

# BUSINESS (BUSN)

## **BUSN 1101 Messaging and Persuasion: Effective Business Communication**

**3 Credits**

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.

## **BUSN 2980 Internship**

**1 Credit**

**Prerequisite:** Sophomore standing.

Students will engage in a work experience that is designed to be relevant to the student's academic pursuits, personal development, and professional preparation. The internship provides students with the opportunity to gain experience in workplace settings and to translate classroom learning into practice. The internship is a substantive career development experience. It can be paid or unpaid with the intent of the experience being for the student to be exposed to ideas and concepts in a professional setting while being mentored. At the end of the internship experience, students will be able to reflect on their personal and professional growth and make a more informed decision on their career path. Students must be matriculated in the Dolan School of Business and have a GPA of 2.5 or higher. Enrollment by permission only. Previously BU 0397-0398.

## **BUSN 3211 Legal Environment of Business**

**3 Credits**

**Prerequisite:** Junior standing.

This course examines the broad philosophical as well as practical nature and function of the legal system, and introduces students to the legal and social responsibilities of business. The course includes an introduction to the legal system, the federal courts, Constitutional law, the United States Supreme Court, the civil process, and regulatory areas such as employment discrimination, protection of the environment, and corporate governance and securities markets. Previously BU 0211.

## **BUSN 3220 Environmental Law and Policy**

**3 Credits**

**Attributes:** EVME Environmental Studies Major Elective, EVPE Environmental Studies Elective, EVSS Environmental Studies: Social Science, MGEL Management: General Elective

This course surveys issues arising out of federal laws designed to protect the environment and manage resources. It considers in detail the role of the Environmental Protection Agency in the enforcement of environmental policies arising out of such laws as the National Environmental Policy Act, the Clean Water Act, and the Clear Air Act, among others. The course also considers the impact of Congress, political parties, bureaucracy, and interest groups in shaping environmental policy, giving special attention to the impact of environmental regulation on business and private property rights. Previously BU 0220.

## **BUSN 3391 Seminar in Business Ethics**

**3 Credits**

**Attributes:** MGEL Management: General Elective

**Prerequisites:** AETH 2291, BUSN 3211, two additional courses in law or applied ethics.

This course is an interdisciplinary study of these two aspects of the business environment. Topics focus on the interaction of law and ethics, and the regulatory public policy issues in such areas as multiculturalism, work and family, the environment, product safety, international business, and advertising. This course is the capstone experience for students earning a minor in business law and ethics. Crosslisted with AETH 3391. Previously BU 0391.

## **BUSN 3980 Internship**

**3 Credits**

**Prerequisite:** Junior standing.

Students will engage in a work experience that is designed to be relevant to the student's academic pursuits, personal development, and professional preparation. The internship provides students with the opportunity to gain experience in workplace settings and to translate classroom learning into practice. The internship is a substantive career development experience. It can be paid or unpaid with the intent of the experience being for the student to be exposed to ideas and concepts in a professional setting while being mentored. At the end of the internship experience, students will be able to reflect on their personal and professional growth and make a more informed decision on their career path. Students must have a GPA of 2.5 or higher. Enrollment by permission only. Previously BU 0395-0396.

## **BUSN 4320 Employment Law and Discrimination in the Workplace**

**3 Credits**

**Attributes:** MGEL Management: General Elective, UDIV U.S. Diversity

This course examines a variety of legal issues related to the workplace including the doctrine of employment at will, employee privacy, and the history and development of labor unions and the legal protections afforded by the National Labor Relations Act. A study of the role of the Civil Rights Act of 1964 and the Equal Employment Opportunity Commission in eradicating discrimination based on race, sex, religion, national origin, age, and disability occupies a major portion of the course. Other employment issues include affirmative action, worker safety, and compensation. Previously BU 0320.

## **BUSN 6980 Business Immersion Practicum**

**1 or 3 Credits**

This course builds on the in-class lessons covered during the student's graduate studies by providing the student with an opportunity to apply their academic knowledge to a professional context. As such, it is an experiential learning activity. Successful completion of the practicum will entitle the student to three credits that count as a graduate-level elective. Enrollment open only by permission of the Director of Graduate Programs or designee. Previously BU 0501/0591.