

# Business (BUSN) Courses

## **BUSN1001 Introduction to Business and Management**

This course provides students with a fundamental understanding of the global business environment. Students examine the major disciplines within business using business terminology and current business practices. Career exploration and development of professional interests and competencies are integral to this course.

Offered at Charlotte, Online, Providence

3 Semester Credits

## **BUSN3010 Business Analytics**

This course explores the dynamic field of business analytics and how big data informs decisions made in accounting, advertising, finance, management, marketing and retail contexts. Students conduct analysis using multiple business intelligence platforms and tools. They learn to organize, analyze and create projections utilizing data sets. Students interpret, model and present data, as well as make data-driven decisions. This course uses a range of methods to demonstrate how analytical skills can be used in a variety of business circumstances to enable competitive advantage.

Prerequisite(s): (BUS1001 or BUSN1001 or FISV2000) and (MATH2001 or MATH2002), junior status.

Offered at Charlotte, Online, Providence

3 Semester Credits

## **BUSN4030 Global Strategy Capstone**

This capstone course requires students to synthesize knowledge gained from previous coursework to make decisions in a simulated business environment. Understanding the key strategic opportunities and challenges associated with global business activity and developing skills in this area have become essential requirements for success. Students work in teams to compete against classmates as well as teams from other universities around the world. Teams are challenged to apply lessons in developing and executing global corporate strategy to their own simulated company. This course is designed to provide students with the knowledge, skills and business judgment to create sustainable competitive advantage within a global context.

Prerequisite(s): BUS3010 or BUSN3010, senior status.

Offered at Charlotte, Online, Providence

3 Semester Credits

## **BUSN5000 Business Fundamentals**

This course is one of two prerequisite foundation courses for students entering the MBA program without an undergraduate degree in a business discipline. The course provides a clear understanding of the theories and practices in the management disciplines that lead to the effective administration of a business enterprise, including leadership, ethics, management, operations, marketing, and human resources. Employing examples from the current business environment, the course addresses a broad range of managerial concepts.

Offered at Online, Providence

3 Semester Credits

## **BUSN5010 Quantitative Methods in Business**

This course is one of two prerequisite foundation courses for students entering graduate-level business programs without an undergraduate degree in a business discipline. The course provides an understanding of the quantitative practices that are deployed across a wide range of business activities. The basic principles of accounting, finance and microeconomics are supplemented with an explanation of statistical methods and data analytics.

The primary objective of the course is to prepare graduate students for advanced coverage of quantitative topics in graduate business programs.

Offered at Online, Providence

3 Semester Credits

## **BUSN5600 Business Analytics**

This course is designed to teach students how to utilize business analytics to measure, analyze and manage efficiency and cost-effectiveness. Students learn how to read and analyze dashboards, which provide insights and prepares them for positions in the world of big data and analytics. Students learn how to understand data and apply analytics tools to inform decisions in all areas of business including accounting, finance, human resources, marketing, operations, and supply chain.

Offered at Online, Providence

3 Semester Credits