

BUSN • BUSINESS

BUSN 250 • Business Communications 3 Credits

Development of business communication techniques for formal and informal forms of communication to both internal and external audiences across multicultural channels. Students learn how to adapt communication forms, styles, and processes to appeal to diverse audiences. Students apply essential communication skills for building positive relationships and for working collaboratively in a diverse environment.

BUSN 270 • Business Law and Ethics 3 Credits

Examination of the legal, regulatory, ethical and moral principles and guidelines that impact business transactions. The course provides an in depth study of business and sales contracts, intellectual property, property law, constitutional principles, criminal law, and various business organization types. It also focuses on the interaction of ethical and moral principles from a Christian Worldview perspective and how these concepts guide the decision-making process in a business context.

BUSN 310 • Statistical Analysis for Business Decisions 3 Credits

Application of statistical methods and techniques for data-informed decision making. Students use business applications and analytics to recommend solutions for improved organizational performance.

Prerequisite: STAT 280.

BUSN 320 • Financial Management and Markets 3 Credits

Examination of financial management principles and practices. Students analyze concepts related to corporate finance, investments, and capital markets within a global business context. The course also focuses on financial statement analysis, long-term financial planning, and implementation of organizational performance measures.

Prerequisite: ACCT 210. Students cannot earn credit for both ORGS 330 and BUSN 320.

BUSN 340 • Introduction to Business Analytics 3 Credits

Analysis of data for strategic and informed decision making. Students utilize data analytics to make customer-driven, profit-maximizing business decisions.

BUSN 350 • Marketing and E-Commerce 3 Credits

Examination of the theories and practices of marketing products domestically and globally. The course offers an in-depth study of the primary concepts of marketing and the transition to E-Commerce and of how social media has changed advertising and the distribution of products and services. Students examine the concept of global homogenization and consumer behavior.

BUSN 395 • Project Management 3 Credits

Examination of the processes, best practices, and tools used for effective project management. Students evaluate project requirements and plan for a project implementation using industry standard methods, analyze implementation requirements for global project management, and examine project management roles across disciplines.

BUSN 415 • Operations Management 3 Credits

Decision-making and control of the allocation of personnel, materials, and machine utilization in a manufacturing environment. The course addresses issues related to the handling and control of materials, inventory, purchasing, and quality control.

BUSN 450 • International Business 3 Credits

Survey of issues in international business. Students investigate major topics in globalization. The focus is on managing and engaging in ethical business practices in an international environment, understanding the global monetary system, and developing an international perspective. Students evaluate trade, global institutions, political structures, supply chain processes, and cross-cultural interactions.

BUSN 460 • Leadership and People 3 Credits

Examination of principles of leadership. Students develop a people management approach informed by leadership styles and principles derived from a Christian worldview.

Students cannot earn credit for both BUSN 460 and ORGS 450.

BUSN 480 • Strategic Management and Policy 3 Credits

Examination of strategic planning, policies, and implementation processes. Students engage in organizational analysis to assess the alignment of organizational vision, goals, processes, and strategies. Students will evaluate the organization's strategic direction through a Christian values framework.

BUSN 485 • Management and Organizational Behavior 3 Credits

Introduction to the management of individual and group behavior within organizations. Key topics include organizational culture and structure, interpersonal communications, and a Christ-centered approach to management.