

# 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