

# 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 3006 (3) Leading and Managing Across Cultures in Northern Europe**

Explains cultural differences in international management as it covers communication, organizational culture, strategy, negotiation and more in a multidisciplinary context. Gives students the opportunity to understand these topics through visits to companies, organizations and institutions in this region of Europe. These activities will be supplemented by formal lectures before and after meeting with international professionals.

**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**

Conducted in Panama, the role of large and small businesses, the government, non-profit organizations and social enterprises, including those that support small businesses in developing countries as a means of eliminating poverty will be studied. Students will become immersed in the culture through home stays which will expedite their understanding of community culture, needs and opportunities.

**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 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 3020. Restricted to Business Minors (BUSM-MIN).

### **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. 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.

**BUSM 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.

**Equivalent - Duplicate Degree Credit Not Granted:** REAL 2010 or REAL 3000

**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).

**BUSM 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).

**BUSM 4010 (3) Entrepreneurship and Innovation**

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

**Requisites:** Requires prereq BUSM 2010/2011/2020 2021. Requires pre or coreq BUSM 3010/3011 or BUSM 3020/3021 or BUSM 3030 or 3031 or 3040 or 3050 or 3060(min grade D-).Or if transferring in BUSN credits, BCOR 2201/2202/2203 2204.Restricted to BUSN Minors (BUSM-MIN