

BUSINESS (BUS) (BUS)

BUS 101 Prof Experience I 1 cr

An introduction to career success tools including: personality and career interest inventories, steps to succeed basic resume preparation, business ethics, personal branding, university and community involvement and other career preparation activities. This course is designed for students in their first and second semester within the MCOB.

Prerequisite: EH 101 (may be taken concurrently) Minimum Grade of C or EH 102 (may be taken concurrently) Minimum Grade of C

BUS 150 Intro to Business and Mgt 3 cr

A survey of the field of business, including profit-seeking firms, not-for-profit organizations, and new businesses created by entrepreneurs. Emphasis on the business environment, organization and management, current economic and international issues, and career opportunities. Societal and ethical issues are also examined. Open to University of South Alabama freshmen only.

Prerequisite: EH 101 (may be taken concurrently) Minimum Grade of C or EH 102 (may be taken concurrently) Minimum Grade of C

BUS 201 Professional Experience II 1 cr

Continued introduction to Career success tools including: resume building activities, cover letter and references development, career for a day shadowing, speed branding, dress for success, networking, career fair tools for success, university and community involvement and other career preparation activities. Prerequisite: C or better in BUS 101, Sophomore standing.

Prerequisite: BUS 101 Minimum Grade of C

BUS 245 Data Analytics I 3 cr

An introduction to data analytics in business that includes analysis to make data driven business decisions. This course utilizes statistical applications in business problems solving using descriptive statistics, probability theory, sampling distributions, methods of estimation, and tests of hypotheses. The course introduces students to basic predictive business modeling, and the communication of analytical results.

Prerequisite: University test - Math 75 or MyMathTest 080 or ACT Math 23 or MA 112 Minimum Grade of D or MA 113 Minimum Grade of D or MA 115 Minimum Grade of D or MA 120 Minimum Grade of D or MA 121 Minimum Grade of D or MA 125 Minimum Grade of D or MA 126 Minimum Grade of D or MA 131 Minimum Grade of D or MA 132 Minimum Grade of D or MA 171 Minimum Grade of D or MA 172 Minimum Grade of D or MA 287 Minimum Grade of D

BUS 255 Data Analytics II 3 cr

A second course in quantitative data analytics in business decision making utilizing methods of analysis including statistical inference, predictive, modeling, forecasting, correlation and regression analysis. It further develops fundamental knowledge and skills for making data driven business decisions including the use of computer applications for problem solving. This course relies heavily on project based learning to provide students with experience of solving data based business problems.

Prerequisite: (BUS 245 Minimum Grade of C or ST 175 Minimum Grade of D or ST 210 Minimum Grade of D) and (University test - Math 75 or (MA 112 Minimum Grade of D or MA 171 Minimum Grade of D) or (MA 113 Minimum Grade of D or MA 172 Minimum Grade of D) or (MA 115 Minimum Grade of D or MA 121 Minimum Grade of D) or (MA 120 Minimum Grade of D or MA 287 Minimum Grade of D) or (MA 125 Minimum Grade of D or MA 132 Minimum Grade of D) or (MA 126 Minimum Grade of D or MA 233 Minimum Grade of D))

BUS 265 Legal Environ of Business I 3 cr

A study of the global legal environment in which contemporary American business functions, including a review of legal thought and ethical considerations and the foundations and impacts of governmental regulation in areas such as labor and employment, environmental concerns, consumer protection, and antitrust. Contemporary issues, domestic and international concepts and institutions, and social forces that shape the legal environment are emphasized. Requires sophomore standing

BUS 301 Professional Experience III 1 cr

Career success tools including: personal professional strategic plan development, mock interviewing, dining etiquette, personal and professional mentoring, job search, application, and acceptance, job search ethics, creating a career plan, university and community involvement and other career preparation activities. Prerequisite: C or better in BUS 201, Junior standing.

Prerequisite: BUS 201 Minimum Grade of C

BUS 302 Professional Preparation 3 cr

Career success tools including personal professional strategic plan development, interviewing, personal and professional mentoring, job search, application, creating a career plan, university and community involvement, and other career preparation activities. Prerequisite: Junior transfer standing. Business students only.

BUS 305 Data Analytics III 3 cr

A course in quantitative data analytics in business decision making utilizing methods of analysis including linear programming, network optimization, binary integer programming, nonlinear optimization, decision analysis, and deep learning. It further develops fundamental knowledge and skills for making data driven business decisions including the use of computer applications for problem solving. This course relies heavily on project based learning to provide students with the experience of solving data based business problems.

Prerequisite: BUS 255 Minimum Grade of C and CIS 250 Minimum Grade of D

BUS 430 Business Data Visualization: Concepts and Applications 3 cr

The course provides an overview of the purposes, methods, and techniques of data visualization, that includes planning, data gathering, data validation, data analysis, and visual presentation. Additionally, the course covers data mining, data storytelling, and the use of data to support decision-making.

Prerequisite: BUS 305 Minimum Grade of C

BUS 440 Bus in Reg and Emerg Markets-W 3 cr

A comprehensive analysis of the issues in starting and maintaining business in emerging and developing markets, building on data and research skills acquired in foundational international business courses.

Prerequisite: MKT 310 Minimum Grade of D and (EH 102 Minimum Grade of C or EH 105 Minimum Grade of C) and (ECO 330 Minimum Grade of D or ECO 363 Minimum Grade of D or FIN 332 Minimum Grade of D or MGT 334 Minimum Grade of D or MGT 336 Minimum Grade of D)

BUS 490 Special Topics 3 cr

Designed to provide senior students an opportunity to study selected topics of particular interest. A student may count no more than six hours of Special Topics in the concentration. Prerequisite: Approval of Department Chair.

BUS 496 MCOB Honors Sr Project I - H 3 cr

Applied business project and paper prepared under the direction of a project advisor plus two other persons selected by the advisor in consultation with the student. The student must have developed a proposal for the project and paper in consultation with the advisor and received permission from the committee to proceed. In addition, the student must be entering his or her senior year and be a major in the Mitchell College of Business. The project proposal must be formulated no later than the end of the first semester of the student's senior year and the project must be completed by the student's graduation date. The student must have maintained his or her standing in the university honors program to be eligible to enroll in this course in his or her last full semester in school. The course may be counted in one of two ways: 1) as an additional course not counting towards the business degree, or 2) in special cases, as a major or business elective, to be decided by the committee.

Prerequisite: (HON 399 Minimum Grade of D or HON 301 Minimum Grade of D) and BUS 305 Minimum Grade of D and (FIN 315 Minimum Grade of D or FIN 341 Minimum Grade of D) and (MGT 300 Minimum Grade of D or MGT 322 Minimum Grade of D) and (MGT 305 Minimum Grade of D or MGT 324 Minimum Grade of D) and (MGT 310 Minimum Grade of D or MGT 322 Minimum Grade of D or MGT 422 Minimum Grade of D) and (MGT 325 Minimum Grade of D or MGT 396 Minimum Grade of D) and (MKT 320 Minimum Grade of D or MKT 371 Minimum Grade of D)

BUS 497 MCOB Honors Sr Project II - H 3 cr

Applied business project and paper prepared under the direction of a project advisor plus two other persons selected by the advisor in consultation with the student. The student must have developed a proposal for the project and paper in consultation with the advisor and received permission from the committee to proceed. In addition, the student must be entering his or her senior year and be a major in the Mitchell College of Business. The project proposal must be formulated no later than the end of the first semester of the student's senior year and the project must be completed by the student's graduation date. The student must have maintained his or her standing in the university honors program to be eligible to enroll in this course. The student will formally enroll in the course in his or her last full semester in school. The course may be counted in one or two ways: 1) as an additional course not counting towards the business degree, or 2) in special cases, as a major or business elective, to be decided by the committee. Requires completion of the business core with the exception of MGT 485.

Prerequisite: BUS 496 Minimum Grade of C

BUS 498 Mitchell Scholars Sr Project 3 cr

Applied business project and presentation prepared under the direction of the instructor in consultation with the student. This course will have irregular meetings scheduled by the instructor and will have both a classroom component and a project component. The student must have maintained his/her standing in the Mitchell Scholars program and be a senior to be eligible to enroll in this course. This class will be counted in one of three ways: 1) as a business elective, 2) as an additional course not counting towards the business degree; or 3) in special cases, as a major elective to be decided by the major department's faculty. Requires completion of the business core with the exception of MGT 485 and approval of Associate Dean.

Prerequisite: Mitchell Scholars 10 and BUS 305 Minimum Grade of D and FIN 315 Minimum Grade of D and MGT 300 Minimum Grade of D and MGT 305 Minimum Grade of D and MGT 310 Minimum Grade of D and MGT 325 Minimum Grade of D and MKT 320 Minimum Grade of D

BUS 555 Study Abroad 3-6 cr

Examines issues in business administration in an international setting at the graduate level. Specific topics selected from the fields of accounting, economics, finance, information systems, management or marketing depending on the instructor's area of expertise. Part or all of the course will be conducted outside the United States. Prerequisite: Permission to enroll in a relevant Mitchell College of Business study abroad program.

BUS 601 Sem in Org. Behavior 3 cr

This seminar provides an introduction to established theories and emerging trends in the field of organizational behavior. The course explores the thoughts, emotions, and behaviors of individuals within the context of work, teams, organizations and society. The emphasis is an organizational theory and development.

BUS 614 Sem in Int'l Bus 3 cr

This course provides students with exposure to management concepts and theories that form the basis of literature separate from other seminars in the doctoral program. Given that cultural, law and politics shape the different business environments around the world, it is unsurprising that different management concepts and theories are found in other places as well. This seminar introduces doctoral students to those elements of the international business environment that have an impact on management theory and practice on other business environments.

BUS 622 Multivar Analysis 3 cr

The course is designed to broaden and enrich student's knowledge and understanding of statistical methodology as it pertains to the study of multivariate techniques used in behavioral research.

BUS 628 Regress Analysis 3 cr

A study of applications of regression analysis used in business research. Topics include: a review of basic regression concepts and applications, multiple regression, residual analysis, model building, regression limitations and assumptions, time series modeling and forecasting, and case studies using regression techniques.

BUS 630 Struct Equ Mod 3 cr

The course provides students with a functional understanding of the path analysis theory and procedures of structural equation modeling. Students will learn to specify, estimate, and evaluate models using AMOS software.

BUS 700 Fund of Research 3 cr

This course provides students with the tools and perspective necessary to succeed in the DBA program. Readings are drawn from several sources and provide participants with a better understanding of the way to approach their work.

BUS 702 Applied Stat and Reg 3 cr

This course provides an examination of statistical concepts used for business research. Topics include: fundamentals of probability, sampling, statistical estimation, test of hypotheses, analysis of variance, chi-square analysis and regression analysis. Emphasis is placed on the use of statistical techniques for business research applications.

BUS 704 Multivariate Analysis 3 cr

The course is designed to broaden and enrich a student's knowledge and understanding of statistical methodology as it pertains to the study of multivariate techniques used in behavioral research.

BUS 705 Seminars in Business Analytics 3 cr

This course introduces the foundations of Data Science and Business Analytics with focus on research design and data analytic methods in Accounting, Economics, Finance, Management, Marketing, and Real Estate.

BUS 706 Research Design and Methods 3 cr

This course focuses on the general concepts related to conducting academic research and the various research methods commonly used in business research, including quantitative and qualitative analysis.

BUS 708 Adv Stats & App Res 6 cr**BUS 710 Struct Equation Modeling 3 cr**

This course provides students with a functional understanding of path analysis theory and procedures of structural equation modeling. Students will learn to specify, estimate, and evaluate models using software packages designed for this purpose.

BUS 751 Python for Business Analytics 3 cr

Python programming for Business Analytics, with applications and examples from statistics, finance economics, marketing, management, accounting, and other business-related disciplines.

BUS 753 Applied Business Analytics I 3 cr

This course covers a variety of concepts and applied analytical methods useful in business research and analytics, such as big data, data measurement and preparation, multi-source modeling files, data analysis and machine learning.

BUS 754 Seminars Business Analytics II 3 cr

This course focuses on applied analytics. Students will complete the continuum of analytics including data source identification, data prep, descriptive and exploratory analytics, confirmatory and inferential analytics.

BUS 757 Computational Business Stats 3 cr

This course is designed for students who seek to develop skills in statistical computing using the R programming language. Students will learn how to use R for data manipulation, data visualization, writing statistical function, and optimizing statistical functions.

BUS 759 Machine Learning and AI 3 cr

Advanced statistical and machine learning algorithms/techniques/methods for Business Analytics with applications from statistics, finance, economics, marketing, management, accounting, and other business-related disciplines.

BUS 789 Res and Teaching Concepts 1 cr

Presentations and discussions related to teaching and research concepts.

BUS 799 Dissertation Research 3-6 cr

Independent research by the student under the sponsorship of the graduate faculty.

Prerequisite: BUS 699 Minimum Grade of S