

BUSINESS AND MANAGEMENT STUDIES

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The study of business and management prepares students to meet the challenges of an ever-changing, global marketplace by providing an interdisciplinary approach to developing skills and knowledge in ethical decision making, effective communication, problem solving, teamwork, and leadership. Business and management studies connects theory and practice to prepare students for careers in domestic and international business, not-for-profit and governmental organizations, and entrepreneurial ventures.

Overview of the Concentration

Business and Management Studies is a multidisciplinary program offering a contract concentration that can be earned in conjunction with any B.A. academic major. Students are encouraged to consider personal goals as they design a program of courses in business and management studies, economics, and other disciplines. For example, a student who hopes to start a business can elect to take BUS 268 Design Thinking & Entrepreneurship and apply for an entrepreneurial grant to pursue a business idea. The Business and Management Studies Program also supports the management and finance areas of emphasis within the economics major (see Department of Economics).

Intended Learning Outcomes for the Concentration Requirements

Requirements for the Concentration

The business and management studies concentration includes:

1. a five-course program of study
2. experiential learning
3. a final capstone project

Course Requirements

Students develop a five-course program of study that includes three core and two elective courses. Core courses for the business and management studies concentration include BUS 110, BUS 225 and BUS 251. Electives include an additional business and management studies course and an approved course from another department on campus (see Courses tab for list of approved electives) or a study abroad program. Students must earn a grade of C or better in all five courses.

Code	Title	Credits
Core Courses		
BUS 110	Fundamentals of Business	1.00
BUS 225	Principles of Accounting	1.00
BUS 251	Management	1.00
Business and Management Studies Electives		1.00
(Choose one of the following)		
ID 229	Arts Management	

BUS 201	Organizational Storytelling
BUS 237	Managerial Accounting
BUS 250	Marketing
BUS 252	Legal Aspects of Business
BUS 260	Innovation in New Zealand (study abroad)
BUS 266	Business Modeling in Excel
BUS 268	Design Thinking & Entrepreneurship
BUS 281	Corporate Finance
BUS 383	Management Policy and Strategy

One approved course outside of Economics, and Business and Management Studies (see Courses tab link) **1.00**

Experiential Learning

This requirement is satisfied by completing two experiences in which the student applies management or financial principles to real world problems. One of the activities must be an academic internship or an approved work experience. These experiences are approved through completing the capstone (see below) in the fall of the students' senior year. The other activity can be a volunteer, leadership, entrepreneurial, or related work experience. The Piper Center for Vocation and Career and other organizations help students with this requirement.

The Business and Management Studies Capstone

The capstone project introduces students to the career planning process, helping them to identify career options and assess opportunities. This project includes career exploration activities, a description of future goals, and an academic and experiential action plan, as well as project, papers, and other work that demonstrates specific skill development. The student will enter their materials using Moodle and developing a LinkedIn site. By interconnecting important facets of their education and experiential learning, students can demonstrate the relationships between their varied learning experiences.

Courses

BUS 110: Fundamentals of Business

This introductory course focuses on managerial decision making and problem solving. Students gain a foundation on which to build deeper understanding across the different business disciplines, including accounting and finance, marketing, and entrepreneurship. This course includes case studies and practical assignments to understand the key management skills, tools, and frameworks involved in starting, running, growing and adapting a successful business in the context of a rapidly changing technological, competitive, and consumer environment. Offered each semester.

BUS 201: Organizational Storytelling

In an age of information overload, stories can rise above the noise. Effective organizational storytelling helps to engage an intended community on a meaningful and emotional level. Students will explore the craft of storytelling and study a variety of media (analogue and digital) on which the story can be delivered. The course will include case study analysis, group work and client-based projects. Offered annually. Also counts toward media studies concentration.

Prerequisite: sophomore standing or above.

BUS 225: Principles of Accounting

This course focuses on four basic financial statements: the income statement, statement of retained earnings, balance sheet, and statement of cash flows. Students learn how business events are recorded and represented on the financial statements and how to use the information to make sound economic judgments. Cases and current articles supplement traditional textbook readings and problems. This is a core course in the management studies concentration. Offered each semester.

Prerequisite: sophomore standing or above.

BUS 231: Personal Finance

This practical course provides information needed for informed decision making in major areas of personal finance, including budgeting, basic tax planning, insurance, investments, major purchases and retirement planning. Offered during January Term. Does not count toward the finance or management area of emphasis within economics major, or the management studies concentration.

Prerequisite: sophomore standing or above.

BUS 237: Managerial Accounting

This course emphasizes the use of financial and operating information to make internal management decisions. Topics include cost measurement and allocation, budgeting and control, performance evaluation, relevant costs for decision-making and capital budgeting decisions. Students are introduced to the modern production environment. Excel spreadsheets are used for many homework assignments. Offered each semester.

Prerequisite: BUS 225.

BUS 250: Marketing

This course introduces the key elements of marketing principles. Topics include evaluating market opportunities; buyer behavior; market segmentation, targeting, and positioning; market strategy and planning; development of marketing mix; and marketing organization and control. Students are challenged to apply the principles learned in class to current and real world marketing issues. The course includes readings, case study analysis, in-class exercises and group projects. Offered each semester.

Prerequisite: sophomore standing or above, or permission of instructor.

BUS 251: Management

This course familiarizes the student with the major management functions of planning, organizing, leading, and controlling. The study of management theory is linked with application exercises. Students begin to develop the management skills necessary in any organization, whether it be a for-profit or not-for-profit venture, a small business, or a large corporation. This course is required for all students pursuing a management studies concentration. Offered each semester.

Prerequisite: sophomore standing or above, or permission of instructor.

BUS 252: Legal Aspects of Business

This course investigates the legal framework in which business enterprise is conducted, including personal rights and duties, contracts, sales, agency, negotiable personal rights and duties, negotiable instruments, bailments, personal property and corporate obligations, and equities. Offered annually in the spring semester.

Prerequisite: one of ECON 110-121 and sophomore standing or above, or permission of instructor.

BUS 260: Innovation in New Zealand (study abroad)

New Zealand is recognized as one of the world's most entrepreneurial countries. This course explores the unique innovation eco-systems that have developed to support entrepreneurship and economic development in New Zealand. Students will have site visits to both incubators and start-up organizations to meet with entrepreneurs while traveling from Auckland to Dunedin. Assignments will focus on idea generation and implementation. Offered alternate years during January Term. Apply through Smith Center for Global Engagement.

Prerequisite: sophomore standing or above.

BUS 266: Business Modeling in Excel

Students develop the skills to translate business concepts into practical financial models using Microsoft Excel. They gain a strong foundation in fundamental Excel functions, formulas, and techniques, and learn how to apply them to real-world business scenarios. The course provides aptitudes that are important for upper-level business courses, as well as internships. Offered annually.

Prerequisite: sophomore standing or above, or permission of instructor.

BUS 268: Design Thinking & Entrepreneurship

Students develop a business or not-for-profit venture concept using the Design Thinking Process. Students acquire an understanding of the entrepreneurial process: opportunity recognition, resource marshaling, and team building, driven by communication, creativity, and leadership. The course concentrates on the entrepreneurial process from idea creation to ultimate business or other organizational activity. A variety of instructional techniques are used, including group projects and guest presenters. Offered annually.

Prerequisite: sophomore standing or above.

BUS 281: Corporate Finance

This course is an introduction to financial decision-making in a business environment. Topics include asset acquisition, issuance of stock vs. debt, dividend policy, planning and analysis, and working capital policy. Case discussions, combined with lectures and readings, enable students to apply finance principles in actual business situations. Computer spreadsheets are used. Offered annually.

Prerequisite: BUS 225.

BUS 294: Academic Internship**BUS 295: Internship and Reflection Seminar**

This seminar integrates the liberal arts with the experience of work and the search for a vocation or career. Course content will include both an off-campus internship and on-campus class sessions that connect academic theories/analyses of work with their particular internship experience. Students will also consider and articulate the value of the liberal arts for their pursuit of a creative, productive, and satisfying professional life.

BUS 298: Independent Study**BUS 380: Investments**

This introduction to making personal investment decisions provides a foundation for students seeking a career in the investment field. Although stocks are the primary focus, bonds, options, futures and mutual funds are also introduced. Topics include risk and return, security analysis, valuation theory, stock investment systems, and portfolio management. Students analyze historical data using a computer database and spreadsheet. Offered annually.

Prerequisites: BUS 281 and a statistics course, or permission of instructor.

BUS 383: Management Policy and Strategy

This is a capstone course for students with a management studies concentration or management area of emphasis in the economics major. Students have the opportunity to further develop their planning and decision-making skills through focused study of the management literature and case analysis exercises. Emphasis is given to identifying, analyzing, and solving organizational problems, which are strategic in nature and cut across all functional areas of the organization. Offered annually in the spring semester.

Prerequisite: BUS 250 or BUS 251 or permission of the instructor.

BUS 394: Academic Internship**BUS 396: Directed Undergraduate Research**

This course provides a comprehensive research opportunity, including an introduction to relevant background material, technical instruction, identification of a meaningful project, and data collection. The topic is determined by the faculty member in charge of the course and may relate to his/her research interests. Offered based on department decision. May be offered as a 1.00 credit course or .50 credit course.

Prerequisite: determined by individual instructor.

BUS 398: Independent Research**Approved Elective Courses**

ART 205 Photography

ART 207 Ceramics

ART 225 Architectural Design I

ART 226 Printmaking: Relief and Lithography

ART 227 Printmaking: Intaglio and Monoprints

ART 229 Digital Filmmaking

ART 236 Graphic Design

ART 246 New York Art January Term (study away)

ART 248 Los Angeles January Term (study away)

BI/ES 228 Environmental Health

CHEM 255 Analytical Chemistry and CHEM 256 Analytical Laboratory (0.25)

CHIN 232 Intermediate Chinese II

CHIN 301 Third-Year Chinese I

CHIN 302 Third-Year Chinese II

CSCI 241 Hardware Design

CSCI 251 Software Design and Implementation

CSCI 263 Ethical Issues in Software Design

EDUC 290 Educational Psychology

ENGL 286 Topics in Rhetoric and Composition

ENGL 287 Professional and Business Writing

ENGL 289 Journalistic Writing

ENVST 232 Environmental Policy and Regulation

ES/PS 276 Environmental Politics

FAMST 132 Introduction to Family Studies

FMS 260 Media and Screen Cultures

FREN 250 Speaking (of) French

FREN 251 Writing French

FREN 271 The Francophone World

FREN 272 Contemporary France

FREN 275 Interdisciplinary French Studies in Paris (study abroad)

GERM 252 Contemporary Germany in Global Context

GERM 273 Contemporary Germany as Seen Through the Media

GERM 276 Green Germany

HIST 222 Modern Scandinavia

HIST 231 People and Power in Soviet Russia

HIST 240 Methods Seminar: Histories of Africa, Asia, and Latin America

HIST 251 Revolutionary China

HIST 253 Modern Japan

ID 242 The Arts and Democracy: An ID Fine Arts January Term in Washington, D.C.

JAPAN 232 Intermediate Japanese II

JAPAN 301 Advanced Japanese I

JAPAN 302 Advanced Japanese II

KINES 376 Fitness Assessment and Exercise Prescription

MATH 220 Elementary Linear Algebra

MATH 230 Differential Equations I

MATH 262 Probability Theory

MATH 266 Operations Research

MUSIC 291 Vocal Development and Pedagogy

MUSIC 354 Advanced Conducting (0.50) (plus prerequisite)

NORW 253 Social Debates in Historical Context

NURS 316 Public Health Nursing

NURS 318 Nursing Leadership (1.50)

PHIL 252 Ethics and the Good Life

PHIL 254 Law, Politics, and Morality

PHIL 257 Environmental Ethics

PHIL 258 Ethics, Economics, and the Marketplace

PSCI 220 Analyzing Politics and Policies

PSCI 252 Politics and Development

PSCI 258 World Politics

PSCI 264 Latin American Politics

PSCI 282 Russian and Eurasian Politics

PSYCH 236 Conditioning and Learning

PSYCH 249 Social Psychology

PSYCH 250 Industrial/Organizational Psychology

PSYCH 342 Positive Psychology: The Science of Optimal Human Experience

PSYCH 375 Clinical and Counseling Psychology

RUSSN 232 Intermediate Russian II

RUSSN 251 Conversation and Composition

RUSSN 302 Russian Culture and Civilization

RUSSN 372 Topics in Contemporary Russian Society

SOAN 237 Forging a Latin American Culture

SOAN 260 Families, Marriage, & Relationships

SOAN 261 Gender in Cross-Cultural Perspective

SOAN 262 Global Interdependence

SOAN 264 Race and Class in American Culture

SOAN 371 Foundations of Social Science Research: Quantitative Methods

SOAN 373 Ethnographic Research Methods

SPAN 274 Contemporary Issues in the Spanish-Speaking World

SDS 172 Statistics 1

SDS 272 Statistics 2

SWRK 246 Human Behavior in the Social Environment

SWRK 258 Social Policy

SWRK 274 Research Methods in Social Work

SWRK 381 Social Worker as Professional

THEAT 232 Stage Direction

THEAT 338 Directing and Producing Theater

THEAT 380 Top: Who Owns the Arts: Censorship, Sponsorship, and Artistic Freedom

Faculty

Program Director, 2024-2025

Sian E. Christie (on sabbatical spring semester 2024-25)
Entrepreneur in Residence; Husby-Johnson Endowed Chair of Business and Economics
marketing; entrepreneurship; strategy; organizational storytelling

Kelsey Baumann

Visiting Instructor of Economics

Naafey Sardar (Program Director of Public Health Studies - spring semester 2024-25)
Assistant Professor of Economics

Michael Wilson

Visiting Professor of Economics