BUSINESS STUDIES (BUS)

BUS 102 | BUSINESS ANALYTICS | 4 quarter hours (Undergraduate)
This course introduces students to the growing role of big data and the quantitative strategies that businesses employ to inform decisions. Students will analyze business cases in which data have helped businesses make better decisions, exposing them to real world applications of analytics. The course will also introduce students to some basic statistical techniques and spreadsheet software, which students will use to analyze specific business problems.

BUS 211 | DEVELOPING AN ENTREPRENEURIAL MINDSET | 4 quarter hours (Undergraduate)
Learn the fundamentals of the entrepreneurial process from the discovery of an opportunity to the development and launch of a new solution. Explore entrepreneurial firms, business trends, market and industry analysis, business models, growth strategies, financing new ventures, and presenting a solution. Interactive assignments will allow students to gain an appreciation for the entrepreneurial mindset.

Students with a major or double major in The Driehaus College of Business are restricted from registering for this class.

BUS 212 | MARKETING, CONSUMER BEHAVIOR & YOU | 4 quarter hours (Undergraduate)
Explore the exciting world of marketing to learn how product, price, distribution, and promotions are integrated to build brands. Gain a greater understanding of positioning, market segmentation, the sales process, decision making and marketing plan development. Conduct an in-depth study of the meaning of marketing in everyday life. Interactive discussions encourage the examination of constantly evolving marketing tools and the wide variety of employment opportunities in the industry.

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BUS 213 | ECONOMICS FOR EVERYBODY | 4 quarter hours (Undergraduate)
Explore the beauty and usefulness of economics and learn the economic way of thinking by studying cases and real-world examples that teach you the basic tools of economics. Use economic thinking for decision-making in business and life, and learn how economics can help us make the world a better place.

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BUS 214 | MAKING FINANCIAL DECISIONS | 4 quarter hours (Undergraduate)
Uniting essential elements of accounting and finance, learn how to use financial information to make critical business decisions. Develop an understanding of financial statements and use this information in the decision making process. Learn how to analyze corporate performance, find efficiencies and determine an organization’s worth.

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BUS 215 | BIG DATA STORYTELLING | 4 quarter hours (Undergraduate)
In the world of Big Data, data visualization tools are essential for analyzing large amounts of information. Create effective visuals to focus attention on trends, outliers, and patterns for data-driven decision-making in the business world. Interactive student assignments focus on best practices and explore personal style to create engaging, informative, and compelling visual stories in business. Explore industry trends and employment opportunities using data visualization in the global marketplace.

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