

BUSINESS STUDIES (BUS)

BUS 101 | INTRODUCTION TO DRIEHAUS: BUSINESS FUNDAMENTALS AND THE ENTREPRENEURIAL MINDSET | 4 quarter hours (Undergraduate)

This course introduces students to the fundamentals of modern business education with applications to the different business disciplines and an emphasis on the entrepreneurial mindset, a way of thinking that embraces change and teaches students to identify and act upon business opportunities. Using an active learning approach, the course requires individual preparation and discovery, community discussion of concepts, and group collaboration on a business simulation and group project.

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 103 | BUSINESS FOR SOCIAL GOOD | 4 quarter hours (Undergraduate)

This course explores how modern business can be a part of the solution to address critical social and environmental issues - both on a global and local scale. Through class discussions, readings, and visits from local business leaders and entrepreneurs, students learn about how firms function within a broader societal landscape and the importance of managing both internal and external stakeholders for the long-term success of the firm.

BUS 202 | BUSINESS TECHNOLOGY | 4 quarter hours (Undergraduate)

Technology is central to every business discipline in the modern economy. In this course, you will learn about digital transformation and how technology is changing the way that we do business. The course will introduce you to tools for viewing a business as a system with processes so that you can spot inefficiencies and recommend technology solutions. Business process automation is one of these key skills of the modern workforce that leverages technology to maximize the contributions of people. You will also learn about emerging technologies like artificial intelligence and blockchain as new tools with business applications. The course will prepare you to become a life-long learner who can adapt to future technological innovations.

BUS 102 is a prerequisite for this class.

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.

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

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.

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

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..

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

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.

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

BUS 392 | SENIOR SEMINAR | 4 quarter hours (Undergraduate)

A variety of senior capstone seminars are offered every term. These seminars focus on specific content areas reflecting a wide range of non-business issues that are relevant to business in contemporary society. The learning experience enables students to see the world differently through reflections and interactions, encourages them to develop a broader perspective on how and where business fits in society, and prepares them to communicate and express that perspective orally and in writing.

Senior standing is a prerequisite for this class.