

BUSINESS (BUS)

BUS 0--. BUS LOWER DIVISION. (3 Credits)

Lower Level Coursework in Business

Level: Professional Health Care, Undergraduate

Prerequisite(s): None

Corequisite(s): None

Restrictions: None

Primary grade mode: Transfer

Schedule type(s): Lecture, Web Instructed

Area(s) of Inquiry: None

BUS V--. BUSINESS WITH VALIDATION. (3 Credits)

Level: Professional Health Care, Undergraduate

Prerequisite(s): None

Corequisite(s): None

Restrictions: None

Primary grade mode: Transfer

Schedule type(s): Lecture

Area(s) of Inquiry: None

BUS 001. WELCOME TO BUSINESS. (1 Credit)

This course presents an introduction to the role of business as a force for good, covering professionalism, codes of conduct, and strategies for balancing a successful career with a fulfilling personal life. It also provides a structured consulting experience, enabling students to research and propose solutions for a professional organization. This practical approach bridges the gap between academic theory and real-world application. Students' performance, along with the knowledge and skills acquired, will be evaluated through a series of presentations and project-based activities.

Level: Undergraduate

Prerequisite(s): None

Corequisite(s): None

Restrictions:

Enrollment limited to students with a classification of Freshman.

Enrollment limited to students in the Zimpleman College of Business college.

Primary grade mode: Standard Letter

Schedule type(s): Independent Study, Lecture, Web Instructed

Area(s) of Inquiry: None

BUS 1--. BUS UPPER DIVISION. (1-10 Credits)

Upper Level Coursework in Business

Level: Professional Health Care, Undergraduate

Prerequisite(s): None

Corequisite(s): None

Restrictions: None

Primary grade mode: Transfer

Schedule type(s): Lecture

Area(s) of Inquiry: None

BUS 002. CAREER READINESS AND PROFESSIONALISM. (0,1 Credits)

This course focuses on understanding True Blue career readiness skills and the importance of internships, work experience, research, and volunteer work to one's career development. Students will create a professional resume and LinkedIn profile, learn interview skills and participate in a mock interview. Exploration of career paths and effective internship and job search strategies will be discussed. Completion of this course provides a foundation of professionalism that applies to career success.

Level: Undergraduate

Prerequisite(s): BUS 001

Corequisite(s): None

Restrictions:

Enrollment limited to students in the Zimpleman College of Business college.

Primary grade mode: Standard Letter

Schedule type(s): Independent Study, Lecture, Web Instructed

Area(s) of Inquiry: None

BUS 2--. BUS-GRAD ELECT. (1-10 Credits)

Graduate Level Coursework in Business

Level: Graduate

Prerequisite(s): None

Corequisite(s): None

Restrictions: None

Primary grade mode: Transfer

Schedule type(s): Lecture

Area(s) of Inquiry: None

BUS 003. PERSONAL BRANDING EXCELLENCE. (0,1 Credits)

Dive into the vibrant world of BUS 003 - Personal Branding Excellence, a course tailored for dynamic individuals ready to elevate their professional presence. This course is your gateway to mastering personal branding and effective communication in the business realm. Engage in interactive assignments like crafting your unique personal brand statement, perfecting your elevator pitch for networking, navigating crisis situations with strategic communication, and writing persuasive business proposals. By the end of this journey, you will emerge with a standout personal brand and the skills to confidently navigate diverse professional challenges. Join us to transform your potential into excellence!

Level: Undergraduate

Prerequisite(s): BUS 002

Corequisite(s): None

Restrictions:

Enrollment limited to students in the Zimpleman College of Business college.

Primary grade mode: Standard Letter

Schedule type(s): Independent Study, Lecture, Web Instructed

Area(s) of Inquiry: None

BUS 004. PURSUING YOUR NORTH STAR. (0,1 Credits)

This course is intended to prepare students for the next chapter in their lives once they graduate from Drake. It will center on defining students' leadership style through interactions with business leaders to gain insights on best practices and through the articulation of their plans for change making (e.g., character, intention, service focus). Students will be asked to outline and summarize a written personal growth reflection on their leadership style, how it was developed at Zimpleman, and how they plan to use it going forward. They will also be asked to submit a one-minute video summarizing this reflection. The course will be taught by the dean in a symposium format during the fall for seniors as they consider their post-graduation futures.

Level: Undergraduate

Prerequisite(s): BUS 003 or BUS 003SP

Corequisite(s): None

Restrictions:

Enrollment limited to students in the Zimpleman College of Business college.

Primary grade mode: Standard Letter

Schedule type(s): Independent Study, Lecture, Web Instructed

Area(s) of Inquiry: None

BUS 067. SUSTAINABLE DEVELOPMENT IN AFRICA. (6 Credits)

This course is a study abroad course designed to facilitate Drake's goal of educating its students as global citizens who are prepared to operate in a global economy. It will take students from Drake to an area of the world - sub-Saharan Africa - that is in many ways distinctly different culturally, politically, ethnically, and economically from the U.S. Also, it will take students to a country in sub-Saharan Africa where they can focus their attention on issues that face these distinctly different countries as they become increasingly integrated into a global world. To accomplish these steps, the content of the course will focus on circumstances people in these countries face as they try to achieve sustainable development while operating in a neo-liberal international business climate. Special attention will be directed towards analyzing infrastructure development, entrepreneurship, microfinance constraints, constitutional development, the colonial legacy and the transition to political democracy/pluralism, and the impact of HIV/AIDS on very poor countries. As students study these issues, they will also learn of cultural and world view differences that exist in sub-Saharan Africa.

Level: Non Degree Coursework, Professional Health Care, Undergraduate

Prerequisite(s): None

Corequisite(s): None

Restrictions:

Students with a classification of Freshman may **not** enroll.

Primary grade mode: Standard Letter

Schedule type(s): Independent Study, Lab, Lecture, Web Instructed

Area(s) of Inquiry: Engaged Citizen, Global and Cultural Understand

BUS 070. GLOBALIZATION. (3 Credits)

This course is designed as an introduction to the processes, institutions and problems associated with doing business in international environments. The perspective adopted here is that of an international business manager looking beyond the boundaries of the firm. The course material will be naturally divided into two sections. The first focus will be on the political, social, cultural and economic consequences of globalization and the differences between national markets. The second focus will be on cross-border trade and the global monetary system.

Level: Non Degree Coursework, Professional Health Care, Undergraduate

Prerequisite(s): ECON 002

Corequisite(s): None

Restrictions:

Students with a classification of Freshman may **not** enroll.

Primary grade mode: Standard Letter

Schedule type(s): Independent Study, Lab, Lecture, Web Instructed

Area(s) of Inquiry: Global and Cultural Understand

BUS 073. BUSINESS AND PROFESSIONAL COMMUNICATION. (0-3 Credits)

This course focuses on the development of the foundational oral communication skills needed to be successful in today's dynamic business environment. Foundational skills to be learned include interpersonal communication, presentations, collaboration, teamwork, and leadership. An emphasis on continual learning, practice and improvement will be facilitated through faculty feedback and coaching. Upon completion of this course students will understand the importance of all forms of oral communication and organizational interaction. Students will demonstrate how to develop and deliver a variety of oral business presentations. Students will also demonstrate how to successfully collaborate with others as well as the essential role of team leadership. Prereq.: Business student.

Level: Non Degree Coursework, Professional Health Care, Undergraduate

Prerequisite(s): None

Corequisite(s): None

Restrictions:

Students with a classification of Freshman may **not** enroll.

Graduate or Professional Health Care level students may **not** enroll.

Enrollment limited to students in the Zimpleman College of Business college.

Primary grade mode: Standard Letter

Schedule type(s): Independent Study, Lab, Lecture, Web Instructed

Area(s) of Inquiry: None

BUS 074. PROFESSIONAL WRITTEN COMMUNICATION. (0-3 Credits)

This course focuses on the development of the foundational written communication skills needed to be successful in today's dynamic business environment. Foundational skills to be learned include creating written communication forms that incorporate audience analysis, basic business genres, usable document design, appropriate grammar, diction, syntax, correct punctuation, usage, and ethical data visualization. An emphasis on continual learning, practice, and improvement will be facilitated through faculty feedback and coaching. Upon completion of this course, students will understand the importance of professionalism, audience, message, context, and tone in basic business written communication forms. Students will demonstrate their learning via business written communication genres such as emails, formal letters, reports, executive summaries, and writing for the web. Students will also demonstrate how to successfully write with others in collaborative writing projects. Prereq.: Business student, entering first-year student.

Level: Non Degree Coursework, Professional Health Care, Undergraduate

Prerequisite(s): None

Corequisite(s): None

Restrictions:

Enrollment limited to students in the Zimpleman College of Business college.

Primary grade mode: Standard Letter

Schedule type(s): Independent Study, Lab, Lecture, Web Instructed

Area(s) of Inquiry: None

BUS 090. INTRODUCTION TO BUSINESS ETHICS. (3 Credits)

This course examines the moral obligations that business organizations have to a variety of stakeholders in the United States and in the world community. The course content will cover some of the ethical issues in business practice, including leadership and accountability, employee relations, financial reporting, community relations, customer service, social investments, and international business operations. The course will also develop and apply different ethical decision making frameworks that can be used to address ethical issues in business operations.

Level: Non Degree Coursework, Professional Health Care, Undergraduate

Prerequisite(s): None

Corequisite(s): None

Restrictions:

Students with a classification of Freshman may **not** enroll.

Graduate level students may **not** enroll.

Primary grade mode: Standard Letter

Schedule type(s): Independent Study, Lecture, Web Instructed

Area(s) of Inquiry: Values and Ethics

BUS 098. INTRODUCTORY SPECIAL TOPICS. (3 Credits)

Introductory special topic course. Course description varies based on what is being taught.

Level: Non Degree Coursework, Professional Health Care, Undergraduate

Prerequisite(s): None

Corequisite(s): None

Restrictions: None

Primary grade mode: Standard Letter

Schedule type(s): Independent Study, Lecture, Web Instructed

Area(s) of Inquiry: None

BUS 105. COMM AND TOURISM ANALYSIS. (3 Credits)

This course focuses on the development of business presentation skills required to be successful in today's dynamic business environment.

These presentations will incorporate information from researching local tourism sites and their respective industries. The cultural impact of the country of New Zealand's (or Costa Rica's) indigenous people as well as other environmental factors of this largely marine environment coastal region will be researched. Their economic and social contributions will also be evaluated. An emphasis on continual learning, practice, and improvement will be facilitated through faculty feedback and coaching. Student-professionals will demonstrate how to develop and deliver a variety of professional informative presentations in multiple settings to diverse audiences. Students will also demonstrate how to successfully collaborate with others in group presentation situations. May be substituted for BUS 073 for business majors and minors.

Level: Non Degree Coursework, Professional Health Care, Undergraduate

Prerequisite(s): None

Corequisite(s): None

Restrictions: None

Primary grade mode: Standard Letter

Schedule type(s): Independent Study, Lecture, Web Instructed

Area(s) of Inquiry: Engaged Citizen

BUS 120. COMM. LEAD. FOR VIRTUAL TEAMS. (3 Credits)

This course focuses on communication skills that are critical for optimizing success in the 21st-century workplace. The course examines key terminology and principles of written, oral, visual, and digital communication skills via a variety of technologies. The major objective of the course is to aid students in developing practical communication skills for work on globally distributed (i.e., virtual) team projects. Students learn about emerging technologies and their effect on communication, how to manage information within a virtual team, and how to engage in team-based distance collaboration. Students are placed on globally distributed (i.e., virtual) teams in conjunction with the Virtual Business Professional project.

Level: Non Degree Coursework, Professional Health Care, Undergraduate

Prerequisite(s): None

Corequisite(s): None

Restrictions:

Enrollment limited to students with a classification of Junior or Senior.

Primary grade mode: Standard Letter

Schedule type(s): Independent Study, Lecture, Web Instructed

Area(s) of Inquiry: None

BUS 122. PRACTICUM IN LEADERSHIP COMMUNICATION. (3 Credits)

This course focuses on the practice of leadership and professional communication skills using simulated workplace communication scenarios. This course examines key terminology and principles of verbal, non-verbal, written, and visual communication skills. The major objective of the course is to aid students in developing practical and strategic skills for communicating to superiors, coworkers, and external stakeholders. Students problem-solve and apply message strategies to achieve empathetic and ethical communication that responds to a variety of circumstances. Examples of leadership communication that students will practice with include: communicating vision, delivering effective employee feedback, getting buy-in for a new organizational initiative, running effective team meetings, representing the team to internal and external constituents, and others.

Level: Non Degree Coursework, Professional Health Care, Undergraduate

Prerequisite(s): None

Corequisite(s): None

Restrictions:

Enrollment limited to students with a classification of Junior or Senior.

Primary grade mode: Standard Letter

Schedule type(s): Independent Study, Lecture, Web Instructed

Area(s) of Inquiry: None

BUS 150. SMALL BUSINESS MANAGEMENT. (3 Credits)

Overview of the role of small business in the American economic system. Emphasis is placed on the managerial decisions required to start and maintain a small business.

Level: Non Degree Coursework, Professional Health Care, Undergraduate

Prerequisite(s): FIN 101 and MGMT 110 and MKTG 101

Corequisite(s): None

Restrictions: None

Primary grade mode: Standard Letter

Schedule type(s): Independent Study, Lecture, Web Instructed

Area(s) of Inquiry: None

BUS 167. UGANDA INTERNATIONAL SERVICE LEARNING. (1 Credit)

This course fosters integrative service-learning through active involvement with projects being undertaken by partner organizations in Uganda. Students are expected to combine knowledge, skills, and abilities in their chosen discipline with increased intercultural competency in the development of strategies to address complex problems facing program partners in Uganda. Strategy development focuses on sustainable outcomes developed in partnership with Ugandan organizations which address a locally identified community need. Enrollment is by professor permission only. Course may be repeated up to three times for additional credit.

Level: Non Degree Coursework, Professional Health Care, Undergraduate

Prerequisite(s): None

Corequisite(s): None

Restrictions: None

Primary grade mode: Standard Letter

Schedule type(s): Independent Study, Lecture, Web Instructed

Area(s) of Inquiry: None

BUS 191. INTERNSHIP IN BUSINESS. (1-3 Credits)

Experiential learning credit for substantive workplace experiences.

Prereq.: Sophomore standing; major in the College of Business and Public Administration; minimum cumulative GPA of 2.75 and permission of the Internship Coordinator. **Coreq.:** Enrollment in not more than 18 semester hours credit (including the internship) in any fall or spring semester in which internship credit is earned and 12 hours (including the internship) in the summer sessions. May be repeated, however, no more than 6 credit hours of internship work will count towards meeting graduation requirements.

Level: Non Degree Coursework, Professional Health Care, Undergraduate

Prerequisite(s): None

Corequisite(s): None

Restrictions:

Students with a classification of Freshman may **not** enroll.

Graduate, Law or Professional Health Care level students may **not** enroll.

Enrollment limited to students in the Zimpleman College of Business college.

Primary grade mode: Credit/No Credit

Schedule type(s): Independent Study, Web Instructed

Area(s) of Inquiry: None

BUS 195. BUSINESS STRATEGY AND POLICY. (3 Credits)

Intensive study of administrative management and business systems.

Application of administrative practices of current and prospective utility in the development and execution of strategy and policy for modern enterprises in the global economy. **Prereq.:** Senior standing and MGMT 110, MGMT 120, MKTG 101, and FIN 101.

Level: Non Degree Coursework, Professional Health Care, Undergraduate

Prerequisite(s): MGMT 110 and MGMT 120 and MKTG 101 and FIN 101

Corequisite(s): None

Restrictions:

Students with a classification of Freshman, Junior or Sophomore may **not** enroll.

Primary grade mode: Standard Letter

Schedule type(s): Independent Study, Lecture, Web Instructed

Area(s) of Inquiry: None

BUS 198. SPECIAL TOPICS IN BUSINESS. (0-3 Credits)

Timely or innovative course in business. Not scheduled regularly.

Level: Non Degree Coursework, Professional Health Care, Undergraduate

Prerequisite(s): None

Corequisite(s): None

Restrictions: None

Primary grade mode: Standard Letter

Schedule type(s): Independent Study, Lecture, Web Instructed

Area(s) of Inquiry: None

BUS 199. INDEPENDENT STUDY. (1-6 Credits)

Individual advanced study and research under faculty supervision.

Level: Graduate, Non Degree Coursework, Professional Health Care, Undergraduate

Prerequisite(s): None

Corequisite(s): None

Restrictions: None

Primary grade mode: Standard Letter

Schedule type(s): Independent Study, Web Instructed

Area(s) of Inquiry: None

BUS 200. PROFESSIONAL DEVELOPMENT SEMINAR. (1 Credit)

Professional Development Seminars are designed to provide students with increased exposure to specialized topics and current issues and/or develop workplace skills. The course can be repeated multiple times as long as the topic of the seminar is not repeated.

Level: Graduate

Prerequisite(s): None

Corequisite(s): None

Restrictions:

Undergraduate level students may **not** enroll.

Enrollment limited to students in the Zimpleman College of Business college.

Primary grade mode: Standard Letter

Schedule type(s): Independent Study, Lecture, Web Instructed

Area(s) of Inquiry: None

BUS 212. SEMINAR IN EXECUTIVE LEADERSHIP. (3 Credits)

Synthesizes and integrates the administrative knowledge, skills, values and behaviors acquired from previous coursework and experience. Readings, case studies and discussions are used to develop management capabilities.

Level: Graduate

Prerequisite(s): None

Corequisite(s): None

Restrictions:

Undergraduate level students may **not** enroll.

Enrollment limited to students in the Zimpleman College of Business college.

Primary grade mode: Standard Letter

Schedule type(s): Independent Study, Lecture, Web Instructed

Area(s) of Inquiry: None

BUS 230. INDEPENDENT STUDY. (1-3 Credits)

Advanced individual study or research under the supervision of the faculty.

Level: Graduate

Prerequisite(s): None

Corequisite(s): None

Restrictions:

Undergraduate level students may **not** enroll.

Primary grade mode: Standard Letter

Schedule type(s): Independent Study, Web Instructed

Area(s) of Inquiry: None

BUS 283. NEGOTIATION AND CONFLICT RESOLUTION. (3 Credits)

This course provides an introduction to negotiation concepts and practices, and a historical perspective on conflict resolution in families, workplaces, communities and nations. Includes theories and concepts of human behavior in conflict situations, how and why conflict occurs, and how to deal with conflict effectively. This course will engage students in negotiation and conflict resolution exercises, and provide interaction with practitioners. It will enable students to develop negotiation skills and an appreciation for conflict as an effective teaching/learning opportunity. It will develop an awareness in the student that times of conflict are often occasions for instigating change in relationships that may be effective and long lasting.

Level: Graduate

Prerequisite(s): None

Corequisite(s): None

Restrictions:

Undergraduate level students may **not** enroll.

Enrollment limited to students in the Law or Zimpleman College of Business colleges.

Primary grade mode: Standard Letter

Schedule type(s): Independent Study, Lecture, Web Instructed

Area(s) of Inquiry: None

BUS 298. CURRENT ISSUES IN BUSINESS. (3 Credits)

Special topics seminar. Topics vary.

Level: Graduate

Prerequisite(s): None

Corequisite(s): None

Restrictions:

Undergraduate level students may **not** enroll.

Enrollment limited to students in the Journalism & Mass Comm or Zimpleman College of Business colleges.

Primary grade mode: Standard Letter

Schedule type(s): Independent Study, Lecture, Web Instructed

Area(s) of Inquiry: None