

Business (BUS)

BUS 210. Personal Finance. 3 Hours.

This course focuses on managing money on the personal, that is, individual or household, level. It is a broad introductory course covering banking, taxes, credit, insurance and investing. This course does not satisfy any major or minor requirements for Accounting or Finance nor does it satisfy any requirements for the Business minor. Offered every semester.

BUS 280. Selected Topics in Business. 1 to 4 Hours.

A study of selected topics in business at an intermediate level. Offered on an occasional basis.

BUS 301. Leadership - In Business & Beyond. 3 Hours.

Leadership occurs in all areas of human activity - business, the military, government, church, science, politics, education, the arts, and more. The mission statement of Wofford College specifies leadership as one of the means by which our students should be prepared "...for extraordinary and positive contributions to society." The promise of this course is that students who master the model presented will become leaders who exercise leadership effectively as their natural self-expression. The educational philosophy of the course is that students must first learn about leader and leadership, and then seamlessly integrate them into their lives. Offered every semester.

BUS 320. Business Ethics. 3 Hours.

An exploration of the ethical challenges associated with various business disciplines. Students will develop strategies for doing business with excellence while avoiding moral failures. Various ethical models are assessed for their application in guiding decision-making in the marketplace.

BUS 331. Management. 3 Hours.

A study of management topics such as performance, worker productivity, social responsibilities, managerial skills, organizational theory, and strategy. Both historical and contemporary examples are used to illustrate important concepts. This course is writing intensive and also will require each student to make an oral presentation on an assigned management topic. Offered every semester.

BUS 338. Marketing. 3 Hours.

A study of basic marketing concepts. Topics include product, price, promotion and distribution strategies, and analysis of market information and buying behavior. Offered every semester.

BUS 339. Consumer Behavior. 3 Hours.

Concepts, methods, and models used in understanding, explaining, and predicting consumer motivation and behavior. Implications for influencing decisions are highlighted. Offered fall semester.

BUS 340. Marketing Research. 3 Hours.

A study of the application of the scientific method and analysis to marketing phenomena. Offered spring semester.

BUS 347. Entrepreneurship and Small Business Management. 3 Hours.

An introduction to entrepreneurship and the unique requirements of managing a small business. The course considers entrepreneurial perspectives, idea generation, experimentation, marketing and advertising methods, and startup financing. Students develop business models, write formal business plans, and deliver a final pitch.

Prerequisite: ACCT 211 with a minimum grade of C and FIN 321 with a minimum grade of C.

BUS 350. Business and the Environment: The Sustainable Enterprise. 3 Hours.

Appropriate for all majors, this course will explore how environmental issues, especially climate change, are not only serious societal challenges but are becoming major business and market issues. We will discuss how an active role by business is critical to addressing global environmental challenges and how creative enterprises are pursuing new business opportunities linked to environmental products and initiatives. Offered annually.

BUS 380. Selected Topics in Business. 1 to 4 Hours.

Selected topics in business at the intermediate level. Specific topics vary from semester to semester.

BUS 381. Selected Topics in Management. 1 to 4 Hours.

Selected topics in management at the intermediate level. Specific topics vary from semester to semester.

BUS 382. Selected Topics in Marketing. 1 to 4 Hours.

Selected topics in marketing at the intermediate level. Specific topics vary from semester to semester.

BUS 420. International Business. 3 Hours.

Using the case study method, this course surveys the unique opportunities and risks faced by managers of global firms. Students develop an understanding of international business functions, learn to appreciate and account for national and regional cultural differences, and grow in managerial decision-making in a global environment.

Prerequisite: ACCT 211 with a minimum grade of C and FIN 321 with a minimum grade of C.

BUS 460. Strategic Management. 3 Hours.

Strategic management is an integrative business discipline that promotes a holistic and long-term view of organizations. Students will develop their skills in strategic thinking, data analysis, cross-functional teamwork, business writing, and executive presentation skills.

Prerequisite: ACCT 211 with a minimum grade of C and FIN 321 with a minimum grade of C.

BUS 470. Independent Study in Business. 1 to 3 Hours.

Independent study of selected topics in business at an advanced level. Specific topics vary from semester to semester.

BUS 480. Advanced Topics in Business. 1 to 4 Hours.

Topics and credit may vary from year to year. Permission of instructor required. Offered on occasional basis.