BUSINESS (BUS)

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BUS Courses

BUS 1100 Career Readiness I (1 unit)
Term Typically Offered: F

Skills for academic and professional success, including time management, values exploration, networking, and creating a professional resume. Integration of academic, leadership, and career exploration within a comprehensive graduation plan that optimizes the college experience. Course may be offered in online or hybrid format. 1 activity. Formerly BUS 100.

BUS 1101 Accounting Principles I (3 units)
Term Typically Offered: F

Offered at Solano Campus. Financial accounting principles within which a company functions. Topics include measuring income, establishing financial position, and reporting the results of the accounting cycle. 3 lectures. Formerly BUS 100 at Cal Maritime.

BUS 1102 Accounting Principles II (3 units)
Term Typically Offered: SP
Prerequisite: BUS 100 or BUS 1101.

Offered at Solano Campus. Planning and controlling business operations. Includes data analysis, budgets, product costing and pricing, and quantitative decision-making. 3 lectures. Formerly BUS 101 at Cal Maritime.

BUS 1125 Introduction To International Maritime Business & Supply Chain Management (3 units)
Term Typically Offered: F

Offered at Solano Campus. Introduction to international maritime business and supply chain management. International maritime business topics surveyed include a history of the maritime industry, global business, business formation, shipping operations, maritime regulatory and classification societies, port services and human resource management challenges. Psychological and physiological impacts of stress and fatigue on workers at sea and on land, their safety implications, policy solutions and best management practices are also covered. Functional areas of supply chain management explored in an integrated manner include procurement, operations management, transportation and logistics, inventory management, and demand planning. General business principles and information literacy relevant to research in the fields of international maritime business and supply chain management, as well as the social implications and societal impacts of these fields are emphasized. 3 lectures. Formerly BUS 125 at Cal Maritime.

BUS 1165 Business Decision Analysis (3 units)
Term Typically Offered: SP

Offered at Solano Campus. Introduction to making management decisions using complex or incomplete information. Explore common contributors to decision making errors and learn to distinguish rigorous sources from opinions, pseudoscience, or propaganda. Requires application of rudimentary statistical methodologies learned in class. 3 lectures. Formerly BUS 165 at Cal Maritime.

BUS 1204 Financial Literacy (3 units)
Term Typically Offered: F, SP
2026-28 or later catalog: GE Area 2
2020-26 catalogs: GE Area B4
Prerequisite: Appropriate Math Placement or MATH 1006.

Introduction to personal finance. Budgeting, savings, employee benefits, retirement planning, taxes, insurance, and investments including stocks, bonds, and real estate. Course may be offered in classroom-based, online, or hybrid format. 3 lectures. Fulfills GE Area 2 (GE Area B4 for students on the 2020-26 catalogs). Formerly BUS 204.

BUS 1342 Financial Institutions (3 units)
Term Typically Offered: F, SP
Recommended: STAT 252 or STAT 1220.

Theory and applications of financing business operations. Overview of financial markets and instruments. Financing options for corporations. Risk-return trade-off in financial markets. Applying time value of money to business and investment problems. Course may be offered in classroom-based, online, or hybrid format. 3 lectures. Replaces BUS 342.

BUS 2200 Special Problems for Undergraduates (1-4 units)
Term Typically Offered: F, SP, SU
Prerequisite: Sophomore standing and consent of area coordinator.

Individual investigation, research, studies, or surveys of selected problems. Repeatable up to 4 units. Formerly BUS 200.

BUS 2201 Taxation and Society (3 units)
Term Typically Offered: F, SP
2026-28 or later catalog: GE Area 4B
2020-26 catalogs: GE Area D2

Role of taxation in society, including impact on income inequality and incentives for business. Taxation of capital versus labor. Impact of taxes on gifts and inheritances, home ownership, retirement savings, and charitable giving. Taxation from a global perspective. 3 lectures. Fulfills GE Area 4B (GE Area D2 for students on the 2020-26 catalogs).

BUS 2202 Introduction to Marketing (3 units)
Term Typically Offered: F
Prerequisite: ECO 100 or ECO 1100.

Offered at Solano Campus. Introduction to the marketing function in a business environment. Marketing components of product, price, place, and promotion are examined in the context of the competitive business arena. Case studies are discussed. Create a unique marketing plan. 3 lectures. Formerly BUS 200 at Cal Maritime.

BUS 2206 Career Readiness II (1 unit)
Term Typically Offered: F, SP
Prerequisite: Sophomore standing, BUS 100, or BUS 1100.

Career exploration, personal branding, and internship preparation, focusing on professional communication, networking, and interviewing skills. Values, interests, and personality as they relate to career pathways and skills needed to excel in a global business environment. Course may be offered in online or hybrid format. 1 activity. Formerly BUS 206.

BUS 2207 Legal Responsibilities of Business (3 units)
Term Typically Offered: F, SP, SU

Examination of the American legal system, state and federal courts, judges and attorneys, judgment enforcement, alternative dispute resolution, and important legal principles for business operations such as torts, contracts, business organizations, agency, employment, and other. Explores what is law, legal reasoning, and how legal principles influence socially responsible conduct. Course may be offered in classroom-based, online, or hybrid format. 3 lectures. Formerly BUS 207.

BUS 2208 Shipping and Port Management (3 units)
Term Typically Offered: F, SP
Prerequisite: ECON 201 or ECON 2001.

Examination of operational, economic, managerial, and policy issues in global shipping and port management. Current maritime industry practices emphasized through field trips, guest lectures, contemporary examples, and practical applications. Field trip may be required. Course may be offered in classroom-based, online, or hybrid format. 3 lectures. Crosslisted as BUS/ITP 2208.

BUS 2212 Financial Accounting for Nonbusiness Majors (3 units)
Term Typically Offered: F, SP

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. 3 lectures. Formerly BUS 212.

BUS 2214 Financial Accounting (3 units)
Term Typically Offered: F, 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 or AGB 2214. Course may be offered in classroom-based, online, or hybrid format. 3 lectures. Formerly BUS 214.

BUS 2215 Managerial Accounting (3 units)
Term Typically Offered: F, SP, SU
Prerequisite: One of the following: BUS 212, BUS 214, BUS 2212, or BUS 2214. Recommended: Demonstrated competency in electronic spreadsheet, word processing, and presentation applications.

Applications of accounting for making business decisions. Planning and control issues, including cost behavior, budget preparation, and 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. 3 lectures. Formerly BUS 215.

BUS 2220 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, online, or hybrid format. 4 lectures. Formerly BUS 220.

BUS 2234 Introduction to Design Thinking (4 units)
Term Typically Offered: F, SP
Prerequisite: Entrepreneurship Concentration, Entrepreneurship Minor, or Graphic Communication major.

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 discussions. Crosslisted as BUS/ENGR 2234. Formerly BUS/ENGR 234.

BUS 2270 Special Topics (1-4 units)
Term Typically Offered: TBD
Prerequisite: Consent of instructor.

Directed group study of special topics. The Class Schedule will list topic selected. Repeatable up to 8 units. Course may be offered in classroom-based, online, or hybrid format. 1 to 4 lectures. Formerly BUS 270.

BUS 3300 International Business I (3 units)
Term Typically Offered: SP
Prerequisite: Sophomore standing.

Offered at Solano Campus. Introduction to the effects of multi-national operations on business strategy and decision making by exploring the economic, political, financial, legal, and social nature of the international environment. Formulation, selection, and implementation of multi-national strategies are examined in the context of the global business environment. 3 lectures. Formerly BUS 300 at Cal Maritime.

BUS 3301 International Business II - Country Research Analysis and Global Marketing (3 units)
Term Typically Offered: F
Prerequisite: Senior standing.

Offered at Solano Campus. Explore, in detail, some major issues of doing business globally, such as environmental, supply chain, competition, regulation, exchange rates, international finance, legal environment, and cultural issues. Case studies, research, and analysis of specific markets. 3 lectures. Formerly BUS 301 at Cal Maritime.

BUS 3302 International and Cross Cultural Management (3 units)
Term Typically Offered: F, SP
Prerequisite: Completion of GE Area 1 with grades of C- or better (GE Area A for the 2020-26 catalogs); completion of GE Area 3B (GE Area C2 for the 2020-26 catalogs); completion of GE Area 4A (GE Area D1 for the 2020-26 catalogs); and completion of GE Area 4B (GE Area D2 for the 2020-26 catalogs).

Dimensions of culture and its variations within and across nations. 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. Course may be offered in classroom-based, online, or hybrid format. 3 lectures. Formerly BUS 302.

BUS 3304 International Supply Chains (3 units)
Term Typically Offered: F
Prerequisite: Consent of instructor.

Design and development of global supply chain networks. Focus on product value chain, coordination, sourcing, packaging systems, transportation, and sustainability. Analysis of target country history, culture, geography, economy, and infrastructure. Study tour to target country is an essential course activity. Field trip required. The Class Schedule will list country selected. 2 lectures, 1 activity. Crosslisted as BUS/ITP 3304. Formerly BUS 304.

BUS 3306 Career Readiness III (1 unit)
Term Typically Offered: SP
Prerequisite: Junior standing and BUS 206 or BUS 2206.

Advanced career preparation, networking, relationship building, influencing, leadership development, and business etiquette. Strategies for finding meaningful and enjoyable work for a fulfilled career and life after graduation. Course may be offered in classroom-based, online, or hybrid format. 1 activity. Formerly BUS 306.

BUS 3308 Logistics and Intermodal Transportation (3 units)
Term Typically Offered: F, SP
Prerequisite: ITP 371 or ITP 3371.

Examination of intermodal transportation as a core component of modern logistics systems. Emphasis on integration of truck, rail, maritime, and air modes. Global trade flows, seaport operations, container terminal operations, truck transport, rail, air operations, intermediaries, shippers, and environmental impact. Course may be offered in classroom-based, online, or hybrid format. 3 lectures. Crosslisted as BUS/ITP 3308.

BUS 3310 Introduction to Entrepreneurship (4 units)
Term Typically Offered: F, SP
Prerequisite: Completion of one course in GE Area 1 with a grade of C- or better (GE Area A for the 2020-26 catalogs).

Role and impact of entrepreneurship in building startups. Entrepreneurial mindset and skills. Opportunity identification and assessment. Tools for building startups. Founding teams. Business and value proposition models. De-risk through experimentation. Feasibility and viability. Pitch business concepts. Course may be offered in classroom-based, online, or hybrid format. 4 discussions. Formerly BUS/ENGR 310.

BUS 3311 Managing Technology in the International Legal Environment (3 units)
Term Typically Offered: SP
2026-28 or later: Upper-Div GE Area 4
2020-26 catalogs: Upper-Div GE Area D
Prerequisite: Junior standing; completion of GE Area 1 with grades of C- or better (GE Area A for the 2020-26 catalogs); completion of GE Area 2 with a grade of C- or better (GE Area B4 for the 2020-26 catalogs); and completion of GE Area 4B (GE Area D2 for the 2020-26 catalogs).

Analysis of the impacts on United States society stemming from United States and international laws, social influences, economic policies, business practices, and technological innovations. International trade and immigration, intellectual property, the Internet, computer programs, and artificial intelligence. Course may be offered in classroom-based, online, or hybrid format. 3 lectures. Fulfills GE Upper-Division 4 (GE Area Upper-Division D for students on the 2020-26 catalogs). Formerly BUS 311.

BUS 3312 Financial Management (3 units)
Term Typically Offered: F
Prerequisite: BUS 100 or BUS 1101; and MTH 105 or MTH 1105.

Offered at Solano Campus. Introduction to management and formation of capital. Finance function and its environment. Techniques of financial analysis. Planning and control. Management of working capital, capital budgeting, cost of capital, money and capital market analysis. Management of capital structure. 3 lectures. Formerly BUS 310 at Cal Maritime.

BUS 3313 Customer Development (4 units)
Term Typically Offered: F, SP
Prerequisite: BUS/ENGR 310 or BUS 3310.

Experiential approach to the lean startup customer development process. Work with early-stage ventures to develop and execute experiments or market tests that validate, void, or modify business model hypotheses. Design, implement, and validate repeatable and scalable business model strategies. Course maybe offered in classroom-based or hybrid format. 4 seminars. Formerly BUS 313.

BUS 3319 Data Analytics and Accounting Information Systems (3 units)
Term Typically Offered: F, SP
Prerequisite: BUS 214 or BUS 2214 and BUS 215 or BUS 2215 with grades of C- or better; or AGB 214 or AGB 2214 and AGB 323 or AGB 3323 with grades of C- or better, and Accounting minor.

Comprehensive coverage of manual and computerized accounting processes and internal controls. Course may be offered in classroom-based, online, or hybrid format. 3 lectures. Formerly BUS 319.

BUS 3320 Federal Income Taxation for Individuals (3 units)
Term Typically Offered: F, SP
Prerequisite: BUS 214 or BUS 2214 and BUS 215 or BUS 2215 with grades of C- or better; or AGB 214 or AGB 2214 and AGB 323 or AGB 3323 with grades of C- or better, and Accounting minor.

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. 3 lectures. Formerly BUS 320.

BUS 3321 Intermediate Accounting I (3 units)
Term Typically Offered: F, SP
Prerequisite: BUS 214 or BUS 2214 and BUS 215 or BUS 2215 with grades of C- or better; or AGB 214 or AGB 2214 and AGB 323 or AGB 3323 with grades of C- or better, and Accounting minor.

Comprehensive coverage of financial reporting issues. Financial statements, revenue recognition, and assets other than investments. Course may be offered in classroom-based, online, or hybrid format. 3 lectures. Formerly BUS 321.

BUS 3322 Intermediate Accounting II (3 units)
Term Typically Offered: F, SP
Prerequisite: BUS 321 or BUS 3321 with a grade of C- or better or consent of instructor.

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. 3 lectures. Formerly BUS 322.

BUS 3323 Financial Statement Auditing (3 units)
Term Typically Offered: F, SP
Prerequisite: BUS 322 or BUS 3322.

A conceptual and hands-on introduction to financial statement auditing in the context of public company audits. Introduction to Public Company Accounting Oversight Board (PCAOB) Auditing Standards and Association of International Certified Professional Accountants (AICPA) Code of Conduct. Application of current events in and to auditing. Course may be offered in classroom-based, online, or hybrid format. 3 lectures. Formerly BUS 425.

BUS 3330 Funding and Managing Startup Companies (4 units)
Term Typically Offered: F, SP
Prerequisite: BUS 342 or BUS 1342; and BUS 310 or BUS 3310; and Entrepreneurship concentration; or BUS 220 or BUS 2220; BUS 310 or BUS 3310; and Entrepreneurship minor.

Entrepreneurial financial management basics. Financing startups. Forms and uses of equity and debt financing. Cap-Tables and exit analyses. Investor pitches. Legal, governance and ethical issues in financing. Forward looking financial statements and their connection to financing needs, valuation, and risk. Course may be offered in classroom-based or online format. 4 seminars. Formerly BUS 330.

BUS 3343 Quantitative Methods in Finance (3 units)
Term Typically Offered: F, SP
Prerequisite: One of the following: STAT 252, STAT 302, STAT 325, STAT 1220, STAT 3430, STAT 3520, ECON 339, or ECON 3021; and one of the following: MATH 121, MATH 221, MATH 1264, or MATH 1267.

Rigorous mathematical foundation for introductory finance topics: basics of private and public financial systems, time value of money, risk and return tradeoff. Advanced version of BUS 1342. Strongly recommended for finance students. Course may be offered in classroom-based, online, or hybrid format. 3 lectures. Formerly BUS 301.

BUS 3346 Principles of Marketing (3 units)
Term Typically Offered: F, SP, SU
Prerequisite: Completion of one course in GE Area 1 with a grade of C- or better (GE Area A for the 2020-26 catalogs).

Development of an understanding of the marketing process, including 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. 3 lectures. Formerly BUS 346.

BUS 3347 Professional Selling Skills (3 units)
Term Typically Offered: F
Prerequisite: Sophomore standing; and BUS 346 or BUS 3346.

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. Course may be offered in classroom-based, online, or hybrid format. 3 lectures. Formerly BUS 347.

BUS 3348 Technology-Based Professional Sales (4 units)
Term Typically Offered: SP
Prerequisite: BUS 347 or BUS 3347.

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. Formerly BUS 348.

BUS 3370 Special Topics (1-3 units)
Term Typically Offered: F, SP, SU
Prerequisite: Consent of instructor.

Offered at Solano Campus. Special topic courses are intended to enable each department to offer an elective course of study when faculty scholarship activities, the expertise of visiting faculty, or off-campus educational programs may afford a unique and worthwhile learning experience. 1 to 3 lectures. Formerly BUS 390 at Cal Maritime.

BUS 3380 Work and Wellbeing (3 units)
Term Typically Offered: SP
Prerequisite: Completion of GE Area 1 with grades of C- or better (GE Area A for the 2020-26 catalogs); and completion of GE Area 3B (GE Area C2 for the 2020-26 catalogs).

Modern conceptualization of wellbeing at work. Impact of wellbeing on personal and professional effectiveness, business strategy. Sources of workplace stress. Positive organizational behavior strategies to promote thriving, happiness, and wellbeing. Role of leaders, culture, and workplace practices on employee wellbeing. 3 lectures.

BUS 3382 Leadership and Organizations (3 units)
Term Typically Offered: F, SP
Prerequisite: Completion of GE Area 1 with grades of C- or better (GE Area A for the 2020-26 catalogs); completion of GE Area 3B (GE Area C2 for the 2020-26 catalogs); and completion of lower-division courses in GE Area 4 (GE Areas D1 and D2 for the 2020-26 catalogs).

Development of leadership skills through personal exploration, concept analysis, and experiential learning. Conceptual understanding of leadership, important insights into oneself as a leader, and skills and competencies necessary for effective leadership. 3 lectures. Formerly BUS 382.

BUS 3384 Human Resources Management (3 units)
Term Typically Offered: F, SP
Prerequisite: Completion of GE Area 1 with grades of C- or better (GE Area A for the 2020-26 catalogs); completion of GE Area 3B (GE Area C2 for the 2020-26 catalogs); and completion of lower-division courses in GE Area 4 (GE Areas D1 and D2 for the 2020-26 catalogs).

Introduction to strategic human resource management with emphasis on functional areas of the discipline including equal employment opportunity, recruitment, selection, training, performance management, compensation, employee wellness. Development of management skills for executing HR practices such as interviews and performance feedback. 3 lectures. Formerly BUS 384.

BUS 3384A Human Resources Management Project (1 unit)
Term Typically Offered: F, SP
Corequisite: BUS 3384.

Advanced application of topics and procedures relevant to human resources management. Individual and group projects or simulations aimed at applying relevant knowledge to solve management and human resource problems. Course offered online only. 1 activity.

BUS 3387 Organizational Behavior (3 units)
Term Typically Offered: F, SP, SU
Prerequisite: Completion of one course in GE Area 1 with a grade of C- or better (GE Area A for the 2020-26 catalogs).

Application of theory and research from behavioral and social science to examine individual, interpersonal, and group effectiveness in organizations. Personality, emotions, diversity, motivation, decision-making, teamwork, conflict resolution, leadership, and organizational culture and change. 3 lectures. Formerly BUS 387.

BUS 3388 Training, Developing, and Managing Employees (3 units)
Term Typically Offered: SP
Prerequisite: BUS 384 or BUS 3384; and one of the following: STAT 252, STAT 1220, ECON 339, or ECON 3021.

Procedures for strategic human resource planning. Develop employee competencies. Design, deliver and evaluate employee training. Manage employee performance, including performance deficiencies. Align procedures with organizational strategic objectives. 3 lectures. Formerly BUS 388.

BUS 3388A Training, Developing, and Managing Employees Project (1 unit)
Term Typically Offered: SP
Corequisite: BUS 3388.

Application of theory and research from behavioral and social science to examine individual, interpersonal, and group effectiveness at work, including personality, emotions, diversity, motivation, and decision-making to teamwork, conflict resolution, leadership, and organizational culture and change. Course offered online only. 1 activity.

BUS 3389 Introduction to Business Negotiation for Entrepreneurs (3 units)
Term Typically Offered: TBD
Prerequisite: Completion of GE Area 1 with grades of C- or better (GE Area A for the 2020-26 catalogs); and Entrepreneurship minor.

Negotiation theory and skills required for successful entrepreneurship. Applying negotiation skills through simulations. 3 lectures. Formerly BUS 389.

BUS 3389A Negotiation for Entrepreneurs Activity (1 unit)
Term Typically Offered: TBD
Prerequisite: Entrepreneurship minor. Corequisite: BUS 3389.

Advanced application of topics and strategies relevant to negotiation for entrepreneurs. Individual and group projects or simulations applying relevant knowledge to enhance skills in entrepreneurial negotiations (equity splits, angel investors, supplier contracts). Course may be offered in classroom-based, online, or hybrid format. 1 activity.

BUS 3390 Independent Study (1-3 units)
Term Typically Offered: F, SP, SU
Prerequisite: Consent of the department.

Offered at Solano Campus. Substantial study above and beyond the regular offerings in the Academy catalog. Arrangement needed with an Academy faculty member to be the Independent Study Advisor. Approved application for Independent Study must be on file. Formerly BUS 390 at Cal Maritime.

BUS 3391 Information Systems (3 units)
Term Typically Offered: F, SP, SU
Prerequisite: Completion of one course in GE Area 1 with a grade of C- or better (GE Area A for 2022-26 catalogs); or ITP 125 or ITP 1125, and Industrial Technology and Packaging major or Industrial Technology minor.

Information systems, hardware and software, strategy and information systems, databases, networking, systems development, and emerging trends and technologies. Course may be offered in classroom-based, online, or hybrid format. 3 lectures. Formerly BUS 391.

BUS 3392 Business Application Development (3 units)
Term Typically Offered: F, SP
Prerequisite: BUS 391 or BUS 3391.

Fundamental concepts of computer programming, data structures, problem solving, programming logic, and fundamental design techniques. Up-to-date application development models, tools, and technologies required to appreciate the complexity of application development and to build functioning business applications. Course may be offered in classroom-based, online, or hybrid format. 3 lectures. Formerly BUS 392.

BUS 3392A Business Application Development Project (1 unit)
Term Typically Offered: F, SP
Corequisite: BUS 3392.

Selection and completion of a project under faculty supervision that complements the coursework on business application development. Course offered online only. 1 activity.

BUS 3393 Database Systems in Business (3 units)
Term Typically Offered: SP, SU
Corequisite: BUS 392 or BUS 3392.

Design, development, testing, and implementation of databases for business applications. Data modeling with entity relationship diagrams, data normalization, data integrity. Database physical design, implementation, 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. 3 lectures. Formerly BUS 393.

BUS 3393A Database Systems in Business Project (1 unit)
Term Typically Offered: SP, SU
Corequisite: BUS 3393.

Selection and completion of a project under faculty supervision that complements the coursework on business database systems. Course offered online only. 1 activity.

BUS 3394 Systems Analysis and Design (3 units)
Term Typically Offered: F, SP
Prerequisite: BUS 391 or BUS 3391.

Systems development life cycle, requirements gathering, process modeling using data flow diagrams, use case analysis and diagramming, and user interface (UI) design. Course may be offered in classroom-based or hybrid format. 3 lectures. Formerly BUS 394.

BUS 3394A Systems Analysis and Design Project (1 unit)
Term Typically Offered: F, SP
Corequisite: BUS 3394.

Selection and completion of a project under faculty supervision that complements the coursework systems analysis and design. Course offered online only. 1 activity.

BUS 3395 Information Systems Project Management (3 units)
Term Typically Offered: F, SP
Prerequisite: BUS 391 or BUS 3391.

Introduction to key components of project management in the information systems (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. Course may be offered in classroom-based or hybrid format. 3 lectures. Formerly BUS 395.

BUS 3396 Consumer Insights (3 units)
Term Typically Offered: F, SP
Prerequisite: Graphics Communications major and GRC 361 or GRC 3030; or BUS 346 or BUS 3346.

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. Course may be offered in classroom-based, online, or hybrid format. 3 lectures. Formerly BUS 396.

BUS 3396A Consumer Insights Project (1 unit)
Term Typically Offered: F, SP
Corequisite: BUS 3396.

Completion of class project under faculty supervision that complements the coursework on consumer insights. Course offered online only. 1 activity.

BUS 3399 IT Infrastructure and Security Management (3 units)
Term Typically Offered: F, SP
Prerequisite: BUS 391 or BUS 3391.

Fundamental concepts of networking and infrastructure management, including theoretical and practical discussion on TCP/IP, wired and wireless LAN, cloud computing, and information security. 3 lectures. Formerly BUS 399.

BUS 3399A IT Infrastructure and Security Management Project (1 unit)
Term Typically Offered: F, SP
Corequisite: BUS 3399.

Selection and completion of a project under faculty supervision that complements the coursework on information technology (IT) infrastructure and security management. Course offered online only. 1 activity.

BUS 3411 Finance Practicum (1 unit)
Term Typically Offered: F, SP
Prerequisite: BUS 431 or BUS 3431; and one of the following: BUS 441, BUS 3440, or BUS 3441.

Trading strategies, back-testing, risk-return tradeoff, and industry best practices. Write a research project. Course maybe offered in classroom-based, online, or hybrid format. 1 activity.

BUS 3431 Security Analysis and Portfolio Management (4 units)
Term Typically Offered: F, SP
Prerequisite: One of the following: BUS 301, BUS 342, BUS 1342, or BUS 3343; one of the following: STAT 252, STAT 302, STAT 1220, or STAT 3520; and one of the following: ECON 339, ECON 3021, STAT 324, or STAT 3430.

In-depth analysis of financial markets. Various types of investments, including stocks, bonds, and other asset classes. Investment strategies, portfolio construction, diversification, and performance evaluation. 4 lectures. Formerly BUS 431.

BUS 3433 Global Financial Institutions and Markets (3 units)
Term Typically Offered: F, SP
Prerequisite: One of the following: BUS 301, BUS 342, BUS 1342, or BUS 3343.

The role of financial markets and institutions in allocating capital globally and promoting international commerce. Financial institutions covered include the Federal Reserve Bank (FED), International Monetary Fund (IMF), World Bank, investment banks, and others. Detailed exploration of the history and functions of these institutions. Course may be offered in classroom-based or hybrid format. 3 lectures. Formerly BUS 433.

BUS 3438 Corporate Finance (4 units)
Term Typically Offered: F, SP
Prerequisite: One of the following: BUS 301, BUS 342, BUS 1342, or BUS 3343; and one of the following: STAT 252, STAT 302, STAT 1220, or STAT 3520.

Corporate finance with an emphasis on managing the corporation to create shareholder value. Valuation models, capital budgeting, capital structure, corporate distribution policy, financial distress, corporate governance, and mergers and acquisitions. Course may be offered in classroom-based, online, or hybrid format. 4 lectures. Formerly BUS 438.

BUS 3440 Financial Modeling and Visualization in Excel (4 units)
Term Typically Offered: F, SP
Prerequisite: BUS 431 or BUS 3431. Recommended: BUS 391 or BUS 3391.

Wealth planning and financial management. Analysis of financial problems. Excel's power query for data wrangling and analysis. Data visualization through dashboards. Course may be offered in classroom-based, online, or hybrid format. 3 lectures, 1 activity.

BUS 3441 Financial Modeling and Analytics in Python or R (4 units)
Term Typically Offered: F, SP
Prerequisite: BUS 431 or BUS 3431.

Computer acquisition, processing, and visualization of financial data. Applied financial theory and analysis for financial decision making. Machine learning for analysis. Course may be offered in classroom-based, online, or hybrid format. 3 lectures, 1 laboratory. Formerly BUS 441.

BUS 3443 Case Studies in Finance (3 units)
Term Typically Offered: SP
Prerequisite: BUS 431 or BUS 3431.

Analysis and decision-making in applying finance theory to business management and valuation through cases. Valuation techniques and their application to business finance. Practical experience in the application of fundamental financial concepts and procedures to realistic business situations. Course may be offered in classroom-based, online, or hybrid format. 3 lectures. Formerly BUS 443.

BUS 4312 Entrepreneurship Law (3 units)
Term Typically Offered: SP
Prerequisite: Junior standing or one of the following: BUS 207, BUS 220, BUS 310, BUS 311, BUS 2207, BUS 2220, BUS 3310, or BUS 3311.

Analysis of laws and legal strategies that affect startup enterprises, business innovation restrained or enhanced through law, founder's agreements, entity formation, securities laws, venture capital, intellectual property, employment law, contracts, e-commerce, and exit transactions. Course may be offered in classroom-based, online, or hybrid format. 3 lectures.

BUS 4400 Special Problems for Advanced Undergraduates (1-4 units)
Term Typically Offered: F, SP, SU
Prerequisite: Senior standing and consent of instructor.

Individual investigation, research, studies, or surveys of selected problems. Repeatable up to 4 units. Formerly BUS 400.

BUS 4401 Strategic Management (3 units)
Term Typically Offered: F, SP
Sustainability Related
Prerequisite: Senior standing; one of the following: BUS 301, BUS 342, BUS 1342, or BUS 3343; BUS 207 or BUS 2207; BUS 215 or BUS 2215; BUS 346 or BUS 3346; BUS 387 or BUS 3387; BUS 391 or BUS 3391; one of the following: ITP 303, ITP 326, ITP 330, ITP 341, ITP 371, ITP 3303, ITP 3326, ITP 3330, ITP 3341, or ITP 3371. Concurrent: BUS 4411. Recommended: BUS 4404.

Application of interdisciplinary skills to strategic management. Consideration of interdependence between external environments and internal systems. Focus on responsibilities, tasks, and skills of general managers, including environmental sustainability, social responsibility and governance. Case studies, group problem solving, experiential class activities. Course may be offered in classroom-based, online, or hybrid format. 3 seminars. Formerly BUS 401.

BUS 4404 Law, Governmental, and Social Influences on Business (3 units)
Term Typically Offered: F, SP, SU
Prerequisite: BUS 207 or BUS 2207.

Complex legal analysis for business. Legal, economic, political, societal, and ethical perspectives. Administrative law, agencies-regulatory policy, antitrust law, disclosure documents, transactional relations, public policy, business-government relations, compliance, risk avoidance, and corporate responsibility. Case studies. Course offered in classroom-based, online, or hybrid format. 3 lectures. Formerly BUS 404.

BUS 4405 Leadership and Group Dynamics (3 units)
Term Typically Offered: F
Prerequisite: Senior standing.

Offered at Solano Campus. Behavioral and psychological aspects of leadership in the business environment are the focus of this course. Behavioral concepts include practical training in followership, development of skills in leadership, communication, team membership, and management of personal stress. Psychological concepts include attitude development, corporate culture values, and personality assessment. 3 lectures. Formerly BUS 405 at Cal Maritime.

BUS 4408 Innovation and Entrepreneurship Through Disruptive Technologies (4 units)
Term Typically Offered: SP
Prerequisite: BUS 310 or BUS 3310.

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. Field trip may be required. 4 seminars. Formerly BUS 408.

BUS 4409 Law of Real Property and Real Estate (3 units)
Term Typically Offered: SU
Prerequisite: Junior standing.

Acquisition, ownership, financing, transfer, and impairment of real property. Contracts, agency, estates, co-ownership, mortgages, and deeds. Covenants, conditions, and restrictions (CC&Rs), easements, landlord-tenant, and zoning. Course may be offered in classroom-based, online, or hybrid format. 3 lectures. Formerly BUS 409.

BUS 4410 The Legal Environment of International Business (3 units)
Term Typically Offered: SP
Prerequisite: BUS 207 or BUS 2207.

United States, foreign, and international law affecting international business transactions. United States and foreign cultural, ethical, and political norms and legal institutions, and their effect on law and business. Course may be offered in classroom-based, online, or hybrid format. 3 lectures. Formerly BUS 410.

BUS 4411 BSBA Assurance of Learning Assessment (0 units)
Term Typically Offered: F, SP
CR/NC
Concurrent: BUS 4401.

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. Formerly BUS 411.

BUS 4416 Strategic Sourcing and Procurement Management (3 units)
Term Typically Offered: F, SP
Prerequisite: ITP 371 or ITP 3371.

Strategic sourcing and procurement within the context of supply chain operations. Purchasing and sourcing strategies, contract management, supplier selection and evaluation, e-procurement, global sourcing, outsourcing, supplier relationships, pricing, negotiation, risk management, and warehouse operations. Field trip may be required. Course may be offered in classroom-based, online, or hybrid format. 3 lectures. Crosslisted as BUS/ITP 4416.

BUS 4417 Supply Chain Analytics (3 units)
Term Typically Offered: F, SP
Prerequisite: BUS 391 or BUS 3391; ITP 371 or ITP 3371; and STAT 252 or STAT 1220.

Application of quantitative methods (e.g., regression, linear programming) to optimize decisions in transportation, inventory, and demand. Use of software and business intelligence tools to analyze and interpret supply chain data. Course may be offered in classroom-based, online, or hybrid format. 3 lectures. Crosslisted as BUS/ITP 4417.

BUS 4418 Marketing Research (3 units)
Term Typically Offered: F, SP
Prerequisite: BUS 346 or BUS 3346.

Framework and application of the marketing research process. Development of skills to design, gather, analyze, and present information for marketing decision-making. Focus on primary data collection and analytical techniques to address research questions for customer insights. Course may be offered in classroom-based, online, or hybrid format. 3 lectures. Formerly BUS 418.

BUS 4418A Marketing Research Project (1 unit)
Term Typically Offered: F, SP
Corequisite: BUS 4418.

Project designed for conducting marketing research activities to discover customer insights. Application of marketing research concepts, selection of research forms and methodologies, as well as data collection, analysis, and interpretation. Complements the coursework on marketing research. Course offered online only. 1 activity.

BUS 4421 Marketing Analytics (3 units)
Term Typically Offered: F, SP, SU
Prerequisite: BUS 346 or BUS 3346.

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, online, or hybrid format. 3 lectures. Formerly BUS 421.

BUS 4421A Marketing Analytics Activity (1 unit)
Term Typically Offered: F, SP, SU
Corequisite: BUS 4421.

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. Complements the coursework on marketing analytics. Course offered online only. 1 activity.

BUS 4423 Digital Marketing (3 units)
Term Typically Offered: F, SP
Prerequisite: BUS 396 or BUS 3396; and BUS 418 or BUS 4418.

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, online, or hybrid format. 3 lectures. Formerly BUS 423.

BUS 4423A Digital Marketing Activity (1 unit)
Term Typically Offered: F, SP
Corequisite: BUS 4423.

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. Complements the coursework on digital marketing metrics and management. Course offered online only. 1 activity.

BUS 4424 Advanced Data Analytics in Accounting (3 units)
Term Typically Offered: F, SP
Prerequisite: BUS 320 and BUS 3320; and BUS 322 or BUS 3322.

Application of analytical, technical and software skills to solve complex accounting-related business decisions, identify trends and effectively visualize data results involving accounting, auditing or taxation. Course may be offered in classroom-based, online, or hybrid format. 3 lectures.

BUS 4425 Advanced Managerial Accounting with Data Analytics (3 units)
Term Typically Offered: SP
Prerequisite: BUS 215 or BUS 2215.

Costing systems, including job, process, and activity-based costing systems. Cost allocation and differential analysis of cost information for decision making. Organization, visualization, and analysis of relevant financial and cost data to assist managers in making strategic business decisions. Course may be offered in classroom-based, online, or hybrid format. 3 lectures. Formerly BUS 412.

BUS 4426 Taxation of Corporations and Partnerships (3 units)
Term Typically Offered: F, SP, SU
Prerequisite: BUS 214 or BUS 2214 and BUS 215 or BUS 2215 with grades of C- or better; or AGB 214 or AGB 2214 and AGB 323 or AGB 3323 with grades of C- or better, and Accounting minor.

Comparative study of the taxation of C corporations and flow-through tax entities, including S corporations, partnerships, and limited liability companies, with a primary emphasis on C corporations and partnerships. Course may be offered in classroom-based, online, or hybrid format. 3 lectures. Formerly BUS 417.

BUS 4427 Advanced Financial Reporting (3 units)
Term Typically Offered: SP
Prerequisite: BUS 322 or BUS 3322.

Intercompany investments and consolidations. Advanced financial accounting, including foreign currency transactions, government and not-for-profit accounting, segment disclosures and interim financial reporting, and data analytics and blockchain technology. Course may be offered in classroom-based, online, or hybrid format. 3 lectures. Formerly BUS 323.

BUS 4428 Independent Study in Accounting (3 units)
Term Typically Offered: TBD
Prerequisite: Consent of instructor.

Individual investigation, research, study or survey of selected topics in accounting, auditing, or taxation. Repeatable up to 6 units. Formerly BUS 474.

BUS 4430 Internship/Cooperative Education (1-9 units)
Term Typically Offered: F, SP, SU
CR/NC
Prerequisite: Junior standing; Cal Poly cumulative GPA of at least 2.5 without being on academic probation; and approval of area chair.

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 only. Repeatable up to 9 units. Formerly BUS 430.

BUS 4434 Real Estate Finance (4 units)
Term Typically Offered: F, SP
Prerequisite: BUS 431 or BUS 3431.

Theory and applications of real estate business operations. Cash flow analysis, zoning, internal rate of return, mortgages, securitization, and leverage. Course may be offered in classroom-based, online, or hybrid format. 4 lectures. Formerly BUS 434.

BUS 4437 Retirement and Estate Planning (3 units)
Term Typically Offered: TBD
Prerequisite: BUS 431 or BUS 3431.

Retirement planning and employee benefits, including Social Security and Medicare, types of retirement plans, qualified plan characteristics, distribution options, trusts, power of attorney, and probate. Course may be offered in classroom-based or hybrid format. 3 lectures. Formerly BUS 437.

BUS 4439 Fixed Income Securities Market (3 units)
Term Typically Offered: F, SP
Prerequisite: BUS 431 or BUS 3431.

Value fixed-income securities with or without embedded options using interest rate term structure. Measure and manage risks associated with investing in fixed-income securities with emphasis on interest rate and credit risks, and bond portfolio strategies. Course may be offered in classroom-based, online, or hybrid format. 3 lectures. Formerly BUS 439.

BUS 4442 Introduction to Futures and Options (3 units)
Term Typically Offered: SP
Prerequisite: BUS 441, BUS 3440, or BUS 3441.

Introduction to options, futures, and other derivative securities. Examination of institutional aspects of the markets. Theories of pricing. Discussion of trading strategies (arbitrage, hedging, and spread). Applications for asset and risk management. Course may be offered in classroom-based, online, or hybrid format. 3 lectures. Formerly BUS 442.

BUS 4445 Risk Management and Insurance Planning (3 units)
Term Typically Offered: F, SP
Prerequisite: BUS 431 or BUS 3431.

Risk management and insurance planning. Planning need for households and businesses. Concepts include determining risk exposure, insurance selection and details of property and liability, life, health, and social insurance products. Course may be offered in classroom-based or hybrid format. 3 lectures. Formerly BUS 445.

BUS 4446 International Marketing (3 units)
Term Typically Offered: SP
Prerequisite: BUS 346 or BUS 3346.

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. 3 lectures. Formerly BUS 446.

BUS 4446A International Marketing Project (1 unit)
Term Typically Offered: SP
Corequisite: BUS 4446.

Projects on international markets and international marketing strategies. Complements the coursework on international marketing. Course offered online only. 1 activity.

BUS 4447 Defining and Building Technology Startups (4 units)
Term Typically Offered: F
Prerequisite: BUS 3310; and Entrepreneurship concentration or Entrepreneurship minor.

Topics in entrepreneurial settings focusing on technology startups. Frameworks, analytical skills, and decision-making tools used in developing entrepreneurial business ideas and products. Ideation, customer development, and product definition. The Class Schedule will list topic selected. 4 discussions.

BUS 4448 Mergers and Acquisitions (4 units)
Term Typically Offered: SP
Prerequisite: BUS 438 or BUS 3438.

Comprehensive coverage of financial aspects concerning mergers and acquisitions. Valuation of companies and synergies, strategic and other motivations underlying mergers, structuring of transactions, deal tactics and strategy, and leveraged buyouts. Course may be offered in classroom-based, online, or hybrid format. 4 lectures. Formerly BUS 448.

BUS 4449 New Venture Growth and Scaling (4 units)
Term Typically Offered: SP
Prerequisite: BUS 310 or BUS 3310.

Hands-on understanding of how a new venture moves from a start-up and scales into a fast-growth company. Explore crossing the chasm from an early-adopter market to adjacent markets where fast growth occurs. Adopting systems, processes, and technologies that enable scaling. Course may be offered in classroom-based or hybrid format. 4 seminars.

BUS 4450 Current Topics in Marketing (3 units)
Term Typically Offered: F, SP
Prerequisite: BUS 396 or BUS 3396; and BUS 418 or BUS 4418.

Exploration of emerging technologies and best practices in marketing. Tools, techniques, and strategies that are transforming the marketing landscape. Development of skills to design, implement, and optimize marketing campaigns through a combination of lectures, case studies, video campaigns, hands-on exercises, guest lectures, group projects, and simulations. The Class Schedule will list subtitle selected. Repeatable up to 6 units. Course may be offered in classroom-based, online, or hybrid format. 3 lectures. Formerly BUS 450.

BUS 4450A Current Topics in Marketing Activity (1 unit)
Term Typically Offered: F, SP
Corequisite: BUS 4450.

Additional projects, research, and activities to explore emerging technologies and best practices in marketing. Complements the coursework on topics in marketing activity. The Class schedule will list subtitle selected. Repeatable up to 2 units. Course offered online only. 1 activity.

BUS 4451 New Product Development and Launch (3 units)
Term Typically Offered: F
Prerequisite: BUS 418 or BUS 4418; and STAT 252 or STAT 1220.

Frameworks for developing new products and planning for their launch. Major phases of product development, including innovation strategy, idea generation and screening, concept development and evaluation, prototyping, and market acceptance testing. Introduction to product launch, including segmentation, targeting, positioning, pricing, and branding. Course may be offered in classroom-based, online, or hybrid format. 3 lectures. Formerly BUS 451.

BUS 4451A New Product Development and Launch Project (1 unit)
Term Typically Offered: F
Corequisite: BUS 4451.

Project-based skills for developing new products and planning for their launch. Application of major phases of product development, including innovation strategy, idea generation and screening, concept development and evaluation, prototyping, and market acceptance testing. Course offered online only. 1 activity.

BUS 4453 Digital and New Media Marketing (3 units)
Term Typically Offered: F, SP, SU
Prerequisite: One of the following: BUS 396, BUS 418, BUS 3396, or BUS 4418.

Applications and tools of digital and new media marketing communications, including ad purchasing, optimization of sites, social media audits, and effective governance. Develop integrated marketing communication strategies across varied digital media channels that reflect a client organization's strategy for managing its business goals, identity, and reputation. Course may be offered in classroom-based, online, or hybrid format. 3 lectures. Formerly BUS 453.

BUS 4453A Digital and New Media Marketing Project (1 unit)
Term Typically Offered: F, SP, SU
Corequisite: BUS 4453.

Complements the coursework on digital and new media marketing. Course offered online only. 1 activity.

BUS 4454 Marketing Projects (3 units)
Term Typically Offered: F, SP
Prerequisite: BUS 396 or BUS 3396; and BUS 418 or BUS 4418.

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. 3 lectures. Formerly BUS 454.

BUS 4454A Marketing Projects Activity (1 unit)
Term Typically Offered: F, SP
Corequisite: BUS 4454.

Completion of class project under faculty supervision that complements the coursework on marketing projects. Course may be offered in classroom-based, online, or hybrid format. 1 activity.

BUS 4455 Marketing Strategy (3 units)
Term Typically Offered: F, SP
Prerequisite: BUS 396 or BUS 3396; and BUS 418 or BUS 4418.

Key marketing concepts. Strategic and tactical marketing decisions for companies and brands. Marketing performance assessments and alignment to the market. Course may be offered in classroom-based, online, or hybrid format. 3 lectures. Formerly BUS 455.

BUS 4455A Marketing Strategy Project (1 unit)
Term Typically Offered: F, SP
Corequisite: BUS 4455.

Application of key marketing concepts using computer simulations. Development, evaluation, and implementation of marketing strategies, including environmental analysis, identification of marketing problems and opportunities, corporate growth strategies designed to exploit opportunities and counter threats, decisions regarding allocations of resources, and evaluation and control of the strategic plan. Course offered online only. 1 activity.

BUS 4457 Integrated Marketing Communications (3 units)
Term Typically Offered: SP
Prerequisite: BUS 396 or BUS 3396; and BUS 418 or BUS 4418.

Advertising and promotions directed at the consumer. Theoretical background to plan, execute, and measure the effectiveness of advertising and promotions in a variety of contexts. Course may be offered in classroom-based, online, or hybrid format. 3 lectures.

BUS 4457A Integrated Marketing Communications Project (1 unit)
Term Typically Offered: SP
Corequisite: BUS 4457.

Plan, execute, and measure the effectiveness of advertising and promotions in a variety of contexts. Complements the coursework on integrated marketing communications (IMC). Course offered online only. 1 activity.

BUS 4458 Solving Big World Challenges (4 units)
Term Typically Offered: F, SP
Prerequisite: Completion of GE Area 1 with grades of C- or better (GE Area A for the 2020-26 catalogs).

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 discussions. Crosslisted as BUS/COMS 4458. Formerly BUS/COMS 458.

BUS 4461 Senior Project I (2 units)
Term Typically Offered: F, SP, SU
Prerequisite: Senior standing and consent of instructor.

Selection and analysis of a business problem under faculty supervision. Problems typical of those which graduates must solve in their fields of employment. Formal report is required. Formerly BUS 461.

BUS 4462 Senior Project II (2 units)
Term Typically Offered: F, SP, SU
Prerequisite: Senior standing and consent of instructor.

Completion of the faculty-supervised analysis of a business problem typical of those which graduates must solve in their fields of employment. Formal report is required. Formerly BUS 462.

BUS 4464 Applied Senior Project Seminar (3 units)
Term Typically Offered: F, SP, SU
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. Course may be offered in classroom-based, online, or hybrid format. 3 seminars. Formerly BUS 464.

BUS 4465 Senior Project: Building and Launching the Technology Startup (4 units)
Term Typically Offered: SP
Prerequisite: Senior standing and BUS 4447.

Entrepreneurial settings focusing on technology startups. Frameworks, analytical skills, and decision-making tools used in launching entrepreneurial businesses. 4 discussions. Formerly BUS 487.

BUS 4466 Sales Practicum (4 units)
Term Typically Offered: TBD
Prerequisite: BUS 348 or BUS 3348.

Capstone course for the Sales minor. Exploration of building and maintaining relationships, apply selling skills, and prepare for a career in professional selling. 4 seminars. Formerly BUS 466.

BUS 4467 Senior Project: Growing the Early Stage Startup (4 units)
Term Typically Offered: SP
Prerequisite: Senior standing and BUS 488 or BUS 4488.

Uses regional startups as learning labs. Process of identifying and conducting business model experiments aimed at getting traction in the marketplace. Exploration of a personal entrepreneurial pathway. 4 seminars.

BUS 4468 Blockchain in Finance (3 units)
Term Typically Offered: TBD
Prerequisite: BUS 441 or BUS 3441. Recommended: One of the following: CSC 101, CSC 232, CSC 1001, CSC 1032, ECON 395, or ECON 3015.

Blockchain technology in finance with application examples, including stock trading, real estate transactions, and peer-to-peer (P2P) payment systems. Smart contract basics and solidity programming. 3 lectures. Formerly BUS/ITP 468.

BUS 4469 Foundations of Financial Technology (3 units)
Term Typically Offered: TBD
Prerequisite: BUS 441 or BUS 3441. Recommended: One of the following: CSC 101, CSC 232, CSC 1001, CSC 1032, ECON 395, or ECON 3015.

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. 3 lectures. Formerly BUS 469.

BUS 4470 Special Advanced Topics (1-4 units)
Term Typically Offered: TBD
Prerequisite: Consent of instructor.

Directed group study of special topics for advanced students. The Class Schedule will list topic selected. Repeatable up to 8 units. Course may be offered in classroom-based, online, or hybrid format. 1 to 4 lectures. Formerly BUS 470.

BUS 4472 Senior Project: Volunteer Income Tax Assistance (3 units)
Term Typically Offered: SP
Prerequisite: Senior standing and BUS 320 or BUS 3320.

Training and practice in preparation of state and federal individual income tax returns. Coverage of deductions and credits applicable to individuals. Students provide free tax assistance and income tax preparation to community residents under supervision of qualified professionals. 1 lecture, 2 activities. Formerly BUS 416.

BUS 4473 Senior Project: Auditing Analytics (3 units)
Term Typically Offered: SP
Prerequisite: Senior standing and BUS 425 or BUS 3323.

Covers various analytical methodologies, tools and technology-related innovations used in audit engagements, including sampling, internal controls, and business cycle specific audit approaches using specialized audit applications, visualization software, and other applicable tools. Course may be offered in classroom-based, online, or hybrid format. 3 lectures.

BUS 4474 Senior Project: Low Income Taxpayer Clinic (3 units)
Term Typically Offered: F, SP
Prerequisite: Senior standing; BUS 320 or BUS 3320; Graduation Writing Requirement (GWR); and consent of instructor.

Acquire fundamental knowledge of federal tax laws and procedures in a clinical setting. Assist Low Income Taxpayer Clinic clients. Formerly BUS 463.

BUS 4475 Rewarding and Compensating Employee Performance (3 units)
Term Typically Offered: SP
Prerequisite: BUS 384 or BUS 3384; and one of the following: STAT 252, STAT 1220, ECON 339, or ECON 3021.

Design and management of total compensation systems. Interrelationship among employee performance, intrinsic and extrinsic rewards, perceived equity, and employee attitudes and behaviors. Employee benefits, wage fairness, and employee incentive programs. Course may be offered in classroom-based or online format. 3 lectures. Formerly BUS 471.

BUS 4476 Leading Social Innovation (3 units)
Term Typically Offered: SP
Prerequisite: Completion of GE Area 1 with grades of C- or better (GE Area A for the 2022-26 catalog).

Fundamentals and practice of leading social innovation in existing and new organizations. Emphasis on social movement and collective action tools and theory that support the development and implementation of social initiatives. 3 lectures. Formerly BUS 476.

BUS 4477 Management Consulting, Change, and Development (3 units)
Term Typically Offered: SP
Prerequisite: BUS 387 or BUS 3387.

Management consulting models and challenges associated with designing and leading organizational transformation. Application of behavioral and organizational science knowledge and social technology as intervention change strategies to enhance organization effectiveness and sustainability. Principles of management consulting and organization development. 3 lectures. Formerly BUS 477.

BUS 4477A Change Management Project (1 unit)
Term Typically Offered: TBD
Corequisite: BUS 4477.

Advanced application of topics and procedures relevant to managing change in organizations. Individual and group projects or simulations. Complements the coursework on change management. Course may be offered in classroom-based, online, or hybrid format. 1 activity.

BUS 4480 People Analytics (3 units)
Term Typically Offered: SP
Prerequisite: One of the following: BUS 384, BUS 387, BUS 3384, or BUS 3387; and one of the following: STAT 252, STAT 1220, ECON 339, or ECON 3021.

Data-informed strategic approach to developing and evaluating human resource systems and practices with emphasis on question formulation, data acquisition, management, analysis, and storytelling. 3 lectures. Formerly BUS 480.

BUS 4481 Advanced Topics in Management and Human Resources (3 units)
Term Typically Offered: SP
Prerequisite: BUS 384 or BUS 3384; and BUS 387 or BUS 3387.

Advanced topics in emerging areas of management and/or human resources. Intended for students in the Management and Human Resources concentration who want to learn and acquire in-depth knowledge and skills on contemporary topics. The Class Schedule will list subtitle selected. Repeatable up to 6 units. Course may be offered in classroom-based or online format. 3 lectures.

BUS 4486 Social Media Text Mining (3 units)
Term Typically Offered: SP
Prerequisite: BUS 392 or BUS 3392.

Analysis of large unstructured text data from social media to generate business insights. Natural language processing, document representation, text clustering, text classification, and topic modeling. Mathematical theories and practical computer-based tools will be introduced. Course may be offered in classroom-based, online, or hybrid format. 3 lectures.

BUS 4488 Building a Startup Skill Set (4 units)
Term Typically Offered: F
Prerequisite: BUS 310 or BUS 3310. Recommended: BUS 330 and ITP 406 or BUS 3330 and ITP 4406.

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. 4 seminars. Formerly BUS 488.

BUS 4489 Negotiation (3 units)
Term Typically Offered: F, SP
Prerequisite: BUS 387 or BUS 3387.

Theory and practice of negotiation in multiple contexts, including labor relations, compensation, and business disputes. Impact of culture, ethics, dispute resolution, and coalitions to develop integrative solutions. Course may be offered in classroom-based, online, or hybrid format. 3 lectures. Formerly BUS 489.

BUS 4489A Negotiation Project (1 unit)
Term Typically Offered: F, SP
Corequisite: BUS 4489.

Advanced application of topics and strategies relevant to negotiations. Individual and group projects or simulations aimed at applying relevant knowledge to enhance conflict management skills. Designed to build on and complement coursework on negotiations. Course may be offered in classroom-based, online, or hybrid format. 1 activity.

BUS 4490 Data Visualization (3 units)
Term Typically Offered: SP
Prerequisite: BUS 497 or BUS 4497.

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. Course may be offered in classroom-based or hybrid format. 3 lectures. Formerly BUS 490.

BUS 4492 Technology-Supported Collaboration (3 units)
Term Typically Offered: TBD
Prerequisite: BUS 387 or BUS 3387; and BUS 391 or BUS 3391.

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. 3 lectures. Formerly BUS 492.

BUS 4493 User Experience Analysis and Design (3 units)
Term Typically Offered: SP
Prerequisite: BUS 394 or BUS 3394.

Fundamentals of user experience analysis and design. Best practices in mobile/web/desktop user interfaces. Persona development. Prototyping using software tools, including theoretical and practical discussion of user experience analysis and design in business settings. Course may be offered in classroom-based or hybrid format. 3 lectures. Formerly BUS 493.

BUS 4496 Software Testing (3 units)
Term Typically Offered: TBD
Prerequisite: BUS 392 or BUS 3392.

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. Course may be offered in classroom-based, online, or hybrid format. 3 lectures. Formerly BUS 495.

BUS 4497 Business Analytics (3 units)
Term Typically Offered: SP, SU
Prerequisite: One of the following: STAT 252, STAT 301, STAT 1220, or STAT 1510.

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. 3 lectures. Formerly BUS 497.

BUS 4497A Business Analytics Project (1 unit)
Term Typically Offered: SP, SU
Corequisite: BUS 4497.

Selection and completion of one or more projects under faculty supervision that complements the coursework on business analytics. Course offered online only. 1 activity.

BUS 4498 Directed Topics in Information Systems (3 units)
Term Typically Offered: F, SP
Prerequisite: BUS 392 or BUS 3392.

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 subtitle selected. Repeatable up to 9 units. Course may be offered in classroom-based, online, or hybrid format. 3 lectures. Formerly BUS 498.

BUS 4499 Data Communications and Networking (3 units)
Term Typically Offered: F, SP
Prerequisite: BUS 391 or BUS 3391.

Combines concepts of data communications and networking with practical applications in business. Technical and managerial aspects of business telecommunication. Introduction to data communications, applications and technical fundamentals, network products, technologies, applications, and services. Course may be offered in classroom-based or hybrid format. 3 lectures. Formerly BUS 499.