## BUSINESS MINOR (BUSM)

### Courses

**BUSM 2010 (1.5) Principles of Marketing**  
Introduces students to marketing concepts used in many types of organizations. Marketing activities are useful throughout business and society, for identifying, reaching, motivating, and satisfying people. The course covers both strategy and tactics. Marketing tactics include the well-known 4 P's framework: place, price, product, and promotion.  
**Equivalent - Duplicate Degree Credit Not Granted:** BUSM 2001  
**Requisites:** Requires corequisite of BUSM 2011. Restricted to Business Minors (BUSM-MIN).

**BUSM 2011 (1.5) Principles of Management**  
Focuses on the knowledge and skills needed to effectively lead and manage in the workplace.  
**Equivalent - Duplicate Degree Credit Not Granted:** BUSM 2001  
**Requisites:** Requires corequisite of BUSM 2010. Restricted to Business Minors (BUSM-MIN).

**BUSM 2020 (1.5) Principles of Accounting**  
Focuses on the development and interpretation of external financial reports. Topics range from the fundamentals of bookkeeping, to more complex accounting issues such as intangible assets, impairments and stock-based compensation.  
**Equivalent - Duplicate Degree Credit Not Granted:** BUSM 2002  
**Requisites:** Requires prerequisites or corequisites of BUSM 2010 and BUSM 2011 (all minimum grade D-). Requires corequisite of BUSM 2021. Restricted to Business Minors (BUSM-MIN).

**BUSM 2021 (1.5) Principles of Finance**  
Focuses on the role of finance in large and small businesses. Topics include financial statement analysis, time value of money, stocks and bonds, capital budgeting analysis and investor expectations regarding risk and return.  
**Equivalent - Duplicate Degree Credit Not Granted:** BUSM 2002  
**Requisites:** Requires prerequisites or corequisites of BUSM 2010 and BUSM 2011 (all minimum grade D-). Requires corequisite of BUSM 2020. Restricted to Business Minors (BUSM-MIN).

**BUSM 3000 (3) Leading and Managing Across Cultures in Northern Europe**  
Focuses on the development and interpretation of external financial reports. Topics range from the fundamentals of bookkeeping, to more complex accounting issues such as intangible assets, impairments and stock-based compensation.  
**Equivalent - Duplicate Degree Credit Not Granted:** INBU 3333  
**Requisites:** Requires prerequisite courses of BUSM 2001 and BUSM 2002 (all minimum grade D-). Restricted to Business Minors (BUSM-MIN) with a cumulative GPA of 2.50.

**BUSM 3007 (3) Business Solutions for the Developing World**  
Focuses on the development and interpretation of external financial reports. Topics range from the fundamentals of bookkeeping, to more complex accounting issues such as intangible assets, impairments and stock-based compensation.  
**Requisites:** Requires prerequisite courses of BUSM 2001 and BUSM 2002 (all minimum grade D-). Restricted to Business Minors (BUSM-MIN) with a cumulative GPA of 2.50.

**BUSM 3010 (1.5) Product Development I**  
Examines structures that support organizational innovation and change. Focuses on effective teamwork and tools needed during new product development to improve success.  
**Equivalent - Duplicate Degree Credit Not Granted:** BUSM 3001  
**Requisites:** Requires prerequisite of BUSM 2010, 2011, 2020 and 2021 (all minimum grade D-). Requires corequisite of BUSM 3011. Restricted to Business Minors (BUSM-MIN).

**BUSM 3011 (1.5) Product Development II**  
Examines structures that support organizational innovation and change. Focuses on effective teamwork and tools needed during new product development to improve success.  
**Requisites:** Requires prerequisite of BUSM 2010, 2011, 2020 and 2021 (all minimum grade D-). Requires corequisite of BUSM 3010. Restricted to Business Minors (BUSM-MIN).

**BUSM 3020 (1.5) Business and Financial Analytics I**  
Focuses on the use of quantitative tools to interpret and solve important problems in business and finance. Makes use of spreadsheet modeling, analysis and mini-cases to present material. Ideal for those interested in quantitative methods and modeling.  
**Equivalent - Duplicate Degree Credit Not Granted:** BUSM 3002  
**Requisites:** Requires prerequisite of BUSM 2010, 2011, 2020 and 2021 (all minimum grade D-). Or if transferring in business credits, BCOR 2201, 2202, 2203 and 2204. Requires corequisite of BUSM 3021. Restricted to Business Minors (BUSM-MIN).

**BUSM 3021 (1.5) Business and Financial Analytics II**  
Focuses on the use of quantitative tools to interpret and solve important problems in business and finance. Makes use of spreadsheet modeling, analysis and mini-cases to present material. Ideal for those interested in quantitative methods and modeling.  
**Equivalent - Duplicate Degree Credit Not Granted:** BUSM 3002  

**BUSM 3031 (3) Business Leadership**  
This course is about leaders, leading and you. It is designed to help you think broadly about leadership and prepare you for leadership positions in a variety of careers. The course introduces management theories and how to apply them in the real world. We also engage in conversations about how generation shifts, technology changes, and recent economic and political trends influence the workplace. To translate theoretical concepts into practice, we use a mix of learning activities to ultimately provide useful guidelines for how best to lead throughout your career.  
**Requisites:** Requires prerequisite courses of BUSM 2010, 2011, 2020 and 2021 (all minimum grade D-). Or if transferring in business credits, BCOR 2201, 2202, 2203 and 2204. Requires corequisite of BUSM 3020. Restricted to Business Minors (BUSM-MIN).

**BUSM 3040 (3) Doing Business in Europe**  
Provides a meaningful global experience through an in-depth perspective of local business practices. Must apply through CU Education Abroad.  
**Requisites:** Requires prerequisite courses of BUSM 2010, 2011, 2020 and 2021 (all minimum grade D-). Or if transferring in business credits, BCOR 2201, 2202, 2203 and 2204. Restricted to Business Minors (BUSM-MIN) with minimum cumulative GPA of 2.5 or greater.
BUSB 3050 (3) Introduction to Real Estate
Surveys a variety of real estate topics including real estate transaction
law, real estate markets and valuation, real estate finance and
investments, real estate development, real estate sustainability and real
property and asset management. Concentrates on applying economic
and finance concepts to real estate problems. Students comfortable with
fundamental economic principles and with the mathematics of finance
will do well in this class.
Requisites: Requires prerequisites of BUSM 2010, 2011, 2020 and 2021
(all minimum grade D-). Or if transferring in business credits, BCOR 2201,
2202, 2203 and 2204. Restricted to Business Minors (BUSM-MIN).

BUSB 3060 (3) Environmental Sustainability in a Globalized World
Rigorous survey of contemporary environmental sustainability problems
that define, constrain and propel the business world. Apply lessons
learned to real-world business problems in order to understand the
broader social and ethical implications, think critically about the role
business and science should have in creating policy, and develop a sense
of civic responsibility to promote environmental sustainability and social
justice.
Requisites: Requires prerequisite courses of BUSM 2010, 2011, 2020
and 2021 (all minimum grade D-). Or if transferring in business credits,
BCOR 2201, 2202, 2203 and 2204. Restricted to Business Minors (BUSM-
MIN).

BUSB 4010 (3) Professional Business Plan Development
The Business Minor capstone focuses on the development of an
entrepreneurial business plan using principles learned in earlier Business
Minor courses. The course supplements business plan development with
segments on professionalism and corporate social responsibility.
Equivalent - Duplicate Degree Credit Not Granted: BUSM 4001
pre or coreq of BUSM 3010/3011 or BUSM 3020/3021 or BUSM 3030 or
3031 or 3040 or 3050 (min grade D-). Or if transferring in BUSN credits,
BCOR 2201/2202/2203 2204. Restricted to BUSN Minors (BUSM-MIN)