

Department of

Business Management



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<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 nonprofit organizations to provide mentoring, seminars, consulting projects, practiced application 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 spreadsheet analysis, and key communication and problem-solving skills.

General advisement questions should be directed to the College of Business and Communication Academic Discovery Center, Smith 227, (208) 496-9840.

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

1. Demonstrate effective leadership in a variety of settings.
2. Apply principles of innovation in business contexts.
3. Demonstrate proficiency in developing and using spreadsheets to conduct business analysis.
4. Effectively read and understand financial statements to make business decisions that improve the "health" of an organization.
5. Demonstrate professional writing skills in business contexts.
6. Gain critical competencies in finance, marketing, supply chain management, or entrepreneurship management.
7. Show integrity in professional and personal settings.

Business Management Standard Degree Graduation Requirements

1. Wireless laptop computers are required for all Business Management majors.
2. Successfully complete B 100 with a C- or higher in order to move on to the next group of business classes.
3. Complete with a 2.5 GPA/C- or higher one of the following: B 275 or B 298. If doing B 298 student must be enrolled within the first three weeks of the semester. The B 298 Beginning Internship requires a minimum of seven weeks' work and a minimum of 15 hours per week with a 2.5 GPA/C- or higher before enrolling in the Integrated Business Core (IBC: B 302, B 322, B 342 and B 362).
4. Successfully complete with a 2.5 GPA/C- or higher Acctg 201, Acctg 202, Econ 150, Econ 151, B 211, B 212, and B 220 in order to move on to the next group of business classes.
5. Successfully complete with a 2.5 GPA/C- or higher the Integrated Business Core (IBC: B 302, B 322, B 342, and B 362).
6. Successfully complete with a 2.5 GPA/C- or higher one of the following: Econ 358, B 380 or B 483
7. Successfully complete B 398 Advanced Internship with a C- or higher for two credits with a minimum of 270 hours' work over a 7-week period with a minimum of 20 hours per week. Must be enrolled and working within the first three weeks of the semester.
8. Successfully complete with a 2.5 GPA/C- or higher the Emphasis (Entrepreneurial Management, Finance, Marketing, or Supply Chain Management) and Capstone (B 499A).
9. Strongly recommend the completion of one of the following: One or two clusters or a 24-credit minor.

Business Management Concentration Degree Graduation Requirements

1. Wireless laptop computers are required for all students completing the Business Management Concentration.
2. Successfully complete B 100 with a C- or higher in order to move on to the next group of business classes.
3. Successfully complete with a 2.5 GPA/C- or higher B 211 and B 212 in order to move on to the next group of business classes.
4. Successfully complete with a 2.5 GPA/C- or higher the Integrated Business Core (IBC: B 302, B 322, B 342, and B 362).
5. Successfully complete with a 2.5 GPA/C- or higher one of the following: B 380 or B 483
6. Successfully complete with a 2.5 GPA/C- or higher Business Capstone B 499A .
7. Successfully complete IDS 398 and IDS 499.

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 pursue entrepreneurial opportunities in the industry of their choice after gaining relevant experience. The entrepreneurial management emphasis is designed to help students develop critical skills in management, innovation, agility, adaptability, critical thinking, creativity, risk taking, and new idea generation by examining and testing various business models and business plans. 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, marketing research, marketing services, or business-to-business/business-to-consumer marketing. Within the supply chain area, students will be prepared for careers in procurement, production and operations management, forecasting and production planning, and logistics management.

Accessibility of Business Management Courses

B 100, B 101, B 183, B 201, B 220, B 225, B 240, B 250, B 275, B 283, B 370, B 380, B 383, B 413 and B 483: available to all students
 B 120 is available for online degree students only.

Administrative Assistant/Office Manager AAS (370)

Take required Foundation courses (17 credits)

Major Requirements

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

Core Courses	Supplemental Courses	Program Notes:
<i>Take these courses:</i>	<i>Take 26 credits:</i>	
B 129 3	ACCTG 180 3	
B 220 3	ACCTG 205 2	
B 240 3	B 201 3	
9	B 211 3	
	B 250 3	
	B 283 3	
	B 370 3	
	CIT 110 3	
	CIT 230 3	
	COMM 130 3	
	COMM 175 2	
	COMM 310 3	
	COMM 339 3	
	26	

Major Credits=35

Additional Elective Credits Required for Graduation=8

This major is available on the following tracks:

Fall-Winter---- YES

Winter-Spring---- YES

Spring-Fall---- YES

Business Management AAS (371)

Take required Foundation courses (17 credits)

Major Requirements

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

Core Courses	Supplemental Courses	Program Notes:
<i>Take these courses:</i>	<i>cont. from previous column</i>	
ACCTG 201 3	B 301 or B 302 3	
ACCTG 202 3	B 321 or B 322 3	
B 100 1	B 341 or B 342 3	
B 183 3	B 361 or B 362 3	
B 211 3	ECON 150 3	
B 212 4	ECON 151 3	
B 220 3	42	
B 283 3		
B 298R 1-5		
<i>continued next column</i>		

Major Credits=42

Additional Elective Credits Required for Graduation=1

This major is available on the following tracks:

Fall-Winter---- YES

Winter-Spring---- YES

Spring-Fall---- YES

BS in Business Management
Finance Emphasis (415-96)

Take required Foundations courses (40 credits)

Major Requirements

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

Core Courses <i>Take these courses:</i> ACCTG 201 3 ACCTG 202 3 B 100 1 B 211 3 B 212 4 B 220 3 B 302 3 B 322 3 B 342 3 B 362 3 B 398 1-3 B 499A 3 ECON 150 3 ECON 151 3 <hr style="width: 100%;"/> 39	Take 1 course: B 380 3 B 483 3 ECON 358 3 <hr style="width: 100%;"/> 3 Take 1 course: B 275 3 B 298R 1-5 <hr style="width: 100%;"/> 1 Finance Courses <i>Take these courses to complete the Primary Emphasis:</i> B 401 3 B 410 3 B 428 1 B 433 1 <hr style="width: 100%;"/> 8	Choose from the following options: Advanced Investments and Capital Markets <i>Take these courses:</i> B 411 3 B 424 1 <hr style="width: 100%;"/> 4 Banking and Corporate Financial Management <i>Take these courses:</i> B 424 1 B 432 3 <hr style="width: 100%;"/> 4 New Venture Financing <i>Take these courses:</i> B 424D 1 B 475 3 <hr style="width: 100%;"/> 4	Program Notes:
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Major Credits=55

Additional Elective Credits Required for Graduation=25

This major is available on the following tracks:

Fall-Winter---- YES

Winter-Spring---- YES

Spring-Fall---- YES

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

Take required Foundations courses (40 credits)

Major Requirements

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

Core Courses <i>Take these courses:</i> ACCTG 201 3 ACCTG 202 3 B 100 1 B 211 3 B 212 4 B 220 3 B 302 3 B 322 3 B 342 3 B 362 3 B 398 1-3 B 499A 3 ECON 150 3 ECON 151 3 <hr style="width: 100%;"/> 39	Take 1 course: B 380 3 B 483 3 ECON 358 3 <hr style="width: 100%;"/> 3 Take 1 course: B 275 3 B 298R 1-5 <hr style="width: 100%;"/> 1	Supply Chain Management Courses <i>Take these courses:</i> B 461 3 B 466 3 B 468 3 B 478 3 <hr style="width: 100%;"/> 12	Program Notes:
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Major Credits=55

Additional Elective Credits Required for Graduation=25

This major is available on the following tracks:

Fall-Winter---- YES

Winter-Spring---- YES

Spring-Fall---- YES

Administrative Assistant Certificate (C 101)

Certificate Requirements

No Grade Less Than C- for Certificate Courses

Required Courses <i>Take these courses:</i>		Supplemental Courses <i>Take 1 course:</i>	
ACCTG 205	2	ART 130	3
B 129	3	CIT 230	3
B 220	3	COMM 150	<u>3</u>
CIT 110	<u>3</u>		3
	11		

Program Notes:

Total Certificate Credits=14

Professional Sales Certificate (C 102)

Certificate Requirements

No Grade Less Than C- for Certificate Courses

Required Courses <i>Take these courses:</i>	
ACCTG 180	3
B 101	3
B 120	3
B 341	3
COMM 150	<u>3</u>
	15

Program Notes:

Total Certificate Credits=15

Business Fundamentals Certificate (C 105)

Certificate Requirements

No Grade Less Than C- for Certificate Courses

Required Courses <i>Take these courses:</i>	
ACCTG 201	3
ACCTG 202	3
B 211	3
B 212	4
B 298R	1-5
ECON 150	3
ECON 151	<u>3</u>
	20

Program Notes:

Total Certificate Credits=20

Entrepreneurship Certificate (C 106)

Certificate Requirements

No Grade Less Than C- for Certificate Courses

Required Courses <i>Take these courses:</i>	
B 183	3
B 250	3
B 283	3
B 383	3
B 483	<u>3</u>
	15

Program Notes:

Total Certificate Credits=15

Business Management

Brigham Young University–Idaho 2014-2015

Business Pre-approved Clusters

General Business		2100
<i>Take this course:</i>		
ACCTG 180	Survey of Accounting	3
<i>Take 1 course:</i>		
B 101	Introduction to Business	3
B 211	Business Fundamentals I	4
<i>Take 1 course:</i>		
AGBUS 210	Agricultural Economics	3
ECON 150	Economic Principles and Problems - Micro	3
B 201	Introduction to Finance	3
B 275	Business Law and Legal Environment	3
<i>Take 3 credits:</i>		
B 301	Financial Management	3
B 321	Organizational Effectiveness	3
B 341	Marketing Management	3
B 361	Production and Operations Management	3
B 370	Human Resource Management	3
B 380	Introduction to International Business	3
B 383	Large Business Creation	3
B 483	Entrepreneurial Management	3
	Total Credits	12

General Business (For Accounting Majors)		2101
<i>Take these courses:</i>		
B 321	Organizational Effectiveness	3
B 341	Marketing Management	3
B 361	Production and Operations Management	3
B 499A	Principles of Business Strategy	3
	Total Credits	12

Administrative Assistant		2103
<i>Take these courses:</i>		
B 129	Office Procedures	3
B 220	Advanced Writing in Professional Context	3
B 240	Advanced Word Processing	3
<i>Take 3 credits:</i>		
ACCTG 180	Survey of Accounting	3
ACCTG 205	Accounting Software	2
B 201	Introduction to Finance	3
B 211	Business Fundamentals I	3
B 370	Human Resource Management	3
CIT 110	Introduction to Excel	3
CIT 230	Web Frontend Development	3
COMM 130	Visual Media	3
COMM 175	Communication Essentials	2
COMM 310	Creating Online Media	3
COMM 339	Event Management	3
	Total Credits	12

Real Estate		2106
<i>Take this course:</i>		
B 225	Fundamentals of Real Estate	3
<i>Take 9 credits:</i>		
ACCTG 180*	Survey of Accounting	3
ARCH 100	Survey of Architecture and Construction	1
B 413	Advanced Real Estate	3
CONST 120	Framing Systems	3
CONST 210**	Finishing Systems	3
CONST 330**	Construction Estimating	3
CONST 350**	Soils	3
	Total Credits	12

*No double counting of major/minor coursework
 **Prerequisites will need to be met

Human Resource Management		2111
<i>Take this course:</i>		
B 370	Human Resource Management	3
<i>Take 9 credits:</i>		
B 321*	Organizational Effectiveness	3
COMM 150	Interpersonal Theory and Practice	3
COMM 450	Conflict Management and Negotiation	3
SOC 323	Race and Ethnic Relations	3
	Total Credits	12

*Business majors cannot take B 321 as an option for this cluster.

Business Fundamentals		2109
<i>Take the following courses:</i>		
ACCTG 201	Financial Accounting	3
B 211	Business Fundamentals I	3
ECON 150	Economic Principles and Problems - Micro	3
<i>Take 3 credits:</i>		
ACCTG 205	Accounting Software	2
ART 392	Business for the Professional Artist	2
B 225	Fundamentals of Real Estate	3
B 250	Web Business I	3
B 275	Business Law and the Legal Environment	3
B 283	Small Business Creation	3
B 301	Financial Management	3
B 321	Organizational Effectiveness	3
B 341	Marketing Management	3
B 361	Production and Operations Management	3
B 370	Human Resource Management	3
B 413	Real Estate	3
HS 285	Hospital and Health Administration	3
	Total Credits	12

Finance Cluster (Application Only, see Advising)		2112
Take these courses as one 12-credit class during one semester:		
<i>Take these courses:</i>		
B 401	Advanced Financial Management	3
B 410	Investments	3
B 428	Real Estate Management	1
B 433	Personal Finance	1
<i>Choose 1 of the following tracks:</i>		
Advanced Investments and Capital Markets		
<i>Take these courses:</i>		
B 411	Advanced Investments	3
B 424	Finance Law for Corporate and Advanced Investments	1

Banking and Corporate Financial Management		2113
<i>Take these courses:</i>		
B 424	Finance Law for Corporate and Advanced Investments	1
B 432	Corporate Financing and Banking	3

New Venture Financing		2113
<i>Take these courses:</i>		
B 424D	Legal Aspects of Financing New Ventures	1
B 475	Financing New Ventures	3
	Total Credits	12

Supply Chain Management Cluster (Application Only, see Advising)		2113
Take these courses as one 12-credit class during one semester:		
<i>Take these course:</i>		
B 461	Supply Chain Risk and Flexibility Management	3
B 466	Global Sourcing	3
B 468	Logistics Management	3
B 478	Supply Chain Analysis and Modeling	3
	Total Credits	12

Marketing (Application Only, see Advising)		2114
Take these courses as one 12-credit class during one semester:		
<i>Take these course:</i>		
B 439	Project Management for Marketers	1
B 443	Marketing Research Skills	2
B 446	Consumer Behavior and Customer Service	2
B 448	Marketing Law	1
B 452	Sales and Negotiations	2
B 453	Marketing Strategy Research	2
<i>Take 2 credits from:</i>		
B 451	Internet Marketing	2
or		
B 457	Retail Management	1
and		
COMM 231A	Basic Advertising Skills: Creative Development	1
	Total Credits	12

Entrepreneurship		2115
<i>Take 12 credits:</i>		
B 183	Introduction to Entrepreneurship	3
B 250	Web Business Creation	3
B 283	Small Business Creation	3
B 383	Large Business Creation	3
B 483	Entrepreneurial Management	3
	Total Credits	12

Course Descriptions

Credits*

B 100 Business Management Orientation

(1:1:0)

Course Fees: \$8.00

This course introduces and prepares students to enter 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.
 (Winter, Spring, Fall)

B 101 Introduction to Business

(3:3:0)

Course Fees: \$13.00

This course is intended to introduce students to all the aspects of business management. Students will learn about marketing, finance, human resources, management, and globalization. All students will be able to see the benefits and challenges of both small and big businesses. This course will include class discussions, business cases, learning activities, and team projects. Each student will develop a business exploration plan and examine important life skills that are essential in business and in life.
 (Winter, Spring, Fall)

B 120 Sales and Customer Relations

(3:3:0)

For non-business majors only.

Recommended for students wanting to gain an overview of business management, marketing, accounting, human resource management, and small business entrepreneurship.
 (Winter, Spring, Fall)

B 129 Office Procedures

(3:3:0)

Prerequisites: FDENG 101 and CIT 110

Students will develop and apply functional office skills in time management, interpersonal communications, records management, teamwork, and customer service. Students also learn how to plan meetings, take minutes, and use critical decision-making skills to identify and solve problems. This is a service-learning course in which students are required to participate in weekly volunteer work in an office setting.
 (Winter, Spring, Fall)

B 183 Introduction to Entrepreneurship

(3:3:0)

Introduction to Entrepreneurship is intended to guide student's exploration and introspection as they prepare for the next stage in their Life's Journey. Through case studies, entrepreneur video clips, LDS perspectives, ethical challenges, life-planning, and accountability exercises, students will get clearer about what matters most to them. They'll gain perspective on how to make decisions, how to learn and grow, and identify long-range goals and next steps. They'll discover strategies for staying true when they are distracted, discouraged, or simply want to quit. A life in business can be truly gratifying, but only when business success is part of something bigger. It is one thing to write a business plan, but more importantly in this course you will learn how to draft a life plan and begin with the end in mind. This course will help you integrate your dreams, values, and future plans – and undertake the ultimate act of entrepreneurship: building a life of meaning.
 (Winter, Spring, Fall)

B 201 Introduction to Finance

(3:3:0)

Course Fees: \$13.00

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.
 (Winter, Spring, Fall)

B 211 Business Fundamentals I

(3:3:0)

Course Fees: varies (\$15.00 - \$17.00)

Prerequisite: B 100 and FDMAT 108

This course provides an overview of the core functions of business, including product development, marketing, operations, human resource management, accounting, finance, and international business. This will be accomplished primarily by managing an on-line simulated business where students will learn to make fundamental management decisions required to effectively run a \$50 million corporation. This course is designed to provide students exposure to the various career opportunities in business and also recommended for non-business students interested in gaining an overview of business management, leadership and small business entrepreneurship.
 (Winter, Spring, Fall)

B 212 Business Fundamentals II

(4:4:1)

Course Fees: \$17.00

Prerequisites: B 211 and ACCTG 201 and ECON 112 or ECON 150

This course is focused on helping students to acquire, develop, and apply the analytical skills that are needed to address today's challenging business problems. At the core of this course is a wide range of business problems called mini-projects. These mini-projects are designed to be realistic and representative of the business activities that might be required of students in the workplace.
 (Winter, Spring, Fall)

B 220 Advanced Writing in Professional Contexts

(3:3:0)

Course Fees: \$13.00

Prerequisite: FDENG 101 and 22 credits

Emphasizes professionalism, critical thinking, and effective communication, examines solutions, and includes job application documents, interview strategies, and presentation guidelines.
 (Winter, Spring, Fall)

B 225 Fundamentals of Real Estate

(3:3:0)

Course Fees: \$13.00

A one-semester course in basic real estate practices and finance. The course is intended as a first course in real estate. The format is lecture and discussion.
 (Winter, Spring, Fall)

B 240 Advanced Word Processing

(3:3:0)

Provides a thorough understanding of Microsoft Word and enhances efficiency, effectiveness, and professionalism in users and documents. Students will customize and automate information using Microsoft Office 2010- Word, Excel, and Access. Topics include navigation and format in business documents and envelopes, graphics, tables, charts, labels, themes, styles, forms, macros, and merging and sorting.
 (Winter, Spring, Fall)

B 250 Web Business Creation

(3:3:0)

Course Fees: \$13.00

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.
 (Winter, Spring, Fall)

B 275 Business Law and Legal Environment

(3:3:0)

Course Fees: \$13.00

An introduction to legal environment in which businesses operate as well as an overview of laws impacting business. Topics include understanding the legal system, contracts, ethics, intellectual property, antitrust, employment, business organizations and securities.
 (Winter, Spring, Fall)

B 283 Small Business Creation

(3:3:0)

Course Fees: \$13.00

Ideally, a student will have completed B 183 before moving on to B 283. Designed to introduce students to the basics of small business creation, understand the importance of creating systems, and expose students to the many career opportunities available in the field of entrepreneurship. Students will learn about startups, buying existing businesses, franchises, and family run businesses. Through class discussions, entrepreneur cases, guest entrepreneurs, selected readings, and team projects, students will gain a clear understanding of entrepreneur opportunities. Each student will participate in actually starting a microbusiness during the semester, drafting a one page business plan on their own big idea and networking with entrepreneur mentors to support their entrepreneur idea.
 (Winter, Spring, Fall)

B 298R Beginning Internship

(1:5:0:0)

Repeatable Course: may earn maximum of 10 credits

Course Fees: \$7.00

Prerequisite: Department Authorization Required

Students must be registered for this course within the first two weeks of the semester they are completing the internship. For more information on how to register for an internship see the Business Management homepage. Designed for students working full or part-time in business-related employment to gain introductory experience and understanding of the functions of a successful company. Students must complete application and approval through the College of Business and Communication Career Services, contract with their employer to work for college credits, and work a minimum of 15 hours per week for a minimum of seven weeks. Other requirements include writing reports, submitting self- and supervisor evaluations, and adhering to BYU-Idaho standards and policies.
 (Winter, Spring, Fall)

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B 301 Financial Management

(3:3:0)

Course Fees: \$25.00

Prerequisite: See Dept. Website at www.byui.edu/business-management for prerequisites
Not for Majors 405, 410, 411, 415, or 615, and Minors 189 or 190. Not for Economic or CIT majors doing a Business Minor. This introductory course in financial management provides a basic foundation for other courses in finance and business management. Topics covered in this course include financial statement analysis, financial forecasting, leverage, working capital management, capital structure, capital budgeting, short and long-term financial management, sources of financing, time value of money, and cost of capital.

(Winter, Spring, Fall)

B 302 Financial Management IBC

(3:3:0)

Course Fees: \$25.00

Prerequisite: See Dept. Website at www.byui.edu/business-management for prerequisites
Part of the 12-credit Integrated Business Core (IBC) program. This introductory course in financial management provides a basic foundation for other courses in finance and business management. Topics covered in this course include financial statement analysis, financial forecasting, leverage, working capital management, capital structure, capital budgeting, short and long-term financial management, sources of financing, time value of money, and cost of capital. Required for all other majors doing a Business Minor or Business Emphasis.

(Winter, Spring, Fall)

B 321 Organizational Effectiveness

(3:3:0)

Course Fees: varies (\$16.00 - \$25.00)

Prerequisite: See Dept. Website at www.byui.edu/business-management for prerequisites
Not for Majors 405, 410, 411, 415, or 615, and Minors 189 or 190. Not for Economic or CIT majors doing a Business Minor. Organizational Effectiveness 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, Spring, Fall)

B 322 Organizational Effectiveness IBC

(3:3:0)

Course Fees: \$51.00

Prerequisite: See Dept. Website at www.byui.edu/business-management for prerequisites
Course Fee: \$25 Online Materials Course Fee: Class Fee \$26
Part of the 12-credit Integrated Business Core (IBC) program. Not for Accounting Majors doing a Business Minor. Required for all other majors doing a Business Minor or Business Emphasis. Organizational Effectiveness 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, Spring, Fall)

B 341 Marketing Management

(3:3:0)

Course Fees: \$25.00

Prerequisite: See Dept. Website at www.byui.edu/business-management for prerequisites
Not for Majors 405, 410, 411, 415, or 615, and Minors 189 or 190. Not for Economic or CIT majors doing a Business Minor. This course is a comprehensive introduction to the principles of marketing. Course will cover marketing essentials such as consumer research, consumer segmentation, segment targeting and product positioning, new product development and introduction, marketing strategy, branding, marketing communications, pricing and distribution.

(Winter, Spring, Fall)

B 342 Marketing Management IBC

(3:3:0)

Course Fees: \$25.00

Prerequisite: See Dept. Website at www.byui.edu/business-management for prerequisites
Part of the 12-credit Integrated Business Core (IBC) program. Not for Accounting Majors doing a Business Minor or Business Emphasis. Required for all other majors doing a Business Minor. This course is a comprehensive introduction to the principles of marketing. Course will cover marketing essentials such as consumer research, consumer segmentation, segment targeting and product positioning, new product development and introduction, marketing strategy, branding, marketing communications, pricing and distribution.

(Winter, Spring, Fall)

B 361 Production and Operations Management

(3:3:0)

Course Fees: \$41.00

Prerequisite: See Dept. Website at www.byui.edu/business-management for prerequisites
Not for Majors 405, 410, 411, 415, or 615, and Minors 189 or 190. Not for Economic or CIT majors doing a Business Minor or Business Emphasis. This is an introductory course in Production and Operations Management. Topics covered include operations strategy, project management, forecasting, process analysis, sourcing, and distribution management. Excel tutorials, web-based simulations, and case studies will play an important and significant role throughout the course.

(Winter, Spring, Fall)

B 362 Operations IBC

(3:3:0)

Course Fees: \$41.00

Prerequisite: See Dept. Website at www.byui.edu/business-management for prerequisites
Part of the 12-credit Integrated Business Core (IBC) program. Not for Accounting Majors doing a Business Minor or Business Emphasis. Required for all other majors doing a Business Minor or Business Emphasis. This is an introductory course in Production and Operations Management and is the gateway for entry into BYU-Idaho's Integrated Supply Chain Management Emphasis. Topics covered include operations strategy, project management, forecasting, process analysis, sourcing, and distribution management. Excel tutorials, web-based simulations, and case studies will play an important and significant role throughout the course.

(Winter, Spring, Fall)

B 370 Human Resource Management

(3:3:0)

Course Fees: \$25.00

An overview of human resource management topics such as diversity, EEOC laws, recruiting, training, performance management, compensation and benefits, motivation, workplace organizational design, difficult interactions, employee relations, and safety. The course also considers organizational behavior topics in the context of human resource management such as teamwork, power dynamics, innovation, and groupthink. The course leverages case studies and professional/scholarly articles to gain a better understanding of real-life workplace challenges.

(Winter, Spring, Fall)

B 375 Non-Government Organization (NGO) Management

(3:3:0)

Course Fees: \$25.00

Prerequisites: ECON 150, ECON 151, and FDCNC 350

The course will familiarize students with the structure of non-governmental organizations (NGOs) and the legal, social, political, and economic environment in which they operate. Students will learn the basic tools of managing and operating a NGO. Emphasis will be on NGOs operating in an international environment, applying the principles of self reliance and sustainability.

(Winter, Fall)

B 380 Introduction to International Business

(3:3:0)

Course Fees: \$17.00

An overview of international business designed to provide a global perspective on international trade and direct investment. Reviews international cultural, political, legal and economic environments and their effect on marketing, production, and human resource management strategy.

(Winter, Spring, Fall)

B 383 Large Business Creation

(3:3:0)

Course Fees: varies (\$15.00 - \$25.00)

Ideally, a student will have completed B 283 before moving on to B 383. 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 business plan also becomes a live case for the purposes of class discussion.

(Winter, Spring, Fall)

Business Management

Brigham Young University–Idaho 2014-2015

- B 398 Advanced Business Internship (1-3:1-3:0)**
Course Fees: \$25.00
Prerequisite: See Dept. Website at www.byui.edu/business-management for prerequisites
Required of all Business Management students. Students must be registered for this course within the first two weeks of the semester they are completing the internship. For more information on how register for an internship see the Business Management homepage. Students will find a professional business management internship in an approved business, complete the application and obtain approval through the College of Business and Communication Career Services, be enrolled in the course, write reports, submit evaluations, and complete at least 270 hours of work in seven weeks or more. During their internship students will gain a greater vision of becoming a business professional and establish career networking links. Students will earn three credits and may receive compensation from the employer and letters of recommendation from both the employer and BYU-Idaho.
(Winter, Spring, Fall)
- B 399 Special Projects (1-3:3:0)**
Course Fees: varies (\$8.00-\$24.00)
Prerequisite: Department Authorization Required
An arranged research or special project course.
(Winter, Spring, Fall)
- B 401 Advanced Financial Management (3:3:0)**
Course Fees: \$25.00
Prerequisite: See Dept. Website at www.byui.edu/business-management for prerequisites
Part of the Business Management Integrated Finance Emphasis program. 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, Spring, Fall)
- B 410 Investments (3:3:0)**
Course Fees: \$25.00
Prerequisite: See Dept. Website at www.byui.edu/business-management for prerequisites
Part of the Business Management Integrated Finance Emphasis program. Covers topics in the financial markets, including portfolio theory, real estate, 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, Spring, Fall)
- B 411 Advanced Investments (3:3:0)**
Course Fees: \$25.00
Prerequisite: See Dept. Website at www.byui.edu/business-management for prerequisites
Part of the Business Management Integrated Finance Emphasis program. An advanced investments course that covers topics in financial markets, investments, portfolio theory, real estate, hedging, fixed-income securities, structured finance, security analysis, and derivative assets. This course will take a practical approach to investing and place strong emphasis on the development of advanced spreadsheet models.
(Winter, Spring, Fall)
- B 413 Advanced Real Estate (3:3:0)**
Course Fees: \$25.00
Prerequisite: B 225
Builds on the prior learning of students. It is intended to be a second course in real estate principles and practices, and is aimed at preparing students to enter the real estate business.
(Winter)
- B 424 Finance Law for Corporate and Advanced Investments (1:1:0)**
Course Fees: \$8.00
Prerequisite: See Dept. Website at www.byui.edu/business-management for prerequisites
Provides a focused look at the laws and regulations that impact finance professionals. The course builds on a general understanding of business law concepts to focus on areas of law most relevant to finance including corporate governance, shareholder rights, securities regulation, bankruptcy, and secured transactions.
(Winter, Spring, Fall)
- B 424D Legal Aspects Finance-New Venture (1:1:0)**
Course Fees: \$8.00
Prerequisite: See Dept. Website at www.byui.edu/business-management for prerequisites
Provides a focused look at the primary legal issues you will encounter in a new business venture. This course builds on a general understanding of business law concepts to focus on areas of law most relevant to New Ventures including employees stock option plans, executive compensation and employment contracts, non-disclosure agreements, choice and creation of business entities, business licensing, statutory requirements for corporations, securities law that apply to private financing, mergers and acquisitions, review of contracts, torts, and employment laws. New Ventures Law is part of the Business Management New Ventures emphasis. If you are a business major and change your emphasis, you must transfer into the appropriate law course, for instance Marketing Law or Finance Law. Non-business majors are welcome to take this course. "We believe that governments were instituted of God for the benefit of man, and that he holds men accountable for their acts in relation to them, both in making laws and administering them, for the good and safety of society." (Doctrine and Covenants 134:1)
(Winter, Spring, Fall)
- B 428 Real Estate and Financial Management (1:1:0)**
Course Fees: \$8.00
Prerequisite: See Dept. Website at www.byui.edu/business-management for prerequisites
Part of the Business Management Integrated Finance Emphasis program. This course covers topics, skills, and vocabulary used in the real estate arena.
(Winter, Spring, Fall)
- B 432 Corporate Finance and Banking (3:3:0)**
Course Fee: \$25.00
Prerequisite: See Dept. Website at www.byui.edu/business-management for prerequisites
Part of the Business Management Integrated Finance Emphasis program. The course covers the basic issues involved in working with or managing financial institutions. The course explores the differences in institutions, management of interest rate risk, regulation, credit analysis, loan policy, and types of credit facilities. Students are required to have a laptop computer with Excel available in class.
(Winter, Spring, Fall)
- B 433 Personal Finance (1:1:0)**
Course Fees: \$8.00
Prerequisite: See Dept. Website at www.byui.edu/business-management for prerequisites
Part of the business Management Integrated Finance Emphasis program. 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.
(Winter, Spring, Fall)
- B 439 Project Management for Marketers (1:1:0)**
Course Fees: \$8.00
Prerequisite: See Dept. Website at www.byui.edu/business-management for prerequisites
Part of the Business Management Integrated Marketing Emphasis program. A hands-on, case-based simulation that introduces students to the principles of project management from the perspective of a marketing manager.
(Winter, Spring, Fall)
- B 443 Marketing Research Skills (2:2:0)**
Course Fees: \$17.00
Prerequisite: See Dept. Website at www.byui.edu/business-management for prerequisites
Part of the Business Management Integrated Marketing Emphasis program. Concepts and methodology for conducting 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, Spring, Fall)
- B 446 Consumer Behavior and Customer Service (2:2:0)**
Course Fees: \$17.00
Prerequisite: See Dept. Website at www.byui.edu/business-management for prerequisites
Part of the Business Management Integrated Marketing Emphasis experience. This course explores how the consumer's culture and psychological make-up affect buying decisions.
(Winter, Spring, Fall)

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- B 448 Marketing Law (1:1:0)**
Course Fees: \$8.00
Prerequisite: See Dept. Website at www.byui.edu/business-management for prerequisites
Provides a focused look at the laws and regulation that impact marketing professionals. This course builds on a general understanding of business law concepts to focus on areas of law most relevant to marketing including intellectual property, antitrust, contracts, product liability, and advertising regulation.
(Winter, Spring, Fall)
- B 451 Internet Marketing (2:2:0)**
Course Fees: \$17.00
Prerequisite: See Dept. Website at www.byui.edu/business-management for prerequisites
Part of the Business Management Integrated Marketing Emphasis program.
(Winter, Spring, Fall)
- B 452 Sales and Negotiations (2:2:0)**
Course Fees: \$17.00
Prerequisite: See Dept. Website at www.byui.edu/business-management for prerequisites
Part of the Business Management Integrated Marketing Emphasis program. This is an introductory and highly-participatory course, with the goal of introducing students to fundamental principles of effective business-to-business professional selling and negotiations. Through the use of case studies, other assigned readings, class discussion, role-plays, and a simulation students will recognize the importance of the sales process in an enterprise, and the value of negotiating skills in business and in life.
(Winter, Spring, Fall)
- B 453 Marketing Strategy Research (2:2:0)**
Course Fees: \$17.00
Prerequisite: See Dept. Website at www.byui.edu/business-management for prerequisites
Part of the Business Management Integrated Marketing Emphasis program. 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.
(Winter, Spring, Fall)
- B 457 Retail Management (1:1:0)**
Course Fees: \$8.00
Prerequisite: See Dept. Website at www.byui.edu/business-management for prerequisites
Part of the Business Management Integrated Marketing Emphasis program.
(Winter, Spring, Fall)
- B 458 Principles of Supply Chain Management (1:1:0)**
Course Fees: \$8.00
Prerequisite: See Dept. Website at www.byui.edu/business-management for prerequisites
(Not currently offered.)
- B 461 Supply Chain Risk and Flex Management (3:3:0)**
Course Fees: \$25.00
Prerequisite: See Dept. Website at www.byui.edu/business-management for prerequisites
Part of the Business Management Supply Chain Management Emphasis. Supply Chain Risk and Flexibility Management is one of the four core courses of the Integrated Supply Chain Emphasis (ISCE). It involves the study of supply chain related activities, decisions, and concepts that help an organization to effectively manage risks and maintain responsiveness and flexibility in the face of demand and supply uncertainty. Given the high degree of uncertainty that many supply chains face today, it is important to know how to help companies understand those uncertainties and make cost effective decisions that will result in increased flexibility throughout a supply chain.
(Winter, Spring, Fall)
- B 466 Global Sourcing (3:3:0)**
Course Fees: \$25.00
Prerequisite: See Dept. Website at www.byui.edu/business-management for prerequisites
Part of the Business Management Supply Chain Management Emphasis. This course will focus on the buy-side aspects of supply chain management. Students will learn through case studies, scholarly articles, textbooks, 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.
(Winter, Spring, Fall)
- B 468 Logistics Management (3:3:0)**
Course Fees: \$44.00
Prerequisite: See Dept. Website at www.byui.edu/business-management for prerequisites
Part of the Business Management Supply Chain Management Emphasis. This course will help students gain an understanding of supply chain-wide materials and information flows with a particular focus on outbound logistics: warehouse management, transportation management, and distribution network design. Learning methods will include simulations, in-class games/activities, readings, lectures, case discussions, and team presentations. Students will also be encouraged to join relevant professional supply chain associations including ISM (The Institute for Supply Management), APICS (The Association for Operations Management), and the BYU-Idaho Supply Chain LinkedIn group.
(Winter, Spring, Fall)
- B 475 Financing New Ventures (3:3:0)**
Course Fees: \$25.00
Prerequisite: See Dept. Website at www.byui.edu/business-management for prerequisites
Part of the Business Management Integrated Finance Emphasis program. 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.
(Winter, Spring, Fall)
- B 478 Supply Chain Analysis and Modeling (3:3:0)**
Course Fees: \$25.00
Prerequisite: See Dept. Website at www.byui.edu/business-management for prerequisites
Part of the Business Management Supply Chain Management Emphasis. Supply Chain Analysis and Modeling is one of the four core courses of the Integrated Supply Chain Emphasis (ISCE). It is focused on the use of computer tools and modeling techniques to support supply chain analysis and decision-making. The ability to collect, organize, interpret, and effectively communicate the right information is an important skill that is much needed in today's complex realm of supply chain management. This course will give students the opportunity to strengthen supply chain analysis skills using the Microsoft Excel spreadsheet application.
(Winter, Spring, Fall)
- B 483 Entrepreneurial Management (3:3:0)**
Course Fees: \$25.00
The Entrepreneurial Management course was created to help students learn how to integrate the functional analysis of management (financial, operational, organizational, and marketing) into decisions that lead to action. The entrepreneurial context then becomes a powerful setting for developing these skills because a new venture will not move forward without managers making decisions that lead to action. Students should be able to a) understand the decision making process, b) develop good analysis, and c) communicate and define a solid recommendation to key stake holders (senior management, team members, or investors).
(Winter, Spring, Fall)
- B 499A Principles of Business Strategy (3:3:0)**
Course Fees: varies (\$24.00 - \$25.00)
Prerequisites: See Dept. Website at www.byui.edu/business-management for prerequisites
A business strategy capstone experience focusing on theory of strategy and problem solving using the case method and projects. Students form cross-disciplinary teams to participate in an online business simulation and to provide consulting services to local businesses. Consulting services require attendance at regular meetings outside of class during business hours for both online and on-campus students. Emphasis on problem-framing, analysis, and strategic recommendations, both quantitative and qualitative.
(Winter, Spring, Fall)
- B 499B Business Writing Capstone (1:1:0)**
Course Fees: \$17.00
Prerequisite: See Dept. Website at www.byui.edu/business-management for prerequisites
B 499B is a business writing capstone course that focuses on the writing required for employment in each business emphasis. Students will conduct a personal writing SWOT analysis, speak with mentors in their profession, determine the four documents they will create, teach one another to edit and revise to professional standards, and gain confidence in their writing abilities for future employment opportunities.
(Winter, Spring, Fall)