

# BUSINESS (BUS)

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## BUS Courses

### **BUS 100. Student Orientation and College Success. 2 units**

Term Typically Offered: F

Orientation to majors, minors, and concentrations for the development of a personalized four-year graduation plan. Skills for academic success: goal setting, time management, study skills, registration strategies, and overall adjustment to college life, including connection to a social peer network. 2 lectures.

### **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 204. Financial Literacy. 4 units**

Term Typically Offered: F, W, SP

2020-21 or later catalog: GE Area B4

2019-20 or earlier catalog: GE Area B1

Introduction to personal finance. Budgeting, savings, employee benefits, retirement planning, taxes, insurance, and real estate. Course may be offered in classroom-based or online format. 4 lectures. Fulfills GE Area B4.

### **BUS 206. Business Professionalism and Career Readiness. 2 units**

Term Typically Offered: F, W, SP

Career development, personal branding, and internship preparation, with a focus on interpersonal communication, resume, cover letter, and interviewing skills. Career exploration for future concentration selection, including the formulation of a college leadership and career development plan. Course may be offered in classroom-based or online format. 2 lectures.

### **BUS 207. Legal Responsibilities of Business. 4 units**

Term Typically Offered: F,W,SP,SU

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. Course may be offered in classroom-based, online, or hybrid format. 4 lectures.

### **BUS 212. Financial Accounting for Nonbusiness Majors. 4 units**

Term Typically Offered: F, W

Introduction to financial accounting theory and practice with an emphasis on financial statement preparation and analysis. Not open to Business majors. Course may be offered in classroom-based, online, or hybrid format. 4 lectures.

### **BUS 214. Financial Accounting. 4 units**

Term Typically Offered: F,W,SP,SU

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. Not open to students with credit in AGB 214. Course may be offered in classroom-based, online, or hybrid format. 4 lectures.

### **BUS 215. Managerial Accounting. 4 units**

Term Typically Offered: F,W,SP,SU

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. Course may be offered in classroom-based, online, or hybrid format. 4 lectures.

### **BUS 220. Business Basics for Entrepreneurs. 4 units**

Term Typically Offered: F, SP

Prerequisite: Entrepreneurship minors only.

Basic business concepts for non-business major entrepreneurs, including unit economics and simple financial statements, intellectual property, entrepreneurial marketing, information technology, team management, and business ethics. Course may be offered in classroom-based or online format. 4 lectures.

### **BUS 234. Introduction to Design Thinking. 4 units**

Term Typically Offered: W, SP

Prerequisite: Entrepreneurship minors only.

Introduction to the process of design thinking and human centered design, including design process, methodology, and implementation. Empathy, creativity, iterative prototyping, and contextual design of products and services. 4 lectures. Crosslisted as BUS/ENGR 234.

### **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 Class Schedule will list topic selected. Total credit limited to 8 units. 1 to 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: Completion of GE Area A with grades of C- or better; completion of GE Area C2; completion of GE Area D1; one course in GE Area D2 (or in GE Area D3 for students on the 2019-20 or earlier catalogs); and completion of GE Area E (GE Area D4 for students on the 2017-19 or earlier catalogs).

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: TBD

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. International Supply Chains. 4 units**

Term Typically Offered: F

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. Field trip required. The Class Schedule will list country selected. 3 lectures, 1 activity.

**BUS 306. Leadership Development and Career Success. 1 unit**

Term Typically Offered: W, SP

CR/NC

Prerequisite: Junior standing. Recommended: BUS 206.

Leadership self-development, resilience/growth mindset and strategies for finding meaningful and enjoyable work for a fulfilled career and life after graduation. Advanced career preparation, networking, relationship building, influencing, opportunity building, and business etiquette. Credit/No Credit grading only. 1 activity.

**BUS 310. Introduction to Entrepreneurship. 4 units**

Term Typically Offered: F, W, SP

Prerequisite: Completion of GE Area A with grades of C- or better.

Role and impact of entrepreneurship and technology startups; characteristics and traits of entrepreneurs; opportunity identification and assessment; frameworks for building startups; the founding team; organizational and legal issues; business and value proposition models; acquiring resources; entrepreneurial risk; realizing and harvesting value. Course may be offered in classroom-based or online format. 4 lectures. Crosslisted as BUS/ENGR 310.

**BUS 311. Managing Technology in the International Legal Environment. 4 units**

Term Typically Offered: W, SP

2020-21 or later: Upper-Div GE Area D

2019-20 or earlier catalog: GE Area D5

Prerequisite: Junior standing; completion of GE Area A with grades of C- or better; one course in GE Area B4 with a grade of C- or better (GE Area B1 for students on the 2019-20 or earlier catalogs); completion of GE Area D1; and one course in GE Area 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 Upper-Division D (GE Area D5 for students on the 2019-20 or earlier catalogs).

**BUS 313. Customer Development. 4 units**

Term Typically Offered: W, SP

Prerequisite: BUS 310 or completion of GE Area A with grades of C- or better; Entrepreneurship minor or Entrepreneurship concentration only.

Experiential approach to understanding the customer development process in the lean startup context. Design, implementation, and validation of repeatable and scalable business model strategies. Course may be offered in classroom-based or online format. 4 lectures.

**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. Course may be offered in classroom-based, online, or hybrid format. 4 lectures.

**BUS 320. Federal Income Taxation for Individuals. 4 units**

Term Typically Offered: F, W, SP

Prerequisite: BUS 215.

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. Course may be offered in classroom-based, online, or hybrid format. 4 lectures.

**BUS 321. Intermediate Accounting I. 4 units**

Term Typically Offered: F, W, SP

Prerequisite: BUS 214 and BUS 215.

Comprehensive coverage of financial reporting issues. Covers financial statements, revenue recognition, and assets other than investments. Course may be offered in classroom-based, online, or hybrid format. 4 lectures.

**BUS 322. Intermediate Accounting II. 4 units**

Term Typically Offered: F, W, SP

Prerequisite: BUS 321 with a grade of C- or better; Business majors must have formally declared their concentration to enroll.

Comprehensive coverage of financial reporting issues. Covers investments, liabilities, equities, and the Cash Flows Statement. Course may be offered in classroom-based, online, or hybrid format. 4 lectures.

**BUS 323. Intermediate Accounting III. 4 units**

Term Typically Offered: W, SP

Prerequisite: BUS 322.

Detailed examination of the technical and theoretical aspects of accounting for leases, pensions, income taxes, accounting changes and errors, business combinations, and major differences between the US Generally Accepted Accounting Principles and International Financial Reporting Standards. Course may be offered in classroom-based, online, or hybrid format. 4 lectures.

**BUS 330. Funding and Managing Startup Companies. 4 units**

Term Typically Offered: F, W, SP

Prerequisite: Entrepreneurship concentration, BUS 310, and BUS 342; or Entrepreneurship minor, BUS 220, and BUS 310.

Basics of entrepreneurial business financial management. Readings on financing startup and growing ventures. Forms and uses of equity and debt financing. Capitalization tables and exit analyses. Investor pitch process. Legal, governance and ethical issues in entrepreneurial financing and operations. Course may be offered in classroom-based or online format. 4 seminars.

**BUS 342. Fundamentals of Corporate Finance. 4 units**

Term Typically Offered: F, W, SP

Prerequisite: BUS 214 with a grade of C- or better, or consent of instructor; and 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. The use of technology in the form of financial calculators and/or spreadsheets. Course may be offered in classroom-based or online format. 4 lectures.

**BUS 346. Principles of Marketing. 4 units**

Term Typically Offered: F,W,SP,SU

Prerequisite: Completion of GE Area A with grades of C- or better.

Development of an understanding of the marketing process: identifying target markets; developing and launching products or services; and managing pricing, promotion, and distribution strategies. Course may be offered in classroom-based, online, or hybrid format. 2 lectures, 2 discussions.

**BUS 347. Professional Selling Skills. 4 units**

Term Typically Offered: F

Prerequisite: Sophomore standing.

Exploration and cultivation of skills in personal selling. Understanding customers, interpersonal relationships, and the influences of psychology, sociology, economics, and public policy on buyer/seller interactions. 4 lectures.

**BUS 348. Technology-Based Professional Sales. 4 units**

Term Typically Offered: W

Prerequisite: BUS 347; Sales minors only.

Strategy and technology used in the practice of professional selling. Social selling, customer relationship management (CRM), and insight into sales strategy through exploration of contemporary topics in professional sales. 4 lectures.

**BUS 382. Leadership and Organizations. 4 units**

Term Typically Offered: F, W

Prerequisite: Completion of GE Area A with grades of C- or better; completion of GE Area C2; completion of GE Area D1; one course in GE Area D2 (or in GE Area D3 for students on the 2019-20 or earlier catalogs); and completion of GE Area E (GE Area D4 for students on the 2017-19 or earlier catalogs).

Evaluation of macro dimensions of business organizations including environment, mission, goals, strategies, structure, people, and technology. Internal leadership processes at different organizational levels. 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: Completion of GE Area A with grades of C- or better; completion of GE Area C2; completion of GE Area D1; one course in GE Area D2 (or in GE Area D3 for students on the 2019-20 or earlier catalogs); and completion of GE Area E (GE Area D4 for students on the 2017-19 or earlier catalogs).

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 387. Organizational Behavior. 4 units**

Term Typically Offered: F,W,SP,SU

Prerequisite: Completion of GE Area A with grades of C- or better; 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 388. Cultivating Human Capital. 4 units**

Term Typically Offered: SP

Prerequisite: BUS 384 and STAT 252.

Organizations' processes of selecting, training and developing employees. Issues related to human resources planning, recruitment, and selection. Needs assessment, including organization, person, and task or competency analysis. Designing, delivering and evaluating employee training and human resource development in knowledge-based organizations. 4 lectures. Formerly BUS 475.

**BUS 389. Introduction to Business Negotiation for Entrepreneurs. 4 units**

Term Typically Offered: SP

Prerequisite: Completion of GE Area A with grades of C- or better.

Entrepreneurship minors only.

Negotiation theory and skills required for successful entrepreneurship. Emphasis on negotiation simulations and role playing, with hands-on experience in applying negotiation skills. 4 lectures.

**BUS 391. Information Systems. 4 units**

Term Typically Offered: F,W,SP,SU

Prerequisite: ITP 125 for Industrial Technology and Packaging majors; or BUS 214 for all other majors.

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. Course may be offered in classroom-based, online, or hybrid format. 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: W, SP, SU

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. Course may be offered in classroom-based, online, or hybrid format. 4 lectures.

**BUS 394. Systems Analysis and Design. 4 units**

Term Typically Offered: F, W

Prerequisite: BUS 391; Business and Economics majors must have formally declared their concentration to enroll.

Systems analysis and design. Systems development life cycle, requirements gathering, process modeling using data flow diagrams, use case analysis and diagramming, UI design. 4 lectures.

**BUS 395. Information Systems Project Management. 4 units**

Term Typically Offered: F, SP

Prerequisite: BUS 391; Business and Economics majors must have formally declared their concentration to enroll.

Introduction to key components of project management in the IS context, with focus on the technical, cultural, and interpersonal skills necessary to manage IS projects successfully. Project scope management, schedule and cost management, quality management, and risk management. 4 lectures.

**BUS 396. Consumer Insights. 4 units**

Term Typically Offered: F, W, SP

Prerequisite: For GRC Majors, GRC 361; for all other majors, BUS 346.

Process of individuals selecting, purchasing, using, or disposing of products, services, ideas, or experiences, based upon psychology, sociology, cultural anthropology, semiotics, and micro/macro economics. Consumer experience through analysis of the consumer journey and touch points. 4 lectures.

**BUS 399. IT Infrastructure and Security Management. 4 units**

Term Typically Offered: F, SP

Prerequisite: BUS 391; Business and Economics majors must have formally declared their concentration to enroll.

Fundamental concepts of networking and infrastructure management. Includes theoretical and practical discussion on TCP/IP, wired and wireless LAN, cloud computing, and information security. 4 lectures.

**BUS 400. Special Problems for Advanced Undergraduates. 1-4 units**

Term Typically Offered: F,W,SP,SU

Prerequisite: Senior standing.

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: ITP 303, ITP 326, ITP 330, ITP 341, or ITP 371. Corequisite: BUS 411.

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. Course may be offered in classroom-based, online, or hybrid format. 4 seminars.

**BUS 404. Governmental and Social Influences on Business. 4 units**

Term Typically Offered: F,W,SP,SU

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. Course may be offered in classroom-based, online, or hybrid format. 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 408. Innovation and Entrepreneurship Through Disruptive Technologies. 4 units**

Term Typically Offered: SP

Prerequisite: BUS 310.

Theory of disruptive innovation and its use in creating business and entrepreneurial opportunity. Basic technical underpinnings of disruptive technologies, including artificial intelligence, autonomous vehicles, Internet of Things, augmented and virtual reality, machine learning, and genetic engineering. 4 lectures.

**BUS 409. Law of Real Property. 4 units**

Term Typically Offered: SU

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. Course may be offered in classroom-based, online, or hybrid format. 4 lectures.

**BUS 410. The Legal Environment of International Business. 4 units**

Term Typically Offered: SP

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 411. Business Knowledge Exit Exam. 0 unit**

Term Typically Offered: F, W, SP

CR/NC

Prerequisite: Senior standing. Recommended: BUS 215 and BUS 404.

Assessment of BS Business Administration Program Learning Objective 1 (Apply knowledge to identify opportunities and solve business problems) through completion of an exam and the senior exit survey. Results will only be used to improve the curriculum. Credit/No Credit grading only. Course offered online only.

**BUS 412. Advanced Managerial Accounting. 4 units**

Term Typically Offered: SP

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. Course may be offered in classroom-based or online format. 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. Course may be offered in classroom-based, online, or hybrid format. 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; Business majors must have formally declared their concentration to enroll.

Discovery and development of customer insights based on a project-oriented introduction to the research process. Development of research questions. Design and application of multiple research methods (e.g. secondary, observation, interview, focus group, survey research). Exploratory and confirmatory approaches leading to the analysis, interpretation, and presentation of results. Course may be offered in classroom-based, online, or hybrid format. 4 lectures.

**BUS 419. Strategic Marketing Measurement. 4 units**

Term Typically Offered: W, SP

Prerequisite: BUS 396; BUS 418; STAT 252.

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 346; STAT 252 or STAT 302.

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. Course may be offered in classroom-based or online format. 4 lectures.

**BUS 422. Accounting for Government and Not-For-Profit Entities. 4 units**

Term Typically Offered: TBD

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. Course may be offered in classroom-based or online format. 4 lectures.

**BUS 423. Digital Marketing Metrics and Management. 4 units**

Term Typically Offered: F, SP

Prerequisite: BUS 396 and BUS 418.

Measurement and optimization of digital marketing. Return on investment, lifetime value of the customer, customer acquisition costs, search engine marketing, paid search, display advertising, website analytics, email marketing, social media marketing, online reputation, mobile marketing, and new media marketing. Course may be offered in classroom-based or online format. 4 lectures.

**BUS 424. Accounting Ethics. 4 units**

Term Typically Offered: F, W

Prerequisite: BUS 321.

Study of professional responsibilities and oversight within the accounting profession. Corporate fraud in accounting. Current accounting and auditing events. Course may be offered in classroom-based, online, or hybrid format. 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. Course may be offered in classroom-based, online, or hybrid format. 4 lectures.

**BUS 430. Internship/Cooperative Education. 2-12 units**

Term Typically Offered: F,W,SP,SU

CR/NC

Prerequisite: Approval of area chair; junior standing; and a Cal Poly cumulative GPA of at least 2.5 without being on academic probation.

Work experience in business, government, or non-profit sector that provides an opportunity to explore career interests while applying knowledge and skills learned in the classroom in a work setting. Periodic written progress reports, final report, and periodic 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; BUS 391; 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 433. International Finance. 4 units**

Term Typically Offered: TBD

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 439.

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: F, W, SP

Prerequisite: BUS 434.

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 215 and 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. Course may be offered in classroom-based or online format. 4 seminars.

**BUS 437. Retirement and Estate Planning. 4 units**

Term Typically Offered: TBD

Prerequisite: BUS 431 and BUS 439.

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 and BUS 391; 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: F, W, SP

Prerequisite: BUS 438.

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. 4 lectures.

**BUS 442. Introduction to Futures and Options. 4 units**

Term Typically Offered: 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 Real Estate Finance. 4 units**

Term Typically Offered: SP

Prerequisite: BUS 431 or BUS 434.

Analytical and decision-making techniques in applying Financial Real Estate theory to business and property management valuation. Real estate valuation techniques and their application to real estate investment. Incorporates case studies, databases, and specialized real estate valuation software, such as ARGUS. 4 lectures.

**BUS 444. Financial Engineering and Risk Management. 4 units**

Term Typically Offered: TBD

Prerequisite: BUS 442.

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: F, W

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: W

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. Course may be offered in classroom-based, online, or hybrid format. 4 lectures.

**BUS 448. The Finance of Mergers and Acquisitions. 4 units**

Term Typically Offered: SP

Prerequisite: BUS 438.

Comprehensive coverage of financial aspects concerning mergers and acquisitions. Valuation of companies, strategic and other motivations underlying mergers, structuring of transactions, deal tactics and strategy, leveraged buyouts, and cross-border mergers. Most suitable for careers in corporate finance, and investment banking. 4 lectures.

**BUS 450. Current Topics in Marketing. 4 units**

Term Typically Offered: TBD

Prerequisite: BUS 396 and BUS 418.

Selected topics in emerging areas of marketing. Intended for students in the Marketing Management concentration who want to learn and acquire in-depth knowledge and skills. The Class Schedule will list topic selected. Total credit limited to 8 units. 4 lectures.

**BUS 451. New Product Development and Launch. 4 units**

Term Typically Offered: TBD

Prerequisite: BUS 418 and STAT 252. Recommended: BUS 396.

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: TBD

Prerequisite: BUS 396 and BUS 418.

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. 4 lectures.

**BUS 453. Digital and New Media Marketing. 4 units**

Term Typically Offered: F, W, SP

Prerequisite: BUS 396 or BUS 418.

Definitions and tools of digital and new media marketing communications including social media audits and governance. Planning integrated marketing communications across digital tools and new media channels that reflect a client organization's strategy for managing its identity and reputation. Course may be offered in classroom-based, online, or hybrid format. 4 lectures.

**BUS 454. Marketing Projects. 4 units**

Term Typically Offered: F, W, SP

Prerequisite: BUS 396 and BUS 418.

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. Course may be offered in classroom-based, online, or hybrid format. 4 lectures.

**BUS 455. Marketing Strategy. 4 units**

Term Typically Offered: F, W, SP

Prerequisite: Three of the following: BUS 419, BUS 421, BUS 423, BUS 430, BUS 450, BUS 451, BUS 452, BUS 453.

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 458. Solving Big World Challenges. 4 units**

Term Typically Offered: F

Prerequisite: Completion of GE Area A with grades of C- or better.

Apply human-centered design practices to address a social or an environmental challenge, specific to a local community. Achieve revenue-generating social impact through innovative business models. Practice team competencies including problem-solving, interviewing, brainstorming, prototyping, and written, visual, and oral communication. 4 lectures. Crosslisted as BUS/COMS 458.

**BUS 459. Social Media's Role in Integrated Marketing Communications. 4 units**

Term Typically Offered: SP

Prerequisite: BUS 453; JOUR 331; JOUR 342; GRC 338 or GRC 376 or GRC 377 or JOUR 390.

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,SPSU

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,SPSU

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: Low Income Taxpayer Clinic. 4 units**

Term Typically Offered: F, W, SP

Prerequisite: Senior standing; BUS 320; Graduation Writing Requirement; and approval of the Instructor.

Acquire fundamental knowledge of federal tax laws and procedures in a clinical setting. Practice with multiple authoritative accounting, auditing and tax databases, conduct legal research, and business writing. Resolve real world accounting, auditing and tax controversies for Low Income Taxpayer Clinic clients.

**BUS 464. Applied Senior Project Seminar. 4 units**

Term Typically Offered: F,W,SP,SPSU

Prerequisite: Senior standing.

Selection and analysis of business problems and opportunities in directed individual or group-based projects. Problems typical to those which graduates could encounter in their fields of employment. Formal report required. 4 seminars.

**BUS 466. Sales Practicum. 4 units**

Term Typically Offered: TBD

Prerequisite: BUS 348.

Capstone course for the Sales minor, students explore building and maintaining relationships, apply selling skills, and prepare themselves for a career in professional selling. 4 seminars.

**BUS 468. Blockchain in Business. 4 units**

Term Typically Offered: TBD

Prerequisite: BUS 392 or CSC 101 or CSC 232 or ECON 395.

Blockchain technology in business, with application examples in management (including HR, marketing and accounting), operation systems (manufacturing, supply chain and other service systems), finance (including stock trading, real estate transactions and P2P payment systems) and entrepreneurship. 4 lectures. Crosslisted as BUS/ITP 468.

**BUS 469. Foundations of Financial Technology. 4 units**

Term Typically Offered: TBD

Prerequisite: BUS 342; BUS 391; and ECON 339 or STAT 324.

Introduction to financial technology and its landscapes. Theoretical foundations including machine-learning, blockchain, cryptocurrencies, and platforms as well as a set of industry cases studies and practices. Course may be offered in classroom-based or online format. 4 lectures.

**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. The Class Schedule will list topic selected. Total credit limited to 8 units. 1 to 4 lectures.

**BUS 471. Managing and Rewarding Employee Performance. 4 units**

Term Typically Offered: SP

Prerequisite: BUS 384 and STAT 252.

Managing and compensating employee performance. Motivation theories, performance measures, evaluation and feedback systems/practices, planning for performance improvement. Advantages and challenges of pay-for-performance systems. Design and management of total compensation systems. Compensation systems as a factor in employee development and organizational performance. 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. The Class Schedule will list topic selected.



**BUS 476. Leading Social Innovation in Organizations. 4 units**

Term Typically Offered: SP

Prerequisite: Completion of GE Area A with grades of C- or better.

Fundamentals and practice of leading social innovation in existing and new organizations. Emphasis on collective action tools and processes that support social initiatives with positive impact. 4 lectures.

**BUS 477. Management Consulting and Change Management. 4 units**

Term Typically Offered: W

Prerequisite: BUS 382 or BUS 387.

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 improving effectiveness and sustainability. Principles of management consulting. 4 seminars.

**BUS 480. People Analytics. 4 units**

Term Typically Offered: W

Prerequisite: BUS 384 or BUS 387; and STAT 252 or equivalent.

Data-driven approach to human resource practices with emphasis on the strategic use of analytics to drive effective practice and support decision-making; use of appropriate data sources and techniques for testing HR-related questions; considerations for collection and use of human data. 4 lectures.

**BUS 487. Launching and Growing the Technology Start-Up. 4 units**

Term Typically Offered: W

Prerequisite: BUS 310 and consent of instructor.

Topics in entrepreneurial settings, focusing on technology startups. Frameworks, analytical skills, and decision-making tools used in growing entrepreneurial businesses. Field trip required. 4 lectures.

**BUS 488. Building a Startup Skill Set. 4 units**

Term Typically Offered: F

Prerequisite: BUS 310; BUS 313 or BUS 418; Business majors must have declared their concentration to enroll. Recommended: BUS 330.

Process of evolving a startup's business model, focusing on product-market fit; go-to-market strategies; revenue streams; cost structure; partnerships; key activities; and key resources. Exploration of a personal entrepreneurial pathway. 4 seminars.

**BUS 489. Negotiation. 4 units**

Term Typically Offered: F, W, 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. Course may be offered in classroom-based, online, or hybrid format. 4 lectures.

**BUS 490. Data Visualization. 4 units**

Term Typically Offered: W, SP

Prerequisite: BUS 497.

Fundamentals and practice of data visualization with an emphasis on storytelling within organizations. Theoretical focus on human cognition and perception. Application of principles through software tools. 4 lectures.

**BUS 491. Decision Support Systems. 4 units**

Term Typically Offered: TBD

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 492. Technology-Supported Collaboration. 4 units**

Term Typically Offered: TBD

Prerequisite: BUS 387 and BUS 391.

Collaboration from multiple perspectives, applying best practices and empirically-supported insights toward successful collaboration in organizational settings. Theories of teams, collaboration, and the technologies to support these processes. Application of techniques for leadership, problem solving, communications, virtual collaboration, and collaboration technologies. 4 lectures.

**BUS 493. User Experience Analysis and Design. 4 units**

Term Typically Offered: SP

Prerequisite: BUS 394.

Fundamentals of User Experience Analysis and Design. Best practices in mobile/web/desktop user interfaces. Persona development. Prototyping using software tools. Includes theoretical and practical discussion of user experience analysis and design in business settings. 4 lectures.

**BUS 495. Software Testing. 4 units**

Term Typically Offered: TBD

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: TBD

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 497. Business Analytics. 4 units**

Term Typically Offered: W, SP, SU

Prerequisite: BUS 393 and STAT 252.

Introduction to the concepts and applications of business analytics, using business case study and problem-solving approach. Data warehouse design and implementation. Supervised learning techniques for classification and prediction. Unsupervised learning techniques for dimension reduction and pattern recognition. Text analytics. Course may be offered in classroom-based, online, or hybrid format. 4 lectures.

**BUS 498. Directed Topics in Information Systems. 4 units**

Term Typically Offered: F, SP

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 Class Schedule will list topic selected. Total credit limited to 12 units. 4 lectures.

**BUS 499. Data Communications and Networking. 4 units**

Term Typically Offered: F, W

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.