

Department of

Business Management**Craig Bell, Department Chair**

*Kenton Anderson, Chris Andrews, Craig Bell, Ray Couch, Kimball Galbraith, Josh Holt, Casey Hurley, Jayson Kunzler, Bruce Kusch, Kent Lundin, Candy Miller, Mark Nygren, Phil Packer, 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 allowed in pre-core, core and emphasis courses. 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:

- a. Technological Literacy: graduates will understand how technology is used in all functions of business to improve productivity, communication, and customer service.
- b. Global Literacy: graduates will understand international trade and financial systems. Core courses in marketing and organizational behavior will address cross cultural issues.
- c. 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.
- d. 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.
- e. Written and Oral Communication: students will complete three courses in written communication, and will utilize presentation software in upper division oral reports.
- f. Teamwork and Leadership Skills: Organizational Behavior 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.
- g. Entrepreneurial Spirit: students will be educated, encouraged, and supported in operating and growing business ventures in appropriate courses, guest seminars, practicums, and internships.
- h. 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 the Pre-Business Management Core (during freshman and sophomore years) by completing all 25 credit hours (2.5 GPA overall, no grade less than a C-).
2. Successfully complete the Integrated Business Core, Integrated Emphasis, and other Business Core courses.
3. Complete a Professional Internship (B398) after the Integrated Business Core (IBC).
4. Select and complete the requirements for integrated emphasis from those listed.
5. Complete a Senior Capstone course (B 499B).
6. Select and complete 12 credit complementary cluster approved by your Faculty Advisor.

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 and all B 200- level courses available to all students.
2. B 279R, 370, and 380 are all available to all 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 must take B220 before taking Eng 312.

B.S. in Business Management (Code 415)	
General Education	
<i>Includes 8 credits of Science</i>	
Emphasis	
<i>Select one area of emphasis:</i>	
Marketing Emphasis	Code 415-95
Finance Emphasis	Code 415-96
Supply Chain Management	Code 415-97

B.S. in Technology Management (Code 410) - Page
B.S. in Technical Management (Code 405) - Page

Business Minors	
Minor	Page
Minor for Non-Business Related Majors (Code 189)	
Minor for Business Related Majors (Code 190)	

Business

Brigham Young University-Idaho 2006-2007

GENERAL EDUCATION & UNIVERSITY REQUIREMENTS 2006-2007 CATALOG YEAR FOR BUSINESS

GENERAL EDUCATION

The mission of General Education is to help students acquire the skills and knowledge needed to succeed in college and in society. Between 28 and 34 hours of a student's degree will come from General Education courses. These are the credits required in each of the General Education areas for the Bachelor of Arts and the Bachelor of Science.

BS	
I. Reading and Writing	6
II. Mathematics	2-4
III. Basic Skills	1-3
IV. Arts	3
V. Letters	3
VI. Biological Science	4
VII. Physical Science	4
VIII. American Institutions	3
IX. Social Science	3
X. Foreign Language	0
	29-33

I. Reading and Writing

Take these courses:

Eng 111 College Writing or AP English 3

AND

Take 3 credits:

Eng 312 Adv Writing for Business 3
(Business students must take B220 first)

II. Mathematics

BS in Applied Management & BS in Technology Management take this course:

Math 221 Prin of Statistics or AP Statistics 3

BS in Business Management take this course:

See Major Pre-core requirements

III. Basic Skills

Take this course

IS 140 Micro-Applications for Business 3

IV. Arts

3 credits required: choose 1 course.

Art 101 Intro Visual Arts 3

Art 104 Exploring Photography 3

Art 160 Photography I 3

Art 201 Art History I or AP Art History 3

Art 202 Art History II or AP Art History 3

Dance 101 Introduction to Dance 3

HFE140 Intro Arch: Interior Design 3

Hort 230 Intro: to Arch/Landscape Design 3

Hum 101 Intro to Humanities 3

Hum 201 Arts in Western Culture I 3

Hum 202 Arts in Western Culture II 3

Music 100 Introduction to Music 3

Music 101 Music & Humanities 3

TA 115 Intro to Theatre 3

TA 117 Introduction to Film Art and Analysis 3

0 credits required: take the required course.

FA 100 Performing and Visual Arts Lab 0-1

V. Letters

Take 1 course

Chin 347 Fund of Literary Interpretation 3

Eng 250 Introduction to Literature 3

Eng 251 Fund of Literary Interpretation 3

Eng 331 British Lit Medieval & Renaissance 3

Eng 332 British Lit - Neoclassic & Romantic 3

Eng 333 British Lit - Victorian & Modern 3

Eng 334 American Lit - Colonial & Romantic 3

Eng 335 American Lit - Realism & Modern 3

Eng 351 Fiction 3

Eng 352 Poetry 3

Eng 353 Drama 3

Eng 354 Non-fiction 3

Eng 362 World Literature 3

Eng 373 Shakespeare 3

FR 202 Intro to French Literature 3

GER 202 Intro to German Literature 3

<input type="checkbox"/> HON 200	Readings in Western Culture	3
<input type="checkbox"/> HON 220	Philosophy/Ethics	3
<input type="checkbox"/> HON 221	The Writings of C. S. Lewis	3
<input type="checkbox"/> HON 222	C. Terry Warner & C. S. Lewis	3
<input type="checkbox"/> LANG 202	Language and Literary Traditions	3
<input type="checkbox"/> PH 314	History/Philosophy of Science	3
<input type="checkbox"/> PHIL 110	Introduction to Philosophy	3
<input type="checkbox"/> PHIL 201	Ancient & Medieval Philosophy	3
<input type="checkbox"/> PHIL 202	Modern Philosophy	3
<input type="checkbox"/> PHIL 313	Introduction to Ethics	3
<input type="checkbox"/> PHIL 314	History and Philosophy of Science	3
<input type="checkbox"/> PHIL 315	Philosophy of Religion	3
<input type="checkbox"/> RUSS 340	Russian Literature in Translation	3
<input type="checkbox"/> SPAN 202	Readings in Hispanic Literature	3
<input type="checkbox"/> SPAN 302	Readings in Hispanic Lit. Adv.	3

VI. Biological Science

Take 4 credits

<input type="checkbox"/> Agron 122	Introduction to Plant Science	4
<input type="checkbox"/> Agron 270	Agroecology	4
<input type="checkbox"/> Bio 100	Prin of Biology or AP Biology	3
<input type="checkbox"/> Bio 102	Principles of Biology Lab	1
<input type="checkbox"/> Bio 118	Field Biology	4
<input type="checkbox"/> Bio 120	Biology of Cult Plants	4
<input type="checkbox"/> Bio 130	Plant Life	4
<input type="checkbox"/> Bio 150	General Zoology or AP Biology	3
<input type="checkbox"/> Bio 150L	General Zoology Lab	1
<input type="checkbox"/> Bio 176	Heredity	4
<input type="checkbox"/> Bio 200	Introduction to Biology	4
<input type="checkbox"/> Bio 202	Natural Resource Management	4
<input type="checkbox"/> Bio 208	General Botany	4
<input type="checkbox"/> Bio 221	General Microbiology	3
<input type="checkbox"/> Bio 222	General Microbiology Lab	1
<input type="checkbox"/> Bio 230	Human Biology	4
<input type="checkbox"/> Bio 250	Environment Biology or AP Env Sci	3
<input type="checkbox"/> Bio 250L	Environment Biology Lab	1
<input type="checkbox"/> Bio 264	Human Anatomy & Physiology I	4
<input type="checkbox"/> Bio 265	Human Anatomy & Physiology II	4
<input type="checkbox"/> Bio 268	Human Anatomy & Physiology	8

VII. Physical Science

Take 4 credits

<input type="checkbox"/> Chem 100	Chem in the Mod World	4
<input type="checkbox"/> Chem 101	Intro General Chemistry	4
<input type="checkbox"/> Chem 105	Gen Chemistry or AP Chemistry	4
<input type="checkbox"/> Chem 106	General Chemistry	4
<input type="checkbox"/> Geog 101	Intro to Physical Geography	3
<input type="checkbox"/> Geog 101L	Physical Geography Lab	1
<input type="checkbox"/> Geol 101	Introduction to Geology	3
<input type="checkbox"/> Geol 102	Intro to Geology Lab	1
<input type="checkbox"/> Geol 103	Life of the Past	3
<input type="checkbox"/> Geol 103L	Life of the Past Lab	1
<input type="checkbox"/> Geol 104	Natural Disasters and Resources	3
<input type="checkbox"/> Geol 110	Earth Science	3
<input type="checkbox"/> Geol 110L	Earth Science Lab	1
<input type="checkbox"/> Geol 111	Physical Geology	3
<input type="checkbox"/> Geol 111L	Physical Geology Lab	1
<input type="checkbox"/> Geol 137	Meteorology	3
<input type="checkbox"/> Geol 137L	Meteorology Lab	1
<input type="checkbox"/> Ph 101	Fundamentals of Physics	3
<input type="checkbox"/> Ph 101L	Fundamentals of Physics Lab	1
<input type="checkbox"/> Ph 102	Intro to Physics	3
<input type="checkbox"/> Ph 105	Intro App Phys I or AP Phys B or C	3
<input type="checkbox"/> Ph 105L	Applied Physics Lab I	1
<input type="checkbox"/> Ph 106	Intro App Phys II	3
<input type="checkbox"/> Ph 106L	Applied Physics Lab II	1
<input type="checkbox"/> Ph 112	Elementary Physics Lab	1
<input type="checkbox"/> Ph 115	Pre-Medical Professional Physics I	4
<input type="checkbox"/> Ph 116	Pre-Medical Professional Physics II	4
<input type="checkbox"/> Ph 117		3
<input type="checkbox"/> Ph 117L		1
<input type="checkbox"/> Ph 121	Prin of Physics I or AP Phys C	3
<input type="checkbox"/> Ph 127	Descriptive Astronomy	3
<input type="checkbox"/> Ph 127L	Astronomy Lab	1
<input type="checkbox"/> Ph 150	Beginning Physics Lab	1
<input type="checkbox"/> PhS 100	Physical Science	3
<input type="checkbox"/> PhS 100L	Physical Science Laboratory	1

PhS 110 Physical Science for Teachers 4

VIII. American Institutions

BS in Business Management take this course

See Major Pre-core requirements

BS in Applied Management & BS in Technology

Management, 3 credits required: choose 1 course.

AmHer 170 American Heritage & Civilization 3

Econ 111 Econ Prin & Prob-Macro or AP Ec Mac 3

Hist 120 US to 1877 or AP US Hist 3

PolSc 110 Am Government or AP Gov and Pol 3

IX. Social Science

3 credits:

See Major Pre-core requirements

UNIVERSITY REQUIREMENTS

Religion

4 credits required: take the entire Book of Mormon.

Rel 121 Book of Mormon 2

Rel 122 Book of Mormon 2

Rel 221 Book of Mormon-Prospective Missionary 4

6 credits required: choose 2 courses.

Rel 211 New Testament 3

Rel 301 Old Testament 3

Rel 302 Old Testament 3

Rel 324 Doctrine and Covenants 3

4 credits required: choose 2 courses (no double-counting).

Rel 100 Intro to Mormonism 2

Rel 130 Missionary Preparation 2

Rel 211 New Testament 3

Rel 234 Preparing for Eternal Marriage 2

Rel 261 Intro to LDS Family History 2

Rel 264 Family History Research 2

Rel 301 Old Testament 3

Rel 302 Old Testament 3

Rel 324 Doctrine and Covenants 3

Rel 333 Teachings of the Living Prophets 2

Rel 341 Latter-day History 1805-1844 2

Rel 342 Church History 3

Rel 351 The Gospel and World Religions 2

Rel 352 The Gospel and Christian History 2

Rel 370 Intro to Teaching Seminary 2

Rel 431 Doctrines of the Gospel 2

Rel 471 Methods of Teaching Seminary 3

Rel 475 Seminary Teaching Seminar 2

Business

Brigham Young University-Idaho 2006-2007

Business Management Core

<p>Business Pre-Core Complete these courses prior to applying to IBC 25 credits - Take these courses (Must maintain 2.5 GPA in these courses, no grades less than C-):</p> <ul style="list-style-type: none"><input type="checkbox"/> Acctg 201 Financial Accounting <i>Introductory course is designed to give students an introduction to financial accounting and reporting concepts</i><input type="checkbox"/> Acctg 202 Managerial Accounting <i>Emphasizes use of accounting data in decision making and seeks to sharpen analytical and interpretative skills</i><input type="checkbox"/> B 101 Introduction to Business <i>Overview of business management, marketing, accounting, human resource management, and small business entrepreneurship</i><input type="checkbox"/> B 220 Business Communication (Take prior to Eng 312) <i>This course includes learning proper grammar, punctuation, and format of documents; analyzing, composing, etc.</i><input type="checkbox"/> B 279R Business Discovery Series <i>Weekly one-hour lecture by successful entrepreneurs, business persons, and faculty</i><input type="checkbox"/> Econ 111 Economic Principles and Problems - Macro - (Fulfills American Institutions GE requirement) <i>An elementary course emphasizing the workings of the U.S. macro economy</i><input type="checkbox"/> Econ 112 Economic Principles and Problems - Micro - (Fulfills Social Science GE requirement) <i>An elementary course emphasizing the functioning of the price system and its effect on households and businesses</i><input type="checkbox"/> Math 108 Math for the Real World - (Fulfills Math GE requirement) <i>Exploration of contemporary mathematical reasoning covering topics such as logic, problem solving, finance math, linear and exponential modeling, probability and statistics</i><input type="checkbox"/> Math 221 Principles of Statistics <i>Frequency distributions; measures of central tendency and dispersion; elementary probability; regression and correlation, etc.</i>
<p>IBC 12 credits - Take these courses (Must maintain 2.5 GPA in these courses, no grades less than C-): Students must take all Business Pre-core classes before taking IBC</p> <ul style="list-style-type: none"><input type="checkbox"/> B 301 Financial Management <i>Covers financial statement analysis, cash management, capital structure, capital budgeting, etc.</i><input type="checkbox"/> B 321 Organizational Effectiveness <i>Organizational Behavior at three levels: individual, group, and organizations</i><input type="checkbox"/> B 341 Marketing Management <i>Designed to provide students with a comprehensive introduction to marketing principles</i><input type="checkbox"/> B 361 Operations Management <i>Focus on operational issues common to all businesses with increased emphasis on service businesses</i>
<p>Choose 12 credit Business Emphasis (Finance, Marketing or Supply Chain Management)</p>
<p>Choose 12 credit complementary Cluster in conjunction with Faculty Advisor. Complete cluster approval form and submit to Advising Center in Smith 296.</p>
<p>15 credits - take these courses: (Must maintain 2.5 GPA in these courses, no grades less than C-):</p> <ul style="list-style-type: none"><input type="checkbox"/> B 275 Business Law and the Legal Environment (Must take before Business Emphasis) <i>An introduction to legal aspects of establishing and operating a business</i><input type="checkbox"/> B 398 Advanced Academic Internship <i>Through on the job experience, students will gain a greater vision of what it means to be a business management professional</i><input type="checkbox"/> B 499B Business Strategy <i>A senior capstone experience wherein students form integrated teams to solve strategic business cases and execute a major project</i><input type="checkbox"/> Econ 358 International Economics <i>An introduction to the micro and macro sides of international economics</i><input type="checkbox"/> IS 350 Managing Information Technology <i>Introduction to the management of information technology with a focus on current and emerging technologies</i>

BS in Business Management

Marketing Emphasis

Major Code 415-95

6 credits - take these courses

- B 441 2 Global Markets
- B 445 1 Marketing Research for Managers
- B 448 1 Marketing Law
- B 453 1 Marketing Strategy Skills
- B 455 1 Selling Skills

CHOOSE 1 OPTION

Option 1 (B2B Track)

6 credits - take these courses

- B 447 1 Services
- B 451 2 Database Tools for Business to Business and Business to Consumer
- B 452 2 Negotiations and Business to Business Buyer Behavior
- B 458 1 Supply Chain Management Principles

Option 2 (B2C Track)

Take 6 credits

- B 443 2 Marketing Research Skills
- B 446 2 Consumer Behavior
- B 447 1 Services
- B 449 1 Integrated Marketing Communications
- B 451 2 Database Tools for Business to Business and Business to Consumer
- B 457 2 Retail Management
- Comm 231A 1 Basic Advertising Skills: Creative Development
- Comm 231B 1 Basic Advertising Skills: Media Strategy

Total Emphasis Credits - 12

Supply Chain Management Emphasis

Major Code 415-97

12 credits - take these courses

- B 441 2 Global Markets
- B 460 1 Principles of Supply Chain Management
- B 461 3 Advanced Operations Management
- B 466 2 Supply Chain Management - Buy-side Issues
- B 468 2 Supply Chain Management - Sell-side Issues
- B 478 2 Integrated Supply Chain Management

Total Emphasis Credits - 12

Finance Emphasis

Major Code 415-96

6 credits: take these courses

- B 420 3 Advanced Financial Management Skills
- B 421 3 Investment Skills

CHOOSE 1 OPTION

Option 1 - Banking & Capital Markets

7 credits - take these courses

- B 422A 2 Advanced Investment Skills : Banking and Capital Markets
- B 423A 2 Management of Financial Institutions: Banking and Capital Markets
- B 424A 1 Legal Aspects of Finance: Banking and Capital Markets
- Econ 454 1 Money and Banking Skills
- B 428B 1 Real Estate: Retail Finance and Financial Planning

Option 2 - Retail Finance & Financial Planning

7 credits - take these courses

- B 422B 1 Advanced Investment Skills: Retail Finance and Financial Planning
- B 424B 1 Legal Aspects of Finance: Banking and Capital Markets
- B 425B 1 Risk and Insurance: Retail Finance and Financial Planning
- B 426 2 Financial Planning Skills
- B 427B 1 Skills in Finance New Ventures: Retail Finance and Financial Planning
- B 428B 1 Real Estate: Retail Finance and Financial Planning

Option 3 - Corporate Financial Management

7 credits - take these courses

- Acctg 313 1 Advanced Managerial Accounting Skills
- B 423C 1 Management of Financial Institutions: Corporate Financial Management
- B 424C 1 Legal Aspects of Finance: Corporate Financial Management
- B 425C 1 Risk and Insurance: Corporate Financial Management
- B 427C 1 Skills in Financing New Ventures: Corporate Financial Management
- B 428C 1 Real Estate: Corporate Financial Management
- B 429 1 Human Resources in Finance

Total Emphasis Credits - 13

BS in Applied Management

Major Code 405	
<input type="checkbox"/> Complete an AAS - 46 credits	
9 credits: take these courses.	
<input type="checkbox"/> Acctg 180	3 Survey of Accounting
<input type="checkbox"/> B 101	3 Introduction to Business
<input type="checkbox"/> B 398	3 Advanced Academic Internship
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) Students must take Econ 111, 112, Math 108 prior to applying to IBC. See General Ed requirements.	
12 credits: take these courses.	
<input type="checkbox"/> B 301	3 Financial Management
<input type="checkbox"/> B 321	3 Organizational Effectiveness
<input type="checkbox"/> B 341	3 Marketing Management
<input type="checkbox"/> B 361	3 Operations Management
6 credits - take 2 courses	
<input type="checkbox"/> B 220	3 Business Communication
<input type="checkbox"/> B 275	3 Business Law and the Legal Environment
<input type="checkbox"/> B 370	3 Human Resource Management
<input type="checkbox"/> B 380	3 Introduction to International Business
<input type="checkbox"/> B 418	3 Financial Planning
<input type="checkbox"/> Econ 358	3 International Economics
<input type="checkbox"/> IS 350	3 Managing Information Technology

Total Major Credits - 70

BS in Technology Management

Major Code 410	
<input type="checkbox"/> Complete an AAS - 46 credits	
6 credits: take these courses.	
<input type="checkbox"/> Acctg 180	3 Survey of Accounting
<input type="checkbox"/> B 398	3 Advanced Academic Internship
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) Students must take Econ 111, 112, Math 108 prior to applying to IBC. See General Ed requirements.	
12 credits: take these courses.	
<input type="checkbox"/> B 301	3 Financial Management
<input type="checkbox"/> B 321	3 Organizational Effectiveness
<input type="checkbox"/> B 341	3 Marketing Management
<input type="checkbox"/> B 361	3 Operations Management
3 credits: take 1 course (Automotive students must take B 364).	
<input type="checkbox"/> B 101	3 Introduction to Business
<input type="checkbox"/> B 364	3 Automotive Sales & Service
3 credits - take 1 course	
<input type="checkbox"/> B 220	3 Business Communication
<input type="checkbox"/> B 275	3 Business Law and the Legal Environment
<input type="checkbox"/> B 370	3 Human Resource Management
<input type="checkbox"/> B 380	3 Introduction to International Business
<input type="checkbox"/> B 418	3 Financial Planning
<input type="checkbox"/> Econ 358	3 International Economics
<input type="checkbox"/> IS 350	3 Managing Information Technology

Total Major Credits - 70

Minor for Non-Business Related Majors

Minor Code 189	
12 credits: take 4 courses	
Students are required to complete B 101, Acctg 180 or 201, Econ 112, Math 221 and show spreadsheet competency. (If one of these courses has already been completed to fulfill a major requirement, choose an alternate course from the list below. If student has completed IS 140, they do not have to complete an exam to show spreadsheet competency. Do not take both Acctg 180 and Acctg 201. Choose only one of them).	
<input type="checkbox"/> Acctg 180	3 Survey of Accounting
<input type="checkbox"/> Acctg 201	3 Financial Accounting
<input type="checkbox"/> Acctg 202	3 Managerial Accounting
<input type="checkbox"/> B 101	3 Introduction to Business
<input type="checkbox"/> B 220	3 Business Communication
<input type="checkbox"/> B 275	3 Business Law and the Legal Environment
<input type="checkbox"/> Econ 111	3 Economic Principles and Problems - Macro
<input type="checkbox"/> Econ 111H	3 Economic Principles and Problems - Macro
<input type="checkbox"/> Econ 112	3 Economic Principles and Problems - Micro
<input type="checkbox"/> Econ 112H	3 Economic Principles and Problems - Micro
<input type="checkbox"/> Econ 300	3 Managerial Economics
<input type="checkbox"/> Econ 358	3 International Economics
<input type="checkbox"/> IS 350	3 Managing Information Technology
<input type="checkbox"/> Math 221	3 Principles of Statistics
12 credits - take these courses	
(Students must apply and be accepted to the IBC Program before completing these courses). (These cannot be taken as stand alone classes. They must be taken as the 12 credit IBC course. See the Business Management Department for application details).	
<input type="checkbox"/> B 301	3 Financial Management
<input type="checkbox"/> B 321	3 Organizational Effectiveness
<input type="checkbox"/> B 341	3 Marketing Management
<input type="checkbox"/> B 361	3 Operations Management

Total Minor Credits - 24

Business

Brigham Young University-Idaho 2006-2007

Minor for Business Related Majors (Accounting - Economic - Information Systems Majors Only)

Minor Code 190

Complete these courses and choose 1 Emphasis

Information Systems Majors must complete an Accounting class as part of major requirement - visit with Information System Department for details.

12 credits - take these courses (See Business Management Department for application details):

- B 301 3 Financial Management
- B 321 3 Organizational Effectiveness
- B 341 3 Marketing Management
- B 361 3 Operations Management

Finance Emphasis Area

6 credits: take these courses

- B 420 3 Advanced Financial Management Skills
- B 421 3 Investment Skills

Choose 1 of the following career tracks:

Banking & Capital Markets:

7 credits: take these courses

- B 422A 2 Advanced Investment Skills :
Banking and Capital Markets
- B 423A 2 Management of Financial Institutions:
Banking and Capital Markets
- B 424A 1 Legal Aspects of Finance: Banking and Capital Markets
- B 428B 1 Real Estate: Retail Finance and Financial Planning
- Econ 454 1 Money and Banking Skills

OR

Retail & Financial Planning

7 credits - take these courses

- B 422B 1 Advanced Investment Skills:
Retail Finance and Financial Planning
- B 424B 1 Legal Aspects of Finance:
Banking and Capital Markets
- B 425B 1 Risk and Insurance:
Retail Finance and Financial Planning
- B 426 2 Financial Planning Skills
- B 427B 1 Skills in Finance New Ventures:
Retail Finance and Financial Planning
- B 428B 1 Real Estate: Retail Finance and Financial Planning

OR

Corporate Financial Management

7 credits - take these courses

- Acctg 313 1 Advanced Managerial Accounting Skills
- B 423C 1 Management of Financial Institutions:
Corporate Financial Management
- B 424C 1 Legal Aspects of Finance:
Corporate Financial Management
- B 425C 1-3 Risk and Insurance: Corporate Financial Management
- B 427C 1 Skills in Financing New Ventures:
Corporate Financial Management
- B 428C 1 Real Estate: Corporate Financial Management
- B 429 1 Human Resources in Finance

Marketing Emphasis Area

6 credits - take these courses

- B 441 2 Global Markets
- B 445 1 Marketing Research for Managers
- B 448 1 Marketing Law
- B 453 1 Marketing Strategy Skills
- B 455 1 Selling Skills

Choose 1 of the following career tracks:

Business to Consumer Marketing

Take 6 credits

- B 443 2 Marketing Research Skills
- B 446 2 Consumer Behavior
- B 447 1 Services
- B 449 1 Integrated Marketing Communications
- B 451 2 Database Tools for Business to Business
and Business to Consumer
Retail Management
- B 457 2 Retail Management
- Comm 231A 1 Basic Advertising Skills: Creative Development
- Comm 231B 1 Basic Advertising Skills: Media Strategy

OR

Business to Business Marketing

6 credits - take these courses

- B 447 1 Services
- B 451 2 Database Tools for Business to Business and
Business to Consumer
- B 452 2 Negotiations and Business to Business Buyer Behavior
- B 458 1 Supply Chain Management Principles

Supply Chain Management Emphasis Area

12 credits - take these courses

- B 441 2 Global Markets
- B 460 1 Principles of Supply Chain Management
- B 461 1 Advanced Operations Management
- B 466 1 Supply Chain Management - Buy-side Issues
- B 468 1 Supply Chain Management - Sell-side Issues
- B 478 1 Integrated Supply Chain Management

Total Minor Credits - 24

Course Descriptions**Credits***

- B 101 Introduction to Business (3:3:0)**
Required for all business management majors. Recommended also for non-business students interested in gaining an overview of business management, marketing, accounting, human resource management, and small business entrepreneurship.
(Winter, Summer, Fall)
- B 201 Introduction To Finance (3:3:0)**
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.
(Winter, Summer, Fall)
- B 220 Business Communication (3:3:0)**
Prerequisite: English 111 and 22 credit hours.
This course includes learning proper grammar, punctuation, and format of documents; analyzing, composing, and dictating business letters and memos; producing job application documents; researching and creating business reports; interviewing; and giving oral presentations.
(Winter, Summer, Fall)
- B 247 Principles of Marketing (3:3:0)**
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.
(Winter, Summer, Fall)
- B 275 Business Law and the Legal Environment(3:3:0)**
An introduction to legal aspects of establishing and operating a business. Topics covered include legal procedures, contracts, commercial paper, and business organizations.
(Winter, Summer, Fall)
- B 279R Business Discovery Series (1:1:0)**
The course consists of a weekly one-hour lecture by successful entrepreneurs, business persons, and faculty. Individuals in differing stages of their careers, from small and large companies, and from various industries will be invited to speak.
(Winter, Fall)
- B 283 Entrepreneurship Skills (3:3:0)**
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.
(Winter, Fall)

B 298R Beginning Internship (1-5:0:0)

Prerequisite: Business Majors Only

Non-classroom program designed for students working full-time or part-time in business related employment. Students must complete a contract (provided by the business department) with their employer allowing them to work for college credits. Other requirements include, on-the-job learning reports, hourly log reports and supervisor evaluations. This is an excellent way to obtain college credits for business work experience. (90 work hours required for each credit earned.)

(Winter, Summer, Fall)

B 301 Financial Management (3:3:0)

Prerequisite: Successful completion of Pre-Business Core (B 220, B 275, IS 140, Econ 111, Econ 112, Acct 201, Acct 202, and Math 221) or instructor approval.

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.

(Winter, Summer, Fall)

B 321 Organizational Effectiveness (3:3:0)

Fee: \$20.00

Prerequisite: Successful completion of the Pre-Business Core (B 101, B 220, B 275, IS 140, Econ 111, Econ 112, Acct 201, Acct 202, and Math 221) or instructor approval.

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.

(Winter, Summer, Fall)

B 341 Marketing Management (3:3:0)

Prerequisite: Successful completion of the Pre-Business Core (B 101, B 220, B 275, IS 140, Econ 111, Econ 112, Acct 201, Acct 202, and Math 221) or instructor approval.

Part of the junior core for business majors. Designed to provide students with a comprehensive introduction to marketing principles.

(Winter, Summer, Fall)

B 361 Operations Management (3:3:0)

Fee: \$10.00

Prerequisite: Math 108 or 110, Math 221, IS 140, or consent of instructor

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.

(Winter, Summer, Fall)

B 364 Automotive Sales and Service (3:3:0)

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)

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.

(Winter, Summer, Fall)

B 380 Introduction to International Business (3:3:0)

Explores international business, trade, foreign investment, and the challenges confronting U.S. firms in international environments. Analyzes how marketing, production, finance, and human resource management are affected by cultural, political, economic, and legal differences.

(Winter, Fall)

B 398 Advanced Academic Internship (3:0:0)

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

(Winter, Summer, Fall)

B 401 Advanced Financial Management (3:3:0)

Prerequisite: B 301 or Acct 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.

(Winter, Summer, Fall)

B 410 Investments (3:3:0)

Prerequisite: B 301 or Acct 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.

(Winter, Summer, Fall)

B 413 Real Estate (3:3:0)

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.

(Winter, Fall)

B 418 Financial Planning (3:3:0)

Prerequisite: B 201, B 301, Acct 301

Emphasizes the tools and techniques of financial planning for individuals. Subject areas include personal and family budgeting, insurance, investments, estate planning including estate and inheritance tax, retirement planning, and individual income tax considerations. The role of the financial planner will be discussed.

B 420 Advanced Financial Management Skills (3:3:0)

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.

An advanced corporate finance course dedicated to covering key topics and issues found in the corporate setting. Topics include advanced coverage in time value of money, asset valuation, capital decision making, cost of capital, financial statement analysis, cash budgets, financial forecasting, and business ethics.

(Winter, Summer, Fall)

B 421 Investment Skills (3:3:0)

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 topic in the following: investors and the investment process, financial instruments, how securities are traded, mutual funds and investment companies, risk and return, efficient diversification, capital asset pricing, efficient markets, bond prices and yields, macroeconomic and industry analysis, equity valuation, options markets, futures markets, and consumer debt. (Winter, Summer, Fall)

B 422A Advanced Investment Skills : Banking and Capital Markets (2:2:0)

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.

An advanced investments course that will cover topics found in the investment arena. Topics include financial markets, investments, portfolio theory, risk analysis, structured finance, and security analysis. A practical approach to investments will be emphasized with in-depth use of Microsoft Excel and financial modeling.

(Winter, Summer, Fall)

B 422B Advanced Investment Skills: Retail Finance and Financial Planning (1:1:0)

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.

An advanced investments course that will cover topics found in the investment arena. Topics include financial markets, investments, portfolio theory, risk analysis, structured finance, and security analysis. A practical approach to investments will be emphasized with in-depth use of Microsoft Excel and financial modeling.

(Winter, Summer, Fall)

B 423A Management of Financial Institutions: Banking and Capital Markets (2:2:0)

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.

The course covers management of credit institutions including banks, savings and loans, mutual funds, commercial and consumer finance companies and investment banks. The course deals with regulation of institutions, balance sheet management, loan policy, investments, domestic and international banking institutions.

(Winter, Summer, Fall)

B 423C Management of Financial Institutions: Corporate Financial Management (1:1:0)

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.

The course covers management of credit institutions including banks, savings and loans, mutual funds, commercial and consumer finance companies, and investment banks. The course deals with regulation of institutions, balance sheet management, loan policy, investments, domestic and international banking institutions.

(Winter, Summer, Fall)

B 424A Legal Aspects of Finance: Banking and Capital Markets (1:1:0)

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 finance professionals and to prepare students to recognize legal issues in the finance field and to work confidently with legal advisors.

(Winter, Summer, Fall)

B 424B Legal Aspects of Finance: Retail Finance and Financial Planning (1:1:0)

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 be a review of legal issues affecting finance including estate planning, securities, and business entities.

(Winter, Summer, Fall)

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

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 and the Sarbanes-Oxley Act.

(Winter, Summer, Fall)

B 425B Risk and Insurance: Retail Finance and Financial Planning (1:1:0)

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 is an introductory course in risk management and insurance. The course covers risk management for individuals as well as for business entities, through the use of insurance and other methods. Personal protection for life, health, auto, homeowner, and disability insurance, as well as business protection through the use of various insurance products is covered.

(Winter, Summer, Fall)

B 425C Risk and Insurance: Corporate Financial Management (1:1:0)

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 is an introductory course in risk management and insurance. The course covers risk management for business entities through the use of insurance and other methods. Business protection through the use of various insurance products is covered. Risk management strategies for interest rate, currency, and commercial risk management through the use of derivatives and other tools is discussed.

(Winter, Summer, Fall)

B 426 Financial Planning Skills (2:2:0)

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 emphasize the tools and techniques of financial planning for individuals. Subject areas include personal and family budgeting, insurance, investments, estate planning, individual income tax planning, and the role of a financial planner.

(Winter, Summer, Fall)

B 427B Skills in Finance New Ventures: Retail Finance and Financial Planning (1:1:0)

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.

The course provides an overview of options available to be able to successfully finance new ventures. Debt, equity, and self-funding financing alternatives will be explored. The roles of effective business planning, forecasting, and team building also will be discussed within the context of new venture financing.

(Winter, Summer, Fall)

B 427C Skills in Financing New Ventures: Corporate Financial Management (1:1:0)

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.

The course provides an overview of options available to be able to successfully finance new ventures. Debt, equity, and self-funding financing alternatives will be explored. The roles of effective business planning, forecasting, and team building also will be discussed within the context of new venture financing.

(Winter, Summer, Fall)

B 428B Real Estate: Retail Finance and Financial Planning (1:1:0)

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 examine the role of real estate in the larger context of business and society. It will acquaint the students with the principles and practices which are used in Real Estate. The student will develop analytical skills in the application of real estate principles and practices to real estate investment. It will provide the students with a foundational frame of reference for the exercise of judgment in approaching real estate finance and investment.

(Winter, Summer, Fall)

B 428C Real Estate: Corporate Financial Management (1:1:0)

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 examine the role of real estate in the larger context of business and society. It will acquaint the students with the principles and practices which are used in Real Estate. The student will develop analytical skills in the application of real estate principles and practices to real estate investment. It will provide the students with a foundational frame of reference for the exercise of judgment in approaching real estate finance and investment.

(Winter, Summer, Fall)

B 429 Human Resources in Finance (1:1:0)

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 the relationship and potential bottom-line impact of Human resources in the realm of Corporate Finance. This course will explore how value is created (or destroyed) through incentive compensation and other benefits offered to employees. Much emphasis will be given to ethics, and the creation and enforcement of policy and procedures. Retirement benefit programs, employee selection and retention, performance management and safety and health programs will also be covered.

(Winter, Summer, Fall)

B 441 Global Markets (2:2:0)

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.

A comprehensive overview of the many factors influencing marketing decision and strategies on a global basis. Sensitizes students to differences in cultural, political, legal, and economic environments and how they affect product, pricing, promotion, and distribution strategies. Much of the course is based on student application of marketing concepts and knowledge from previous courses to cases, global marketing scenarios, and a course project. Using a simulation exercise students will conduct business negotiations in an international scenario.

(Winter, Summer, Fall)

B 443 Marketing Research Skills (2:2:0)

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.

(Winter, Summer, Fall)

B 445 Marketing Research for Managers (1:1:0)

Fee: \$30.00

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 will be discussed.

(Winter, Summer, Fall)

B 446 Consumer Behavior (2:2:0)

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 explores how the consumer's culture and psychological make-up affect buying decisions. Will also address organizational buyer behavior for business-to-business relationships. (Winter, Summer, Fall)

B 447 Services (1:1:0)

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 focus on key marketing and operations issues unique to service businesses (Winter, Summer, Fall)

B 448 Marketing Law (1:1:0)

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, consumer protection, anti-trust regulations and other related topics. (Winter, Summer, Fall)

B 449 Integrated Marketing Communications (1:1:0)

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.

Strategies in development of a consistent brand image for the firm among employees, customers, and the general public, while accomplishing the firm's sales and profit goals will be discussed. (Winter, Summer, Fall)

B 451 Database Tools for Business to Business and Business to Consumer (2:2:0)

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. (Winter, Summer, Fall)

B 452 Negotiations and Business to Business Buyer Behavior (1:1:0)

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.

Students will develop skills in understanding organizational buyer behavior and in negotiating with suppliers and customers. (Winter, Summer, Fall)

B 453 Marketing Strategy Skills (1:1:0)

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 focuses on marketing's role in gaining a sustainable competitive advantage. It will cover all the steps in developing a strategic marketing plan, including situation analysis, objectives, strategies, tactics, and budgets. (Winter, Summer, Fall)

B 455 Selling Skills (1:1:0)

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.

An introductory course covering the fundamental principles of effective selling. Personal development and the process of building relationships of trust will be discussed. Role-playing is used to demonstrate and teach principles covered in the course.

(Winter, Summer, Fall)

B 457 Retail Management (1:1:0)

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.

(Winter, Summer, Fall)

B 458 Supply Chain Management Principles (2:2:0)

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 3 modules:

Module 1: an overview of the discipline of supply chain/value chain management and its impact on all functions within an enterprise. Examine actions and values responsible for the continuous improvement of the design development, and management processes of a supply system, and the effect these have on improving business operations and profitability for both customers and suppliers.

Module 2: Purchasing and supplier management.

Module 3: Customer relationship management and logistics.

(Winter, Summer, Fall)

B 475 Financing New Ventures (3:3:0)

Prerequisite: B 201, B 283 or B 383

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.

B 499B Business Strategy (3:3:0)

Prerequisite: Completion of junior core(B 301, B 321, B 341, B 361, Econ 358, Eng 312, and IS 350) or instructor approval.

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 textbook as a resource, but primary evaluation will come from written and oral case solutions and a team project, rather than examinations.

(Winter, Summer, Fall)

B 499C Innovative Business Lab - Leadership (3:1:2)

Note: Instructor's approval required. Formal application required. See Business Management Department office.

A senior capstone experience wherein students act in leadership roles in student-run companies using innovative business models to address marketplace needs or work with faculty in planning major College of Business and Communication events. Application required. See the Department of Business Management secretary.

Note: B 499C students are the officers of the Innovative Business Lab organization and typically must be interviewed before being added to the class.

(Winter, Summer, Fall)

B 499D Business Outdoor Leadership Development (BOLD) (3:0:0)

Fee: \$50.00

Prerequisite: Limited enrollment. Student must apply through Department of Business Management Office semester before anticipated enrollment.

Use an outdoor or natural setting to provide business students with a true experiential education in order to help them develop increased self assurance, teamwork, problem solving skills, use of judgment, communication, commitment and trust. Course includes demanding physical activities and a 9-day backpacking trip.

(Summer)