

# BUSINESS (BUS)

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## **BUS 103 Introduction to Economics - 3 Hours**

Survey of economics. Issues of supply and demand, national income accounting, money and banking, market structures, and contemporary economic issues are studied. Both microeconomic and macroeconomic principles are presented. Not available for credit for students with credit in either BUS 207 or BUS 208, or equivalent. Delivery mode: Wisconsin Prison Initiative.

## **BUS 207 Microeconomics - 3 Hours**

An analysis of market behavior emphasizing the determinants of demand and supply. Emphasis is placed on potential advantages, disadvantages, and limitation of the market system in providing goods and services in an economically efficient manner. Delivery mode: online.

## **BUS 208 Macroeconomics - 3 Hours**

An introduction and survey of the nature of economic problems and analysis. Different methods of organizing society are discussed, with an emphasis placed on U.S. institutions and experience. Prerequisite: BUS 207 or permission of instructor. Delivery mode: online.

## **BUS 281X Social and Interactive Media Strategies - 3 Hours**

An analysis of audience research strategies, conceptualization of message contexts, message design, and content marketing. Brand development and maintenance across various communication channels is examined. Cross listed with COM 281X.

## **BUS 301 Legal Environment of Organizations - 3 Hours**

This course provides a basic understanding of the law as it relates to both for-profit and nonprofit organizations. It studies the legal process, the fundamentals of criminal and tort law, law enforcement, society and the law, contracts, agency, and property and employment law.

## **BUS 303 Topics in Management - 3 Hours**

Selected topics as announced. Course may be repeated with different topic. Prerequisite: BUS 101 or BUS 111. Delivery mode: online.

## **BUS 310 Personal Finance - 3 Hours**

This course focuses on equipping students to make informed personal choices in spending, investing, borrowing, savings and giving. Topics include financial goal setting, money management, consumer credit, housing decisions, investments, income tax management, and retirement planning. Open to business and non-business majors. Delivery mode: online.

## **BUS 313 Topics in Economics - 3 Hours**

Selected topics as announced, including such fields as Public Finance, Labor Economics, and Current Issues. Prerequisites: BUS 207, BUS 208. Offered on demand for Deerfield traditional undergraduate. Delivery mode: online.

## **BUS 319 Investments - 3 Hours**

Students in this course will learn about investments from the perspective of the individual and the investment manager. Topics covered include financial instruments (stocks, bonds, options, futures), securities markets, portfolio development and diversification, security analysis and valuation, international markets and special considerations such as taxes and inflation. Course participants will be challenged to apply course concepts in a market simulation. Delivery mode: online.

## **BUS 329 Topics in Accounting - 3 Hours**

Selected topics as announced. Course may be repeated with different topic. Prerequisites: BUS 221, BUS 222, or permission of instructor. Computer fee may be required for some topics. Delivery mode: online.

## **BUS 332 Topics in Marketing - 3 Hours**

Selected topics as announced. Course may be repeated with different topic. Prerequisite: BUS 113, or permission of instructor. Delivery mode: online.

## **BUS 346 Organizational Behavior - 3 Hours**

Examines the way individuals, groups, and structures impact the functioning of people within organizations. Course topics include job satisfaction, stress, motivation, decision making, team building, leadership, innovation, and organizational communication. Delivery mode: online.

## **BUS 350 Topics in Human Resources - 3 Hours**

Selected topics as announced. Course may be repeated with different topic. Prerequisite: BUS 115. Delivery mode: online.

## **BUS 353 Change Management - 3 Hours**

This course covers the theory, analysis, and application of intervention methods and procedures to effect change within organizations. Through case studies and other analyses, the class investigates how organizations can bring about successful change, why change is often resisted, and why some organizations' efforts to change fail. Prerequisite: BUS 115 or permission of instructor. Delivery mode: online.

## **BUS 372X Nonprofit Management - 3 Hours**

This course covers the theories and principles unique to managing ministries and not-for-profit social services organizations. Special emphasis is placed on the recruitment and management of volunteers and on effective development and utilization of volunteer boards of directors. Cross-listed with CM 372X. Delivery mode: online.

## **BUS 391 Entrepreneurial Accounting and Finance - 3 Hours**

This course is designed to help students understand key accounting and financial concepts as they relate to start-up ventures. Concepts to be covered include financing options, working capital management, financial statements, and the time value of money. Brief coverage will also be given to personal financial management and to succession and retirement planning. Delivery mode: online.

## **BUS 392 Social Entrepreneurship - 3 Hours**

This course focuses on preparing students to create and manage organizations that advance social change. Course content will cover the start-up, organization, and financing of enterprises with social purposes. The role of entrepreneurial activity as a means to generate economic growth and to alleviate poverty will also be covered. Delivery mode: online.