

ECU COURSE CATALOG

BUSINESS COURSES

BUS-1113 Foundations of Business 3 Credits

THE COURSE COMBINES AND LINKS PRIMARY FIELDS OF BUSINESS STUDY-MANAGEMENT, MARKETING, FINANCE, ACCOUNTING, AND ECONOMICS-TO OFFER STUDENTS AN INTEGRATIVE PERSPECTIVE OF MODERN BUSINESS IN AN ENVIRONMENT OF DIVERSITY AND GLOBALIZATION. IN ADDITION, THE COURSE WILL EXPLORE THE VARIOUS DEGREE AND CERTIFICATE OPTIONS OFFERED IN THE STONECIPHER SCHOOL OF BUSINESS (SSB), AS WELL AS CAREER OPPORTUNITIES IN BUSINESS, AND TEACH STUDENTS STUDY AND TEST TAKING SKILLS, TIME MANAGEMENT, SSB WRITING STYLES, A

BUS-2881 Special Studies- 1 Credit

DIRECTED GROUP STUDY ON SPECIAL SUBJECT OR PROBLEM.

BUS-2882 Special Studies- 2 Credits

DIRECTED GROUP STUDY ON SPECIAL SUBJECT OR PROBLEM.

BUS-2883 Special Studies- 3 Credits

DIRECTED GROUP STUDY ON SPECIAL SUBJECT OR PROBLEM.

BUS-2884 Special Studies- 4 Credits

DIRECTED GROUP STUDY ON SPECIAL SUBJECT OR PROBLEM.

BUS-3013 Native American Economic Development 3 Credits

THIS COURSE WILL PROVIDE AN OVERVIEW OF THE THREE PRIMARY METHODS UTILIZED IN INDIAN COUNTRY BY TRIBAL LEADERSHIP TO EFFECT ECONOMIC DEVELOPMENT FOR THEIR SOVEREIGN NATIONS. THE COURSE WILL EXAMINE THE HISTORY OF THE ECONOMIC DEVELOPMENT IN INDIAN COUNTRY, THE PURPOSES BEHIND EACH OF THE THREE DEVELOPMENT METHODS AND WILL UTILIZE THREE NATIVE AMERICAN NATIONS (CHICKASAW, CHEYENNE-ARAPAHO AND LAKOTA SIOUX) AS EXAMPLES OF SUCCESSFUL DEVELOPMENT BY NATIVE AMERICAN NATIONS.

BUS-4103 Global Business 3 Credits

AN UNDERSTANDING OF GLOBAL BUSINESS INCLUDING ITS IMPORTANCE IN TODAY'S WORLD, THE EVOLUTION OF INTERNATIONAL INSTITUTIONS AND THE MONETARY SYSTEM, THE DIFFERENCES AND SIMILARITIES AMONG NATIONS AND CULTURES, AND THE SPECIAL CHARACTERISTICS OF THE BUSINESS FUNCTIONS IN A GLOBAL SETTING. Required Previous: ECON-2003 or departmental approval.

BUS-4213 Business Ethics 3 Credits

THIS COURSE FOCUSES ON WHAT CONSTITUTES RIGHT OR WRONG BEHAVIOR IN THE BUSINESS WORLD AND ON HOW MORAL AND ETHICAL PRINCIPLES ARE APPLIED BY BUSINESSPERSONS TO SITUATIONS THAT ARISE IN THEIR DAILY ACTIVITIES IN THE WORKPLACE. DEGREE CREDIT NOT ALLOWED IN BOTH ACCT 3413 AND BUS 4213. Required Previous: BUCOM-3133 or departmental approval.

BUS-4303 Business Strategy and Policy 3 Credits

AN INTEGRATED APPROACH TO THE FORMULATION AND IMPLEMENTATION OF CORPORATE STRATEGY EMPHASIZING KNOWLEDGE GAINED IN EARLIER ACCOUNTING AND BUSINESS ADMINISTRATION COURSES. COURSE TO BE TAKEN LAST SEMESTER OF SENIOR YEAR. Required Previous: BUCOM-3133 or departmental approval.

BUS-4613 Professional Consulting 3 Credits

A COURSE THAT COMBINES CLASSROOM LECTURE AND PRACTICAL APPLICATION WITH THE CASE OR PROJECT METHODS OF INSTRUCTION. A TEAM OF STUDENTS WITH FACULTY SUPERVISION, WORKS IN A CONSULTING ROLE WITH AN ORGANIZATION TO RECOMMEND SOLUTIONS TO SOME PROBLEM. STUDENTS TYPICALLY APPLY TECHNIQUES IN STRATEGIC PLANNING, MARKET RESEARCH, PROMOTION, FEASIBILITY ANALYSIS, FINANCIAL ANALYSIS, AND/OR OPERATIONS MANAGEMENT.

BUS-4621 Internship 1 Credit

MINIMUM OF 100 HOURS ON-THE-JOB LEARNING EXPERIENCE RELATED TO STUDENT'S MAJOR FOR EACH CREDIT HOUR EARNED. DAILY JOURNAL AND WRITTEN REPORT REQUIRED. STUDENT WILL BE EVALUATED BY FACULTY SPONSOR AND BY ON-THE-JOB SUPERVISOR. INTERNSHIP REQUIRES PRIOR

DEPARTMENTAL APPROVAL AND A FORMAL AGREEMENT AMONG STUDENT, DEPARTMENT, AND EMPLOYER. INTERNSHIP IS GRADED ON A PASS/FAIL BASIS. Required Previous: BUCOM-3133 or departmental approval.

BUS-4622 Internship 2 Credits

MINIMUM OF 100 HOURS ON-THE-JOB LEARNING EXPERIENCE RELATED TO STUDENT'S MAJOR FOR EACH CREDIT HOUR EARNED. DAILY JOURNAL AND WRITTEN REPORT REQUIRED. STUDENT WILL BE EVALUATED BY FACULTY SPONSOR AND BY ON-THE-JOB SUPERVISOR. INTERNSHIP REQUIRES PRIOR DEPARTMENTAL APPROVAL AND A FORMAL AGREEMENT AMONG STUDENT, DEPARTMENT, AND EMPLOYER. INTERNSHIP IS GRADED ON PASS/FAIL BASIS. Required Previous: BUCOM-3133 or departmental approval.

BUS-4623 Internship 3 Credits

MINIMUM OF 100 HOURS ON-THE-JOB LEARNING EXPERIENCE RELATED TO STUDENT'S MAJOR FOR EACH CREDIT HOUR EARNED. DAILY JOURNAL AND WRITTEN REPORT REQUIRED. STUDENT WILL BE EVALUATED BY FACULTY SPONSOR AND BY ON-THE-JOB SUPERVISOR. INTERNSHIP REQUIRES PRIOR DEPARTMENTAL APPROVAL AND A FORMAL AGREEMENT AMONG STUDENT, DEPARTMENT, AND EMPLOYER. INTERNSHIP IS GRADED ON PASS/FAIL BASIS. Required Previous: BUCOM-3133 or departmental approval.

BUS-4624 Internship 4 Credits

MINIMUM OF 100 HOURS ON-THE-JOB LEARNING EXPERIENCE RELATED TO STUDENT'S MAJOR FOR EACH CREDIT HOUR EARNED. DAILY JOURNAL AND WRITTEN REPORT REQUIRED. STUDENT WILL BE EVALUATED BY FACULTY SPONSOR AND BY ON-THE-JOB SUPERVISOR. INTERNSHIP REQUIRES PRIOR DEPARTMENTAL APPROVAL AND A FORMAL AGREEMENT AMONG STUDENT, DEPARTMENT, AND EMPLOYER. INTERNSHIP IS GRADED ON A PASS/FAIL BASIS. Required Previous: BUCOM-3133 or departmental approval.

BUS-4981 Seminar in Business (subject named in title Listing) 1 Credit

DIRECTED GROUP STUDY ON SPECIAL SUBJECT OR PROBLEM. WORK MAY BE DONE IN ANY AREA OF BUSINESS ADMINISTRATION DEPARTMENT.

BUS-4982 Seminar in Business (Subject named in title listing) 2 Credits

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BUS-4983 Seminar in Business (Subject named in title listing) 3 Credits

DIRECTED GROUP STUDY ON SPECIAL SUBJECT OR PROBLEM. WORK MAY BE DONE IN ANY AREA OF BUSINESS ADMINISTRATION DEPARTMENT.

BUS-4984 Seminar in Business (Subject named in title listing) 4 Credits

DIRECTED GROUP STUDY ON SPECIAL SUBJECT OR PROBLEM. WORK MAY BE DONE IN ANY AREA OF BUSINESS ADMINISTRATION DEPARTMENT.

BUS-4991 Individual Study in Business (Subject named in title listing) 1 Credit

DIRECTED INDIVIDUAL STUDY ON SPECIAL SUBJECT OR PROBLEM. OPEN ONLY TO SELECTED UNDERGRADUATES. WORK MAY BE DONE IN ANY AREA OF BUSINESS ADMINISTRATION DEPARTMENT.

BUS-4992 Individual Study in Business (Subject named in title listing) 2 Credits

DIRECTED INDIVIDUAL STUDY ON SPECIAL SUBJECT OR PROBLEM. OPEN ONLY TO SELECTED UNDERGRADUATES. WORK MAY BE DONE IN ANY AREA OF BUSINESS ADMINISTRATION DEPARTMENT.

BUS-4993 Individual Study in Business (Subject named in title listing) 3 Credits

DIRECTED INDIVIDUAL STUDY ON SPECIAL SUBJECT OR PROBLEM. OPEN ONLY TO SELECTED UNDERGRADUATES. WORK MAY BE DONE IN ANY AREA OF BUSINESS ADMINISTRATION DEPARTMENT.

BUS-4994 Individual Study in Business (Subject named in title listing) 4 Credits

DIRECTED INDIVIDUAL STUDY ON SPECIAL SUBJECT OR PROBLEM. OPEN ONLY TO SELECTED UNDERGRADUATES. WORK MAY BE DONE IN ANY AREA OF BUSINESS ADMINISTRATION DEPARTMENT.

BUS-5123 Organizational Leadership 3 Credits

THE COURSE FOCUSES ON THE THEORY AND PRACTICE OF SITUATIONAL LEADERSHIP. COURSE PARTICIPANTS WILL LEARN ABOUT THEORIES OF MOTIVATION, ORGANIZATION DESIGN, AND PERFORMANCE MANAGEMENT BY EXAMINING FACTORS THAT INFLUENCE INDIVIDUAL AND GROUP PERFORMANCE MANAGEMENT. THEORETICAL UNDERPINNINGS OF LEADERSHIP PHILOSOPHY WILL BE APPLIED TO THE EXPLORATION OF CURRENT ISSUES IN MODERN ORGANIZATIONAL LIFE. PRAGMATIC PHILOSOPHIES AND STRATEGIES FROM CURRENT LEADERS WILL ALSO BE EXPLORED. PARTICIPANTS WILL DE

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BUS-5982 Seminar in Business (Subject named in title listing) 2 Credits

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BUS-5983 Seminar in Business (Subject named in title listing) 3 Credits

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BUS-5984 Seminar in Business (Subject named in title listing) 4 Credits

DIRECTED INTENSIVE STUDY ON SELECTED PROBLEM OR SPECIAL TOPIC. WORK MAY BE DONE IN ANY AREA OF BUSINESS ADMINISTRATION DEPARTMENT.

BUS-5991 Individual Study in Business (Subject named in title listing) 1 Credit

DIRECTED INTENSIVE STUDY ON SELECTED PROBLEM OR SPECIAL SUBJECT, BASED ON APPROVED OUTLINE OR PLAN; CONFERENCES, ORAL AND WRITTEN REPORTS. WORK MAY BE DONE IN ANY AREA OF BUSINESS ADMINISTRATION DEPARTMENT. Required Previous: 12 hours of graduate level course from any subject area of the Business Administration or Accounting Department.

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level course from any subject area of the Business Administration or Accounting Department.

BUS-H4103 Honors-Global Business 3 Credits

AN UNDERSTANDING OF GLOBAL BUSINESS INCLUDING ITS IMPORTANCE IN TODAY'S WORLD, THE EVOLUTION OF INTERNATIONAL INSTITUTIONS AND THE MONETARY SYSTEM, THE DIFFERENCES AND SIMILARITIES AMONG NATIONS AND CULTURES, AND THE SPECIAL CHARACTERISTICS OF THE BUSINESS FUNCTIONS IN A GLOBAL SETTING. Required Previous: ECON-2003 or departmental approval.

BUS-H4213 Honors-Business Ethics 3 Credits

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BUS-H4303 Honors-Business Strategy and Policy 3 Credits

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BUS-H4981 Honors-Seminar in Business (subject named in title listing) 1 Credit

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BUS-H4983 Honors-Seminar in Business (subject named in title listing) 3 Credits

DIRECTED GROUP STUDY ON SPECIAL SUBJECT OR PROBLEM. WORK MAY BE DONE IN ANY AREA OF BUSINESS ADMINISTRATION DEPARTMENT.

BUS-H4993 Honors-Individual Study in Business (subject named in title listing) 3 Credits

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BUS-S5981 Seminar in Business (Subject named in title listing) 1 Credit

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