### BUSN • BUSINESS

**BUSN 200 • Business in a Digital World**  
*3 Credits*  
How the growth of digital communication and information sharing has fundamentally changed the nature of business in the 21st Century. Topics include the growth of the Internet, social media, online retailing, business intelligence, and the security and use of customer data.  
*Formerly: MGT 200.*

**BUSN 250 • Business Communications**  
*3 Credits*  
Development of business communication techniques for formal and informal forms of communication to both internal and external audiences across multicultural channels. Students learn how to adapt communication forms, styles, and processes to appeal to diverse audiences. Students apply essential communication skills for building positive relationships and for working collaboratively in a diverse environment.  
*Formerly: BUS 250.*

**BUSN 270 • Business Law and Ethics**  
*3 Credits*  
Examination of the legal, regulatory, ethical and moral principles and guidelines that impact business transactions. The course provides an in-depth study of business and sales contracts, intellectual property, property law, constitutional principles, criminal law, and various business organization types. It also focuses on the interaction of ethical and moral principles from a Christian Worldview perspective and how these concepts guide the decision-making process in a business context.  
*Formerly: BUS 270.*

**BUSN 310 • Statistical Analysis for Business Decisions**  
*3 Credits*  
Application of statistical methods and techniques for informed strategic decision making. Students use business applications and analytics to recommend solutions for improved organizational performance.  
*Prerequisite: STAT 280. Formerly: MGT 310.*

**BUSN 320 • Financial Management and Markets**  
*3 Credits*  
Examination of financial management principles and practices. Students analyze concepts related to corporate finance, investments, and capital markets within a global business context. The course also focuses on financial statement analysis, long-term financial planning, and implementation of organizational performance measures.  
*Prerequisite: ACCT 210. Students cannot earn credit for both ORGS 330 and BUSN 320. Formerly: MGT 320.*

**BUSN 340 • Introduction to Business Analytics**  
*3 Credits*  
Analysis of data for strategic and informed decision making. Students utilize data analytics to make customer-driven, profit-maximizing business decisions.  
*Formerly: MGT 340.*

**BUSN 350 • Marketing and E-Commerce**  
*3 Credits*  
This course examines the theories and practices of marketing products domestically and globally. The course offers an in-depth study of the primary concepts of marketing and the transition to E-Commerce and how social media has changed advertising and the distribution of products and services. Students examine the concept of global homogenization and consumer behavior.  
*Formerly: MGT 350.*

**BUSN 370 • Cross-Cultural Communication and Negotiations**  
*3 Credits*  
This course examines the theories and practices of cross-cultural communication and the process of negotiating with members and teams from another culture. The course prepares student to lead negotiations, process, address conflicts, view diverse ethical paradigms, problem solve, create innovative alternatives, summarize, clarify points, gain consensus, and to view their interactions from another’s perspective.  
*Formerly: MGT 370.*

**BUSN 395 • Project Management**  
*3 Credits*  
Examination of the processes, best practices, and tools used for effective project management. Students evaluate project requirements and plan for a project implementation using industry standard methods, analyze implementation requirements for global project management, and examine project management roles across disciplines.  
*Formerly: MGT 395.*

**BUSN 415 • Operations Management**  
*3 Credits*  
Decision-making and control of the allocation of personnel, materials, and machine utilization in a manufacturing environment. The course addresses issues related to the handling and control of materials, inventory, purchasing, and quality control.  
*Formerly: MGT 415.*

**BUSN 450 • International Business**  
*3 Credits*  
Survey of issues in international business. Students investigate major topics in globalization. The focus is on managing and engaging in ethical business practices in an international environment, understanding the global monetary system, and developing an international perspective. Students evaluate trade, global institutions, political structures, supply chain processes, and cross-cultural interactions.  
*Formerly: MGT 450.*

**BUSN 460 • Leadership and People**  
*3 Credits*  
Examination of the primary theories and principles of leadership within culturally diverse business contexts. Students develop a personal philosophy of leadership, evaluate how to motivate employees, and develop strategies to inspire leadership qualities in others through the creation of a shared vision. Students cannot earn credit for both ORGS 320 and BUSN 460.  
*Formerly: MGT 460.*

**BUSN 480 • Strategic Management and Policy**  
*3 Credits*  
Examination of strategic planning, policies, and implementation processes. Students engage in organizational analysis to assess the alignment of organizational vision, goals, processes, and strategies. Students will evaluate the organization’s strategic direction through a Christian values framework.  
*Formerly: MGT 480.*

**BUSN 485 • Management and Organizational Behavior**  
*3 Credits*  
Introduction to the management of individual and group behavior within organizations. Key topics include organizational culture and structure, interpersonal communications, and a Christ-centered approach to management.  
*Formerly: MGT 485.*

**BUSN 490 • Entrepreneurship and Innovation**  
*3 Credits*  
This course serves as the capstone for the BAM curriculum. Students are first exposed to the theories, concepts, and practices of entrepreneurship and innovation and then create, develop, analyze, and implement an innovative/entrepreneurial project with their current employer or develop a distinct business plan. Students utilize knowledge and skills gained from prior course in completing their project or plan.  
*Formerly: MGT 490.*
BUSN 495 · International Study 3 Credits
Students have two options for completing BUSN 495. Option one; students complete the course as a 7-14 day travel abroad course in conjunction with ECON 440 or BUSN 450. Option two; students complete an in-depth regional study and analysis. The course offers students the opportunity to experience another culture and business practices. Students complete assigned readings and a project on the selected country.  
Formerly: MGT 495.

BUSN 499 · Directed Study 1 Credit
In response to an organizational case study problem, students prepare an applied research project in which they review the pertinent literature, analyze the ethical issues, evaluate possible approaches to solving the problem, formulate recommendations, present an implementation plan, summarize their findings, and apply them to their personal and professional lives.  
Prerequisite: senior standing. Formerly: MGT 499.