

BUSINESS (BU)

BU 2240 Business Statistics (3)

An introduction to statistics based on business applications. Students study statistics through the application of statistics to common business situations. Calculation of business statistics is performed on computers using software commonly found in business enterprises, principally Excel. Topics covered include descriptive statistics, probability, probability distributions, sampling, hypothesis testing, analysis of variance and regression analysis. Falls and Springs. (QRCO)
Prerequisite(s): regular admission to Plymouth State University.

BU 2440 Business, Ethics, and Society (3)

Analyzes the role of social responsibility and ethical standards in the corporate decision-making process. Students develop the ability to identify ethical issues and apply a decision-making orientation that balances concern for corporate performance and social responsibility. Emphasis on government regulation, pollution, consumerism, globalization, and human resource management issues. Includes a community service learning component providing students with an opportunity to demonstrate social responsibility. Falls and Springs.

BU 3220 Business and the Environment (3)

Business has caused many serious environmental problems. Alternatively, one could suggest that without business support for environmental improvement, we would be faced with continuing adversarial situations with the possibility of future backlash. The course is meant to be cross-disciplinary including the perspectives of business, the social sciences and science. Falls.

BU 3380 Business Innovation (3)

Businesses increasingly invest in innovation. Challenges students to explore the growing body of knowledge that supports business innovation; design thinking, effective teamwork, and change models. Using case studies, students consider and analyze successful and failed innovation initiatives. A capstone project requires teams to conceptualize a new product or service and propose how to bring the concept to life. Falls and Springs.
Prerequisite(s): BU 2450.

BU 3720 Career Development (3)

An examination of the nature of work in contemporary society from the standpoint of the individual's experience in balancing life and career pursuits. Includes an overview of occupational opportunities in the context of personal as well as organizational needs and expectations; self assessment and development of a personal career plan; an examination of the latest approaches to the job search, including the Internet, for success in today's competitive, information-based economy. Falls and Springs; also Winterims and/or Summers. (INCO) (WECO)
Prerequisite(s): Junior status.

BU 4040 Business Law II (3)

Applies the basic knowledge obtained in Business Law to compare the common law to the Uniform Commercial Code. Sections 1, 2, 3, 4 and 9 of the Uniform Commercial Code are covered using case studies and moot court exercises. It also involves an analytical study of the concepts embraced in the law of partnerships, corporations and other business organizations. Springs.
Prerequisite(s): BU 2480.

BU 4091 Current Topics in Business (1-4)

To allow students to cover special topics not normally covered in depth in other business courses. Students may repeat this course when offered under a different topic title.

BU 4260 Interpersonal Relations (3)

A cognitively and experientially based course designed to develop crucial managerial skills required for success in the diverse and dynamic globally integrated contemporary workplace. Includes a review of conceptual material designed to facilitate the understanding of effective interpersonal behavior under conditions of uncertainty as well as competing and/or changing goal orientations in modern organizations; self assessment, solicitation and evaluation of feedback regarding the effectiveness of student's current managerial behavioral skills; development of a comprehensive assessment of personal strengths as well as goals for improvement in the areas of professional and managerial communication and influence. Topics include such areas as communication, listening and feedback, team building and employee development, problem solving and decision making, conflict management, motivation and performance management, interpersonal influence and negotiation. Varied pedagogical techniques include assigned readings, videos, cases, individual and team exercises, role plays, self assessment and feedback instruments and integrative writing assignments. Falls and Springs.
Prerequisite(s): BU 3420.

BU 4910 Independent Study (1-3)

An Independent Study allows a student to create a customized course. Working one-on-one with a knowledgeable faculty member, the student may explore a business subject of personal interest in support of his or her academic and professional goals. Together, the student and professor develop a reading list, projects, and writing assignments to support the desired learning outcomes. Consent required of the instructor who will supervise the independent study and the Director of Instruction.