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 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 enterprise. For-profit, not-for-profit, educational, social entrepreneurship and small business management are discussed. The key concepts to be covered in this course are entrepreneurial perspectives, idea generation, opportunities, venture funding and financing alternatives, marketing and advertising methods, and launch of the new venture. An important feature of the course is the creation of a business plan by students. The course will be communications-intensive through class discussions, writing assignments, and formal presentations. Offered annually.

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