

Business

- BUSN 110 Introduction to Business 3 credits**
Attribute: BU
This foundational course provides students with a comprehensive understanding of key business principles and concepts in the context of a global economy. Students explore the functional areas of business, emphasizing human resource management, operations, management, marketing, accounting and finance.
Prerequisites: Placement in English 101 English Composition I or higher, or departmental approval.
- BUSN 111 Personal Finance 3 credits**
Attribute: BU
This course provides for the planning and management of personal assets by individuals over both short-term and long-term periods. Topics include household budgeting, savings and financial institutions, consumer credit and other borrowings, insurance investments, pensions and annuities, and the implications of taxes in decisions. An overview of relevant topics for planning, maintenance, and protection of personal estates is also discussed.
Prerequisites: Placement in English 101 English Composition I or higher, or departmental approval.
- BUSN 112 Principles of Management 3 credits**
Attribute: BU
This is an initial course in management with emphasis upon the principles and techniques of the managerial process in business. The basic concepts of management planning, organizing, directing, staffing, and controlling are related to the operations of businesses. Recent implications of social theory, communications theory, and group functions are considered. Utilizes case studies as a vehicle to enable students to apply theory to practice.
Prerequisites: Placement in English 101 English Composition I or higher, or departmental approval.
- BUSN 116 Principles of Real Estate 3 credits**
Attribute: BU
Principles of Real Estate is an introductory course in Real Estate. Topics covered will include real property rights; Real property taxation; Conveying real property rights; Real estate brokerage and listing contracts; Contracts for sale; Basic forms of ownership; Management of real estate; Government regulation, planning and zoning; Market determinants of value; Introduction to investment property analysis; Market and feasibility analysis; leases; Mortgages and bank lending; Default and foreclosure; and Bankruptcy. This course issuance of the Massachusetts pre-licensure educational certification needed for a student to test for a Massachusetts Real Estate Salesperson licensure if the student is interested in licensure.
- BUSN 117 Critical Issues in Community Banking 3 credits**
Attribute: BU
This course introduces students to the functions of banks in the broader economy, how they generate profit, and the various types of financial institutions currently in operation. It also explores key functional areas of bank operations, as well as essential rules and regulations. Topics include consumer, residential, commercial, and small business lending, lending compliance, fair lending & Community Reinvestment Act (CRA), and community reinvestment and engagement.
- BUSN 120 Principles of Marketing 3 credits**
Attribute: BU
This course introduces the role of marketing in the organization. There is major emphasis on the concept of marketing strategy as a comprehensive, integrated plan designed to meet the needs of the consumer and thus facilitate exchange. Presents techniques and practices commonly utilized by marketers in the areas of research, product planning, pricing, distribution, and promotion. Uses a problem-solving approach utilizing the case study method and lecture.
Prerequisites: Placement in English 101 English Composition I or higher, or departmental approval.
- BUSN 122 Sales 3 credits**
Attribute: BU
This course studies the functional aspects of personal selling and career opportunities in the field of sales with focus on the development of the skills necessary for effective selling. There is an emphasis on effective communication, motivation theory and practice, gaining interviews, handling objections, and closing the sale. Topics include the sales framework (retail, wholesale, industrial), sales management, and legal and ethical considerations of sales.
Prerequisites: Placement in English 101 English Composition I or higher, or departmental approval.
- BUSN 123 Advertising 3 credits**
Attribute: BU
This course surveys the social and economic role of advertising in our society. Students have an opportunity to study the components which constitute effective advertising and to observe the use of advertising by the various forms of mass media. Topics include the role of advertising, planning, media creation, and management of the advertising campaign.
Prerequisites: Placement in English 101 English Composition I or higher, or departmental approval.

- BUSN 124 Principles of Retailing 3 credits**
 Attribute: BU
 This course acquaints students with the role and responsibilities of the retail manager. There is an emphasis on planning, controlling, and organizing the retail environment from the perspective of the entrepreneur and the corporate manager. Topics include institutions, strategy, consumer behavior, marketing research, location, organization, merchandising, planning, image, promotional strategy, and pricing. Utilizes lecture and case study methods.
 Prerequisites: Placement in English 101 English Composition I or higher, or departmental approval.
- BUSN 125 Small Business Management 3 credits**
 Attribute: BU
 This course introduces students to the opportunities and challenges of successfully managing a small business. Using an online simulation, students launch a virtual small business and compete against classmates to make their business a success, confronting along the way the real-world challenges of managing personnel, marketing their product, making operational decisions, and managing finances.
 Prerequisites: Placement in English 101 English Composition I or higher, or departmental approval. Recommended prerequisite: ACCT 104 Fundamentals of Financial Reporting or ACCT 105 Principles of Financial Accounting I.
- BUSN 127 Human Resources Management 3 credits**
 Attribute: BU
 This course examines the fundamental principles and practices of personnel and human resource management. It provides an in-depth review of areas including job design and analysis, job evaluation procedures, wage and salary administration programs, and progressive discipline procedures. Protection and representation studied through EEO/Affirmative Action and other current legislation affecting employment are also discussed.
 Prerequisites: Placement in English 101 English Composition I or higher, or departmental approval.
- BUSN 170 Business Communication 3 credits**
 Attribute: BU
 This course prepares students to be effective workplace communicators. Working individually and in teams, students learn to think strategically and critically about business communication and develop their writing, presentation, and interpersonal communication skills. The course uses a workshop format that relies heavily on discussion and in-class exercises.
 Prerequisites: ENGL 101 English Composition I; or departmental approval.
- BUSN 201 Business Law I 3 credits**
 Attribute: BU
 This course introduces the origins of the law, its nature, and its classification. It covers the federal and state court systems with emphasis on Massachusetts civil procedures. Students study contract law with emphasis on consumer laws related to deceptive and false advertising and commercial laws related to warranties. The course also examines legal remedies, including the new method of arbitration in the settlement of disputes.
 Prerequisites: Placement in English 101 English Composition I or higher, or departmental approval.
- BUSN 251 Entrepreneurship 3 credits**
 Attribute: BU
 This practical, hands-on course is designed for students interested in starting or running their own business. The course focuses on the steps necessary to launch a new business. Topics include evaluating students' entrepreneurial capabilities, creativity, and innovation; opportunity assessment and feasibility analysis; business plan creation and implementation; sources of financing; and marketing techniques. Throughout the course, students develop a business plan. This course is open to all students regardless of their program of study.
 Prerequisites: Placement in English 101 English Composition I or higher, or departmental approval.
- BUSN 260 Organizational Behavior 3 credits**
 Attribute: BU
 This course studies human behavior in organizations at the individual and group level. Lectures and discussions include the effect of organization structure on behavior. Specific attention given to using concepts for developing and improving interpersonal skills. Concentrates on motivation, communication, influence, power, group decision processes, leadership, conflict, change, cultural systems, and perception. Explores management techniques such as team development in order to improve the management of people.
 Prerequisites: Placement in English 101 English Composition I or higher, or departmental approval.