

Business & Economics Courses

ACCT 201 Principles of Accounting I (3 credits)

An introduction to financial accounting with an emphasis on the basic accounting equation, transactions and financial statements. The course stresses an understanding of basic concepts and the use of accounting information to support economic decision-making. Prerequisite: Sophomore standing or permission of instructor.

ACCT 202 Principles of Accounting II (3 credits)

An introductory study of managerial accounting with an emphasis on interpretation and application of accounting data inside specific organizations. The course stresses the use of financial and related information to make strategic, organizational and operational decisions. Prerequisite: ACCT 201.

ACCT 231 Federal Income Tax I (3 credits)

This course will study the “nuts and bolts” of the United States Income Tax system. Special emphasis will be placed on analyzing the impact the Federal Tax Code has on both individuals and businesses in today’s complex economy. Case studies, problem solving and tax form preparation will be stressed. Prerequisites: ACCT 202 or permission of instructor.

ACCT 301 Intermediate Accounting I (3 credits)

The course covers theoretical foundations, the accounting process, income determination, preparation of financial statements, and accounting for current assets. Emphasis is placed on theoretical arguments supporting current accounting practice and alternatives. Prerequisite: Successful completion of ACCT 201 and 202 with a grade of “B” or better; or permission of instructor.

ACCT 302 Intermediate Accounting II (3 credits)

This course is a continuation of ACCT 301 covering the theory and practice of accounting for plant assets, liabilities, and owner’s equity. Prerequisite: ACCT 301 with a grade of “B” or better; or permission of instructor.

ACCT 331 Cost Accounting (3 credits)

The course focuses on the application of cost analysis to manufacturing and distribution problems. It covers the recording of manufacturing costs for both the assembly and the continuous process types of industry, analysis of the behavior characteristics of business costs, and a study of principles involved in standard costs systems. Prerequisite: Successful completion of ACCT 201 and 202 with a grade of “B” or better; or permission of instructor.

ACCT 341 Auditing (3 credits)

Professional and practical auditing theory is examined. The course covers review of internal control, audit procedures and development of audit programs for various types of business within the framework of auditors’ professional and ethical standards. Prerequisites: Successful completion of ACCT 301 with a grade of “B” or better, MAT 205; or permission of instructor.

ACCT 351 Governmental & Not-For-Profit Accounting (3 credits)

This course introduces to the business student the unique way in which federal, state, and local governments maintain their accounting systems. The course also studies the accounting methods used by churches, charities, and other not-for-profit organizations found in the United States today. Prerequisites: Successful completion of ACCT 201 and 202 with a grade of “B” or better; or permission of instructor.

BUS 100 Introduction to Business and Economics (3 credits)

It is the purpose of this course to provide a framework within which to understand the dynamic operation of an organization (profit and not-for-profit), to begin to develop skills and techniques which are necessary to manage an organization, and to provide a base from which to plan a program of study to prepare for successful organizational leadership. The student will learn the primary functions of a business organization.

BUS 200 Personal Finance (3 credits)

This course will assist business and non-business students in their future financial well being. The curriculum will consist of topics such as understanding the economic environment of personal finance, achieving one’s personal financial goals, understanding financial activities over the life cycle, managing cash, and resolving conflicts in one’s budget, credit use, and income taxes. The knowledge acquired in this course will help students avoid the financial pitfalls that they will face as adults. The course does not count towards the business major.

BUS 220 Business Technology (3 credits)

A study of the technologies required to be successful in entering today's business arena. Many software and hardware choices will be explored. Excel, e-mail, and presentation software will be emphasized to the intermediate level which will assist students in their future class work and employment. Designing spreadsheets, database report generation, and future developing technologies will be researched. Students will be required to review and undertake software tutorials if needed. Prerequisite: sophomore standing.

BUS 252 Business Statistics (3 credits)

A study of statistical methods used for business decisions is covered. Topics include descriptive statistics, probability, estimation, hypothesis testing, regression analysis, and forecasting. Emphasis is on developing and interpreting information for business research and decision making. Normally taught only at Sandhills.

BUS 301 Business Law (3 credits)

A "nuts and bolts" study of the principles of law which create, define, and regulate the rights and liabilities of persons taking part in business transactions. Areas covered include contracts, agency relationships, commercial paper, sales, and bankruptcy. Prerequisite: Sophomore standing or permission of instructor.

BUS 302 Entrepreneurship (3 credits)

A study of the methods used to determine the feasibility of successfully establishing a business in a specific industry or market. Financial, marketing, organizational, competitive, governmental, and demand factors will be analyzed. Each student will develop a business plan and a feasibility study for a new venture. Prerequisites: BUS 321 and BUS 331 and junior standing, or permission of instructor.

BUS 303 Management Communication (3 credits)

This course will focus on developing, implementing and evaluating the written and oral communication skills required in a professional business setting. The use of effective decision-making and critical thinking skills will be emphasized. Prerequisites: BUS 220 and BUS 331 and junior standing, or permission of instructor.

BUS 304 Introduction to International Business (3 credits)

An upper level business course designed to give the student an overview of global business and the issues facing all business because of international factors. Special emphasis will be placed on the impact of culture on decision-making. The course is appropriate for all majors. Prerequisite: Junior standing.

BUS 321 Principles of Marketing Management (3 credits)

A functional analysis of marketing and its importance as an economic activity. Topics covered include: demographic analysis, product development, pricing, distribution, and promotion. Additional managerial orientation is provided through case studies and decision-making practice. Prerequisite: ECON 201 or permission of instructor.

BUS 322 Advertising & Promotional Management (3 credits)

An examination of the strategic application of two of the most important activities for marketing managers in the communication of product information to clients and consumers. Marketing campaigns, media selection, use of trade shows, product research, and effectiveness determination will be studied in concentrated team efforts. Prerequisite: BUS 321 and junior standing, or permission of instructor.

BUS 323 Sales Management (3 credits)

This course will stress the fundamentals of selling practices and examine the major issues encountered by a sales manager in a complex business environment. Areas of focus include interviewing, hiring, training, motivation and performance measurement of sales personnel. Case studies, role-playing, and team actions will be stressed. Prerequisites: BUS 321 and BUS 331 and junior standing, or permission of instructor.

BUS 331 Principles of Management (3 credits)

An introduction to the basic theories and practices within the management profession. Areas stressed are human relations, organizations and their structure, and delegation of authority. Prerequisites: ECON 201 and ACCT 201; or permission of instructor.

BUS 332 Organizational Behavior (3 credits)

Integrates the study of social psychology and management and applies knowledge from these areas to understand behavior of individuals working together in groups. Topics include leadership and power, group decision-making, communication, conflict resolution, motivation, and group socialization and development. Using lecture, discussion, case study and simulation methods, the course will encourage students to apply principles to specific organizations. Prerequisite: One course in Psychology, BUS 120 or BUS 331.

BUS 333 Human Resources Management (3 credits)

This course will focus on human resources, employment procedures, and personnel administration. Topics to be covered include: analysis of personnel programs and policies; communications and practices in relationship to the effect upon productivity, organizational effectiveness and the satisfaction of personal objectives; and the recruiting, interviewing, developing, and maintaining of an effective and satisfied work force. Prerequisite: BUS 331 and junior standing, or permission of instructor.

BUS 341 Principles of Financial Management (3 credits)

This course surveys fundamental concepts and computational methods for the financial management of business firms. It will also survey the broad range of financial instruments and the relationship between risk and return. Topics include forecasting, operating and financial leverage, working capital, time value of money, valuation of bonds and stocks, the cost of capital, and capital budgeting. Prerequisites: ECON 201 or 202 and ACCT 201; or permission of instructor.

BUS 342 International Financial Management (3 credits)

A study of international trade, including the gains from trade, the use of tariffs and quotas, the international monetary system, and the problems associated with exchange rates and balance payments. Managerial use of spot and forward exchange markets, as well as the international aspects of short-term and long-term investing and financing decisions, is included. Prerequisites: ECON 201 or 202, BUS 341, and junior standing, or permission of instructor.

BUS 343 Investments and Portfolio Analysis (3 credits)

A study of stocks, bonds, and other investments, as well as security markets in general. Capital market theory is used to analyze portfolio management and investment strategy. The course examines the art as well as the science of investing. Prerequisites: BUS 341 and junior standing, or permission of instructor.

BUS 351 Quantitative Methods for Business & Economics (3 credits)

This course will introduce the student to many of the more important mathematical approaches and specialized techniques which can be used in the analysis of basic business problems requiring quantitative decisions. The aim is to develop an understanding of problem-solving methods based upon a careful discussion of problem formulation, mathematical analysis and solution procedure, utilizing numerous examples. Prerequisites: ECON 201, ACCT 201, MAT 205 and junior standing, or permission of instructor.

BUS 361 Management Information Systems (3 credits)

This course studies of the role of information in supporting business operations, managerial decision-making, and organizational strategy. Topics include technology concepts, internet worked enterprises, functional area applications, systems development, and effective management of information resources. Prerequisites: BUS 220, BUS 331 and junior standing, or permission of instructor.

BUS 421 Strategic Marketing Management (3 credits)

Application of marketing principles and case analysis to solving complex marketing problems. Managerial areas include product management, pricing strategies, promotion, and distribution management. Prerequisites: BUS 220, BUS 321 and BUS 331 and junior standing; or permission of instructor.

BUS 422 International Marketing Management (3 credits)

A comprehensive cultural and strategic approach to international marketing. Topics covered include: analyzing environmental and cultural uniqueness among nations; effects of geography and political and economic changes on marketing activities; marketing global brands; and global trade agreements. The traditional marketing topics of target marketing, the four "P's", developing brand awareness, buyer behavior, and international distribution will be covered from an international perspective. Prerequisite: BUS 321 and junior standing, or permission of instructor.

BUS 431 International Business Management (3 credits)

The primary purpose of this course is to investigate the economic and business issues encountered in managing the global firm. These issues include: defining a global competitive strategy; translating a global strategy into local action; understanding the economic environment; market entry and participation policies; alliances, mergers, and acquisitions; role of top management; and organization, system, and people policies. Management theories and principles appropriate to the global firm will be identified and illustrated in terms of the problems and issues studied. Prerequisite: BUS 331 and junior standing, or permission of instructor.

BUS 451 Operations Management (3 credits)

The course analyzes the management process applied to the design and operation of a production system, with production as a function of the business rather than as strictly a manufacturing activity. Topics include the planning, organizing, and controlling functions of management; forecasting, facility location and layout; job design and scheduling; quality control and inventory control. Prerequisite: BUS 331 and junior standing, or permission of instructor.

BUS 470 Management In The 21st Century (3 credits)

This course will address the changing workplace in the 21st century. Students will read in the current business press how organizations stay in their profit zone while retaining a customer-centric focus. Chief Executive Officers of major North Carolina corporations and leading experts in their special fields will present their ideas and share their expertise with students in a discussion format. Students will explore their ideas and techniques and discuss their findings with the visiting experts in the field as well as local business leaders. Prerequisites: Junior or senior standing, and recommendation from the B/E faculty.

BUS 480 Senior Policy & Strategy Seminar (3 credits)

The course requires the student to combine and integrate business and economic principles in sophisticated analysis to a variety of firms and institutions. It includes a study of the formulation of organizational strategy and will emphasize research strategies, communication skills, and problem-solving and decision-making skills. Prerequisites: senior standing and ECON 201, ECON 202, ACCT 201, ACCT 202, BUS 220, BUS 303, BUS 321, BUS 331, and BUS 341.

ECON 201 Microeconomics (3 credits)

This is a survey of microeconomic theory. The theory of the pricing and allocation of resources will be applied to current issues. The student should achieve an appropriate score on Part "A" of the Mathematics Placement Test before enrolling in this course. The student must take the test before enrolling in the course.

ECON 202 Macroeconomics (3 credits)

The course is an introduction to macroeconomic theory. The course identifies the primary social and economic goals for a society, including income, employment, and stability of prices. The methods and sources of the variables (economic indicators) used to measure those goals are described. The course presents the major theories on the cause and effect relationships between the variables, and explains the human behaviors that underlie those relationships.

ECON 301 Intermediate Microeconomics (3 credits)

A study of the theory of the firm, its behavior, behavior of consumers, and management decision-making. Specifically, the course will focus on price and output decisions, rational economic choices of consumers, economics of technological change, production efficiency and costs, competitive behavior, and adjustments of markets to new conditions. Prerequisite: ECON 201 or permission of instructor.

ECON 302 Intermediate Macroeconomics: (3 credits)

A study of the empirical patterns of the business cycle and long run growth, the macro theory to analyze them, and methods of forecasting at the economy, industry, and company levels. Prerequisite: ECON 202 or permission of instructor.

ECON 333 Money, Banking & Financial Institutions (3 credits)

The course surveys money, the payments system, financial instruments, the determination of interest rates, the principal financial institutions and markets, the regulatory institutions, and the roles of governmental regulation. Prerequisite: ECON 202 or permission of instructor.

ECON 341 Current Issues in International Economic Development (3 credits)

This course surveys social and economic conditions in less developed countries and takes a multidisciplinary approach in examining the causes and potential solutions. Students will analyze the history and conditions of a country or region and

present their findings and recommendations. This course does require junior standing but does not require prior training in economics.