

# BUSINESS (BUS)

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## **BUS 101 Introduction to Business 3.00**

This course serves as an introduction to the different majors offered by the School of Business and Economics. The course provides insights into the foundation business knowledge and skills that will be useful for students pursuing a professional career in business. Topics include: a survey of management, finance, distribution, production, risk, business law, and other business activities; integrated business simulation, personal finance, business ethics, business computer applications, professional business communication, business career preparation, team-building, as well as good learning habits. SBE Students only; Grade of C- or higher required for SBE majors.

## **BUS 189 Business Elective 1.00-12.00**

Transfer credits ONLY from another accredited institution not equivalent to a UW-Superior course.

## **BUS 189BU Business Elective BU requirement 1.00-12.00**

Transfer credit ONLY from another accredited institution not equivalent to a UW-Superior course

## **BUS 211 Business Law I 3.00**

Legal principles relating to business transactions. Includes the legal and social environment of business, contracts, choice of business entities, and selected elements of the Uniform Commercial Code.

## **BUS 250 Business Intelligence 3.00**

Introduction to business intelligence and data analytics applied in the business environment. Includes the collection, visualization, and analysis of data using PowerBI. Provides the basic concepts and technology that comprise business intelligence and the role of business intelligence in organizations.

### **Prerequisites:**

Prerequisite for taking this course is BUS 101

## **BUS 270 Business Statistics 3.00**

Introduction to descriptive and inferential statistics as applied to business situations. Includes tabular, graphical and numerical summary measures; probability distributions; sampling and sampling distributions; hypothesis testing; analysis of variance; and regression/correlation analysis.

### **Prerequisites:**

BUS 101 (Applies to SBE students only)

## **BUS 288 Independent Study In Business 1.00-3.00**

Concentrated study of various business problems. Consent of cooperating instructor and director, SBE.

## **BUS 289 Business Elective 1.00-12.00**

Transfer credits ONLY from another accredited institution not equivalent to a UW-Superior course.

## **BUS 289BU Business Elective BU requirement 1.00-12.00**

Transfer credit ONLY from another accredited institution not equivalent to a UW-Superior course

## **BUS 289DV Business Elective Diversity 1.00-12.00**

Transfer credits ONLY from another accredited institution not equivalent to a UW-S course.

## **BUS 289GA Business Elective Global Awareness 1.00-99.00**

Transfer credits ONLY from another accredited institution not equivalent to a UW-Superior course.

### **University Studies Requirements:**

- Global Awareness

## **BUS 289HH Business Elective Humanities-History 1.00-12.00**

Transfer credits ONLY from another accredited institution not equivalent to a UW-S course.

## **BUS 289NW Business Elective Non-Western 1.00-12.00**

Transfer credits ONLY from another accredited institution not equivalent to a UW-S course.

## **BUS 301 Study Abroad 6.00**

Field trips designed by department faculty to give students direct experiences in foreign countries. Each program includes preparatory reading, orientation meetings, a faculty-supervised study tour, and a detailed written evaluation of learning situations associated with the course. With consent of the relevant program and content adaptation, programs provided by other agencies can be considered for this credit. Students must obtain approval for taking these courses prior to participation. Otherwise the course may not count. For specific degree requirements consult your advisor. Course can be repeated only if the content is different. Consent of cooperating instructor and director, SBE.

### **Prerequisites:**

Admitted to SBE.

## **BUS 306 Management Science 3.00**

Application of basic quantitative and qualitative techniques for problem solving in production/operations management. Includes linear programming, transportation and network models, inventory models, queuing models, project management, forecasting and decision theory.

### **Prerequisites:**

Admitted to SBE or non-SBE majors are required to be at Junior status (obtain drop/add form from a SBE-authorized representative, Erlanson Hall, Room 301).

## **BUS 340 Hospitality Management 3.00**

Exploration of the major components and organization structure of the hospitality industry. Presents historical development, opportunities and current trends. Stresses the importance and relationships of education and work experience to career success. Examination of the key components in various industry sectors, including food service, lodging, gaming and property management.

### **Prerequisites:**

Admitted to SBE.

## **BUS 341 Event Management 3.00**

Planning, organizing and the management of events will be investigated for the hospitality, tourism and sports industries. Emphasis is placed on the design, internal management systems and post event evaluation.

### **Prerequisites:**

Admitted to SBE.

**BUS 363 Business Ethics and Social Responsibility 3.00**

Explores moral and ethical theories such as ethical fundamentalism. Theories are then applied to "real world" situations in the United States and around the globe. Covers classic cases in business ethics, current cases and trends such as Sarbanes-Oxley and the social responsibility of business. Especially useful for students studying management, finance, marketing, accounting, and international business.

**Prerequisites:**

Admitted to SBE or non-SBE majors are required to be at Junior status (obtain drop/add form from a SBE-authorized representative, Erlanson Hall, Room 301).

**BUS 365 Data Visualization in Business 3.00**

Explores how to design, develop, and maintain data dashboards to track performance changes. Methods on defining and monitoring metrics and key performance indicators with real-world scenarios. Creation of charts and tables to be used in story lines for internal and external business reports.

**Prerequisites:**

Prerequisite is completion of BUS 250, Admittance to SBE or SBE instructor permission

**BUS 366 Advanced Business Statistics and Applications 3.00**

Advanced descriptive and predictive data analytics using spreadsheets and tables. An exploration of various probability distributions, as well as statistical inference under various business scenarios. Applied business analytics skills to various fields such as finance, HR, marketing, health care, supply chain, government, and sports.

**Prerequisites:**

Prerequisite is completion of BUS 250, Admittance to SBE or SBE instructor permission

**BUS 367 Business Forecasting and Predictive Analytics 3.00**

Introduction to predictive and prescriptive analytics to make business decision using forecasting techniques. Methods include choosing appropriate models and applying them to a data set in various business fields. The course includes time series, classification models, and Box-Jenkins Methodology.

**Prerequisites:**

Completion of BUS 366, admittance in to SBE, or SBE permission

**BUS 368 Simulation for Business Decision Making 3.00**

Development and analysis of business simulation models using randomness. Includes queuing theory, discrete-event and Monte-Carlo simulations. Also covers the understanding, creation, and evaluation of business process design.

**Prerequisites:**

Prerequisite is completion of BUS 250, Admittance to SBE or SBE instructor permission

**BUS 369 Data Mining for Business (Capstone) 3.00**

Exploration of big data, dimension reduction and predictive models. Use of software to perform clustering and classification of data. Evaluation of performance to make business decision. Algorithms include neural networks, discriminant analysis and Regression Trees.

**Prerequisites:**

Prerequisite is BUS 365 and CSCI 356 and Admitted to SBE or SBE Permission

**BUS 370 Principles Of Marketing 3.00**

Introduction to terms, definitions and concepts integral to the strategic planning and decision-making involving the components of the marketing mix: product, price, promotion, and physical distribution. Emphasis on market analysis, delivering value and establishing competitive advantage. Coverage of current trends in marketing.

**Prerequisites:**

Admitted to SBE or (Jr. status and Acct 101, Econ 235, Bus 211, and Bus 270; or instructor permission)

**BUS 371 Consumer Behavior 3.00**

Application of concepts from the disciplines of psychology, sociology, anthropology, and economics that affect purchase decisions of individuals. Current literature in consumer psychology is explored in its relation to marketing strategy.

**Prerequisites:**

Admitted to SBE; BUS 370.

**BUS 373 Advertising & Promotion 3.00**

Introduction to advertising management, research, planning, and the creative process. Topics covered include market segmentation and targeting, account planning, working with clients, advertising research, advertising strategy, developing art and copy, media selection and budgeting (print, broadcast, social media) plus integrating advertising in the marketing mix.

**Prerequisites:**

Admitted to SBE; BUS 370 or COMM 170, or consent of instructor.

**BUS 375 Public Relations 3.00**

Introduction to principles, theories and skills of public relations, including a study of its problems, impact and potential.

**Prerequisites:**

Admitted to SBE; BUS 370 or COMM 170, or consent of instructor.

**BUS 377 Hospitality, Tourism & Travel Marketing 3.00**

Principles of marketing for the hospitality, tourism and travel industries. Covers marketing strategies & tactics for hotels, restaurants, tourist attractions, convention & visitor bureaus, tour operators & related products & services. Topics include the unique characteristics of travel & tourism, consumer behavior, market segmentation, product development, internal marketing, pricing, yield management, sales channels, & marketing communications. The vacation, personal travel & business travel market segments are examined.

**Prerequisites:**

Admission to the SBE Department or Instructor Consent are prerequisite for taking this course.

**BUS 380 Principles Of Management 3.00**

Introduction to the basic tools and requisite knowledge associated with businesses and their management as well as the broad concepts associated with the challenges of managing within organizations. Examines various management functions, and gains in-depth understanding of the working and behavioral complexities that arise in organizations.

**Prerequisites:**

Admitted to SBE or (Jr. status and Acct 101, Econ 235, Bus 211, and Bus 270; or instructor permission)

**BUS 382 Human Resource Management 3.00**

Examines current theoretical and research developments related to human resource management and human resource practices as they relate to the planning, recruitment, selection, training, and management of the human resources within an organization.

**Prerequisites:**

Admitted to SBE or non-SBE majors are required to be at Junior status (obtain drop/add form from a SBE-authorized representative, Erlanson Hall, Room 301).

**BUS 389 Business Elective 1.00-12.00**

Transfer credits ONLY from another accredited institution not equivalent to a UW-Superior course.

**BUS 400 Business Internship 2.00-7.00**

Opportunity for students to earn academic credit by extending classroom learning to area business settings. Students obtain the cooperation of an employer and prepare a learning contract. Pass-Fail only.

**Prerequisites:**

Admitted to SBE, consent of cooperating instructor and director, SBE.

**BUS 405 Entrepreneurship 3.00**

Study of entrepreneurship with an emphasis on small business. Topics include business plan preparation, forms of organization, financing options and management problem solving.

**Prerequisites:**

Admitted to SBE.

**BUS 411 Advanced Business Law 3.00**

Selected topics in business law, including international business law, obligations of corporate directors and officers, franchises, negotiable instruments, creditor's rights and remedies, secured transactions, bankruptcy law, mortgages and foreclosures, and wills and trusts.

**Prerequisites:**

Admitted to SBE; BUS 211 or consent of instructor. Non-SBE majors are required to be at Junior status (obtain a Drop/Add form from a SBE-authorized representative, Erlanson Hall, Room 301).

**BUS 212 Field Studies in Business 1.00-3.00**

Provides non-traditional adult learners with limited business experience and presently enrolled freshmen and sophomores opportunity to apply general business knowledge to selected business projects. Pass-Fail only. Consent of cooperating instructor and director, SBE.

**BUS 412 Field Studies in Business 1.00-3.00**

Provides non-traditional adult learners with limited business experience and presently enrolled freshmen and sophomores opportunity to apply general business knowledge to selected business projects. Pass-Fail only. Consent of cooperating instructor and director, SBE.

**Prerequisites:**

Admission to the SBE Department or Instructor Consent are prerequisite for taking this course.

**BUS 430 International Business 3.00**

The course covers international activities of small and medium-sized firms as well as large multinational corporations. Topics include trade strategies, doing business with newly emerging market economies and the functional areas of international business management. Emphasis on the importance of cross-cultural communication.

**Prerequisites:**

Admitted to SBE or non SBE majors: junior status (obtain drop/add from SBE authorized representative, Erlanson Hall 301).

**BUS 474 Retail Marketing 3.00**

Principles of establishing and operating a retail business. Topics include retail market analysis and research, store layout, atmospherics, merchandising, pricing, sales, advertising, promotion, inventory management, and examination of current trends. Emphasis on retail strategy and the evolution of shopping culture.

**Prerequisites:**

Admitted to SBE; BUS 370.

**BUS 475 Professional Selling and Sales Management 3.00**

Study of the theories and applications of professional selling and sales management. Development of persuasive communications strategies for specific applications. Emphasis on organizational and presentation skills to provide students with opportunities for practical sales experience.

**Prerequisites:**

Admitted to SBE; BUS 370.

**BUS 476 Marketing Analytics 3.00**

This course introduces future marketing professionals to analytical tools and techniques that can be used to improve marketing decision-making and come up with informed solutions and ideas to meet marketing challenges. Emphasis is placed on developing an understanding of the data available to marketers, how it can be used in decision-making along with the tools and techniques for predicting and measuring the effectiveness of a company's marketing efforts.

**Prerequisites:**

Prerequisite is BUS 250, BUS 370, Admitted to SBE, OR Permission from SBE Department

**BUS 477 Digital Marketing 3.00**

Classroom and field experience integrating internet marketing concepts with traditional marketing activities. Internet marketing and social media supporting marketing communication strategies. Student interaction with regional and community business enterprises. Emphasis on practical application.

**Prerequisites:**

Admitted to SBE; BUS 370 or COMM 170, or consent of instructor.

**BUS 482 Marketing Research 3.00**

Designed to help students become intelligent users of marketing research information. Introduction to the variety of qualitative and quantitative methods available to assist marketing managers in decision-making. Explores alternative methods available to collect and analyze data.

**Prerequisites:**

Admitted to SBE; BUS 370.

**BUS 483 Organization Behavior and Development 3.00**

Advanced study of organizations, the impact of human factors and management principles, and organization development is used to direct and manage change. Course is designed to build one's understanding of the theories and concepts for managing human behavior in organizations. Focus on case analysis and class exercises. Prerequisites: BUS 380.

**Prerequisites:**

Admitted to SBE & BUS 380

**BUS 484 Marketing Strategy and Brand Management 3.00**

Designed to assist students in applying knowledge and analytical skills in comprehensive marketing strategy development. Integration of decisions regarding all dimensions of the marketplace offering. Analysis of challenges facing marketing managers. Emphasis on utilizing a structured planning process to achieve marketing goals.

**Prerequisites:**

Admitted to SBE; BUS 370.

**BUS 488 Independent Study 1.00-3.00**

Concentrated study of various business problems.

**Prerequisites:**

Admitted to SBE, consent of cooperating instructor and director, SBE.

**BUS 489 Business Elective 1.00-12.00**

Transfer credits ONLY from another accredited institution not equivalent to a UW-Superior course.

**BUS 489DV Business Elective Diversity 1.00-12.00**

Transfer credits ONLY from another accredited institution not equivalent to a UW-S course.

**BUS 489HH Business Elective Humanities-History 1.00-12.00**

Transfer credits ONLY from another accredited institution not equivalent to a UW-S course.

**BUS 489NW Business Elective Non-Western 1.00-12.00**

Transfer credits ONLY from another accredited institution not equivalent to a UW-S course.

**BUS 495 Strategic Management (Capstone) 3.00**

Integrative approach to the formulation and implementation of strategy within business or administrative type organizations. Capstone course drawing on the functional analytical tools, managerial concepts and techniques developed in previous business administration and economics courses and includes a senior experience component.

**Prerequisites:**

Admitted to SBE; BUS 370, BUS 380, and FIN 320.

**BUS 499 Seminar in Business 1.00-4.00**

Studies of recent trends and practices in business and business education.

**Prerequisites:**

Junior-level status.