

Department of

Business Management



Craig Bell, Department Chair

*Chris Andrews, Craig Bell, R. Drew Eagar, Jason Earl, Kimball Galbraith, D. Joshua Holt, Casey Hurley, Jayson Kunzler, Bruce Kusch, Kent Lundin, Candy Miller, Mark Nygren, Phil Packer, Derick Rhoton, Kevin Shiley, Jim Taylor, Michael Whitesides
Amy Staiger, Secretary (208) 496-1413
<http://www.byui.edu/BusManagement/>*

Introduction

The mission of the Business Management Department is to create a learning environment for students to acquire the knowledge, skills, and experiences necessary to make an immediate contribution in the workplace, and to rapidly grow into leadership positions in their organizations. We will do this by partnering with industry and non-profit organizations to provide mentoring, seminars, consulting projects, and internships to allow the students to apply what they have learned via case study and classroom discussion. Graduating students will emerge with an innovative and entrepreneurial spirit, technological and global literacy, and key communication and problem-solving skills.

General Advisement questions should be directed to the College of Business and Communication Advisement Center, Smith 296, (208) 496-1451.

See the Department of Business Management homepage at: <http://www.byui.edu/busmanagement/home/>

Graduation Requirements

To receive a BS in Business Management, a student will need to complete the prescribed course of study with a minimum of 120 credits and a GPA of 2.5 or higher. No grade less than C- will be accepted in pre-core, core, emphasis or complementary cluster coursework. A pre-professional internship experience, between the sophomore and junior year, as well as a professional internship experience, to be completed following the junior year, is required for graduation.

Central Aims – Students who successfully complete the degree will demonstrate the following skills:

1. **Technological Literacy:** graduates will understand how technology is used in all functions of business to improve productivity, communication, and customer service.
2. **Global Literacy:** graduates will understand international trade and financial systems. Core courses in marketing and organizational behavior will address cross-cultural issues.
3. **Quantitative Analysis:** all appropriate upper division courses will develop quantitative reasoning skills by utilizing business software and web-based applications to solve finance, marketing, and operational problems addressed in the curriculum.
4. **Problem Solving and Project Management:** all upper-division students will participate in business case studies, internships, and consulting projects to develop skills in these areas.
5. **Written and Oral Communication:** students will complete three courses in written communication, and will utilize presentation software in upper-division oral reports.
6. **Teamwork and Leadership Skills:** Organizational Effectiveness course will teach team-building principles that will be applied in study groups during the integrated junior core. Selected emphasis courses will include consulting projects executed in teams.
7. **Entrepreneurial Spirit:** students will be educated, encouraged, and supported in operating and growing business ventures in appropriate courses, guest seminars, and practicums.
8. **Business Ethics:** students will be given the opportunity to identify and eliminate any incongruities between their personal ethical tendencies and the Gospel of Jesus Christ.

Major Requirements

1. Successfully complete B 100, CIT 138, FDMat and FDEng 101 during the freshman year with a 2.5 GPA (C- or higher) before enrolling in Business Fundamentals
2. Successfully complete Business Fundamentals I (Acctg 201, B 211, and Econ 111) and Business Fundamentals II (Acctg 202, B 211, and Econ 112) and B 298R with a 2.5 GPA (C- or higher) before being enrolled in the Integrated Business Core (IBC).
3. Successfully complete the Integrated Business Core (IBC - B 301, 321, 341, 361), Primary Emphasis and Capstone (B 499A and B 499B) with a 2.5 GPA (C- or higher).
4. Successfully complete a pre-approved 12-credit Secondary Emphasis and a pre-approved 12-credit complementary cluster or a 24-credit minor as approved by your Faculty Advisor with a 2.5 GPA (C- or higher).
5. Successfully complete a B 398 Internship with a C- or higher. This is to be done after the IBC but before the last semester of coursework.

Career Opportunities

Students graduating from this major will be prepared for entry-level management positions in finance, marketing, supply chain management/operations and management. They will also receive sufficient knowledge to be able to pursue entrepreneurial opportunities in the industry of their choice after gaining relevant experience. Within the finance area, students will be particularly suited for opportunities in financial services, banking and corporate finance. Within the marketing area, students will be well prepared for careers in sales, supply chain management/operations, marketing research, marketing services or business-to-business/business-to-consumer marketing.

Accessibility of Business Management Courses

1. B 101, B 220, B 247, B 275, and B 283 are available to all students.
2. B 370, B 380, and B 413 are available to students who have completed proper prerequisite courses.
3. All other Business Management courses are limited to students majoring, minoring, or getting a cluster in business. Exceptions require approval from the Instructor and/or Department chair.
4. Business Management students should complete FDENG 101 before taking B 220.

BS in Applied Management (405)

Take required Foundations courses

Major Requirements

No Double Counting of Major Courses - No Grade Less Than C-

Complete an AAS: AAS <u>46</u> 46 Take these courses: <i>Take these courses prior to the IBC Group.</i> ACCTG 180 3 B 101 <u>3</u> 6	Apply to and take IBC Group courses: (These courses may not be taken as stand alone courses. They must be taken as the 12 credit IBC course). B 301 3 B 321 3 B 341 3 B 361 <u>3</u> 12 Take this course after the IBC but before your last semesters: B 398 <u>3</u> 3	Take 3 credits: B 220* 3 B 275 3 B 370 3 B 380 3 B 380 3 CIT 350 3 ECON 358 <u>3</u> 3 *(B 220 must be taken prior to Eng 312)	Program Notes:
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Total Major Credits=70

This major is available on the following tracks:

Fall-Winter---- YES

Winter-Spring---- YES

Spring-Fall---- YES

Business Management

Brigham Young University-Idaho 2008-2009

BS in Business Management Marketing Emphasis (415-95)

Take required Foundations courses

Major Requirements

No Double Counting of Major Courses - No Grade Less Than C-

<p><i>Take these courses:</i></p> ACCTG 201 3 ACCTG 202 3 B 100 1 B 211 4 B 212 4 B 298R* 1-5 B 301 3 B 321 3 B 341 3 B 361 3 B 398 3 B 499A 3 B 499B 1 CIT 138 1 ECON 111 3 ECON 112 3 <hr style="width: 100%;"/> 42 <p><i>*Take B 298R for 1 credit</i></p> <p><i>Take 1 courses:</i></p> B 380 2 ECON 358 3 <hr style="width: 100%;"/> 2	<p><i>Take these courses to complete Primary Emphasis</i></p> <p><i>Take these courses:</i></p> B 443 2 B 446 2 B 448 1 B 452 2 B 453 2 B 458 1 <hr style="width: 100%;"/> 10 <p><i>Take 2 credits:</i></p> B 451 2 B 457 1 COMM 231A 1 <hr style="width: 100%;"/> 2	<p><i>Choose a 12 credit secondary emphasis from the following list. All listed have been pre-approved. Others may be pre-approved after meeting with Business Management Chair and/or College of Business and Communication Advising Center.</i></p> <table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 33%; vertical-align: top;"> <p>Financial Accounting</p> ACCTG 301 3 ACCTG 302 3 ACCTG 401 3 ACCTG 403 3</td> <td style="width: 33%; vertical-align: top;"> <p>Economics and Finance</p> ECON 300 3 ECON 358 3 ECON 421 3 ECON 453 3</td> <td style="width: 33%; vertical-align: top;"> <p>Advertising</p> COMM 230 3 COMM 330 3 COMM 338 3 COMM 430 3</td> </tr> <tr> <td style="vertical-align: top;"> <p>Tax Accounting</p> ACCTG 301 3 ACCTG 302 3 ACCTG 321 3 ACCTG 322 3</td> <td style="vertical-align: top;"> <p>Data Analytics</p> CIT 203 3 CIT 320 3 CIT 355 3 CIT 425 3</td> <td style="vertical-align: top;"> <p>Public Relations</p> COMM 235 3 COMM 335 3 COMM 338 3 COMM 435 3</td> </tr> <tr> <td style="vertical-align: top;"> <p>Accounting Info Systems</p> ACCTG 301 3 ACCTG 302 3 ACCTG 333 3 ACCTG 356 3</td> <td style="vertical-align: top;"> <p>Project Lifecycle</p> CIT 203 3 CIT 320 3 CIT 380 3 CIT 485 3</td> <td style="vertical-align: top;"> <p>Visual/Digital Media</p> COMM 130 3 <i>Choose 9 credits:</i> COMM 310 3 COMM 313 3 COMM 316 3 COMM 347 3</td> </tr> <tr> <td style="vertical-align: top;"> <p>General Accounting</p> ACCTG 301 3 ACCTG 321 3 ACCTG 344 3 ACCTG 356 3</td> <td style="vertical-align: top;"> <p>CIT/Accounting</p> ACCTG 333 3 ACCTG 356 3 CIT 203 3 CIT 230 3</td> <td style="vertical-align: top;"> <p>Mechanical Engineering</p> ME Courses 12 (See Engineering Dept for specific coursework)</td> </tr> <tr> <td style="vertical-align: top;"> <p>General Economics</p> ECON 300 3 ECON 358 3 ECON 381 3 ECON 453 3</td> <td style="vertical-align: top;"> <p>Programming</p> CIT 203 3 CIT 210 3 CIT 310 3 CIT 320 3</td> <td style="vertical-align: top;"> <p>Geographic Info Systems</p> CIT 203 3 GEOG 230 3 GEOG 240 3 GEOG 340 3</td> </tr> <tr> <td style="vertical-align: top;"> <p>Law and Economics</p> ECON 430 3 ECON 440 3 ECON 444 3 ECON 475 3</td> <td style="vertical-align: top;"> <p>Web Design</p> CIT 230 3 CIT 235 3 CIT 320 3 <i>Choose 1 course:</i> COMM 130 3 CS 371 3</td> <td style="vertical-align: top;"> <p>Real Estate/Construction</p> B 413 3 CONST 430 3 <i>Choose 6 credits:</i> ARCH 100 3 CONST 120 3 CONST 330 3</td> </tr> </table>	<p>Financial Accounting</p> ACCTG 301 3 ACCTG 302 3 ACCTG 401 3 ACCTG 403 3	<p>Economics and Finance</p> ECON 300 3 ECON 358 3 ECON 421 3 ECON 453 3	<p>Advertising</p> COMM 230 3 COMM 330 3 COMM 338 3 COMM 430 3	<p>Tax Accounting</p> ACCTG 301 3 ACCTG 302 3 ACCTG 321 3 ACCTG 322 3	<p>Data Analytics</p> CIT 203 3 CIT 320 3 CIT 355 3 CIT 425 3	<p>Public Relations</p> COMM 235 3 COMM 335 3 COMM 338 3 COMM 435 3	<p>Accounting Info Systems</p> ACCTG 301 3 ACCTG 302 3 ACCTG 333 3 ACCTG 356 3	<p>Project Lifecycle</p> CIT 203 3 CIT 320 3 CIT 380 3 CIT 485 3	<p>Visual/Digital Media</p> COMM 130 3 <i>Choose 9 credits:</i> COMM 310 3 COMM 313 3 COMM 316 3 COMM 347 3	<p>General Accounting</p> ACCTG 301 3 ACCTG 321 3 ACCTG 344 3 ACCTG 356 3	<p>CIT/Accounting</p> ACCTG 333 3 ACCTG 356 3 CIT 203 3 CIT 230 3	<p>Mechanical Engineering</p> ME Courses 12 (See Engineering Dept for specific coursework)	<p>General Economics</p> ECON 300 3 ECON 358 3 ECON 381 3 ECON 453 3	<p>Programming</p> CIT 203 3 CIT 210 3 CIT 310 3 CIT 320 3	<p>Geographic Info Systems</p> CIT 203 3 GEOG 230 3 GEOG 240 3 GEOG 340 3	<p>Law and Economics</p> ECON 430 3 ECON 440 3 ECON 444 3 ECON 475 3	<p>Web Design</p> CIT 230 3 CIT 235 3 CIT 320 3 <i>Choose 1 course:</i> COMM 130 3 CS 371 3	<p>Real Estate/Construction</p> B 413 3 CONST 430 3 <i>Choose 6 credits:</i> ARCH 100 3 CONST 120 3 CONST 330 3
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Total Major Credits=68

This major is available on the following tracks:

Fall-Winter---- YES

Winter-Spring---- YES

Spring-Fall---- YES

Business Management

Brigham Young University–Idaho 2008-2009

BS in Business Management Finance Emphasis (415-96)

Take required Foundations courses

Major Requirements

No Double Counting of Major Courses - No Grade Less Than C-

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Total Major Credits=68

This major is available on the following tracks:

Fall-Winter---- YES

Winter-Spring---- YES

Spring-Fall---- YES

Business Management

Brigham Young University-Idaho 2008-2009

BS in Business Management Supply Chain Management Emphasis (415-97)

Take required Foundations courses

Major Requirements

No Double Counting of Major Courses - No Grade Less Than C-

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Total Major Credits=68

This major is available on the following tracks:

Fall-Winter---- YES

Winter-Spring---- YES

Spring-Fall---- YES

Business Management

Brigham Young University-Idaho 2008-2009

Business Pre-approved Clusters

General Business		
<i>Take these courses:</i>		
B 101	Introduction to Business	3
ACCTG 180	Survey of Accounting	3
<i>Take 6-9 credits</i>		
ECON 112	Economic Principles and Problems - Micro	3
B 201	Introduction to Finance	3
B 247	Principles of Marketing	3
B 275	Business Law and Legal Environment	3
B 279R	Business Discovery Series	1
B 370	Human Resource Management	3
B 380	Introduction to International Business	2
B 413	Real Estate	3
	Total Credits	<u>12</u>
General Business (For Accounting Majors)		
<i>Take these courses:</i>		
B 321	Organizational Effectiveness	3
B 341	Marketing Management	3
B 361	Operations Management	3
B 499A	Principles of Business Strategy	3
	Total Credits	<u>12</u>
Entrepreneurship (Non-Business Majors)		
<i>Take these courses:</i>		
ACCTG 180	Survey of Accounting	3
B 247	Principles of Marketing	3
B 283	Entrepreneurship Skills	3
B 383	New Venture Creation	3
	Total Credits	<u>12</u>
Administrative Assistant		
<i>Take these courses:</i>		
ACCTG 180	Survey of Accounting	3
B 101	Introduction to Business	3
B 370	Human Resource Management	3
CIT 140	Micro-Applications for Business	3
	Total Credits	<u>12</u>
Human Resource Management (Business Majors)		
<i>Take these courses:</i>		
B 370	Human Resource Management	3
COMM 450	Conflict Management	3
SOC 323	Race and Ethnic Relations	3
SOC 357	Human Relations and Leadership	3
	Total Credits	<u>12</u>

Human Resources (Non-Business Majors)		
<i>Take these courses:</i>		
ACCTG 180	Survey of Accounting	3
B 101	Introduction to Business	3
B 321	Organizational Effectiveness	3
B 370	Human Resource Management	3
	Total Credits	<u>12</u>
Real Estate (Non-Business Majors)		
<i>Take these courses:</i>		
ACCTG 180	Survey of Accounting	3
B 101	Introduction to Business	3
B 413	Real Estate	3
CONST 310	Construction Management	3
	Total Credits	<u>12</u>
Real Estate (Business Majors)		
<i>Take these courses:</i>		
B 413	Real Estate	3
CONST 450	Construction Management	3
<i>Take 2 courses:</i>		
ARCH 100	Construction Documents	3
CONST 120	Framing Systems	3
CONST 330	Construction Estimating	3
	Total Credits	<u>12</u>
Health Care Administration		
<i>Take 1 course:</i>		
HS 285	Hospital and Health Services Admin.	3
HS 360	Community and Public Health Admin.	2
<i>Take these courses:</i>		
HS 280	Medical Terminology	2
HS 390	Planning, Implementing and Evaluation	3
MA 106	Medical Law and Ethics	2
SOC 357	Human Relations and Leadership	3
	Total Credits	<u>12</u>

Business Management

Brigham Young University–Idaho 2008-2009

Course Descriptions

Credits*

B 100 Introduction to Business Management

(1:1:0)

Fee: \$5.00

Required for all business management majors.

Prepare students who are considering entering the Business Management program. The vision of the University, college and department will be discussed. Students will review and prepare their 4 year academic plan, gain basic technology skills and understanding, and be introduced to the College of Business and Communication Career Map.
(Fall, Winter, Spring)

B 101 Introduction to Business

(3:3:0)

Fee: \$9.00

Recommended for non-business students interested in gaining an overview of business management, marketing, accounting, human resource management, and small business entrepreneurship.
(Fall, Winter, Spring)

B 201 Introduction To Finance

(3:3:0)

Fee: \$9.00

This is an introductory course to familiarize non-business majors with the basic vocabulary and substantive knowledge of personal finance, financial institutions, and business finance. The class will provide an opportunity to develop skills in effective communication, financial analysis, and problem solving. Ethics in the area of finance will be discussed.
(Fall, Winter, Spring)

B 211 Business Fundamentals I

(4:3:3)

Fee: \$12.00

This course is part of an integrated group of classes for Business Management majors and will be taught concurrently with Economics 111 and Accounting 201. The course is designed to introduce students to the world of business, facilitate career preparation, and give them a strong foundation for later business-related courses.
(Fall, Winter, Spring)

B 212 BUSINESS FUNDAMENTALS II

(4:3:3)

Fee: \$12.00

This course is part of an integrated group of classes for Business Management majors and will be taught concurrently with Economics 112 and Accounting 202. The course is designed to build upon Business Foundation I courses and continue to add depth and understanding of key business topics.
(Fall, Winter, Spring)

B 220 Business Communication

(3:3:0)

Fee: \$9.00

Prerequisite: FDENG 101 and 22 credit hours

This course includes learning proper grammar, punctuation, and document format; analyzing, composing, and editing business letters and memos; producing job application documents; interviewing; and giving oral presentations.
(Fall, Winter, Spring)

B 247 Principles of Marketing

(3:3:0)

Fee: \$9.00

An introduction to the fundamental principles of marketing for non-business majors. Such topics as: the marketing environment, product development, pricing-strategy, distribution, and promotion will be discussed.
(Fall, Winter, Spring)

B 250 Web Business I

(3:3:0)

Fee: \$9.00

This course is designed for any student interested in building a web-based business. Students will go through the necessary steps to build and launch a web-based business that is capable of accepting online payments.
(Fall, Winter, Spring)

B 275 Business Law and the Legal Environment

(3:3:0)

Fee: \$9.00

An introduction to legal aspects of establishing and operating a business. Topics covered include legal procedures, contracts, commercial paper, and business organizations.
(Fall, Winter, Spring)

B 283 Entrepreneurship Skills

(3:3:0)

Fee: \$9.00

This course offers an introductory level overview of the major elements of entrepreneurship and small business management. This course is especially good for students who plan to launch a business while going to school or plan to have their own business in the future.
(Fall, Winter, Spring)

B 298R Beginning Internship

(1-5:0:0)

Fee: \$9.00

This course is designed to prepare and familiarize the student with an introductory business experience. Course aims to help students make the association between academics and the work place at an elementary level – internalizing concepts. Course prepares the student to be better equipped and prepared for upper level course and for the B 398 Advanced Internship, which prepares the student for the workplace or graduate school. The B 298R Introductory Internship requires a minimum of 13 hours work per week for 7 weeks for 1 credit. If registered for more than 1 credit, 90 hours per credit with a minimum of 20 work hours per week. This may be completed Fall, Winter or Spring, on or off track, preferably off track.
(Fall, Winter, Spring)

B 301 Financial Management

(3:3:0)

Fee: \$18.00

Prerequisite: Acctg 201, Acctg 202, B 100, B 211, B 212, Econ 111, Econ 112, and CIT 138 or CIT 140.

Part of the junior core for business majors. Covers financial statement analysis, cash management, capital structure, capital budgeting, short and long-term financial management, sources of financing, risk/return, dividend policy, and international finance. Basic mathematics of finance and spreadsheet software will be taught and used in the course.
(Fall, Winter, Spring)

B 321 Organizational Effectiveness

(3:3:0)

Fee: \$38.00

Prerequisite: Acctg 201, Acctg 202, B 100, B 211, B 212, Econ 111, Econ 112, and CIT 138 or CIT 140.

Part of the junior integrated core for business majors. Organizational Behavior at three levels: individual, group, and organizations. Examination of areas: motivation, team, group behavior, organizational design, structure, culture, communication, leadership, decision making, and managing change.
(Fall, Winter, Spring)

B 341 Marketing Management

(3:3:0)

Fee: \$18.00

Prerequisite: Acctg 201, Acctg 202, B 100, B 211, B 212, Econ 111, Econ 112, and CIT 138 or CIT 140.

An introduction to the fundamental principles of marketing for non-business majors. Such topics as: the marketing environment, product development, pricing-strategy, distribution, and promotion will be discussed.
(Fall, Winter, Spring)

B 350 Web Business II

(3:3:0)

Prerequisite: B 250 or consent of instructor.

This course is designed for any student interested in learning how to optimize an existing web-based business. Such topics as search engine optimization and pay per click will be covered.
(Fall, Winter, Spring)

B 361 Operations Management

(3:3:0)

Fee: \$43.00

Prerequisite: Acctg 201, Acctg 202, B 100, B 211, B 212, Econ 111, Econ 112, and CIT 138 or CIT 140.

Part of the junior core for business majors. This course will focus on operational issues common to all businesses with increased emphasis on service businesses. Regular quantitative assignments using spreadsheet-based operations management software will be included.
(Fall, Winter, Spring)

Business Management

Brigham Young University-Idaho 2008-2009

B 364 Automotive Business Management

(3:3:0)

Fee: \$18.00

A management class as it relates to the operations of an automotive dealership or aftermarket business. The course will cover basic management skills pertaining to the automotive industry as well as human resource skills such as hiring, recruiting, and motivating employees. Strategies for customer retention, promotion, advertising, and marketing will also be addressed. Finally, an overview of financial statement analysis pertaining to an automotive repair business will be presented.
(Winter)

B 370 Human Resource Management

(3:3:0)

Fee: \$18.00

An overview of all facets of human resource including strategies and environment, diversity, Equal Employment Opportunity laws and the Americans with Disabilities Act; recruiting, selecting, training, and development; performance appraisals, compensation and benefits, employee and labor relations, and OSHA regulations. The course will include solving case studies, and students will design presentations and conduct human resource activities.
(Fall, Winter, Spring)

B 380 Introduction to International Business

(2:2:0)

Fee: \$12.00

Comprehensive overview of international business designed to provide a global perspective on international trade and direct foreign investment. Reviews international cultural, political, legal and economic environments and their effect on marketing, production, finance and human resource management strategy. Successful completion of the team project will also give students the opportunity to further develop their problem-solving, project management, teamwork and written and oral communication skills. A highly participant-centered course.
(Fall, Winter, Spring)

B 383 New Venture Creation

(3:3:0)

Fee: \$18.00

The course is designed as an introduction to the process of perceiving an opportunity and creating an organization to pursue it. Working alone and in teams you will learn to plan, finance, launch, manage, and harvest a new venture. In order to integrate ideas across departments and colleges, this course will be open to students in engineering, computer science, and business management.

All students who desire to lead a business plan team will have an opportunity to describe their ventures in the early class sessions to facilitate team member recruiting. Class discussion, readings, lectures, and projects are learning tools. Your project is developed throughout this course and involves completing a new venture plan and financial forecast. Each team's business plan also becomes a "live case" for the purposes of class discussion.
(Fall, Winter, Spring)

B 398 Advanced Academic Internship

(3:0:0)

Fee: \$18.00

Prerequisite: Completion of at least three of the following courses: B 301, 321, 341, 361, and CIT 350

Students will participate in the following: review and learn new job-getting skills in resume writing, job portfolio preparation, networking, and interviewing; find a professional business management internship/job in an approved business and complete 270 hours of work over a minimum time length of eight weeks; apply the principles and skills learned in the classroom to on-the-job practices and procedures in business management. Through on the job experience, students will gain a greater vision of what it means to be a business management professional. Students will establish professional career networking links with the business they are employed in and other exposed businesses and businessmen they come into contact with during work experience. Students will receive timely consultation from inside and outside sources to help direct learning progress in various job responsibilities. Students may also receive compensation and recognition by receiving wages from the employer and letters of recommendation from both the employer and BYU-Idaho.
(Fall, Winter, Spring)

B 399 Special Projects

(1-3:0:0)

Fee: \$18.00

An arranged business research project or business special project.
(Fall, Winter, Spring)

B 401 Advanced Financial Management

(3:3:0)

Fee: \$18.00 Acctg

Prerequisite: B 301 or Acctg 301

Financial management in the corporate setting, asset valuation, risk analysis capital decision making, financial controls, applications of financial principles to the corporate organization, in-depth coverage of securities structure and pricing, capital generation and dividend policy. Also includes working capital management, leasing, and international corporate finance.
(Fall, Winter, Spring)

B 410 Investments

(3:3:0)

Fee: \$18.00

Prerequisite: B 301 or Acctg 301

Covers topics in the financial markets, including portfolio theory, valuation, fixed-income securities, security analysis, mutual funds, and derivative assets, financial markets, investment vehicles, asset allocation, risk analysis, evaluating performance, global considerations, buying and selling securities, and tax implications of investing.
(Fall, Winter, Spring)

B 411 Advanced Investments

(3:3:0)

Fee: \$18.00

Prerequisite: B 410

Institutional framework of domestic and foreign securities industries, options and futures, advanced coverage of stock and bond analysis, emphasis on investment decision making with theoretical and practical applications.
(Fall, Winter, Spring)

B 413 Real Estate

(3:3:0)

Fee: \$18.00

Prerequisite: B 201 or B 301

A one-semester course in real estate practices and finance. Topics include basic forms of real estate ownership, investments, fundamental transactions, appraisal, brokerage, land use planning and financing. Financial aspects of the real estate business are covered including the mortgage market, real estate lending policies and foreclosure practices.
(Fall, Winter, Spring)

B 424A Legal Aspects of Finance: Banking and Capital Markets

(1:1:0)

Fee: \$6.00

Prerequisite: B 301, 321, 341, 361 with C- or higher and acceptance to Business Management Integrated Emphasis program. Apply online on the Business Management homepage.

This course is part of the Business Management Integrated Emphasis program. Students must apply for the program via the Business Management homepage. If they are accepted to the program, the department will register the student for the class.

This course is designed to provide students with a basic understanding of legal issues that are commonly encountered by banking finance professionals and to prepare students to recognize legal issues in the finance field and to work confidently with legal advisors.
(Fall, Winter, Spring)

B 424C Legal Aspects of Finance: Corporate Financial Management (1-3:0:0)

Fee: \$6.00

Prerequisite: B 301, 321, 341, 361 with C- or higher and acceptance to Business Management Integrated Emphasis program. Apply online on the Business Management homepage.

This course is part of the Business Management Integrated Emphasis program. Students must apply for the program via the Business Management homepage. If they are accepted to the program, the department will register the student for the class.

This course is designed to review of legal issues affecting finance including corporation law, securities, corporate governance, and the Sarbanes-Oxley Act.
(Fall, Winter, Spring)

Business Management

Brigham Young University–Idaho 2008-2009

B 424D Legal Aspects of Financing New Ventures

(1:1:0)

Fee: \$6.00

Prerequisite: B 301, B 321, B 341, B 361 with a C- or higher and acceptance to the Business Management Integrated Emphasis program. Apply online on the Business Management homepage. This course is part of the Business Management Integrated Emphasis. Students must apply to the program via the Business Management homepage. If they are accepted to the program, the department will register the student for the class.

This course is part of the Business Management Integrated Finance Emphasis experience. The primary purpose of this course is for students to become familiar with primary legal issues they will encounter in a new business venture. The content covers employee stock option plans, executive compensation and employment contracts, non-disclosure agreements, choice and creation of business entities, business licensing, statutory requirements for corporations, securities laws that apply to private financing, mergers and acquisitions, review of contracts, torts, and employment laws.

(Fall, Winter, Spring)

B 428 Real Estate and Financial Management

(1:1:0)

Fee: \$6.00

Prerequisite: B 301, B 321, B 341, B 361 with a C- or higher and acceptance to the Business Management Integrated Emphasis program. Apply online on the Business Management homepage. This course is part of the Business Management Integrated Emphasis. Students must apply to the program via the Business Management homepage. If they are accepted to the program, the department will register the student for the class.

This course is part of the Business Management Integrated Finance Emphasis experience. The course is an introduction to commercial and residential real estate with a broad view focus on the language and core concepts. Students develop a better understanding for the concepts through case studies and application to real world situations.

(Fall, Winter, Spring)

B 432 Corporate Finance and Banking

(3:3:0)

Fee: \$18.00

Prerequisite: B 301, B 321, B 341, B 361 with a C- or higher and acceptance to the Business Management Integrated Emphasis program. Apply online on the Business Management homepage. This course is part of the Business Management Integrated Emphasis. Students must apply to the program via the Business Management homepage. If they are accepted to the program, the department will register the student for the class.

This course is part of the Business Management Integrated Finance Emphasis experience. The primary purpose of this course is for students to learn to apply advanced financial management tools to corporate finance and commercial banking activities. The content covers advanced financial analysis, risk management, commercial lending products and practices, and the Federal Reserve System. Students broaden their understanding and develop skills through problem solving using Excel, through case studies, and through application to existing business situations.

(Fall, Winter, Spring)

B 433 Personal Finance

(1:1:0)

Fee: \$6.00

Prerequisite: B 301, B 321, B 341, B 361 with a C- or higher and acceptance to the Business Management Integrated Emphasis program. Apply online on the Business Management homepage. This course is part of the Business Management Integrated Emphasis. Students must apply to the program via the Business Management homepage. If they are accepted to the program, the department will register the student for the class.

This course is part of the Business Management Integrated Finance Emphasis experience. The primary purpose of this course is for students to learn to apply personal financial management tools to their own and their clients' lives. The content covers advanced time value of money, retirement planning strategies, tax-deferred retirement planning vehicles, asset allocation, specific investment products, insurance, estate planning, and financial planning strategies. Students broaden their understanding and develop skills through problem solving using Excel, through case studies, and through application to existing personal financial management situations.

(Fall, Winter, Spring)

B 441 Understanding Global Markets

(2:2:0)

Fee \$12.00

An application experience focusing on the factors influencing global marketing decisions and strategies. Sensitizes students to differences in cultural, political, legal, and economic environments and how they affect product, pricing, promotion, and distribution strategies. The primary course activity is the development of a comprehensive international marketing plan.

(Fall, Winter, Spring)

B 443 Marketing Research Skills

(2:2:0)

Fee: \$12.00

Prerequisite: B 301, 321, 341, 361 with C- or higher and acceptance to Business Management Integrated Emphasis program. Apply online on the Business Management homepage.

This course is part of the Business Management Integrated Emphasis program. Students must apply for the program via the Business Management homepage. If they are accepted to the program, the department will register the student for the class.

Concepts and methodology for conducting qualitative and quantitative marketing research will be discussed. Emphasis on solving problems faced by marketing manager. There will be a consulting research project required, involving the use of statistical database software.

(Fall, Winter, Spring)

B 446 Consumer Behavior and Customer Service

(2:2:0)

Fee: \$12.00

Prerequisite: B 301, 321, 341 361 with C- or higher and acceptance to Business Management Integrated Emphasis program. Apply online on the Business Management homepage.

Explores how the consumer's culture and psychological make-up affect buying decisions.

(Fall, Winter, Spring)

B 448 Marketing Law

(1:1:0)

Fee: \$6.00

Prerequisite: B 301, 321, 341, 361 with C- or higher and acceptance to Business Management Integrated Emphasis program. Apply online on the Business Management homepage

This course is part of the Business Management Integrated Emphasis program. Students must apply for the program via the Business Management homepage. If they are accepted to the program, the department will register the student for the class.

This course is a review of legal issues affecting marketing, including intellectual property, advertising regulation, anti trust regulations and related topics.

(Fall, Winter, Spring)

B 451 Database Tools for Business to Business and Business to Consumer

(2:2:0)

Fee: \$12.00

Prerequisite: B 301, 321, 341, 361 with C- or higher and acceptance to Business Management Integrated Emphasis program. Apply online on the Business Management homepage.

This course is part of the Business Management Integrated Emphasis program. Students must apply for the program via the Business Management homepage. If they are accepted to the program, the department will register the student for the class.

This course will cover key issues in managing and developing marketing databases for segmenting markets, maximizing relationships with customers, and developing marketing tactics. Also focusing on data mining, CRM and other database tools to focus on developing analysis.

(Fall, Winter, Spring)

B 452 Sales and Negotiations

(2:2:0)

Fee: \$12.00

Prerequisite: B 301, 321, 341, 361 with C- or higher and acceptance to Business Management Integrated Emphasis program. Apply online on the Business Management homepage

An introductory and highly-participatory course covering the fundamental principles of effective professional selling and negotiations. Students will understand how to develop customer needs through use of the SPIN Selling Model. Other topics to be addressed will include career opportunities, pricing, compensation plans, and sales management. Through active learning students will understand and practice principles governing professional negotiations through the use of role-plays and a challenging simulation. Role-plays, case studies, and a simulation will be primary methods of class activity.

(Fall, Winter, Spring)

B 453 Marketing Strategy Research

(2:2:0)

Fee: \$42.00

Prerequisite: B 301, 321, 341, 361 with C- or higher and acceptance to Business Management Integrated Emphasis program. Apply online on the Business Management homepage.

Focuses on marketing's role in gaining a sustainable competitive advantage. Covers some of the steps in developing a strategic marketing plan including situation analysis, objectives, and strategies. Includes use of current case studies.

(Fall, Winter, Spring)

B 457 Retail Management

(1:1:0)

Fee: \$6.00

Prerequisite: B 301, 321, 341, 361 with C- or higher and acceptance to Business Management Integrated Emphasis program. Apply online on the Business Management homepage.

This course is part of the Business Management Integrated Emphasis program. Students must apply for the program via the Business Management homepage. If they are accepted to the program, the department will register the student for the class.

This course will cover key marketing and operations issues unique to retailing, including store location, layout, pricing policy, and merchandising math.
(Fall, Winter, Spring)

B 458 Principles of Supply Chain Management

(1:1:0)

Fee: \$6.00

Prerequisite: B 301, B 321, B 341, B 361 with a C- or higher and acceptance to the Business Management Integrated Emphasis program. Apply online on the Business Management homepage. This course is part of the Business Management Integrated Emphasis. Students must apply to the program via the Business Management homepage. If they are accepted to the program, the department will register the student for the class.

An introductory overview of the discipline of supply chain management and its impact on all functions within an enterprise. With a focus on basic concepts, principles and strategies the course will examine actions and values responsible for the continuous improvement of the design, development, and management process of a supply system, and the effect these have on improving business operations and profitability for both customers and suppliers. The course will include focus on the SCOR Model, a supply chain management simulation, and solving a strategic supply chain problem.
(Fall, Winter, Spring)

B 461 Advanced Operations Management

(3:3:0)

Fee: \$18.00

Prerequisite: B 301, B 321, B 341, B 361 with a C- or higher and acceptance to the Business Management Integrated Emphasis program. Apply online on the Business Management homepage. This course is part of the Business Management Integrated Emphasis. Students must apply to the program via the Business Management homepage. If they are accepted to the program, the department will register the student for the class.

In-depth focus on internal operations and supply chain management: engineering and DFM; manufacturing methods; quality systems; facility layout; logistics, warehousing, and distribution.
(Fall, Winter, Spring)

B 466 Supply Chain Management - Buy-Side Issues

(3:3:0)

Fee: \$18.00

Prerequisite: B 301, B 321, B 341, B 361 with a C- or higher and acceptance to the Business Management Integrated Emphasis program. Apply online on the Business Management homepage. This course is part of the Business Management Integrated Emphasis. Students must apply to the program via the Business Management homepage. If they are accepted to the program, the department will register the student for the class.

This course will focus on the buy-side aspects of supply chain management. Students will learn through case studies, scholarly articles, text books, and interaction with supply-chain professionals. Significant emphasis will be placed on learning through real-world application. Focus topics include supplier management strategies, supplier relationship management, procurement processes, vendor selection, negotiations, supplier development, E-procurement, and ethics.
(Fall, Winter, Spring)

B 468 Supply Chain Management - Sell-Side Issues

(3:3:0)

Fee: \$18.00

Prerequisite: B 301, B 321, B 341, B 361 with a C- or higher and acceptance to the Business Management Integrated Emphasis program. Apply online on the Business Management homepage. This course is part of the Business Management Integrated Emphasis. Students must apply to the program via the Business Management homepage. If they are accepted to the program, the department will register the student for the class.

This course will focus on the sell-side aspects of supply chain management. Topics will include customer relationship management, distribution channel communication and coordination, order management, warehouse management, distribution network design, outbound logistics and transportation, and reverse logistics
(Fall, Winter, Spring)

B 475 Financing New Ventures

(3:3:0)

Fee: \$18.00

Prerequisite: B 301, B 321, B 341, B 361 with a C- or higher and acceptance to the Business Management Integrated Emphasis program. Apply online on the Business Management homepage. This course is part of the Business Management Integrated Emphasis. Students must apply to the program via the Business Management homepage. If they are accepted to the program, the department will register the student for the class.

An overview of all the options available to successfully finance new ventures. Financing alternatives are explored including debt financing from venture banks, commercial banks, and SBICs, and equity financing from angels, private placements, venture capitalists, and public equity markets.
(Fall, Winter, Spring)

B 478 Integrated Supply Chain Management

(3:3:0)

Fee: \$18.00

Prerequisite: B 301, B 321, B 341, B 361 with a C- or higher and acceptance to the Business Management Integrated Emphasis program. Apply online on the Business Management homepage. This course is part of the Business Management Integrated Emphasis. Students must apply to the program via the Business Management homepage. If they are accepted to the program, the department will register the student for the class.

Supply Chain Analysis and Modeling is one of the four core elements of the Integrated Supply Chain Management Emphasis. It is focused on the use of computer tools, information systems, simulations, and modeling techniques to support supply chain analysis and decision making. The ability to collect, organize, interpret, and communicate data in a compelling way is an important skill that is much needed in today's complex realm of supply chain management.
(Fall, Winter, Spring)

B 499A Principles of Business Strategy

(3:3:0)

Fee: \$18.00

Prerequisite: B 301, B 321, B 341, B 361, and 12 credits of 400 level business coursework.

A senior capstone experience wherein students form integrated teams to solve strategic business cases and execute a major project. Cases will cover these areas: establishing company direction, industry and competitive analysis, evaluating company resources and capabilities, establishing a competitive advantage, competing globally, new business models, corporate culture and leadership. Teams will be balanced to force each participant into an active role in their area of expertise. The class will utilize a texts as a resource, but primary evaluation will come from written and oral case solutions and a team project, rather than examinations.
(Fall, Winter, Spring)

B 499B Business Research and Publishing

(1:0:3)

Fee: \$6.00

Prerequisite: B 301, B 321, B 341, B 361, and 12 credits of 400 level business coursework.

This course is part of the business Management capstone experience, and is complementary to B 499A. This course applies business theory and research methodology to develop academic and professional articles published in student-generated print or electronic business journals.
(Fall, Winter, Spring)