BUSINESS (BUS)

# Course numbers with the # symbol included (e.g. #400) have not been taught in the last 3 years.

BUS 400 - Introduction to Business
Credits: 4
Introduces the study of business: examines the origins and development of American business, its place in a global economy, and its legal and ethical roles in modern society. Includes an overview of the functional areas of business such as finance, marketing, and organizational behavior. Designed for business majors as well as for students considering a major in business.

Equivalent(s): ADMN 400
Grade Mode: Letter Grading

BUS 405 - Introduction to Business Computer Applications
Credits: 4
This course is designed to prepare students for both their computer related course work in other classes, but also for both internship and permanent professional problems. The skills and knowledge contained in this class are critical to early student success, and should be taken on arrival to the UNHM Business program. These skills are: word processing, presentation development, database creation and access, and spreadsheet data display and analysis. Open to all majors.

Equivalent(s): COMP 411
Grade Mode: Letter Grading

BUS 430 - Introduction to Business Statistics
Credits: 0 or 4
The use of statistical methods for managerial decision making. Emphasis is on understanding concepts, including inferences from sample data and model formulation, as aids in decision-making. Lab: Using class-focused statistics problems, designed to provide opportunity to develop course-specific problem solving strategies; to adapt from mathematical to statistical thinking; to analyze and communicate significance and meaning of numerical outcomes; to develop course-specific test taking prowess.

Attributes: Quantitative Reasoning(Disc)
Prerequisite(s): MATH 420 with a minimum grade of D- or MATH 422 with a minimum grade of D- or MATH 425 with a minimum grade of D-.
Mutual Exclusion: No credit for students who have taken ADM 430, ADMN 420, ADMN 510, BIOL 528, EREC 525, HHS 540, MATH 439, MATH 539, MATH 644, PSYC 402, PSYC 402H, SOC 402, SOC 402H, SOC 502, SOC 502H.
Grade Mode: Letter Grading

BUS 453 - Leadership for Managers
Credits: 4
This course provides the critical element of analytical and intellectual examination and reflection of certain core issues in the practice of leadership. These objectives are achieved through open discussion, honest self-assessment, experiential exercises, and observation of real-life leadership practice. What is valued in this course are honest relationships and dialogue, risk-taking, dedication to the topic of leadership, initiative, and exploring the confusion and gray areas involved in these topics.

Prerequisite(s): BUS 400 with a minimum grade of D-.
Grade Mode: Letter Grading

BUS 455 - Management of Human Resources
Credits: 4
This course emphasizes the development of skills for dealing with selected aspects of human resource management. It aims to enhance the students' ability to apply theoretical concepts and alternative approaches for dealing with common issues concerning the human side of the enterprise. The course is geared to serve the needs of line and staff administrators in supervisory positions. Thus, it strives to train students and facilitate the development of better understanding of human resources issues as they relate to other managerial functions, organizational behavior, and the ability of managers and the organization to achieve prescribed goals.

Prerequisite(s): BUS 400 with a minimum grade of D-.
Grade Mode: Letter Grading

BUS 492 - American Business History
Credits: 4
This course explores the historical development of American business institutions from the colonial era to the present. Thematic units organize the material focusing in turn on the most significant developments in the American business environment. The goal is a cumulative understanding of the development of the system. A great deal of our discussion and reading centers on the interaction of market operations and social values and how these interactions influenced the business environment at different times. It is the study of business in the context of past times that makes this course different from a course in business methods or institutions. Through the study of the past the students develop their critical thinking and writing skills.

Attributes: Historical Perspectives(Disc)
Grade Mode: Letter Grading

BUS 520 - Training and Development
Credits: 4
Students interested in career options in training and development of human resources development learn some of the theoretical bases, core practices, competencies, and issues of this professional field, as well as considerations for global training and development. They are exposed to research and discoveries on skills and knowledge related to training and adult learning, and models for effective training. They learn the most current trends and issues in international training and development, including the push for management and leadership training for intercultural understanding.

Prerequisite(s): BUS 400 with a minimum grade of D- and BUS #455 with a minimum grade of D-.
Grade Mode: Letter Grading

BUS 530 - Personal Finance
Credits: 4
This course is designed to give students some expertise in the life decisions that almost everyone must make concerning tax planning, purchasing or renting of a home or automobile, medical, life, auto and home insurance needs. Investments and planning for retirement among other financial decisions that adults must make.

Attributes: Quantitative Reasoning(Disc)
Grade Mode: Letter Grading

BUS 532 - Introduction to Financial Accounting
Credits: 4
Fundamental concepts of accounting and their impact on the business world and society as a whole. Emphasis on the recording of economic transactions, and preparation and analysis of financial statements. No credit for students who have had ACFI 501, ACFI 502, ADMN 502.
Grade Mode: Letter Grading
BUS 533 - Introduction to Managerial Accounting  
Credits: 4  
Emphasizes how organizational managers use accounting information to support their functions of planning, control, and decision making. Examples taken from corporations, small business, and not-for-profit organizations. No credit for students who have received credit for ACFI 503, ADMN 503.  
Grade Mode: Letter Grading

BUS 535 - Federal Taxation  
Credits: 4  
Introduction to the basics of the federal income tax rules for individuals. Basic concepts in federal taxation include gross income, exclusions, adjusted gross income, deductions, exemptions, and credits. Additional tax concepts included are cash and accrual methods, passive loss rules, and like-kind exchange. No credit for taking BUS 710 (Federal Taxation) or BUS 675 (Special Topic Federal Taxation).  
Equivalent(s): BUS 710  
Grade Mode: Letter Grading

BUS 565 - Selling and Sales Management  
Credits: 4  
The sales and selling management (SSM) course covers both the strategies, and the tactics, of selling, from the wide-ranging perspectives of sales people and customers. Management topics include: motivation and behavior, sales methodologies, channel optimization, recruiting and selecting representatives, training, compensation, and evaluation. Class also covers in-depth through the class practice sales tactics such as: prospecting and sales call planning, communicating the sales message, negotiating for win-win situations, overcoming objections, closing the sale, and follow-up management. Reflecting the nature of practice selling, the SSM course is offered in a short series of longer days. BUS 400 or BUS 610 are encouraged to take prior to this course. No credit earned if credit earned for BUS 675 if listed as Selling and Sales Management.  
Grade Mode: Letter Grading

BUS 575 - Students Consulting Organizations  
Credits: 2  
A hands-on course where students will work directly with organizations in the Manchester area helping to solve, marketing, financial, managerial, and technology issues. Clients are secured through the SBDC at UNH. The class will meet once a week for one hour where strategy sessions with the clients take place, lectures on business strategy are given, and presentations from guest speakers will be given. It is expected that students will have to do some outside work based on the needs of the clients. At the end of the semester, students will make a formal, professional presentation and provide a document for action to the client. This course can be applied to the management option requirement.  
Prerequisite(s): BUS 400 with a minimum grade of D-.  
Repeat Rule: May be repeated for a maximum of 4 credits.  
Grade Mode: Letter Grading

BUS 601 - Financial Management  
Credits: 4  
Study of investment, finance, and dividend decisions of the business firm. Topics include capital budgeting, designing and issuing securities, management of working capital and evaluating manager performance.  
Prerequisite(s): BUS 400 with a minimum grade of D- and BUS 532 with a minimum grade of D- and BUS 533 with a minimum grade of D-.  
Grade Mode: Letter Grading

BUS 603 - Intermediate Financial Accounting I  
Credits: 4  
The first of two in-depth financial accounting courses. Course provides student with the in-depth understanding of the theory, conceptual framework, and development of generally accepted accounting principles giving them the knowledge necessary to properly account for and present information in financial statements prepared for external users. Topics include the income statement, the statement of cash flows and balance sheet with an emphasis on asset accounts. No credit if credit received for BUS 675 Intermediate Accounting I.  
Prerequisite(s): BUS 532 with a minimum grade of D- and BUS 533 with a minimum grade of D-.  
Grade Mode: Letter Grading

BUS 610 - Marketing Principles and Applications  
Credits: 4  
Studies the process of planning and distributing goods and services to the marketplace. Topics include product planning, pricing, promotion, and distribution. Emphasis on the application of marketing principles to real world business cases.  
Prerequisite(s): BUS 400 with a minimum grade of D- and ECN 412 with a minimum grade of D-.  
Equivalent(s): ADMN 585  
Grade Mode: Letter Grading

BUS 615 - Intermediate Financial Accounting II  
Credits: 4  
The second of two in-depth financial accounting courses. Course provides students with an in depth understanding of the theory, conceptual framework, and development of generally accepted accounting principles giving them the knowledge necessary to properly account for and present information in financial statements prepared for external users. Topics include time value of money, current and non-current liabilities, leases, deferred taxes, retirement benefits, stockholders equity, earning per share, accounting changes and errors, and statement of cash flows. No credit if credit received for BUS 675 Intermediate Accounting.  
Prerequisite(s): BUS 603 with a minimum grade of D-.  
Grade Mode: Letter Grading

BUS 620 - Organizational Behavior  
Credits: 4  
Applications of behavioral science concepts to work settings. Topics include worker incentives and perceptions toward work, group versus individual decision making, conflict resolution, interpersonal and leadership skills, and the study of other behaviors relevant to effective managing of a business organization.  
Attributes: Writing Intensive Course  
Prerequisite(s): PTC 500 with a minimum grade of D-.  
Equivalent(s): ADMN 575  
Grade Mode: Letter Grading

BUS #629 - Adv Managerial Accounting  
Credits: 4  
Further develop the basic managerial accounting knowledge base and skill set. Emphasis on the cost accounting concepts and techniques used to produce the information needed to make both planning and control decisions as well as cost analysis, overhead allocation, transfer pricing, and decision making. No credit if received for BUS 675 Intermediate Accounting.  
Prerequisite(s): BUS 532 with a minimum grade of D- and BUS 533 with a minimum grade of D-.  
Grade Mode: Letter Grading
BUS 640 - Business Communication and Conflict
Credits: 4
This course is designed to give students a comprehensive view of communication, its scope and importance in business, and the role of communication in establishing a favorable outside the firm environment as well as an affective internal communications program. The various types of business communication media are covered. This course also develops an awareness of the importance of succinct written expression to modern business communication.
Prerequisite(s): BUS #455 with a minimum grade of D-.
Equivalent(s): ADM 640
Grade Mode: Letter Grading

BUS #665 - International Marketing Strategy Management
Credits: 4
The primary missions of the International Marketing Strategy Management (IMSM) course are to help students to: (1) develop understanding and knowledge of the important role International marketing plays in business (2) develop and improve global thinking, problem solving and integrative skills in a case based context (3) learn and apply the varying tools and models for evaluating when, where are the new international marketing investments should be made. (4) understand and implement special approaches for cultural and ethnic differences in taste and attitudes, including trade legalities and regulations. No credit if credit earned for BUS 675 or BUS 685 if listed as International Marketing.
Prerequisite(s): BUS 400 with a minimum grade of D- and BUS 610 with a minimum grade of D-.
Grade Mode: Letter Grading

BUS 662 - Digital Marketing Applications
Credits: 4
This course introduces students to a broad range of marketing applications and digital marketing concepts. The goal is to provide them with hands-on learning opportunities to apply these concepts to real-world marketing problems. A range of marketing and data management tools will be taught to foster understanding and student credentialing on a variety of key ‘Software as a Service’ platforms. No credit if students have taken BUS 675 - Special Topics - Marketing Demand Applications.
Prerequisite(s): BUS 400 with a minimum grade of D- and BUS 610 with a minimum grade of D-.
Grade Mode: Letter Grading

BUS 663 - Services Marketing and Operations Management
Credits: 4
This course is designed to prepare students for NH business and marketing careers by understanding the issues, challenges, and terminology inherent in industries as diverse as health care, construction, education, professional and technical offices, transportation, information and publishing, tourism, retailing, etc. Case studies are used throughout the term. We study many of these sectors, both as academicians and as consumers, to build a portfolio of understanding across divergent sectors. Students learn about services marketing strategies and management models that: increase customer satisfaction, improve customer retention and create dominant service brands that can create a competitive advantage for firms in any given industry. No credit if credit earned for BUS 675 or BUS 685 if listed as Services Marketing.
Prerequisite(s): BUS 400 with a minimum grade of D- and BUS 610 with a minimum grade of D-.
Grade Mode: Letter Grading

BUS 6705 - Business Ethics
Credits: 4
Because Business Ethics is a capstone course, it is imperative that students understand the business psychology concepts relative to power, politics, communication, and decision making to name a few. Organizational Behavior provides knowledge in those areas and this will give students greater depth and cognitive analysis when addressing and applying principles in the ethics course.
Attributes: Writing Intensive Course
Prerequisite(s): BUS 620 with a minimum grade of D- and BUS 610 with a minimum grade of D-.
Grade Mode: Letter Grading
BUS 712 - Accounting Information Systems  
Credits: 4  
Course centers on how organizations collect, record, process, and store accounting information and data. Topics include information systems concepts, transaction cycles and processing, flowcharting, XBRL, e-business and ERP systems, computer fraud and IT security, internal controls, auditing with AIS, Quickbooks processing, and ethics. Topics include introduction to data analytics and blockchain technology.  
Prerequisite(s): BUS 615 with a minimum grade of D-.  
Grade Mode: Letter Grading

BUS 720 - Auditing  
Credits: 4  
Introduction to the basics of auditing and other assurance services theory and practice. It provides an overview and understanding of the public accounting profession and the professional auditing standards. The class also integrates auditing material with previous financial and managerial accounting course. No credit if credit received for BUS 675 Auditing.  
Prerequisite(s): BUS 532 with a minimum grade of D- and BUS 533 with a minimum grade of D- and BUS 603 with a minimum grade of D- and BUS 615 with a minimum grade of D-.  
Grade Mode: Letter Grading

BUS 725 - Financial Statement Analysis  
Credits: 4  
This course will examine: financial reporting, the quality of accounting information, and US GAPP and IFRS. The flexibility which is built into GAAP will be examined, noting how firms may take advantage of this flexibility to manipulate financial information while staying within the bounds of the rules for proper reporting. Also examined will be the relationships found within the reported numbers by comparing various elements of the financial statements.  
Prerequisite(s): BUS 720 with a minimum grade of D-.  
Grade Mode: Letter Grading

BUS 750 - Business Capstone Senior Seminar - Internship  
Credits: 4  
The capstone seminar course in which students complete their degree with an internship, while also conducting case analyses, class exercises, and a variety of reflective writings via selected readings, written and oral student reports.  
Prerequisite(s): BUS 400 with a minimum grade of C- and BUS 405 with a minimum grade of C- and BUS 430 with a minimum grade of C- and BUS 532 with a minimum grade of C- and BUS 603 with a minimum grade of C- and BUS 615 with a minimum grade of C- and BUS 603 with a minimum grade of C- and BUS 615 with a minimum grade of C- and BUS 603 with a minimum grade of C- and BUS 615 with a minimum grade of C-.  
Mutual Exclusion: No credit for students who have taken BUS 760.  
Grade Mode: Letter Grading  
Special Fee: Yes

BUS 760 - BUS SR SEM - Research Project  
Credits: 4  
The capstone seminar course is for students with extensive professional experience. Extensive independent research and writing required. Also conducting case analyses, class exercises, and a variety of reflective writings via selected readings, written and oral student reports.  
Prerequisite(s): BUS 400 with a minimum grade of C- and BUS 405 with a minimum grade of C- and BUS 430 with a minimum grade of C- and BUS 532 with a minimum grade of C- and BUS 533 with a minimum grade of C- and BUS 610 with a minimum grade of C- and BUS 620 with a minimum grade of C- and BUS 690 with a minimum grade of C- and BUS 705 with a minimum grade of C- and ECN 411 with a minimum grade of C- and ECN 412 with a minimum grade of C- and COMP 405 with a minimum grade of C- or COMP 415 with a minimum grade of C- and MATH 420 with a minimum grade of C- or MATH 425 with a minimum grade of C- and PTC 500 with a minimum grade of C-.  
Mutual Exclusion: No credit for students who have taken BUS 750.  
Grade Mode: Letter Grading