BUS-Business Courses

Courses

BUS 101. Introduction to Business. 3 Hours.
This course will enable students to understand the breadth of business opportunities and careers as well as assist in their transition to college and the Collat School of Business through the inclusion of First Year Experience (FYE). This course meets Blazer Core Local Beginnings with a flag in Wellness/Wellbeing and First Year Experience.

BUS 102. Business Foundations. 3 Hours.
This course will enable students to understand the breadth of business opportunities and careers as well as introduce them to the Collat School of Business. This course meets the Blazer Core Local Beginnings requirement with a flag in first year experience.

BUS 110. Essentials of Financial Literacy. 3 Hours.
An introductory course dealing with the mathematics of money and financial literacy.

BUS 200. Principles of Ethics. 3 Hours.
This course provides an integrated understanding of the consequences of ethical reasoning. This includes the consideration of societal, cultural, economic and regulatory effects on ethical behavior. Students will review core principles of established codes of conduct and use this to develop and apply their own decision-making process in resolving ethical dilemmas. In addition, students will consider how personal factors, including psychological factors and unconscious bias, affect ethical reasoning. This course meets Blazer Core Reasoning requirement.

BUS 201. Introduction to Artificial Intelligence. 3 Hours.
This course is for students interested in Artificial Intelligence (AI) in their professional lives. It aims to provide an in-depth understanding of AI, its wide range of applications, and the value it can generate. This course emphasizes both theoretical and practical aspects of AI and discusses both the potential benefits and challenges stemming from applications of AI. No prior knowledge of AI is required.

BUS 202. Know Your Accounting Numbers. 3 Hours.
This course covers essential accounting concepts from both financial and managerial accounting, relevant to all business majors. Students will learn to analyze financial information to make informed business decisions. Key foundational components of business management are also included.
Prerequisites: BUS 101 [Min Grade: C] or BUS 102 [Min Grade: C]

BUS 203. Working with Data and Disruptive Technologies. 3 Hours.
This course introduces business majors to essential information technologies that enable organizational decision analytics. Students will learn to leverage analytical tools and technologies as the course covers foundational concepts in data analysis, data management, and the impact of disruptive technologies on business.

BUS 204. Business Analytics Applications. 3 Hours.
Harness the power of data-driven decision-making with this course that equips the learner with practical skills to navigate complex business challenges using spreadsheets. Identify and demonstrate the best techniques of applied business problem-solving including data analysis, visualization, optimization, and decision support tool development. Extract insights from spreadsheet models and use those insights to communicate and justify decisions within various business domains such as management, marketing, finance, information systems, accounting, economics, healthcare, entrepreneurship, and supply chains.

BUS 210. Artificial Intelligence and Society. 3 Hours.
This course explores the complex ethical challenges of implementing Artificial Intelligence (AI) in various domains. Through a multidisciplinary approach, students will explore the ethical implications of AI Technologies, analyze real-world cases, and develop a comprehensive understanding of how to navigate the ethical landscape in AI. By the end of this course, students will be equipped to evaluate how AI's design, development, and deployment will impact their careers and society. Meets Blazer Core Curriculum Reasoning.

BUS 214. Introduction to Business Statistics. 3 Hours.
This course explores an overview of data, data processing, probability distribution, regression analysis, and modern technologies of analytics to decision making in business. Upon successful completion of this course, by using analytics technologies and data visualization techniques, students will be able to understand sources of variation in data, summarize data graphically and numerically, and conduct statistical inference along with regression analysis.
Prerequisites: MA 105 [Min Grade: C] or MA 106 [Min Grade: C] or MA 109 [Min Grade: C] or MA 125 [Min Grade: C] or MA 110 [Min Grade: C]

BUS 215. Foundations in Business Analytics. 3 Hours.
Discover the essential role that data analytics plays in informed organizational decision making. Students will explore the tools, methods, and latest trends in analytic technologies and will develop skills in efficiently preparing data, selecting appropriate analytics models, conducting statistical analyses, and communicating findings in a concise manner to stakeholders.
Prerequisites: QM 214 [Min Grade: C] or BUS 214 [Min Grade: C]

BUS 246. Legal Environment of Business. 3 Hours.
This course provides a broad overview of the laws and ethical considerations that govern the daily actions of businesses, both large and small, corporate entities and entrepreneurial ventures. Among the many topics covered, you will delve into the laws that help businesses negotiate their relationships with employees, constitutional rights of business, the effects of criminal law on businesses and individual professionals, and the impact of international law on business operations and growth.

BUS 250. Foundations of Business Communications. 3 Hours.
Foundations of Professional Communication is designed to meet the essential communication needs of students either planning careers in business or with an interest in improving their ability to communicate in a professional setting. The course covers the foundational principles and underlying best practices of effective professional communication. This course meets Blazer Core Communicating in the Modern World and Post Freshman Writing requirements, and the Undergraduate Research flag.

BUS 260. Storytelling in Business. 3 Hours.
This course is designed to meet the essential communication needs of students either planning careers in business or with an interest in improving their ability to communicate professionally, especially through the use of narrative and storytelling techniques.

BUS 270. Urban Neighborhood Revitalization and Community Development/CAC. 3 Hours.
This course provides an overview of current community development practice and implementation of urban neighborhood revitalization efforts. The course will discuss the origin of various development approaches, housing, economic, social, and political aspects of community development as well as the key actors and funding sources. This course meets Blazer Core City as a Classroom requirements.

BUS 300. Business Honors Research Methods. 3 Hours.
First of three required courses for students participating in the Collat School of Business Honors Program. Course provides student with an overview of leadership literature and with necessary research, writing and communication skills for successful participation in the Collat School of Business Honors Program.

BUS 301. Business Honors Reading Seminar. 1 Hour.
This course will facilitate development of an acceptable Business Honors Thesis/Project Proposal to be submitted to the Collat School of Business Honors Committee by exposing students to a selection of books and periodicals that are not typically assigned in other courses. Book selections will vary from semester to semester. Students will read, discuss, and write a review of each assigned work. Preq: Acceptance into a UAB Honors Program or permission of instructor. May be repeated with permission of Honors Program Director.

BUS 302. Business Foundations: Finance. 3 Hours.
Learners become familiar with the principles of finance and the tools applied in financial decision-making. Key topics for discussion include how the value of money changes over time (time value of money), diversification of financial assets, loans, bonds, stocks, and financial statement analysis. In addition, students have an opportunity to explore specialized careers within the field of Finance. Overall, students will understand how sound financial strategies impact organizational and personal success.
Prerequisites: BUS 202 [Min Grade: C] or AC 200 [Min Grade: C]

BUS 303. Introduction to Organizational Management and Marketing. 3 Hours.
Introductory course exploring the role of management and marketing in achieving organizational objectives and their interrelationships with other business functions. Students will gain a holistic understanding of organizational and marketing strategies and their implications for other functions. Students will be introduced to the legal considerations, ethical dilemmas, human resource management practices, and global decisions commonly confronting organizations.

BUS 304. Operations and Supply Chain Management. 3 Hours.
Master the art of optimized business practices and transform the way you think and lead! Explore the way organizational functions work together through operations, streamline global supply chains, and optimize operations with cutting-edge tools and technologies. You'll gain hands-on experience solving real-world challenges, building systems that are profitable, resilient, and sustainable. Whether you're passionate about environmental impact, global logistics, or driving operational excellence, this course is your gateway to becoming a forward-thinking leader in any industry.

BUS 305. Professional Development for Today's Workplace. 1 Hour.
This course prepares students for experiential learning and internship opportunities. Students will gain an understanding of networking, personal branding, career planning, strategic career search, interviewing techniques, salary negotiation, and professional etiquette in today's global workplace.

BUS 306. Professional Development and Personal Branding. 3 Hours.
This course is designed to prepare students for an insightful self-discovery of strengths and purpose, develop their professionalism and professional network, and learn to promote their personal brand. Throughout the semester, they will craft a comprehensive digital portfolio to showcase their unique skills, experience, and personal brand, enabling them to stand out and captivate potential employers. They will also learn to optimize their work relationships, improving engagement and productivity, and plan for a successful college and post-degree career. All activities, readings, exercises, and assignments are designed to help students succeed as business professionals and to personally thrive.

BUS 310. Accounting and Finance for Nonbusiness Majors. 3 Hours.
An introduction to accounting, financial reporting and the basic principles of business finance. Not open to majors in the Collat School of Business.
Prerequisites: (BUS 101 [Min Grade: C] or BUS 102 [Min Grade: C])

BUS 311. Creating & Delivering Customer Value. 3 Hours.
An introduction to the marketing and management functions of an organization, specifically designed for those who participate in creating and delivering customer value and growing a successful business. Learners will develop skills to build high-functioning teams and execute plans for generating revenue and competitive advantage. This course is required in the minor in Business Administration, available only to non-business majors. It will not count as credit toward any business major.
Prerequisites: (BUS 102 [Min Grade: C]) or BUS 101 [Min Grade: C]

BUS 315. International Business Dynamics. 3 Hours.
As an aspiring business leader, you will benefit from a global mindset because the world and business trade are more interconnected today than ever. At the same time, rapid and sometimes unexpected changes in the world's political and economic environments, along with transformative shifts in technological advances in communication, transportation, and other areas such as artificial intelligence, have introduced new challenges and opportunities that you need to consider. Given recent worldwide political and economic changes, this course is particularly relevant to your development and will provide you with tools to navigate the complexities of the global business environment.

BUS 325. Self Leadership and Team Dynamics: Building Professional Excellence. 3 Hours.
This course equips students with the essential skills and practices needed for professional and personal development in the modern workplace. Students will explore self-leadership techniques to better manage time and stress, teamwork, professional and personal development, and individual performance while developing critical thinking skills. Emphasis is on team dynamics, providing students with the tools to manage meetings and enhance effectiveness in diverse team settings, including traditional, hybrid, and remote environments.

BUS 350. Professional Business Communications. 3 Hours.
Overview of current business communications principles and practices, especially professional writing. Topics include interpersonal, intercultural, and collaborative communication, business etiquette, creating effective business messages, and interviewing skills. Learners also develop skills in English grammar, mechanics, word usage, style, and formatting appropriate for professional business messages. Writing assignments include informational messages, negative messages, persuasive messages, and correspondence pertaining to the application/interview process.
Prerequisites: (EH 102 [Min Grade: C]) or EH 107 [Min Grade: C]

BUS 351. Innovative Communication Strategies. 3 Hours.
This course is designed to empower students with the skills and strategies necessary to communicate effectively in the business world. Emphasis will be placed on developing written, oral, and digital communication proficiency. Students will learn to utilize generative AI tools to enhance business communications, master essential interviewing techniques, apply active listening strategies, and deliver impactful business presentations.

BUS 360. Business Communication Skills for Professional Presentations. 3 Hours.
A business communication course for undergraduates focusing on the professional business writing and presentation skills necessary to compete in today's highly competitive job market.

BUS 361. Storytelling with Data. 3 Hours.
This course focuses on the essential techniques and principles for effectively communicating data-driven insights. Students will learn to articulate the critical role of effective communication with data in their personal lives and professional careers.
Prerequisites: BUS 214 [Min Grade: C] or QM 214 [Min Grade: C]

BUS 400. Business Honors Seminar. 3 Hours.
This course will facilitate completion of an accepted Business Honors Thesis/Project Proposal. Students conduct independent research and present work in progress. Acceptance to the Collat School of Business Honors Program required.
Prerequisites: (BUS 300 [Min Grade: C])

BUS 438. Managerial Communication Skills. 3 Hours.
An advanced business communications course for undergraduates focusing on the verbal and nonverbal communication skills required of managers in today's business environment.

BUS 450. Strategic Management Capstone: Achieving Sustained Competitive Advantage. 3 Hours.
This comprehensive and integrative learning experience allows students to apply what they have studied in previous courses to master the skills needed to solve complex business problems and thrive in a career beyond the classroom. Through an award-winning simulation and collaboration with peers, faculty, and industry leaders, students will practice strategic planning and responsible implementation for organizational success.
Prerequisites: (BUS 202 [Min Grade: C] or AC 200 [Min Grade: C]) and (BUS 302 [Min Grade: C] or FN 310 [Min Grade: C]) and (BUS 303 [Min Grade: C] or MK 303 [Min Grade: C] or MG 302 [Min Grade: C])

BUS 495. Business Honors Seminar, I. 3 Hours.
Study of the strategy-setting process for a business or other complex organization with emphasis on role of chief executive officer and other leaders in that process. Research, analysis, communications and presentation skils practiced.

BUS 496. Business Honors Seminar, II. 3 Hours.
Continuation of BUS 495, overview of business ethics and emphasis on skills required to complete final work project for the Collat School of Business Honors Program. Good standing in the Collat School of Business Honors Program and second semester senior standing required.