

DOLAN SCHOOL OF BUSINESS

Courses

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.

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 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.

General Business Other Subjects

Consult the pages for each department for courses in the following fields:

- Accounting
- Analytics
- Economics
- Finance
- International Business
- Management
- Marketing
- Sports Business