pre-requisites:** admission to the Master of Science in Management program or permission of the School of Business Director of Graduate Programs.

Introduces the active application of fundamental managerial accounting principles.

**MNGT 555. MARKETING MANAGEMENT. 2 Credits.**

**Pre-requisites:** admission to the Master of Science in Management program or permission of the School of Business Director of Graduate Programs.

This course is a study of both the theoretical and applied aspects of the marketing process. The course covers the elements of successful marketing strategies, marketing decision-making, and the impact of marketing on business. Specifically, this course seeks to develop the student's understanding of how the firm can benefit by creating and delivering value to its customers, and stakeholders; and skills in applying the analytical concepts and tools of marketing to decision making.

**MNGT 560. OPERATIONS MANAGEMENT. 2 Credits.**

**Pre-requisites:** admission to the Master of Science in Management program or permission of the School of Business Director of Graduate Programs.

This course provides a foundation of strategic principles and practices for sustainable quality in production and service environments. Emphasis on the importance of cross-functional approaches in the pursuit of value creation for customers and crafting organizational responses to internal and marketplace dynamics.

**MNGT 565. DIGITAL MARKETING. 2 Credits.**

**Pre-requisites:** admission to the Master of Science in Management program or permission of the School of Business Director of Graduate Programs.

This course examines timely concerns at the intersection of marketing and technology. The course addresses advanced aspects of retailing concepts in an electronic, online setting. Topics include promotional issues, privacy and security concerns, target market assessment, building a customer base, site design, and order tracking and shipping.

**MNGT 570. COMPENSATION AND PERFORMANCE MANAGEMENT. 2 Credits.**

**Pre-requisites:** admission to the Master of Science in Management program or permission of the School of Business Director of Graduate Programs.

This applied-oriented course focuses on the management of employee performance & compensation in both theories and their application. Analyzing the theoretical concepts, practical techniques, and criteria commonly recognized in the development and control of various performance appraisal plans and compensation models. The focus is on the application of selected concepts, techniques, and criteria considered appropriate for the solutions to local workplace performance and compensation management.

**MNGT 575. PRINCIPLES OF FINANCE. 2 Credits.**

**Pre-requisites:** admission to the Master of Science in Management program or permission of the School of Business Director of Graduate Programs.

This course covers the fundamentals and principles of corporate finance from the perspective of financial managers. The concept of net present value is used to evaluate investment decisions, and various analytical methods are covered such as financial ratio analysis, cost of capital, and capital structure of the firm, as well as basic stock and firm valuations.

**MNGT 580. APPLIED BUSINESS ECONOMICS. 2 Credits.**

**Pre-requisites:** admission to the Master of Science in Management program or permission of the School of Business Director of Graduate Programs.

This course develops key microeconomic concepts presented in introductory economics classes. Attention is paid to consumers and firms and their behavior within various market structures. This course introduces non-business majors to the mechanics or tools of the trade that economists regularly use in business. Applications are selected that allow the student to better practice their newly acquired skills.

**MNGT 590. PRINCIPLES OF STRATEGY. 2 Credits.**

**Pre-requisites:** admission to the Master of Science in Management program and completion of all required courses with the exception of MNGT 595; or permission of the School of Business Director of Graduate Programs.

This course concerns strategic issues facing a firm's top management team. Examining issues such as how firms develop and reconfigure resources and capabilities in stable and dynamic environments to achieve short-term and long-term competitive advantage and why firms fail to adapt to changing competition. This course adopts a combination of lectures, case studies, group discussions, and strategy simulation to create an experience-based learning environment.

**MNGT 595. INTERNSHIP. 2 Credits.**

**Notes:** students are expected to work 20 hours per week at place of internship.

**Pre-requisites:** completion of first quarter. Permission of the instructor, department chair and college dean.

The intern will assume both an employee and a student role simultaneously. As an employee, the intern must perform assigned duties satisfactorily. All company regulations, health and safety conditions, and legal requirements apply, and any company policy violations should be handled in the usual way. Also classified as an Eastern Washington University student, the intern is subject to all applicable university regulations.

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## Operations Management Courses

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**OPSM 299. DIRECTED STUDY. 1-15 Credits.****OPSM 330. OPERATIONS MANAGEMENT. 4 Credits.**

**Pre-requisites:** DSCI 245 (or equivalent) and one of the following: MATH 142, MATH 161, HONS 161 or MATH 200.

Sustainable revenues are generated by businesses through the timely creation and distribution of products and services desired in the marketplace. This course describes the operational activities associated with these tasks in environments of change and uncertainty. In addition, the theories, principles and practices driving decision-making in each of these operational areas are analyzed.

**OPSM 395. INTERNSHIP. 1-5 Credits.**

**OPSM 398. SEMINAR. 1-5 Credits.**

**OPSM 399. DIRECTED STUDY. 1-15 Credits.**

**OPSM 425. SERVICE AND OPERATION ANALYSIS. 4 Credits.**

**Pre-requisites:** OPSM 330.

This integrative course includes analysis of both service and manufacturing organizations. The course focuses on case studies and applied quantitative techniques for managing the entire operations of a firm. Decision-making is emphasized through computer simulation and interactive discussion of field and textbook case studies.

**OPSM 428. GLOBAL SUPPLY CHAIN MANAGEMENT. 4 Credits.**

**Pre-requisites:** senior standing or permission of instructor.

This course examines the actions and values responsible for continuous improvement in the design, development and management process of an organization's supply system. The objective of the course is to understand how to improve the supply system's profitability and ensure its survival as well as the profitability and survival of its customers and suppliers. Global issues and development of supplier relationships are integrated throughout the course material. Cases and field trips are included as appropriate.

**OPSM 429. WAREHOUSE AND DISTRIBUTION MANAGEMENT. 4 Credits.**

**Pre-requisites:** OPSM 330.

The study of warehouse operations focuses on facility layout, process, automation, warehouse management systems, productivity improvement, inventory management, measurement and general management. Computer and mathematical models will be used as a foundation for some analysis, but the primary topics of interest will emphasize relevant and practical operations. Course content may include some specialty topics delivered by industry professionals.

**OPSM 441. QUALITY MANAGEMENT. 4 Credits.**

**Pre-requisites:** OPSM 330.

This course is a review and application of quality management concepts in public and private enterprises. Both qualitative and quantitative techniques are analyzed. Cases and field trips are included as appropriate.

**OPSM 495. PROFESSIONAL INTERNSHIP-OPSM. 1-5 Credits.**

**Notes:** graded Pass/Fail.

**Pre-requisites:** permission of the instructor, department chair and college dean.

**OPSM 498. SEMINAR. 1-5 Credits.**

**OPSM 499. DIRECTED STUDY. 1-5 Credits.**

Prerequisite: permission of the instructor, department chair and college dean

**OPSM 598. GRADUATE SEMINAR. 1-5 Credits.**