

# Business Administration (BUS)

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## Courses

### **BUS 201. Business Communications. 3 Hours.**

This foundation level course supplements existing requirements for English oral and written competency training and provides students knowledge, skills, and abilities expected to help them communicate effectively in commonly encountered business settings. Course Information: Prerequisite: ENG 101, ENG 102, and COM 112 or equivalents.

### **BUS 301. Marketing Communications. 3 Hours.**

Online service course for students not in the College of Business and Management and for students with no prior coursework in business or marketing. An introduction to business and marketing is followed by several major topics within the field of marketing including targeting, advertising, two-way communications, marketing on the Internet, sales management, and the personal selling process. Course Information: May not be used toward any degree awarded by the College of Business and Management.

### **BUS 303. Current Issues in Business: A Liberal Studies Perspective. 3 Hours.**

Service course for non-business students. It blends issues from business with relevant concepts from science, social science and the liberal arts. Starting with considerations of the environment of business - social, economic, legal/regulatory, competitive, and ethical - the course relates current issues in the functional areas of business such as marketing and information systems to the formulation of business strategy. Course Information: May not be used toward any degree awarded by the College of Business and Management.

### **BUS 310. Topics in Business Administration. 1-4 Hours.**

Each topic covers a different concept in Business Administration and may include an intensive workshop. May be repeated for an indefinite number of hours, but particular topics must vary.

### **BUS 312. Principles of Marketing. 3 Hours.**

Covers the basic theories that guide marketing practice, and acquaints students with the fundamental concepts of marketing. The course focuses on marketers' use of price, product, promotion, and distribution strategies to create a sustainable differential for a target market segment. (CBM Core Course) Course Information: Prerequisite: ACC 211, and ECO 201 or ECO 315, or equivalents.

### **BUS 322. Principles of Operations Management. 3 Hours.**

Introduction to OM techniques including their application to functional areas of the business enterprise and operations control. Topics include product and production planning, facilities layout and location planning, project evaluation and control, linear programming, waiting line and inventory modeling, production control, and quality planning and control. (CBM Core Course) Course Information: Prerequisites: ECO 213 or MAT 121.

### **BUS 331. ECCE: Business, Ethics, and Society. 3 Hours.**

Interdisciplinary evaluation of the social responsibility of business. Examines experiences at the intersection of race, class, immigration, and urban/rural communities. Uses current and historical examples to understand how business, and business policy, differentially affects different populations in the U.S. Course Information: CBM core course. This course fulfills an Engaged Citizenship Common Experience requirement at UIS in the area of U.S. Communities.

### **BUS 332. Legal Environment of Business. 3 Hours.**

Introduction to the nature and function of law and legal systems and their impact on business. Specific areas of study include private, regulatory, securities, labor, employment, and antitrust law and business organization.

### **BUS 333. ECCE: Business Ethics. 3 Hours.**

An interdisciplinary study of the major issues and policy debates concerning the proper conduct of business and how these affect minorities, women, the disabled, and the disenfranchised in the United States. This course focuses on the social responsibility of individuals, and groups of individuals, within the context of market interactions. Course Information: This course fulfills an Engaged Citizenship Common Experience requirement at UIS in the area of U.S. Communities.

### **BUS 334. Entrepreneurship in the Arts. 3 Hours.**

Intro to the theory and practice of entrepreneurship as it is related to the fine arts. Offers students an essential understanding of how creative thinking can contribute to the entrepreneurial process and how entrepreneurial skills can contribute to the building of an artistic career. Course Information: Same as MUS 334, ART 334, and THE 334. This course fulfills a general education requirement at UIS in the area of Visual, Creative, and Performing Arts.

### **BUS 351. Human Resource Management. 3 Hours.**

Introduction to the field of human resource management. Topics include employment, placement, personnel planning, training and development, performance appraisal, compensation and benefits, labor relations, and legal and ethical issues associated with health, safety, and security. These topics are examined in relation to the operational activities of the profit-seeking business enterprise. Course Information: Prerequisite: ECO 213 or equivalent.

### **BUS 354. Entrepreneurship. 3 Hours.**

Elements of entrepreneurship, highlighting successful characteristics. Functions of the entrepreneur explained and illustrated. Students examine personal and commercial strategies that can be used in establishing new business ventures. Course Information: Prerequisite: BUS 312 or equivalent.

### **BUS 355. Small Business Management. 3 Hours.**

Role of small business in the economy, characteristics of small businesses and owner-managers, marketing and producing product or service, maintaining financial health, and the future of small business. Course Information: Prerequisite: BUS 312, or equivalent.

### **BUS 356. Franchising. 3 Hours.**

History of franchising, with pros and cons and how to plan a franchise. Primary functional components explained and illustrated, including marketing, finance, legality, and operations. The franchise package, franchiser/franchisee relationships, and international franchising also addressed. Course Information: Prerequisite: BUS 312, or equivalent.

**BUS 381. Business and Developing Countries. 3 Hours.**

The gap between developed countries and less developed countries is growing larger. This course explores the role that business can play in closing this gap. Course Information: No prior coursework in business is required.

**BUS 410. Advanced Topics in Business Administration. 1-3 Hours.**

Each topic covers a different concept in Business Administration and may include an intensive workshop. May be repeated for an indefinite number of hours, but particular topics must vary. Course Information: Prerequisite: All foundation courses or equivalents.

**BUS 411. Consumer Behavior. 3 Hours.**

Marketers, public policy makers, and individuals need to understand consumers' decisions related to the acquisition, consumption, and disposition of goods, services, activities, experiences, people, and ideas. Using knowledge from economics, psychology, social psychology, anthropology, and sociology, students will understand the main theories related to consumer behavior and apply them to marketing strategy and tactics. Students will also learn about the academic and professional steps required to have a successful career in diverse consumer behavior fields. Course Information: Same as MKT 431. Prerequisite: BUS 312 or equivalent.

**BUS 412. Advertising. 3 Hours.**

Advertising presents an overview of the basic theories, concepts, and practices that constitute contemporary advertising from the point of view of the advertiser, consumers, and society in general. Student will learn the historical, legal, societal, and regulatory aspects of advertising, as well as the relationship between marketing, advertising, and other marketing communication tools. Students will learn the abilities required to prepare a strategic advertising plan. Course Information: Same as MKT 437. Prerequisite: BUS 312 or equivalent.

**BUS 420. Topics in External Environment. 1-3 Hours.**

Each topic covers a different external environment concept and may include an intensive workshop. May be repeated for an indefinite number of hours, but particular topics must vary. Course Information: Prerequisite: BUS 332, or equivalent.

**BUS 430. Topics in Marketing. 3 Hours.**

Each topic covers a different marketing concept and may include an intensive workshop. May be repeated for an indefinite number of hours, but particular topics must vary. Course Information: Prerequisite: BUS 312, or equivalent.

**BUS 432. Research & Analytics in Mktg. 3 Hours.**

Develops qualitative and quantitative research skills from defining the problem, data collection and analysis to reporting results. Students will learn to use various analytical tools used in industry (e.g. SPSS and SPSS modeler) to help them prepare for careers such as Marketing and Business analyst. Course Information: Same as MKT 432. Prerequisites: ECO 213 or equivalent statistics course and BUS 312 or equivalent.

**BUS 433. Introduction to Marketing Management. 3 Hours.**

Introduction to marketing management including the establishment of marketing objectives, the identification of target markets, and the development, execution, and implementation of marketing mixes. Course Information: Same as MKT 433. Prerequisite: BUS 312, or equivalent.

**BUS 434. Brand Management. 3 Hours.**

In this course, students learn how to make decisions regarding market segments and the marketing mix (i.e., product, price, promotion, and distribution). Students will learn to analyze and utilize studies regarding market segments and competitive conditions. Course Information: Same as MKT 434. Prerequisite: BUS 312, or equivalent.

**BUS 435. Sales Force Management and Professional Selling. 3 Hours.**

A study of principles and practices of managing a sales force including recruitment, motivation, direction, and control of the sales force. Understanding the theory and practice of professional selling. Course Information: Same as BUS 435. Prerequisites: BUS 312 or equivalent.

**BUS 436. Marketing Promotions. 3 Hours.**

In-depth study of the major concepts in the promotional aspect of marketing management. Particular emphasis is placed on the elements of the promotion mix (i.e., personal selling, sales promotion, direct marketing, advertising, public relations/publicity) as well as the promotion planning process and the development of promotion strategy, a vitally important element of an organization's marketing promotions. Course Information: Same as MKT 436. Prerequisite: BUS 312, or equivalent.

**BUS 449. Production Planning and Quality Control. 3 Hours.**

Selected topics from production theory, application of quantitative methods to current production problems, and integration of production planning within overall objectives of the firm. Course Information: Prerequisite: BUS 322, or equivalent.

**BUS 450. Topics in Production Operations Management. 1-3 Hours.**

Each topic covers a different production operations management concept and may include an intensive workshop. May be repeated for an indefinite number of hours, but particular topics must differ. Course Information: Prerequisite: BUS 322, or equivalent.

**BUS 452. Project Management. 3 Hours.**

Managing projects within an organizational context, including the processes related to initiating, planning, executing, controlling, reporting, and closing a project. This course covers topics such as project integration, scope, time, cost, quality control, risk management, and earned value management. Course Information: Same as MIS 458. Prerequisites: MIS 352 is required, as well as BUS 322 or an equivalent. Access to the Internet is required.

**BUS 458. Quality Management. 3 Hours.**

Examines the theory, history, and management of quality management programs in business organizations in the U.S. and abroad. The primary focus will be on the management of quality in the areas of operations and human resources in manufacturing and service industries. Course Information: Same as MGT 458. Prerequisite: MGT 310, or equivalent.

**BUS 459. Production and Inventory Management. 3 Hours.**

Models used for materials management and control of purchased goods and services. Includes EOQ models, simulations, cases, exercises, and problems. Course Information: Prerequisite: BUS 322, or equivalent.

**BUS 460. Topics in Organizational Behavior. 1-3 Hours.**

Each topic covers a different organizational behavior concept and may include an intensive workshop. May be repeated for an indefinite number of hours, but particular topics must differ. Course Information: Prerequisites: MGT 310, or equivalent.

**BUS 470. Topics in Human Resource Management. 1-3 Hours.**

Each topic covers a different human resource management concept and may include an intensive workshop. May be repeated for an indefinite number of hours, but particular topics must differ. Course Information: Prerequisites: MGT 431 or MGT 310, or instructor approval.

**BUS 471. Human Resources Planning and Staffing. 3 Hours.**

Addresses organizational analysis, job analysis and its impact on other HR functions (i.e. recruitment, and selection, performance appraisal, compensation), determining employee staffing levels, recruitment processes and sources to maximize the number of qualified applicants for positions, and effective selection techniques. Course Information: Same as MGT 471. Prerequisites: MGT 431, or instructor approval.

**BUS 472. Compensation and Benefit Strategies. 3 Hours.**

Exploration of total compensation in support of organizational strategy. Evaluation of components of total compensation with respect to whether they appropriately influence behavior in light of four questions. Do people join an organization because of pay? Do people stay or leave because of pay? Do people perform better because of pay? Do people more readily agree to develop relevant job skills because of pay? Course Information: Same as MGT 472. Prerequisites: MGT 431 or instructor approval.

**BUS 473. Employee Appraisal and Development. 3 Hours.**

Examines processes by which organizations and managers provide feedback and develop employee talents to their maximum potential. Topics include needs assessment, employee performance appraisal, career planning, and training. Course Information: Same as MGT 473. Prerequisites: MGT 431 or instructor approval.

**BUS 483. Business Policy. 3 Hours.**

Problem solving in business from an upper-management perspective. Interrelationships between the marketing, finance, operations, and human behavior perspectives are addressed, particularly with respect to developing enterprise strategies to attain objectives in the context of the containing environment. Also considers corporate social responsibility to the individual and society. Course Information: Prerequisite: All Core courses.

**BUS 499. Tutorial in Business Administration. 1-4 Hours.**

Intended to supplement, not supplant, regular course offerings. Students interested in a tutorial must secure the consent of the faculty member concerned before registration and submit any required documentation to him or her. Course Information: May be repeated to a maximum of 4 hours if topics vary.

**BUS 501. Business Perspectives. 3 Hours.**

This is the gateway course to the MBA curriculum that introduces the core concepts in functional areas of management, marketing, finance and operations with an emphasis on application to business situations. Concepts are integrated through case analyses to pursue in-depth study of functional area topics throughout the graduate business curriculum. Other topics include ethical issues and the roles of globalization, diversity, technology, entrepreneurship, and innovation in business. Course Information: Prerequisite: Completion of or concurrent enrollment in ACC 311 or equivalent and ECO 315 or equivalent. Peoria Cohort students must complete ACC 311 or equivalent and ECO 315 or equivalent prior to enrolling in this course. Restricted to Graduate and Doctoral - Springfield and Graduate - Peoria.

**BUS 512. Marketing Management. 3 Hours.**

Study of the conceptual foundations and practices of contemporary marketing as well as the planning, implementation, and control of the marketing function. Topics include situation analysis; marketing objectives; target market selection; and product, promotion, pricing, and physical distribution decisions. Course Information: Prerequisites: Completion of or concurrent enrollment in ACC 311 or equivalent and ECO 315 or equivalent, and BUS 501 (a prerequisite for MBA students only). Peoria Cohort students must complete ACC 311 or equivalent and ECO 315 or equivalent prior to enrolling in this course. Restricted to Graduate and Doctoral - Springfield and Graduate - Peoria.

**BUS 520. Topics In Marketing. 3 Hours.**

Advanced study in specific topics, to be announced when offered. Course Information: May be repeated if topics vary. Prerequisite: BUS 512. Restricted to Graduate and Doctoral - Springfield and Graduate - Peoria.

**BUS 521. Research Methods and Statistical Analysis. 3 Hours.**

Methods used for collection, analysis, and interpretation of various types of business research data from the perspective of design, execution, and evaluation of research projects as well as requests for research. Emphasis is given to using research analysis methods for decision making within business organizations. Course Information: Prerequisites: Completion of or concurrent enrollment in ACC 311 or equivalent and ECO 315 or equivalent, and BUS 501 (a prerequisite for MBA students only). Peoria Cohort students must complete ACC 311 or equivalent and ECO 315 or equivalent prior to enrolling in this course. Restricted to Graduate and Doctoral - Springfield and Graduate - Peoria.

**BUS 522. Production and Operations Management. 3 Hours.**

Operations management concerns the production and delivery of goods and services. This course focuses on those business processes, procedures and strategies used to transform various inputs into finished goods and services. Focus is on both understanding how the provision of goods is organized and managed and recognizing potential areas of improvement in the management or production of goods and services. Also of major study will be how operations management interfaces with other functional areas and the various issues and problems that traditionally arise in the field of operations management, including those related to technology, globalization, and ethics. Course Information: Prerequisites: Completion of or concurrent enrollment in ACC 311 or equivalent and ECO 315 or equivalent and BUS 501 (a prerequisite for MBA students only); or BUS 322 or equivalent must be completed before BUS 522. Peoria Cohort students must complete ACC 311 or equivalent and ECO 315 or equivalent prior to enrolling in this course. Restricted to Graduate and Doctoral - Springfield and Graduate - Peoria.

**BUS 528. Supply Chain and Logistics Management. 3 Hours.**

A supply chain is a network of companies producing and delivering goods and services from raw materials to end consumers. Supply chain and logistics management consists in designing and managing business processes across the supply chain. This course introduces students to contemporary issues in supply chain management, including supply chain strategy, supply contracts, risk mitigation strategies, flexible logistics systems, service supply chains, sustainability and the role of IT. Course Information: Prerequisites: BUS 322 or equivalent.

**BUS 529. Quality Systems and Lean Operations. 3 Hours.**

This course is designed to introduce the fundamental concepts and techniques in lean operations and quality systems for continuous improvement. Lean processes focus on creating value by relentlessly pursuing waste elimination. Quality systems incorporate practices that deal with the elimination of process variations for zero defects. These concepts provide an integrated method to both service and manufacturing sections for improving quality, productivity, customer satisfaction, and profitability. Course Information: Prerequisites: BUS 322 or equivalent.

**BUS 530. Topics in Production/Operations Management. 3 Hours.**

Advanced study in specific topics, to be announced when offered. Course Information: May be repeated if topics vary. Prerequisite: BUS 522. Restricted to Graduate and Doctoral - Springfield and Graduate - Peoria.

**BUS 537. Survey of U.S. Healthcare System. 3 Hours.**

An overview of the healthcare system and the healthcare industry with an emphasis on Public Health. An introduction to the regulatory complexity of the healthcare environment and an in-depth exploration of key federal and state laws including medical malpractice and patient care laws. Course Information: Restricted to Graduate students only.

**BUS 538. Managing Healthcare Operations. 3 Hours.**

Introduction to strategies used to manage and deliver healthcare services. Analytical methods and tools to improve performance of healthcare processes. Course Information: Restricted to Graduate Students only.

**BUS 539. Leadership and Consumer Insights. 3 Hours.**

Introduction to leadership styles, delegation, decision-making, communication, and subordinate development. Learning to measure and create customer value based on the dynamic changes in customers' needs and the social, economic, legal, and technological environment that surrounds them. Course Information: Restricted to Graduate students only.

**BUS 540. Topics in External Environment. 3 Hours.**

Advanced study in specific topics, to be announced when offered. Course Information: May be repeated if topics vary. Prerequisite: BUS 501, or approved equivalent. Restricted to Graduate students. Restricted to Graduate and Doctoral - Springfield and Graduate - Peoria.

**BUS 541. Organizational Behavior. 3 Hours.**

Examination of impacts of individuals, groups, and structural attributes on behavior within organizations. Topics include historical development of management, personality and perception, motivation, group dynamics, power and politics, diversity, organizational design, legal issues in human resource administration, ethical issues as they relate to leadership and the administration of employees, and organizational change and development. Major emphasis is placed on the application and synthesis of key concepts in designing and maintaining effective work environments. Course Information: Prerequisites: Completion of or concurrent enrollment in ACC 311 or equivalent and ECO 315 or equivalent, and BUS 501. Peoria Cohort students must complete ACC 311 or equivalent and ECO 315 or equivalent prior to enrolling in this course. Prerequisites are waived for non-MBA students. Restricted to Graduate and Doctoral - Springfield and Graduate - Peoria.

**BUS 550. Topics in Organizational Behavior. 3 Hours.**

Advanced study of specific topics, to be announced when offered. Course Information: May be repeated if topics vary. Prerequisite: BUS 541. Restricted to Graduate and Doctoral - Springfield and Graduate - Peoria.

**BUS 551. Human Resource Management. 3 Hours.**

Operational approach to managing people at work, drawing from behavioral sciences. Builds on the concept of reconciliation and integration of worker-organizational interests through supportive situation-oriented leadership by both line and staff managers. Focuses on emerging issues and concepts relating to management of human resources of an organization. Course Information: Prerequisite: BUS 541. Restricted to Graduate and Doctoral - Springfield and Graduate - Peoria.

**BUS 552. Power. 3 Hours.**

Examines organizational and interpersonal applications of power at macro and micro levels. In power simulations, students will experience power opportunities of various system positions. The role of individual differences and interpersonal dynamics are examined. Students will also learn to give and receive feedback on power issues focused on self, team, and organizational systems. Course Information: Restricted to Graduate and Doctoral - Springfield and Graduate - Peoria.

**BUS 553. Leadership in a Global Era. 3 Hours.**

The course explores various theories of leadership in a multicultural world engendered by globalization. Theoretical frameworks and their application to concrete situations of strategic leadership in transnational organizations are examined. Students are encouraged to evolve their own leadership style and expand their leadership competence in a globalized world. Course Information: Restricted to Graduate and Doctoral - Springfield and Graduate - Peoria.

**BUS 554. Business Consulting. 3 Hours.**

This course examines the professional consulting process which is framed as the art of "influencing without authority." The course is largely experiential and includes a strong focus on organizational development and effectiveness tactics. Students will learn practical skill-building and applications to real world consulting. Course Information: Restricted to Graduate and Doctoral - Springfield and Graduate - Peoria.

**BUS 560. Topics in Human Resource Management. 3 Hours.**

Advanced study in specific topics, to be announced when offered. Course Information: May be repeated if topics vary. Prerequisite: BUS 551. Restricted to Graduate and Doctoral - Springfield and Graduate - Peoria.

**BUS 570. Topics in Business. 3 Hours.**

Advanced study in specific topics, to be announced when offered. May be repeated if topics vary. Restricted to Graduate and Doctoral - Springfield and Graduate - Peoria.

**BUS 583. Business Strategy. 3 Hours.**

Emphasizes the formulation of organizational missions and goals the implementation of policies and strategies to assure their achievement. Focus is placed on the oversight of entire operations in light of stakeholder expectations and legal and ethical considerations. NOTE: Campus policy requires that students not completing BUS 583 during the first enrollment of three hours must enroll for BUS 584 for zero credit hours (one billable hour) each semester (excluding summer terms) until the course requirements are met. Course Information: Prerequisites: Completion of all MBA core coursework. Restricted to Business Administration (MBA).

**BUS 584. Business Strategy Continuing Enrollment. 0 Hours.**

Refer to NOTE in course description for BUS 583. Course Information: May be repeated. Restricted to Business Administration (MBA). Restricted to Graduate and Doctoral - Springfield and Graduate - Peoria.

**BUS 599. Tutorial in Business Administration. 1-8 Hours.**

Intended to supplement, not supplant, regular course offerings.

Students interested in a tutorial must secure the consent of the faculty member concerned before registration and submit any required documentation to him or her. Course Information: May be repeated to a maximum of 8 hours.