BUSINESS (BUSN)

BUSN 160. Digital Literacy: Computer Concepts, Internet, Digital Devices. 1 Hour.
Semester course; 1 lecture hour (delivered online). 1 credit. Overview of basic computer concepts, the Internet, new technologies and digital security. Topics include but are not limited to computing devices -- hardware and software -- skills for using and evaluating Internet content and security with digital devices. This course provides the foundation in digital technologies to prepare students for other business courses and application software courses in the BUSN 16X series. Administered as a self-paced course with all online content. Graded as pass/fail at 80 percent pass level with online scheduled assessment only. Purchase of online training/assessment package required.

BUSN 161. Digital Literacy: Word Processing Skills. 1 Hour.
Semester course; 1 lecture hour (delivered online). 1 credit. Presents academic- and professional-level word processing skills. Topics include but are not limited to document preparation and modification, tables and graphic enhancements, collaboration, formatting for research papers, newsletters, forms, and links to other applications. The course will help students prepare documents to support professional tasks and other VCU course work. Administered as a self-paced course with all online content. Graded as pass/fail at 80 percent pass level with online scheduled assessment only. Purchase of online training/assessment package required.

BUSN 162. Digital Literacy: Spreadsheets Skills I. 1 Hour.
Semester course; 1 lecture hour (delivered online). 1 credit. Introduces students to academic and professional spreadsheet skills. Topics include but are not limited to the entering of text, numbers and formulas; formatting; moving; copying; recalculation; retrieving; charting; saving; and printing with introductory coverage of data manipulation. The course will help students prepare analyses, tables and charts to assist with professional tasks and other VCU course work. Administered as a self-paced course with all online content. Graded as pass/fail at 80 percent pass level with online scheduled assessment only. Purchase of online training/assessment package required.

BUSN 165. Digital Literacy: Spreadsheet Skills II. 1 Hour.
Semester course; 1 lecture hour (delivered online). 1 credit. Presents intermediate-level academic and professional spreadsheet skills. Topics include but are not limited to advanced formulas, statistical and financial functions, multiple worksheet/workbook management, macros and pivot tables. This course is designed for students wanting to advance their previous spreadsheet skills. Administered as a self-paced course with all online content. Graded as pass/fail at 80 percent pass level with online scheduled assessment only. Purchase of online training/assessment package required.

BUSN 166. Digital Literacy: Database Skills. 1 Hour.
Semester course; 1 lecture hour (delivered online). 1 credit. Introduces students to academic and professional database skills. Topics include but are not limited to creating and editing tables and forms, sorting and filtering data, and generating reports. Administered as a self-paced course with all online content. Graded as pass/fail at 80 percent pass level with online scheduled assessment only. Purchase of online training/assessment package required.

BUSN 168. Digital Literacy: Presentation Skills. 1 Hour.
Semester course; 1 lecture hour (delivered online). 1 credit. Introduces students to academic and professional presentation skills. Topics include but are not limited to creating and editing presentations, creating and modifying images/graphics, and use of video/audio media tools. The course will help students prepare presentations for professional tasks and other VCU course work. Administered as a self-paced course with all online content. Graded as pass/fail at 80 percent pass level with online scheduled assessment only. Purchase of online training/assessment package required.

BUSN 201. Foundations of Business. 3 Hours.
Semester course; 3 lecture hours (delivered online or face-to-face). 3 credits. 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. Students may not receive degree credit for both BUSN 201 and BUSN 205.

BUSN 205. Introduction to the World of Business. 3 Hours.
Semester course; 3 lecture hours (delivered online, face-to-face or hybrid). 3 credits. The course will cover the concepts, principles and operations of private enterprise in the world economy. Students will explore the functions of modern business management, marketing and accounting. They will have a chance to practice making business decisions in a safe environment; learn how to approach ethical dilemmas in business and explore classic international business blunders made due to a lack of cross-cultural awareness; and begin working on their own professional habits, learn how to search for a job or internship and learn professional ways to get a team to work well together. Students may not receive degree credit for both BUSN 201 and 205.

BUSN 212. Business Problem Solving and Analysis. 4 Hours.
Semester course; 4 lecture hours (delivered online, face-to-face or hybrid). 4 credits. Prerequisite: BUSN 171*, MATH 139, MATH 141 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. This course provides an intuitive approach to algebra and introductory calculus, with an emphasis on concepts, applications and problems related to business. Starting with a review of functions, the course will explore the use of algebra to formulate and solve problems. Students will learn how to use of matrices to solve introductory linear programming problems. Additionally, students will be introduced to limits, continuity, techniques of differentiation and integration as it applies to algebraic, exponential and logarithmic functions, and optimization with an emphasis on applications in business. Students will build their understanding of mathematical models and how to use functions and data to solve real-world problems. Instruction will include the use of spreadsheets as a calculation and graphing tool. 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 (delivered online, face-to-face or hybrid). 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. 0 Hours.
Semester course; 0 field experience hours (delivered hybrid). 0 credits. Enrollment is restricted to students in School of Business majors or minors and by permission of the instructor or director. 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 student's satisfaction of the course requirements is determined by a VCU faculty/staff supervisor. In cases where the project engages an external partner (an employer or community organization, for example), an evaluation from that partner may also be administered to determine satisfaction of course requirements. Graded as pass/fail.

BUSN 301. Career and Professional Development. 1 Hour.
Semester course; 1 lecture hour (delivered online, face-to-face or hybrid). 1 credit. Prerequisite: HONR 200, HONR 250 or UNIV 200. Enrollment is restricted to majors in the School of Business who have completed at least 24 credit hours (sophomore standing). This course focuses on preparing students to enter and succeed in the world of business today. Students will examine standard practices and expectations across organizations, evaluate and develop an individual professional style, create a career plan, and prepare to successfully market themselves for an internship or job.

BUSN 320. AI in Business. 3 Hours.
Semester course; 3 lecture hours. 3 credits. This course explores the applications of artificial intelligence in business operations. Students will gain a non-technical understanding of AI and machine learning techniques, with a particular focus on generative AI. The course will examine various AI tools and their practical use cases across key business functions like accounting, finance, marketing, management and supply chain management. Additionally, the role of AI in data analytics and information systems will be discussed, highlighting its potential to drive data-driven decision-making and process optimization. Through real-world examples and case studies, students will develop an appreciation for the transformative power of AI in today's business landscape.

BUSN 323. Legal Environment of Business. 3 Hours.
Semester course; 3 lecture hours (delivered online, face-to-face or hybrid). 3 credits. Enrollment is restricted to students who have achieved sophomore standing. The course teaches students to recognize legal issues in a business context, with emphasis on understanding the American legal system, entering and understanding contracts, common legal issues facing businesses and ethical decision-making. Students may not receive degree credit for both BUSN 323 and ACCT/MGMT 481. The course was formerly numbered MGMT 323 and SCMA 323.

BUSN 325. Business Communications. 3 Hours.
Semester course; 3 lecture hours. 3 credits. Enrollment is restricted to students majoring in the School of Business. The course equips students with business communication skills for diverse formats, audiences, and contexts. Through real-world applications, students will refine their written, oral, and digital communication, developing the ability to inform, persuade, and inspire. Key topics include business writing, data storytelling, visual and nonverbal communication, pitching ideas, and delivering professional presentations. Emphasis is placed on clarity, tone, audience analysis, and ethical use of communication tools to build confidence and professionalism in dynamic business environments. The course was formerly numbered MGMT 325 and SCMA 325.

BUSN 329. Introduction to Intercultural Communication. 3 Hours.
Semester course; 3 lecture hours (delivered face-to-face or hybrid). 3 credits. 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. The 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 400. 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 field experience hours. 1-3 credits. May be repeated for credit with different topics for a maximum of six credits. Enrollment is restricted to School of Business majors with permission of the 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 (delivered online, face-to-face or hybrid). 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 501. Advanced Career and Professional Development. 1 Hour.
Semester course; 1 lecture hour. 1 credit. Prerequisite: HONR 200, HONR 250 or UNIV 200. Enrollment is restricted to undergraduate students in the School of Business who have completed at least 24 credit hours (sophomore standing) and have significant work experience, or any graduate students in the School of Business. This course focuses on preparing students to leverage their current work experience to advance their career and succeed in the world of business today. Students will evaluate their work experience and how it aligns with industry needs, refine their professional style and presentation materials, create a career plan, and prepare to successfully market themselves for a job or promotion.

BUSN 591. Topics in Business. 1-3 Hours.
Semester course; 1-3 lecture hours. 1-3 credits. May be repeated for a maximum of six credits toward graduation. See the Schedule of Classes for the list of topics offered each semester.

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 691. Topics in Business. 1-3 Hours.
Semester course; 1-3 lecture hours. 1-3 credits. May be repeated for a maximum of six credits toward graduation. See the Schedule of Classes for the list of topics offered each semester.

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 Bayesean 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.

BUSN 898. Post-Candidacy Doctoral Research in Business. 1-9 Hours.
Semester course; 1-9 research hours. 1-9 credits. May be repeated for credit. Enrollment is restricted to School of Business assistantship-funded Ph.D. in Business students admitted to doctoral candidacy. Students will participate in supervised discipline-specific research related to their dissertation topic under the guidance of their dissertation adviser. Students must have approval from their current degree program coordinator to register. This course can be approved as a substitution for any post-candidacy degree requirement. Graded as Satisfactory/Unsatisfactory.