

# Business (BUS)

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## **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.

## **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 360. Strategic Management. 3 Hours.**

An introduction to the topic of strategic management - the integrative management discipline used by organizations to create and sustain superior firm performance relative to competitors (Frank Rothaermel). Strategic management integrates knowledge from other disciplines by focusing on analysis, formulation, and deployment of an overarching strategy for how to win in the marketplace. The high-level outcome of the course is that students begin to grasp the crucial role of strategy in leading organizations to sustainably deliver value to its stakeholders.

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

## **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 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.