

# BUSINESS (BUSN)

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**BUSN 171. Mathematical Applications for Business. 3 Hours.**

Semester course; 3 lecture hours. 3 credits. Prerequisite: MATH 141 with a minimum grade of C, or satisfactory score on the VCU Mathematics Placement Test within the one-year period immediately preceding the beginning of the course. Pre- or corequisite: INFO 162. Formulation and solution of problems using a spreadsheet and algebra, mathematics of finance, matrices and introductory linear programming. Instruction will include spreadsheet use as a calculation and graphing tool. This course was formerly numbered MGMT 171 and SCMA 171.

**BUSN 201. Foundations of Business. 3 Hours.**

Semester course; 3 lecture hours. 3 credits. Prerequisite: UNIV 112, HONR 200 or HONR 250. Introduces students to basic business environments and business functions and practices. Builds awareness of corporate social responsibility and ethical business behavior. Helps students gain an integrated awareness of business and practice analytical skills needed for their advanced business courses and careers.

**BUSN 202. Foundations of Business II. 3 Hours.**

Continuous courses; 3-3 lecture hours. 3-3 credits. Prerequisite: BUSN 201 with a minimum grade of C. First semester: Introduces students to basic business environments, entrepreneurial thinking, and business functions and practices. Helps students gain an integrated awareness of business and practice analytical skills needed for their advanced business courses and careers. Second semester: Examines business functions and practices needed for sustainable business operation, building on knowledge and skills from BUSN 201 and executing or analyzing an integrated project or comprehensive case analysis. Students should take BUSN 202 immediately following BUSN 201.

**BUSN 212. Differential Calculus and Optimization for Business. 3 Hours.**

Semester course; 3 lecture hours. 3 credits. Prerequisite: BUSN 171\* or MATH 151 with a minimum grade of C, or satisfactory score on the VCU Mathematics Placement Test within the one-year period immediately preceding the beginning of the course. Univariate and bivariate differential calculus and optimization of algebraic functions that model business phenomena. Students should take BUSN 212 immediately after completing BUSN 171. Students may not receive degree credit for more than one of BUSN 212, MGMT 212, SCMA 212 or MATH 200. This course was formerly numbered MGMT 212 and SCMA 212. \*Formerly MGMT 171, SCMA 171.

**BUSN 225. Winning Presentations. 3 Hours.**

Semester course; 3 lecture hours. 3 credits. Enrollment is restricted to School of Business freshmen, sophomores and juniors in the foundation or advanced programs. Why are some presenters bad, some good and others great? Why do some people have more "presence" than others? What leadership skills work in a room full of people who are not on the same page? How does one pitch an idea in less than two minutes? Presentation skills involve more than just speaking in public. Good presentation skills require an understanding of yourself, your subject and your audience. This course will explore the skills involved in mastering all of these. Students may receive credit toward graduation for only one of SPCH 121, SPCH 321 or BUSN 225.

**BUSN 291. Topics in Business. 1-3 Hours.**

Semester course; 1-3 variable hours. 1-3 credits. May be repeated for credit with different topics for a maximum of 6 credits. Study of current topics in the field of business providing specialized course work that provides deeper, more in-depth understanding. See Schedule of Classes for topics offered each semester and prerequisites as determined by instructor.

**BUSN 293. Internship in Business. 1-3 Hours.**

Semester course; 1-3 variable hours. 1-3 credits. May be repeated for credit with different topics for a maximum of 6 credits. Enrollment restricted to School of Business major or minor with permission of associate dean for undergraduate studies. Intention to enroll must be indicated to the instructor or director prior to advance registration for semester of credit. Exposes students to working in a business environment, enhances professionalism and develops rapport with employers. The course allows students to earn academic credit while gaining real-world experience in order to enhance their business education. May be used as an elective in the business foundation program but cannot count toward the advanced business program. Each credit requires 80 hours in the internship.

**BUSN 323. Legal Environment of Business. 3 Hours.**

Semester course; 3 lecture hours. 3 credits. Enrollment is restricted to students who have achieved sophomore standing. Basic legal concepts applicable to business, including the legal aspects of operating a business, contracts, employment relationships, sales, and bailments and commercial paper. Also includes ethical considerations and social and political influences. Students may not receive degree credit for both BUSN 323 and ACCT/MGMT 481. This course was formerly numbered MGMT 323 and SCMA 323.

**BUSN 325. Organizational Communication. 3 Hours.**

Semester course; 3 lecture hours. 3 credits. Prerequisites: HONR 200, HONR 250 or UNIV 200; and BUSN 225, SPCH 121 or SPCH 321. Enrollment is restricted to students majoring in the School of Business who have completed at least 54 credit hours (junior standing). A study of interpersonal, team and organizational communication practices in modern dynamic work and virtual environments. This course includes dealing with written business messages, report writing, job-search techniques, nonverbal communication, oral presentations and intercultural communication. The focus will include both theoretical constructs and skill development. This course was formerly numbered MGMT 325 and SCMA 325.

**BUSN 329. Introduction to Intercultural Communication. 3 Hours.**

Semester course; 3 lecture hours. 3 credits. Enrollment is restricted to students who have completed at least 54 credit hours (junior standing). An introduction to the basic concepts, principles and skills for improving verbal and nonverbal communication with persons from different cultures. Using a cultural general approach, topics discussed include the concept of culture, barriers to intercultural communication, verbal communication process and nonverbal communication aspects. Appropriate for business and non-business majors. This course was formerly numbered INTL 329, MGMT 329 and SCMA 329.

**BUSN 391. Topics in Business. 1-3 Hours.**

Semester course; 1-3 variable hours. 1-3 credits. May be repeated for credit with different topics for a maximum of 6 credits. Study of current topics in the field of business providing specialized course work that provides deeper, more in-depth understanding. See Schedule of Classes for topics offered each semester and prerequisites as determined by instructor.

**BUSN 400. Principles of Consulting. 3 Hours.**

Semester course; 3 lecture hours. 3 credits. Prerequisites: junior status and acceptance into International Consulting Program. Corequisite: BUSN 401. Intended to provide students with “formal” training in how to conduct consulting engagements. The course is designed to teach students how to conduct consulting engagements by providing academic background through readings and lectures, real-world perspectives from practicing consultants, and practice application through simulations and cases. The course culminates in a consulting engagement with a real client from the Richmond business community to provide the students with an opportunity to apply the consulting skills they learned in the classroom.

**BUSN 401. International Consulting Practicum. 3 Hours.**

Semester course; 3 lecture hours. 3 credits. Prerequisites: junior status and acceptance into International Consulting Program. Corequisite: BUSN 401. Intended to provide students with an opportunity to apply the lessons learned about consulting in BUSN 400 to a real business client in a foreign country.

**BUSN 490. Emerging Topics in Business. 1-3 Hours.**

Semester course; 1-3 variable hours. 1-3 credits. May be repeated for credit with different topics for a maximum of 6 credits. Emerging topics in business designed to provide material not covered by an existing course or program. May be general business or multidisciplinary. See Schedule of Classes for topics offered each semester and prerequisites as determined by instructor.

**BUSN 491. Special Topics in Business. 1-3 Hours.**

Semester course; 1-3 variable hours. 1-3 credits. May be repeated for credit with different topics for a maximum of 6 credits. Study of current topics in the field of business providing specialized course work that provides deeper, more in-depth understanding. See Schedule of Classes for topics offered each semester and prerequisites as determined by instructor.

**BUSN 492. Independent Study in Business. 1-3 Hours.**

Semester course; 1-3 variable hours. 1-3 credits. May be repeated for credit with different topics for a maximum of 6 credits. Prerequisites: School of Business major and permission of instructor. Students must submit a written proposal to be approved by the supervising instructor prior to registration. The number of credit hours will be determined by the director of undergraduate studies. Intensive study under the supervision of a faculty member in an area not covered in-depth or contained in other School of Business courses and/or independent investigation and research of business problems through readings, data collection and analysis. Written and oral progress reports as well as a final report and presentation are required.

**BUSN 493. Internship in Business. 1-3 Hours.**

Semester course; 1-3 variable hours. 1-3 credits. May be repeated for credit with different topics for a maximum of 6 credits. Prerequisites: School of Business major and permission of associate dean for undergraduate studies. Intention to enroll must be indicated to the instructor or director prior to advance registration for semester of credit. Involves students in a meaningful experience, typically 20 hours per week, in a setting appropriate to business. Written interim and final reports required.

**BUSN 499. Business Knowledge Exam. 0 Hours.**

Semester course; variable hours. 0 credits. Prerequisites: MGMT 310; MKTG 301; INFO 360, 361 or ACCT 307; FIRE 311; and SCMA 301, STAT 210 or STAT 212. Enrollment is restricted to business majors. This course consists of a capstone exam covering general business knowledge in the subjects of accounting, economics, finance, information systems, management, marketing and statistics. Students may be asked to complete follow-up activities in the areas in which they have weak knowledge in order to earn a passing grade. Students should contact their academic adviser for information on how to take the exam and register for this course. Graded as pass/fail.

**BUSN 601. Studies in Contemporary Business Issues: \_\_\_\_\_. 1 Hour.**

Semester course; 1 lecture hour; content delivered online. 1 credit. May be repeated for a maximum of six credits. Enrollment restricted to students in the online MBA program. Course provides advanced study and analysis of contemporary business issues.

**BUSN 610. On-campus Residency. 1 Hour.**

Semester course; 1 lecture hour. 1 credit. May be repeated for a maximum of three credits. Enrollment restricted to students in the online MBA program. MBA faculty will lead this two-day residency immersion session offering activities such as seminars, case and/or simulation assignments, and meetings with business and thought leaders to enhance team-building, leadership and professional development skills. Students will be evaluated on face-to-face presentation skills, group interaction and career development plans. Graded as pass/fail.

**BUSN 700. Principles of Scientific Inquiry in Business. 3 Hours.**

Semester course; 3 lecture hours. 3 credits. A seminar on the philosophical and epistemological foundations of scientific inquiry as they relate to research in business and its allied disciplines. The focus will be on the underlying logic, elements, reach and limits of alternative frameworks, such as positivism, empiricism and Bayesian analysis, and the conditions under which each is the preferred method of inquiry.

**BUSN 701. Research Methods in Business. 3 Hours.**

Semester course; 3 lecture hours. 3 credits. Prerequisites: admission to Ph.D. program and permission of instructor. A seminar on the design of research in business, including the philosophy of science, theory development and the design of research capable of testing hypotheses, analytic levels, measurement theory and methods, and research design alternatives.

**BUSN 702. Research Analysis in Business. 3 Hours.**

Semester course; 3 lecture hours. 3 credits. Prerequisite: MGMT 524 or equivalent and acceptance into the doctoral program. Study of the scientific method as currently applied in business and organizational research, with emphasis on the conduct of studies, data analysis and presentation of empirically based knowledge.