

Business

The Business Department's mission is to enable students to gain an excellent education that will equip them with the competencies defined as the knowledge, skills, attitudes, and values that are crucial to understanding and operating in the changing international and technological world of business. Students receive individual advising and have the opportunity to engage in group projects, internships, independent study, and study abroad. It is the intention of the business faculty that our graduates will be life-long learners who will go on to lead productive and fulfilling lives.

By successfully completing a major or minor in business, a student will be able to understand themselves and the environment in which they work and live. Specifically, they will be able to apply their competencies in organizations or as entrepreneurs in the global business environment. Graduates will be able to:

- Think and reason independently, creatively and analytically, applying these abilities to a range of business situations and relationships.
- Apply the developing technologies and analytical techniques required to be successful in modern business.
- Understand the disciplines that underlie the practice of business such as economics, law, mathematics, psychology, sociology and statistics.
- Understand and be able to apply the basic business disciplines such as accounting, finance, human resource management, operations management and marketing.
- Understand ethical and socially responsible decision-making.
- Develop and apply interpersonal skills for effective and productive individual and team relationships, internally in organizations and externally in business relationships.
- Understand what organizations are seeking in future managerial and professional personnel and the skills and strategies that can be used to meet those requirements.

Special Graduate School Collaborations

Albertson College has special arrangements with Boise State University, Gonzaga University, University of Idaho, and Willamette University, to facilitate admission into their graduate programs. This may be an attractive option for students with a strong interest in graduate work or in a career in accounting (Note: students are now required to have 150 semester credits before they can sit for the CPA exam). See the ["COOPERATIVE PROGRAMS WITH OTHER COLLEGES/ UNIVERSITIES"](#) section of this catalog for specific requirements.

Requirements

The Business Major requires nine credits of prerequisites and 30 credits of business courses

Prerequisites:

- MAT 211 Statistics
- POE 271 Introduction to Microeconomics
- POE 272 Introduction to Macroeconomics

Business Core:

- BUS 201 Introduction to Management Information Systems
- BUS 221 Financial Accounting
- BUS 222 Managerial Accounting
- BUS 330 Principles of Finance
- BUS 350 Management Science
- BUS 357 Organizational Behavior
- BUS 360 Principles of Marketing
- BUS 391 Legal Environment of Business
- BUS 459 Policy Studies
- **And one of the following:**
- BUS 340 International Business
- BUS 422 International Accounting
- BUS 444 International Finance
- POE 376 International Economics

Concentrations

In addition to the Business Major, business students may add a concentration (Note: concentrations are not required). Concentrations enable the student to focus on an area of special interest. There are five standard concentrations; each consisting of an additional nine credits. The concentrations are:

Accounting

Core plus BUS 318 plus six credits chosen from BUS 319, 320, 422, 423, 424, 427, 494, 497.

Finance

Core plus nine credits chosen from BUS 332, 430, 432, 438, 444, 494, 497.

Management

Core plus BUS 453 plus six credits chosen from BUS 358, 452, 454, 455, 494, and 497.

Management Information Systems

Core plus BUS 385 plus six credits chosen from BUS 381, 454, 482, 483, 485, 494, 497, and MAT 137.

Marketing

Core plus BUS 469 plus six credits chosen from BUS 366, 461, 466, 494, 497, JOU 200, ART 130, 363, and 364.

Individual concentrations can be arranged with prior approval of the student's advisor or the Department Chair in Business. Business faculty work with faculty from other departments to help students design such concentrations based on each student's

special interests and talents. For example, students with interests in the Fine Arts might develop a concentration in Fine Arts Management (Note: All individual concentrations should be planned well in advance, ideally by the end of the student's sophomore year).

Restrictions

The business major may not be combined with any other major or minor listed in the business section of this catalog.

The Business Minor

The Business minor offers students majoring in other disciplines an opportunity to gain a fundamental understanding of business in order to advance their career interests and/or qualify for employment in a business or other organization.

The prerequisites for the minor are the same as those for the major:

- MAT 211 Introduction to Statistics
- POE 271 Introduction to Microeconomics
- POE 272 Introduction to Macroeconomics

Required Courses:

- BUS 201 Introduction to Management Information Systems
- BUS 221 Financial Accounting
- BUS 222 Managerial Accounting
- BUS 330 Principles of Finance
- BUS 357 Organizational Behavior
- BUS 360 Principles of Marketing
- BUS 391 Legal Environment of Business

Management Information Systems Minor

The Management Information Systems Minor offers students majoring in other disciplines an opportunity to gain a fundamental understanding of this fascinating area.

Required courses:

- BUS 201 Introduction to Management Information Systems
- BUS 385.1 Management Information Systems
- BUS 482 Database Management
- BUS 485 Information Systems Analysis & Design
- MAT 137 Introduction to Computer Programming I **AND** two courses chosen from:
 - BUS 381 Electronic Commerce: Business Uses of the Internet
 - BUS 454 Simulation Analysis
 - BUS 483 Project Management
 - MAT 138 Introduction to Computer Programming II
 - MAT 232.1 Special Programming Languages
 - MAT 399T Special Topics in Mathematics

Sports and Fitness Center Management Major

The Sports and Fitness Center Management Major offers students an opportunity to combine business with fitness theory and practice. This major requires the Common

Core of the Physical Education program as well as the following:

Prerequisites:

- MAT 211 Introduction to Statistics
- POE 271 Introduction to Microeconomics
- POE 272 Introduction to Macroeconomics
- **And the following courses from business:**
- BUS 201 Introduction to Management Information Systems
- BUS 221 Financial Accounting
- BUS 222 Managerial Accounting
- BUS 330 Principles of Finance
- BUS 357 Organizational Behavior
- BUS 360 Principles of Marketing
- BUS 391 Legal Environment of Business

Business-International Political Economy Major

As a joint program between the Business and Politics & Economics departments, this major combines two areas of related significance in a world of increasing economic globalization. This major serves students interested in preparing for careers in international business, government, or development (or further graduate work in Business or International Studies). Students pursuing this major benefit by graduating with the applied skills and knowledge used in business and organizational environments in addition to an analytical understanding of international political and economic life.

The Business-International Political Economy major consists of 36 credits plus the foreign language requirement and includes the following:

- BUS 221 Financial Accounting
- BUS 222 Managerial Accounting
- BUS 330 Principles of Finance
- BUS 340 International Business
- BUS 357 Organizational Behavior
- BUS 360 Principles of Marketing
- BUS 391 Legal Environment of Business
- POE 120 International Politics
- POE 263 Introduction to Political Economy
or POE 271 Introduction to Microeconomics and POE 272 Introduction to Macroeconomics

AND nine credits chosen from:

- POE 260 Introduction to Comparative Economics
or POE 321 Comparative Economics
- POE 302 Economic Development
or POE 351 Politics in Developing Countries
- POE 376 International Economics
or POE 380 International Political Economy

Foreign Language Requirement: Students pursuing this joint major must demonstrate a competence in one foreign language at the intermediate level. Competence will be measured by successful completion of two intermediate level college semester courses

in a foreign language or by passing a standardized intermediate level foreign language examination.

Business, Language & Culture Major

This major combines the strengths of the Modern Foreign Language and Business departments to offer students a combination of language and cultural fluency as well as business competencies. By melding these two areas, students in Business, Language, and Culture acquire abilities in foreign language and business practices that will allow them to apply their analytical and organization skills in multi-national and multi-cultural environments.

Through a focus on French, German, or Spanish, and the cultures that use these languages, students will become trained observers able to adjust to highly diverse cultural situations. They will also reach competency levels in speaking, understanding, reading, and writing their chosen language, which will enable them to communicate directly with counterparts or clients in the target culture.

Business, Language, and Culture students will fulfill the following Business requirements, and they will meet the Modern Foreign Language proficiency equivalent in French, German, or Spanish as set out below. They will complete upper-division Literature & Society or Topics courses in the same language.

The Capstone Experience for Business, Language, and Culture fuses students' competencies and theoretical skills from both fields. They may elect either an International Internship or an Immersion Experience Project as a demonstration of their abilities in their combined discipline.

Modern Foreign Language Requirement (French, German, or Spanish). Minimum of twenty credits:

1. Language proficiency equivalent of:
 - MFL 2XX Language & Civilization I
 - MFL 2XX Language & Civilization II
 - MFL 3XX Advanced Composition
 - MFL 3XX Advanced Conversation & Phonetics
2. Any combination of the following to equal six credits:
 - MFL 3XX/4XX Literature courses
 - MFL 3XX/4XX Literature & Society courses
 - MFL 399 Topics courses
 - MFL 3XX/4XX Study Abroad Coursework - only current option for German
3. MFL/BUS 497 International Internship/Immersion Experience Project - two credits

Business Requirements. Minimum of 18 credits:

1. Core Courses
 - POE 263 Introduction to Political Economy or
 - POE 271 Introduction to Microeconomics and POE 272 Introduction to Macroeconomics
 - BUS 221 Financial Accounting
 - BUS 222 Managerial Accounting
 - BUS 391 Legal Environment of Business
2. At least two courses chosen from the following:

- BUS 200 Small Business Management
 - BUS 330 Principles of Finance
 - BUS 340 International Business
 - BUS 357 Organization Behavior
 - BUS 360 Marketing
3. One of the following, unless three courses are selected from #2 above (0-3 credits):
- MAT 211 Introduction to Statistics
 - BUS 201 Introduction to Management Information Systems
 - LSP 396 Junior Leadership Seminar
 - Any appropriate upper-division course from the Humanities or Social Science divisions that supports global awareness, to be chosen in consultation with the advisor.

Business (BUS)

LOWER DIVISION

BUS-100 Introduction to Business 3.0 cr.

Fall. An introduction to the private enterprise system and the component areas of business including: marketing, management finance, production, business and government relations, organized labor, and the ethical and social responsibilities of business organizations. This course is designed for non-majors.

BUS-200 Small Business Management 3.0 cr.

Fall. Prereq.: BUS 100 or permission. Students develop their enterprising ability as a foundation for ongoing personal and professional growth. They also develop their understanding of the small business environment and entrepreneurship. During the semester, students create a business plan for a new venture as a way to integrate and apply the abilities and knowledge in marketing, finance, management and organization.

BUS-201 Introduction to Management Information Systems 3.0 cr.

Fall, winter, spring. An introduction to research, analysis, and communication skills using information technology. This course is designed to offer life skills that all students can utilize through proper understanding and application of information technology. Current software programs will be taught to support problem-solving skills. All students, regardless of major, are encouraged to enroll.

BUS-221 Financial Accounting 3.0 cr.

Fall, spring. An introduction to the field of accounting, emphasizing double-entry record keeping, preparation of balance sheets and income statements, and the uses and limitations of external financial reporting.

BUS-222 Managerial Accounting 3.0 cr.

Fall, spring. Prereq.: BUS 221. A study of the role of accounting information in decision making emphasizing the use of accounting data for internal management decisions. The course includes an introduction to cash flows, cost accounting, cost-volume-profit

relationships and budgeting in business decisions.

BUS-231 Personal Financial Planning 3.0 cr.

Winter. Survival skills necessary to insure financial life after graduation. Students will discuss and develop a personal philosophy of spending, saving, and investing. Topics of consumption expenditures will include housing, insurance, investments, personal expenditures and the use of credit. Students will use computer programs to develop personal financial plans for the present and projections for the future.

BUS-232 Value Investing 3.0 cr.

Alt. years. A study of the principles and practices developed by the 'Dean' of financial analysis, Benjamin Graham. Students will learn principles of valuation based upon proven fundamental techniques practiced by successful investors like Warren Buffett for many decades. Graham's philosophy of investing will be contrasted with other views of investing and speculating, thus giving students a perspective on investing strategies.

BUS-294 Independent Study 1.0 to 3.0 cr.

Arranged. Prereq.: permission. Research in various areas of business for qualified students. This course will not fulfill the general graduation requirement for independent work. See independent study guidelines. May be repeated.

UPPER DIVISION

BUS-318-319-320 Intermediate Accounting 3.0 cr. each

Fall, winter, spring. Prereq.: BUS 221, 222. A comprehensive study of the theory, principles and procedures used in reporting financial information to decision makers via the balance sheet and statements of income, retained earnings and changes in financial position.

BUS-330 Principles of Finance 3.0 cr.

Prereq.: BUS 221, 222; POE 271, 272. An introduction to finance with emphasis on the theories and problems of resource allocation, the cost of capital, capital budgeting, asset valuation, capital structures, financial control.

BUS-332 Financial Institutions 3.0 cr.

Prereq.: POE 271, 272. Analysis of financial markets and intermediaries including theory and practice in financial intermediation, the nature and function of money, interest rate theory, money and capital market instruments, monetary theory and policy, and government regulation.

BUS-340 International Business 3.0 cr.

Fall. Prereq.: POE 262, BUS 221. An analysis of international business from the viewpoint of entering into multinational business activities, examining cultural, social, economic, and political factors related to transnational operations. (CULTURAL DIVERSITY)

BUS-350 Management Science 3.0 cr.

Fall, spring. Prereq.: BUS 201, 221 and MAT 211 (or 311) or permission. A study of managerial decision making and how analytic frameworks are used to support decisions. Topics include decision modeling, forecasting, linear programming, and statistical quality control. Extensive use of computers.

BUS-357 Organizational Behavior 3.0 cr.

Fall, spring. The application of behavioral science theory and methods to better understand and manage individual and group behavior in organizations.

BUS-358 Human Resources Management 3.0 cr.

Winter. This course examines how the management of human resources can help organizations successfully deal with today's legal and ethical, social, global, quality, and technological challenges. Emphasis is on developing HR policies and implementing programs regarding the recruitment, selection, training and development, and compensation of employees.

BUS-360 Principles of Marketing 3.0 cr.

Fall, Spring. Prereq.: BUS 221, POE 271. A foundation course in marketing which addresses the process of planning and executing the conception, pricing, promotion, and distribution of goods, services, and ideas to create exchanges that satisfy individual and organizational goals with consideration of the social, ethical, economic, and international environments. This foundation course is a prerequisite to all other marketing courses.

BUS-366 Marketing Communication 3.0 cr.

Winter. Prereq.: BUS 360. An analysis of the field of advertising, sales promotion, public relations, and personal selling management from an integrated marketing communications perspective. The course will focus on an examination of the marketing process, consumer behavior, communications theory, and the role of research to effectively plan, implement, and evaluate advertising and promotional programs.

BUS-381 Electronic Commerce: Business Uses of the Internet 3.0 cr.

Fall. Prereq.: BUS 201 or familiarity with the use of the Internet. Business opportunities, challenges, and strategies for use of the information superhighway will be explored, as will strategies and vision on how to leverage the emerging national and global information infrastructure. Includes review of the tools and technologies necessary for electronic commerce and the impact of the emerging electronic market and commerce reengineering in today's corporations.

BUS-385.1 Management Information Systems 3.0 cr.

Fall, spring. Prereq.: BUS 201. A course which surveys the use of computer-based information systems in business. Uses a socio-technical approach to examine the organization, management, infrastructure and support for information technology in businesses preparing to become digital entities. Introduces topics covered in more depth in BUS 381, 482, 483, and 485.

BUS-391 Legal Environment 3.0 cr.

Fall, spring. Prereq.: ENG 100.1 or ENG 101 or WRI 150. An introduction to the fundamental principles of law affecting business. Topics will include contract law, UCC, property rights, partnerships and corporations, rights of creditors, business regulation, rights of shareholders, and other legal concerns of both profit and non-profit organizations. This is a writing intensive course and writing skills are part of the grading process.

BUS-422 International Accounting 3.0 cr.

Alt. years. Prereq.: BUS 221. Investigation and research into the development of international accounting theory as it responds to multinational business in a multicultural world.

BUS-423 Auditing 3.0 cr.

Fall. Alt. years. Prereq.: BUS 320 or permission. A study of the principles governing the independent review of financial statements, professional standards, ethics, evaluation of internal control, auditing procedures and preparation of working papers.

BUS-424 Tax Accounting I 3.0 cr.

Spring. A study of income, excise, and social security taxation emphasizing individual and small enterprise tax problems. Selected fields of small enterprise activity are explored to provide specific emphasis.

BUS-427 Cost Accounting 3.0 cr.

Spring. Prereq.: BUS 222. A study of the role of accounting information in decision making emphasizing the use of accounting data for internal management decisions. The course includes an introduction to cash flows, cost accounting, cost-volume-profit relationships, and budgeting in business decisions and the theory, terminology, accumulation, reporting and evaluation of costs, including job order process and standard cost break-even analysis and budgeting techniques.

BUS-430 Advanced Financial Management 3.0 cr.

Fall. Prereq.: BUS 330. Contemporary issues in finance. Topics can include liquidity management, asset valuation, capital budgeting, capital structure, and financial strategy.

BUS-432 Investment Theory & Practice 3.0 cr.

Fall. Prereq.: BUS 330 or permission. A study of the nature of investment, classification and analysis of bonds, stocks, etc., risk and return analysis, the Efficient Markets Hypothesis, CAPM, Modern Portfolio Theory, and the selection and management of financial portfolios.

BUS-438 Financial Problems 3.0 cr.

Alt. years. Prereq.: BUS 330. Research and reports on selected problems or topics in finance.

BUS-444 International Finance 3.0 cr.

Spring. Prereq.: BUS 330. Provides a framework for understanding financial management issues from a global perspective. Includes an introduction to the international financial system, the balance of payments, exchange rate determination, the management of multi-national corporations, and hedging currency and capital risks.

BUS-452 Total Quality Management 3.0 cr.

Alt. years. Prereq.: BUS 350 or permission. An analysis of total quality management in organizations as developed by W. Edward Deming and others. The course will integrate key components of decision science, behavioral science and organization analysis.

BUS-453 Principles of Production & Operations Management 3.0 cr.

Fall. Prereq.: BUS 350 and MAT 124 (or 150 or 151), or permission. Studies the development of operational planning consistent with the organization's business strategies. Topics include capacity planning, facility location and layout, allocating resources, inventories, scheduling, and projects. Extensive use of computers.

BUS-454 Simulation Analysis 3.0 cr.

Winter. Prereq.: BUS 350 or permission. The use of simulation analysis in solving business problems. Most of the work in this course will involve the creation and manipulation of simulation models on the computer.

BUS-455 Interpersonal Dynamics 3.0 cr.

Alt. years. Prereq.: permission. This course allows students to develop the interpersonal competencies necessary to deal with people in a variety of situations with an emphasis on work organizations. These managerial skills include active listening, giving feedback, motivating and coaching, delegating, and negotiating and managing conflict. Emphasis is placed on managerial skillfulness in addressing important human, task, organizational, and ethical issues effectively through interactions with others.

BUS-459 Policy Studies 3.0 cr.

Fall, spring. Prereq.: senior standing. A study of business problem solving and decision making under conditions of uncertainty. Analysis of issues which relate to the determination of objectives and policy from a general management perspective.

BUS-461 Marketing Research 3.0 cr.

Prereq.: BUS 360, 350 or permission. A study of the concepts and techniques necessary to design, conduct, and manage market research projects from their inception to completion. The course is centered on the market research process, including problem definition, research design, data collection methods, statistical analysis, as well as the interpretation, presentation, and application of results.

BUS-466 Consumer Behavior 3.0 cr.

Alt. years. Prereq.: BUS 360. A study of how consumer psychological processes interact with both social and situational influences to shape consumer perceptions, decision-making processes, and purchase behavior. The social identity of distinctive groups of consumers who express ethnic, age-related, or lifestyle values through market and media choices will also be examined. (CULTURAL DIVERSITY)

BUS-469 Marketing Policy & Strategy 3.0 cr.

Spring. Prereq.: BUS 360 and at least one course listed in the marketing concentration. Capstone course in marketing focuses on the major issues faced by marketing managers, synthesizing the concepts, definitions, and models students have studied in prior marketing courses into a broad understanding of marketing and its strategic application. Case studies and a marketplace simulation will address problems and decisions found in profit and nonprofit, small, medium, and large firms operating in domestic, foreign, and multinational environments.

BUS-482 Database Management 3.0 cr.

Alt. years. Prereq.: BUS 201 or permission. Introduction to database management systems, including: relational models; normalization; security, integrity and recovery issues; query interfaces; data analysis, design, implementation and basic application development using Microsoft's Access.

BUS-483 Project Management 3.0 cr.

Alt. years. Prereq.: BUS 201 or permission. Examination of how projects can be managed from start to finish, including specific emphasis on planning and controlling to avoid common pitfalls. Includes software applications and configuration management. Topics include identifying needs, defining requirements, project costing, scheduling, resource allocation, and project politics. All students, regardless of major, are encouraged to enroll.

BUS-485 Information Systems Analysis & Design 3.0 cr.

Spring. Prereq.: BUS 201 or permission. Examination of analysis and logical design of business processes and management information systems focusing on the systems development life cycle; techniques for gathering and analyzing information systems requirements; and use of various techniques for logical system design. Topics include concepts, methods, and tools for the development of information systems management. This is a useful supplement to programming classes in the Mathematics department.

BUS-494 Independent Study 1.0 to 3.0 cr.

Arranged. Prereq.: permission. Research in the field of concentration for qualified students. See independent study guidelines. (INDEPENDENT WORK)

BUS-497 Internship 1.0 to 3.0 cr.

Arranged. Prereq.: permission. Individually arranged and supervised internships with sponsors such as business organizations designed to provide practical experience in the field of concentration. Periodic reports and papers may be required. See internship guidelines. (INDEPENDENT WORK)

BUS-499T Special Topics in Business 1.0 to 3.0 cr.

Topics vary.