BUSINESS MAJOR

Courses

ACCT 1011 Introduction to Financial Accounting   3 Credits
This course introduces students to financial accounting. Students learn to read and comprehend published financial statements and are introduced to the financial reporting process. Topics include financial statement analysis; accrual accounting; revenue and expense recognition; and accounting for assets, liabilities, and equities. Previously AC 0011.

ACCT 1012 Introduction to Management Accounting   3 Credits
Prerequisite: ACCT 1011.
This course introduces students to managerial accounting and the role of accounting information in managerial decision-making. Topics include a description of basic cost elements; the interrelationship between fixed costs, variable costs, and profit; and methods of accumulating the costs associated with producing products and providing services (e.g., activity-based costing), so that students can make recommendations about performance evaluation, project evaluation and other management decisions. Previously AC 0012.

BUSN 1101 Messaging and Persuasion: Effective Business Communication   3 Credits
Attributes: MWID Magis Core: Writing in the Discipline
This course is designed to immerse students in the use of various platforms through which to communicate. At times they will make a face-to-face presentation, at other times they will need to craft a convincing and accurate e-mail, and at still other times they will be distilling their analysis of an extensive data set into a clear and comprehensive research report or business document. We will be called upon to deliver difficult messages to peers and superiors, to the media, or to customers. All of these activities require communication skills and also the ability to choose and manage appropriate media platforms. The goal of this course is to provide students with the written, verbal, and non-verbal skills necessary to be effective communicators.

DATA 1101 Business Analytics   3 Credits
This course introduces basic skills necessary for business analytics such as data analysis and preparation, probability and statistical modeling, data-driven decision making, and persuasion/storytelling with data. Spreadsheets are used as the platform for conducting analyses, performing statistical calculations, and presenting results. Previously DATA 2101.

ECON 1012 Introduction to Macroeconomics   3 Credits
This course develops models of the aggregate economy to determine the level of output, income, prices, and unemployment in an economy. In recognition of the growing importance of global economic activity, these models incorporate the international sector. The course examines and evaluates the role of public economic policy, including fiscal and monetary policy. Topics may include growth theory and price stability. Previously EC 0012.

MKTG 1101 Principles of Marketing   3 Credits
This course introduces the fundamental concepts and theories that drive day-to-day marketing decisions. A thorough understanding of the marketplace (consumer or business-to-business) is at the heart of such decision making. In this course, students will learn to identify and satisfy customer's wants and needs. The core tools that enable managers to move from decision-making to action are addressed, namely: product development, pricing, channel management and structure, and promotions (including advertising and sales). Additional topics include global marketing, societal and marketing ethics, and digital marketing. Students are required to work in a team to construct a marketplace analysis for a chosen product/service. Previously MK 0101.

FNCE 2101 Introduction to Finance   3 Credits
Fee: $140 DSB Financial Technology Fee
Prerequisites: ACCT 1011, ECON 1011, ECON 1012, MATH 1016 or higher, sophomore standing.
This course provides the building blocks for understanding the role of finance in the domestic and international environments. Specifically, in a qualitative and quantitative manner, this course addresses the three interrelated fields of finance, namely: financial markets, investments, and business finance. Previously FI 0101.

INTL 2101 Introduction to International Business   3 Credits
The main goal of this course is to introduce students to the core concepts, topics, and issues facing businesses operating in the global market today. Students will learn about the changing business environment, international institutions, issues related to international trade and trade agreements, international financial system and exchange rates, global production and supply chain management and global marketing. Through the study of these topics in international business, students will learn about how the global economy functions and the challenges and opportunities multinational corporations face in working with international organizations, local governments, businesses and consumers, and global competitors. Previously INST 2101

MGMT 2101 Introduction to Management   3 Credits
Prerequisite: Sophomore standing.
This course integrates, through theory and its application, the various topics, concepts, and modalities that make up the Management discipline. Its purpose is twofold: 1) to provide all business students with a strong grounding in how individuals and organizations function to support the strategic goals of business, and 2) to provide a foundation for further study by management majors and minors. The course introduces students to team/group work; the relationship of business to local, national, and global communities; the ethical implications of business decisions and models; organizational behavior; human resource management; leadership and organizational culture. Previously MG 0101.

MATH 2217 Statistics I   **3 Credits**
Attributes: EVAP Environmental Studies: Applied Professional Skills
Prerequisite: MATH 1121 or MATH 1122 or MATH 1141 or MATH 1142 or MATH 1171 or MATH 1172.
This introductory, calculus-based statistics course focuses on applications in business, statistics, and everyday events. Topics include descriptive statistics including mean, median, mode, standard deviation, histograms, distributions, box plots, and scatter plots; probability theory including counting rules, random variables, probability distributions, expected values, binomial and normal distributions, and the central limit theorem; inferential statistics including point estimates, confidence intervals, and hypothesis testing; and regression theory. Students learn to analyze data with the aid of common software packages. Mathematics majors may not take this course as a mathematics elective. Students who have received credit for MATH 3317 or MATH 3352 may not take this course for credit. Previously MA 0217.