

# BUS-Business Courses

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## 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 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 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 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 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 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 of managerial and marketing principles used to create and deliver customer value in organizations. Not open to majors in the Collat School of Business.

**Prerequisites:** (BUS 102 [Min Grade: C]) or BUS 101 [Min Grade: C]

### **BUS 350. Business Communications. 3 Hours.**

BUS 350 provides effective communication skills for business contexts. This course is writing intensive and emphasizes grammar, mechanics, word usage, formatting, and style appropriate for professional business messages.

**Prerequisites:** (EH 102 [Min Grade: C]) or EH 107 [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 450. Strategic Management Capstone Experience. 3 Hours.**

Senior seminar integrating functional business fields of accounting, economics, finance, information systems, management, marketing, production policy and decision making. This course is writing intensive and students must demonstrate an ability to write to appropriate audiences and incorporate pertinent external sources. Strong emphasis on ethical reasoning and decision-making and relating material to contemporary business events and issues. Must be senior in last term.

**Prerequisites:** (FN 310 [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 skills 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.