This class gives students a foundation in management theories and concepts. This course will help students improve their communication skills and practice problem solving, conflict resolution, strategic planning and decision making as an individual and in groups. Students will develop an understanding and relationship of the traditional functional areas of organizations; Marketing, Human Resources, Operations and Finance. The class setting will frequently utilize global business settings, cases and examples. Students will examine multiple ethical perspectives and learn to utilize these perspectives as a context for decision making. For Non-GBUS majors.

**GBUS 210 The Strategic Environment (4)**
Leaders/Managers make decisions and take actions to ensure the long-term success of the organizations for which they work. Students will study the social, governmental and ethical issues that affect the conduct of business within a global environment. Students develop analytical and organizational design skills through an understanding of strategic thinking. Prerequisites: ECON 111, ACFN 113, completion of one mathematics course from the following: MATH 118, 119, 122 or 124. Co-requisite: GBUS 230. Offered for A-F grading only. For GBUS majors only.

**GBUS 220 People in Organizations (4)**
This class gives students a foundation in organizational behavior concepts, including a study of the impact of diversity in the workforce upon workers' performance. The class setting will frequently utilize global business settings, cases and examples. Students will examine multiple ethical perspectives and learn to utilize these perspectives as a context for decision making. Prerequisites: GBUS 210 & 230. Co-requisite: GBUS 240. Offered for A-F grading only. For GBUS majors only.

**GBUS 230 Decision Making Methods (4)**
This course examines the application of qualitative and quantitative research techniques to management decisionmaking. Students will define research problems, design a research project, collect primary and secondary data, apply statistical tools, and reach conclusions. Computer applications will be employed. Students will use case studies and computer software in the analysis and decision-making process related to case studies from the functional areas in organizations. Prerequisites: ECON 111, ACFN 113, completion of one mathematics course from the following: MATH 118, 119, 122, or 124. Co-requisite: GBUS 210. Offered for A-F grading only. For GBUS majors only.

**GBUS 240 Tools of Analysis (4)**
Managers need to analyze quantitative data to make decisions for the enterprises for which they work. This course will provide students with the tools necessary to conduct such analyses. Statistical tools such as multiple regression analysis, factor analysis, and time series analysis will be presented. Financial data will be presented, and students will develop their comprehension of such data. Prerequisites: GBUS 210 & 230. Co-requisite: GBUS 220. Offered for A-F grading only. For GBUS majors only.

**GBUS 250 Readings in Global BUS Leadership (1)**
Readings, reflections and discussions on Global Business Leadership topics. Topics may be tied to on-campus lectures/presentations given by invited speakers. This course may be repeated for credit in multiple terms. For GBUS majors or by permission of instructor.

**GBUS 271 Individual Learning Project (1-4)**
Individually designed supervised reading or research at the lower-division level. Permission of the department chair required. Consult the department chair for applicability towards major requirements. Not available to first-year students.

**GBUS 300 Global Enterprise (4)**
This course covers the fundamental concepts, issues, and structure of 21st century global business. It explores the historical, cultural, economic, and political underpinnings of the basic themes of, and critical actors operating within international business today. The student learns about the nature of and relationships between the major components (or systems) that make up the international business system as a whole. Prerequisite GBUS 210, 220, 230, 240 or permission of instructor.

**GBUS 303 Leadership and Followership (4)**
Throughout this course, students will explore, experience and apply the interrelated elements of leadership and followership, keeping in mind both local and global contexts. Course content will take a multidisciplinary perspective. It will include historical and contemporary readings from leading experts and practitioners, study and discussion of relevant leadership "current events," and insights shared by visiting practicing leaders. Particular attention will be focused on the dynamics of strategic environmental scanning, innovation, creativity and the self-awareness and communication skills necessary to successful leadership and followership in the 21st century. Prerequisite: GBUS 210, 220, 230 & 240 or permission of instructor.

**GBUS 311 Human Resources (4)**
Global enterprises require the ability to integrate talented people from around the planet. Activities such as planning and forecasting the need for employees, recruitment, selection, compensation, training, and performance management are heavily
impacted by the social and legal frameworks in which they take place. This course provides an understanding of the unique issues pertinent to managing human resources in a global context. Prerequisite: GBUS 210, 220, 230 & 240 or permission of instructor.

**GBUS 321 Marketing (4)**
An introduction to the activities, sets of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large. This course will focus on global implications and strategies resulting from the examination of the marketing environment, marketing practices, and ethical issues in the marketing field. Prerequisite: GBUS 210, 220, 230 & 240 or permission of instructor.

**GBUS 322 Product and Brand Management (4)**
Introduction to the functions, activities, and ethical considerations of brand and product management and marketing. Topics include corporate identity and image, brand image, charismatic brands, product and brand differentiation, the brand management process, and the inception-to-death product management process. Prerequisite: GBUS 321 or permission of instructor.

**GBUS 323 Consumer Behavior (4)**
This course examines the process of consumer decision making in the context of the psychological, social, and ethical environments with special regards to motivation, personality, lifestyle, attitudes, and cultural & social influences. This course emphasizes the use of research and theory in developing marketing strategies. Prerequisite: GBUS 321 or permission of instructor.

**GBUS 330 International Dimensions of Organizational Behavior (4)**
This course is an inter-disciplinary examination of the international dimensions of organizational behavior. Course content includes topics such as cross-cultural management, cross-cultural communication, and global aspects of leadership, motivation, team management, and decision-making. There are no prerequisites for this course, although the course is limited to juniors and seniors.

**GBUS 332 Topics in Business (1-4)**
This course covers current topics in business. The topics for the course will be announced each semester. Course may be repeated for credit when topics vary. Prerequisites: GBUS 220 & 240 or ACFN 111 or ECON 111

**GBUS 337 Doing Business in Asia (4)**
This course will focus on South and East Asia. Students will learn about the cultural milieu in a variety of Asian countries, and the impact of that milieu on business practice. We will study the strategic environment of doing business in Asia, learn about major Asian businesses, and immerse ourselves in Asian business practices. Prerequisite: GBUS 210, 220, 230 & 240 or permission of instructor.

**GBUS 338 Doing Business in Latin America (4)**
This course will focus on Latin America. Students will learn about the cultural milieu in a variety of Latin American countries, and the impact of that milieu on business practice. We will study the strategic environment of doing business in Latin America, learn about major Latin American businesses, and immerse ourselves in Latin American business practices. Prerequisite: GBUS 210, 220, 230, and 240 or permission of instructor.

**GBUS 339 Doing Business in Europe (4)**
This course will focus Europe. Students will learn about the cultural milieu in a variety of European countries, and the impact of that milieu on business practice. We will study the strategic environment of doing business in Europe, learn about major European businesses, and immerse ourselves in European business practices. Prerequisite: GBUS 210, 220, 230, and 240 or permission of instructor.

**GBUS 341 Operations and Supply Chain Management (4)**
The course will provide fundamentals of operation functions both in manufacturing and service industries. The course focuses on interesting hot button theories and issues like operation strategy, product design and process selection, total quality control (TQM), just in time (JIT)/lean systems, supply chain, supply chain management and green supply chain, six sigma, forecasting techniques, layout design, planning, inventory controls and much more. Emphasis will be placed on problem solving using both quantitative and qualitative reasoning skills. Part of the course will be taught as an applied operations management course examining how theories play out in reality in actual companies in the local region, through the industrial tours. Prerequisite: GBUS 210, 220, 230, and 240 or GBUS 201 and one of the following: MATH 118, 119, 124 or permission of instructor.

**GBUS 342 Advanced Computer Applications (2)**
Spreadsheet software can play an instrumental role in assisting an organization to operate in effective and efficient manner. This course provides advanced methods in spreadsheet use and new and innovative computerized techniques critical to
modern organizations. Students will utilize spreadsheet software in a hands-on environment. The role of innovative technologies in organizations will be studied. Prerequisite: GBUS 220 & 240 or ECON 111 or ACFN 111 or permission of instructor.

GBUS 343 Information Systems and Security Concerns in Global Business (2)
Information systems, computer security, and digital forensics are of great importance in today's organization. This course examines information system foundations including relational database structures used in the global business environment. Digital security issues and forensics principles will be studied. Prerequisite GBUS 220 & 240 or ECON 111 or ACFN 111 or permission of instructor.

GBUS 361 Law and Business (4)
The law touches every aspect and type of business. This course seeks to introduce students to the legal environment of business, and to help them begin to integrate legal concepts into their business strategy and operations. Topics covered will include selections from domestic and international legal structure, contracts, torts, business organizations and agency/employment, as well as other issues of contemporary interest to business people. Prerequisite: GBUS 210, 220, 230, and 240 or by permission of instructor.

GBUS 362 Gender & the Law (4)
This course is about sex, and what the law has to do with it. It touches issues that deeply affect everyone, including jobs, family, education, pay equity, reproductive rights, sexual identity, sexual violence, and social justice. It will help you address these gender and legal issues in the workplace. It will both examine what the law is, and help you think more deeply about what it should be. Whatever work you choose, this course can help you think about the life you want to lead, and the legal and social changes that will make it possible. Prerequisite: Junior or senior standing OR permission of the instructor.

GBUS 368 Sustainable Business (4)
The rules of business have changed. Long-term success for business requires more than a positive cash flow. Companies now must be economically, environmentally, and socially sustainable in order to survive in today’s global business economy. Sustainability has gone beyond a buzzword and is now integrated in the business strategies of nearly every major company. This course will take an in-depth look at the drivers for sustainability and the reasons why businesses are pursuing sustainability. The course will also look at the best industry practices of companies pursuing sustainability initiatives and analyze how these companies are using those practices to create a competitive advantage. Major areas of sustainability such as energy, food, water, waste, transportation, and personal responsibility will be covered. Prerequisite: GBUS 210, 220, 230, 240 & 240 or GBUS 201 or permission of instructor.

GBUS 371 Individual Learning Project (1-4)
Individual supervised reading or research at the upper-division level. Permission of the department chair and completion of 12 credits within the department required. Consult the department chair for applicability towards major requirements. Not available to first-year students.

GBUS 381 Advanced Global Strategy (4)
This course is a Global Business Leadership Capstone course. Theories of strategic planning and implementation in organizations will be the framework for integrating knowledge of the functional areas of management, principles of organizational behavior, and general management theory. Students develop analytical and problem-solving skills through application of theoretical knowledge to case studies involving actual organizations. An understanding of the global economic, social and legal environments is developed through reading and analysis of organizations operating throughout the world. Prerequisite: GBUS 300. For graduating GBUS seniors only or by permission of Department Chair.

GBUS 394 Practicum (2)
The Practicum includes both an on-site component and a classroom component. The on-site component requires that a student engage in a significant leadership experience in an on-campus club/organization (club) or a significant management position in a student-operated venture on campus. In order to register for this course, a student must submit a detailed proposal outlining what s/he will do as a leader or manager. The proposal must be approved by the course instructor and, if applicable, the club/organization’s advisor. The classroom component will involve approximately 8 one hour class sessions on-campus. Students will participate in class discussions and complete a series of readings and reflective assignments. Prerequisites GBUS 210, 220, 230 & 240. A-F grading only.

GBUS 397 Internship (2-4)
Internships during the fall or spring semester include both an on-site component and a classroom component. The onsite component will involve hands-on experience in an organization with supervision and mentoring by a site supervisor. The classroom component will involve approximately 6-8 one hour class sessions on-campus. Students will participate in class discussions, complete a series of readings and reflective assignments and submit a final reflection paper. Students are required to organize and execute a site visit with the faculty moderator and the site supervisor. The standard fall/spring internship will be 4 credits. Prerequisites: GBUS 210, 220, 230 & 240. A-F grading only.
GBUS 397A  Summer Internship (1-8)
Internships during the summer will include an on-site component and an online component. The on-site component will involve hands-on experience in an organization with supervision and mentoring by a site supervisor. The online component will involve weekly assignments in which students are required to complete assigned readings and submit reflective essays. Students will also submit a final reflection paper. Students are required to organize and execute a site visit with the faculty moderator and the site supervisor. The standard summer internship will be 4 credits. Non-standard course credits of 1-8 credits are available with permission of the department chair to meet particular student graduation or academic requirements. Prerequisites: GBUS 210, 220, 230 & 240. S/U grading only.