

BUSINESS (BUSN)

BUSN 5939 - Internship (1-3 Credits)

Restriction: Restricted to graduate majors and NDGR majors with a sub-plan of NBA within the Business School. Repeatable. Max hours: 9 Credits.

Grading Basis: Satisfactory/Unsatisfactory

Repeatable. Max Credits: 9.

Restriction: Restricted to graduate majors and NDGR majors with a sub-plan of NBA within the Business School.

BUSN 6520 - Leading Individuals and Teams (3 Credits)

Students learn the strengths and weaknesses of their management style and how to work effectively with individual differences. Students also learn how to form teams around purpose/task, diagnose problems and identify and implement solutions by utilizing leadership skills such as setting goals, processes and measures, interpersonal communication, motivation and conflict management. Students develop an understanding of the effect of the organizational and social context on the behavior of individuals and teams. Restriction: Restricted to graduate majors and NDGR majors with a sub-plan of NBA or NBD within the Business School. Max hours: 3 Credits.

Grading Basis: Letter Grade

Restriction: Restricted to graduate majors and NDGR majors with a sub-plan of NBA or NBD within the Business School.

BUSN 6521 - Leading Individuals and Teams (3 Credits)

Students learn the strengths and weaknesses of their management style and how to work effectively with individual differences. Students also learn how to form teams around purpose/task, diagnose problems and identify and implement solutions by utilizing leadership skills such as setting goals, processes and measures, interpersonal communication, motivation and conflict management. Students develop an understanding of the effect of the organizational and social context on the behavior of individuals and teams. The emphasis is on health care issues and is intended for health care students. Max hours: 3 Credits.

Grading Basis: Letter Grade

Restrictions: Restricted to HLAD and MBAH majors within the Business School.

BUSN 6530 - Data Analytics for Managers (3 Credits)

Provides an overview of statistical and machine learning techniques for visualizing data, developing multivariate models to explain and control variation, and predicting outcomes. Methods covered in the course include exploratory data analysis, multiple linear regression, decision trees, and time-series forecasting. The emphasis is upon application of these techniques to business problems. Students are required to analyze data and present their analyses in written or oral form. Restriction: Restricted to graduate majors and NDGR majors with a sub-plan of NBA or NBD within the Business School. Max hours: 3 Credits.

Grading Basis: Letter Grade

Restriction: Restricted to graduate majors and NDGR majors with a sub-plan of NBA or NBD within the Business School.

Typically Offered: Fall, Spring, Summer.

BUSN 6540 - Legal and Ethical Environment of Business (3 Credits)

Students develop a working knowledge of legal and ethical parameters for business decision making. The course addresses the legal system and mechanisms for resolving disputes. Topics include constitutional law, torts, product liability, contracts, property law, consumer protection, intellectual property, business entities and employment law. It stresses the influence of legal issues on organizational decision making. Note: Students can substitute ENTP 6822 but credit cannot be received for both. Health Administration students must take BUSN 6541. Restriction: Restricted to graduate majors and NDGR majors with a sub-plan of NBA or NBD within the Business School. Max hours: 3 Credits.

Grading Basis: Letter Grade

Restriction: Restricted to graduate majors and NDGR majors with a sub-plan of NBA or NBD within the Business School.

Typically Offered: Fall, Spring, Summer.

BUSN 6541 - Legal and Ethical Environment of Business (Health Section) (3 Credits)

Students develop a working knowledge of legal and ethical parameters for business decision making. Addresses the legal system and mechanisms for resolving disputes. Topics include business entities, torts, contracts, employment relationships, litigation and alternative dispute resolution. It stresses the influence of legal issues on organization and decision making. The emphasis is on health care issues and is intended for health care students. Max hours: 3 Credits.

Grading Basis: Letter Grade

Restrictions: Restricted to HLAD and MBAH majors within the Business School.

Typically Offered: Spring.

BUSN 6550 - Analyzing and Interpreting Accounting Information (3 Credits)

Emphasizes the use of accounting statements and data in making business decisions. External financial accounting information and concepts are used for investment and credit decisions. Internal managerial accounting information and concepts are used for product costing, cost analysis and management control. Restriction: Restricted to graduate majors and NDGR majors with a sub-plan of NBA or NBD within the Business School. Max hours: 3 Credits.

Grading Basis: Letter Grade

Restriction: Restricted to graduate majors and NDGR majors with a sub-plan of NBA or NBD within the Business School.

Typically Offered: Fall, Spring, Summer.

BUSN 6560 - Marketing Dynamics in the 21st Century (3 Credits)

This course focuses on the art, science, and practice of managing dynamic market environments and making decisions about alternative marketing strategies. Students use analytical frameworks to inform decision-making about the many specific aspects of marketing: e.g., value proposition, target markets, positioning, products, channels of distribution, pricing, communication, and service. Participants learn how to integrate these elements into a Marketing Plan. Restriction: Restricted to graduate majors and NDGR majors with a sub-plan of NBA or NBD within the Business School. Max hours: 3 Credits.

Grading Basis: Letter Grade

Restriction: Restricted to graduate majors and NDGR majors with a sub-plan of NBA or NBD within the Business School.

Typically Offered: Fall, Spring, Summer.

BUSN 6561 - Marketing Dynamics in the 21st Century (Health Section) (3 Credits)

Focuses on the formulation and implementation of a marketing plan in the context of the firm's strengths, overall strategy and competitive environment. Emphasis is on understanding the marketing environment and on decision making skills regarding market selection, pricing, promotion, product configuration and management of distribution channels. Restriction: Restricted to HLAD and MBAH majors within the Business School. Max hours: 3 Credits.

Grading Basis: Letter Grade

Restriction: Restricted to HLAD and MBAH majors within the Business School.

BUSN 6610 - Information Systems Strategy (3 Credits)

Digital strategy is the application of digital technologies to business models to form new differentiating business capabilities. The course starts with the highlights of genesis and importance of IT in organizations, including the relationship between digital technology and competitiveness. Then, the development and management of an effective digital infrastructure are discussed. Realizing that the effective use of digital technology requires the alignment of competitive strategies, business processes, and applications, the course takes a top management perspective on the development of policies and plans that maximize the contribution of digital technologies to organizational goals. A broad overview of how systems support the operational, administrative, and strategic needs of organizations is covered. Note: Students cannot receive credit if they have taken BUSN 6810 or ISMG 6180. Cross-listed with ISMG 6180. Restriction: Restricted to graduate majors and NDGR majors with a sub-plan of NBA within the Business School, graduate majors within the College of Engineering, Design and Computing, PHCS PhD majors and PhD majors. Max hours: 3 Credits.

Grading Basis: Letter Grade

Restrictions: Restricted to graduate majors and NDGR majors with a sub-plan of NBA within the Business School, graduate majors within the College of Engineering, Design and Computing, PHCS PhD majors and PhD majors

Typically Offered: Fall, Spring, Summer.

BUSN 6620 - Applied Economics for Managers (3 Credits)

After taking this course, students should be able to apply economic principles to make optimal decisions given firm cost, demand and market circumstances. Also, they should be able to analyze the firms interactions with its competitive market environment. Students will learn basic aspects of federal macroeconomic policy designed to achieve stable prices and economic growth. Also, they will learn to understand the measurement of output (GDP), employment and prices; the conduct of monetary and fiscal policy; and the balance of trade. Coreq: BUSN 6550 or ACCT 6030 or ACCT 6031. Restrictions: Restricted to graduate majors and NDGR majors with a sub-plan of NBA or NBD within the Business School. Max hours: 3 Credits.

Grading Basis: Letter Grade

Co-req: BUSN 6550 or ACCT 6030 or ACCT 6031 Restrictions: Restricted to graduate majors and NDGR majors with a sub-plan of NBA or NBD within the Business School.

BUSN 6621 - Applied Economics for Managers (Health Section) (3 Credits)

After taking this course, students should be able to apply economic principles to make optimal decisions given firm cost, demand and market circumstances. Also, they should be able to analyze the firm's interactions with its competitive market environment. Students should understand basic aspects of federal macroeconomics policy designed to achieve stable prices and economic growth. Also, they should understand basic aspects of government regulation of business. The emphasis is on healthcare issues and is intended for healthcare students. Coreq: BUSN 6550 or ACCT 6030 or ACCT 6031 and BUSN 6530 or FNCE 6290 or BANA 6610. Restriction: Restricted to graduate majors and NDGR majors with a sub-plan of NBA or NBD within the Business School. Max hours: 3 Credits.

Grading Basis: Letter Grade

Co-req: BUSN 6550 or ACCT 6030 or ACCT 6031 and BUSN 6530 or FNCE 6290 or BANA 6610. Restrictions: Restricted to graduate majors and NDGR majors with a sub-plan of NBA or NBD within the Business School.

Typically Offered: Spring.

BUSN 6630 - Management of Operations (3 Credits)

This course is concerned with the production and delivery of goods and services. It provides an overview of a variety of contemporary Operation Management topics using current techniques and modeling to solve and understand key issues. Basic Excel skills are required. The use of model-assisted decision making is emphasized. Restriction: Restricted to graduate majors and NDGR majors with a sub-plan of NBA or NBD within the Business School. Max hours: 3 Credits.

Grading Basis: Letter Grade

Restriction: Restricted to graduate majors and NDGR majors with a sub-plan of NBA or NBD within the Business School.

Typically Offered: Fall, Spring, Summer.

BUSN 6640 - Financial Management (3 Credits)

This course is concerned with the business firm's decisions to make investments and to finance its operations. Students learn to use the tools and theories underlying business valuation, cost of capital, capital budgeting and capital structure. Students will learn to evaluate a firm's financial position through the examination of its financial statements and to prepare pro forma statements for the firm. Prereq: BUSN 6550 with a grade of C or better. Coreq: BUSN 6620 or BUSN 6621. Restriction: Restricted to graduate majors and NDGR majors with a sub-plan of NBA or NBD within the Business School. Max hours: 3 Credits.

Grading Basis: Letter Grade

Prereq: BUSN 6550 with a grade of C or better Coreq: BUSN 6620 or BUSN 6621 Restriction: Restricted to graduate majors and NDGR majors with a sub-plan of NBA or NBD within the Business School.

BUSN 6710 - Strategic Management (3 Credits)

Concerned with the development of a general management perspective in establishing the strategic direction for an enterprise. Students gain an understanding of strategy formulation and implementation within the context of the global environment. Note: Students may not receive credit for both BUSN 6710 and MGMT 6620. Note: This course is intended as a final semester Capstone course. Coreq: BUSN 6560 or 6561, BUSN 6630 or BUSN 6631; and BUSN 6640. Restriction: Restricted to graduate majors and NDGR majors with a sub-plan of NBA or NBD within the Business School. Cross-listed with MGMT 6620. Max hours: 3 Credits. Grading Basis: Letter Grade
Coreq: BUSN 6560 or 6561, BUSN 6630 or BUSN 6631; and BUSN 6640
Restriction: Restricted to graduate majors and NDGR majors with a sub-plan of NBA or NBD within the Business School
Typically Offered: Fall, Spring, Summer.

BUSN 6711 - Strategic Management (Health Section) (3 Credits)

Concerned with the development of a general management perspective in establishing the strategic direction for a health delivery organization. Students gain an understanding of strategy formulation and implementation within the context of the managed care environment. Emphasis is on the integration of knowledge acquired in the previous functional area courses. Note: This course is intended as a final semester course. Required of Health Administration majors. Coreq: BUSN 6560 or BUSN 6561, and BUSN 6640. Restriction: Restricted to HLAB and MBAH majors within the Business School. Max hours: 3 Credits. Grading Basis: Letter Grade
Corequisites: BUSN 6560 or BUSN 6561, and BUSN 6640 Restrictions: Restricted to HLAB and MBAH majors within the Business School.
Typically Offered: Spring.

BUSN 6800 - Topics In Business (3 Credits)

Current topics in business are occasionally offered. Prerequisites vary depending on the material covered. Consult the current 'schedule planner' for specific offerings and prerequisites. Repeatable. Max Hours: 12 Credits. Grading Basis: Letter Grade
Repeatable. Max Credits: 12.
Restriction: Restricted to graduate majors and NDGR majors with a sub-plan of NBA within the Business School.

BUSN 6807 - Analyzing Emerging Opps & Planning During Uncertain Time (3 Credits)

To develop strategic thinking and practical planning skills. Prepare students for the dynamic and uncertain business environment today. More specifically, we explore how to think innovatively and spot trends, develop formal business plans around emerging opportunities, address uncertain and volatile situations using scenarios. Restriction: Restricted to graduate majors and NDGR majors with a sub-plan of NBA within the Business School. Max hours: 3 Credits. Grading Basis: Letter Grade
Restriction: Restricted to graduate majors and NDGR majors with a sub-plan of NBA within the Business School.

BUSN 6811 - IT and New Business Paradigms (3 Credits)

Introduces graduate students to the relationship between information technology and the other functional areas of the business. During the course, students have an opportunity to listen and learn from guest speakers who have been involved with either guiding or interpreting the impact of information technology among functional areas of existing or new business. Through the use of current readings, guest lectures and case analysis, students examine various models of IT and new business paradigms to determine the decisions and success criteria for integrating IT in ongoing business. A unique feature of the class will be the opportunity for students to present proposals and projects to be critiqued by individuals with IT or business experience. Those individuals provide feedback and perspectives regarding potential IT or new business paradigm activities. Prereq: Permission of instructor. Restriction: Restricted to graduate majors and NDGR majors with a sub-plan of NBA within the Business School. Max hours: 3 Credits. Grading Basis: Letter Grade
Restriction: Restricted to graduate majors and NDGR majors with a sub-plan of NBA within the Business School.

BUSN 6812 - Business Intelligence and Analytics (3 Credits)

This course covers business intelligence, analytics, and artificial intelligence technologies and is organized around three types of analytics that are enabled by those technologies: descriptive, predictive, and prescriptive analytics. The theme of artificial intelligence runs throughout the course from business intelligence, to machine learning and deep learning as applied in areas such as computer vision, autonomous vehicles, and robots. The topics will be discussed using concepts and theory, business cases and applications, and hands-on analysis or model building using datasets available in the public domain, with the hands-on analysis and model building being the focus of the course. Students will use a leading BI software and a cloud computing platform to perform analysis and build machine learning models. Note: The recommended prerequisite for this course is ISMG 6080. If you are familiar with SQL and have worked with databases in the past, you satisfy the prerequisite requirement for this course. Cross-listed with ISMG 6220. Max hours: 3 Credits.

Grading Basis: Letter Grade

Restriction: Restricted to graduate majors and NDGR majors with a sub-plan of NBA within the Business School.

BUSN 6840 - Independent Study (1-3 Credits)

Restriction: Restricted to graduate majors and NDGR majors with a sub-plan of NBA within the Business School. Repeatable. Max Hours: 8 Credits. Grading Basis: Letter Grade
Repeatable. Max Credits: 8.
Restriction: Restricted to graduate majors and NDGR majors with a sub-plan of NBA within the Business School.

BUSN 6860 - Finance in the Sports Entertainment Industries (3 Credits)

This course explores the problems and solutions of financing in sports and entertainment business. It focuses on stadium/venue financing, sports team valuation, entertainment event guarantee estimation, player/artist salary issues and managing disparate revenue streams. The course utilizes speakers, articles, problem sets and cases. Prereq: BUSN 6640. Restriction: Restricted to graduate majors and NDGR majors with a sub-plan of NBA within the Business School. Max hours: 3 Credits. Grading Basis: Letter Grade
Restriction: Restricted to graduate majors and NDGR majors with a sub-plan of NBA within the Business School.