

# BUSINESS (BUS)

## **BUS 5050 Graduate Business Colloquium (0)**

Student's attendance at designated Hankamer School of Business sponsored speaker events is required to earn credit for this course. Events will be identified at the beginning of each semester.

## **BUS 5101 Focus Firm I (1)**

Pre-requisite(s): Admission to MBA program

An experiential learning course that provides students with opportunities to apply MBA classroom concepts to solving real-world business issues. Student teams work with a focus firm advisor to define a specific organizational issue, collect and analyze market research data, conduct a strategic analysis, and present alternative solutions to a client

## **BUS 5102 Focus Firm II (1)**

Pre-requisite(s): Admission to MBA Program and BUS 5101

An experiential learning course that provides students with opportunities to apply MBA classroom concepts to solving real-world business issues. Under the guidance of a Focus Firm Advisor, students assume leadership roles in team-based projects to address a specific organizational issue and to oversee the team's problem analysis, definition of alternate solutions, and delivery of recommendations to the client.

## **BUS 5111 Professional Career Development for First Semester Graduate Students (1)**

A one-hour, beginning, graduate career development course designed to enhance personal marketability by providing self-assessments, career passion discovery, career exploration and development experiences, and career resources to help prioritize and focus the student's specific internship and job search.

## **BUS 5112 Professional Career Development for Second Semester Graduate Students (1)**

Pre-requisite(s): BUS 5111

A one-hour graduate career development course designed to introduce personal accountability, networking skills, company/position analysis, job search strategy, interviewing skills, and negotiations to maximize the student's career development and personal marketability.

## **BUS 5199 Non-Thesis Degree Completion (1)**

To fulfill requirements for non-thesis master's students who need to complete final degree requirements other than coursework during their last semester. This may include such things as a comprehensive examination, oral examination, or foreign language requirement. Students are required to be registered during the semester they graduate.

## **BUS 5201 In-Residence: Leading in the 21st Century (2)**

Pre-requisite(s): Acceptance into the executive MBA program

This course introduces the major dimensions associated with high-performing organizations. The complexities of business, competition, and leadership are explored. Teamwork and critical thinking skills are refined as participants explore global business and leadership challenges in the 21st century.

## **BUS 5302 In Residence: Government, Business, and Societal Impact (3)**

Pre-requisite(s): Policy Process Admission to the Executive MBA program

Course exposes students to issues related to business, public policy, societal impact, and their intersections. Audiences with govt. officials and corporate leaders provide the participant with a global perspective on how these issues influence business strategy and leadership decision-making. Participants build skills in critical thinking and influence as they understand how organizations and industries are impacted by policy and role advocacy.

## **BUS 5315 Graduate Business Case Competition (3)**

Pre-requisite(s): Consent of Instructor

Provides in-depth application of case study techniques in a variety of business contexts. Experiential learning through case analysis projects and competing in national case competitions.

## **BUS 5330 Global Business Seminar (3)**

Study of strategic practices of businesses operating globally. Emphasis on the evolution of market trends and its impact on decision-making of business and global strategic activities. Development of cultural intelligence and increased global awareness. Applied learning of multiple global business perspectives.

## **BUS 5340 Studies in the Caribbean Region (3)**

Pre-requisite(s): Graduate standing

This course is conducted in the Dominican Republic as part of the Baylor in the Dominican Republic program, which allows graduate students to experience life in the Caribbean region first-hand. Students will study the social, cultural, historical, economic, and political issues that impact businesses in the Dominican Republic and the general environment in which they operate. Students will visit a variety of enterprises and consider the dynamics of participation in the economy and society of a Caribbean nation.

## **BUS 5350 Project Management (3)**

Pre-requisite(s): Graduate standing

This graduate course in project management is designed to enhance the work of business professionals and persons involved in construction, environmental remediation, software development, grant writing, new product development, engineering, and design. Project management planning, network building, project control, reporting, and closing will be studied, including critical path and critical chain methodologies. Students will develop expertise in using Microsoft Project and critical chain computer software. This course introduces the tools and techniques necessary for successful and timely completion of projects in a single project environment. While briefly addressed, multi-project environments will not be covered in detail in this course.

## **BUS 5354 Business Research in Latin America (3)**

See ENT 5354 for course description.

## **BUS 5360 Communicating with Data (3)**

This course is designed to serve as a workshop aimed at providing knowledge and practice of the art of communicating data to decision-makers. The course will cover various communication strategies (e.g. storytelling, visuals, nonverbal communication) as well as the nuances of audience analysis and framing. Students will also examine the relationship between communication and perceived credibility, power, and likability. Assessments are structured to facilitate a progressive understanding and application of pertinent research and best practices.

**BUS 5385 Strategic Management (3)**

A case problem and discussion seminar focused on developing and sustaining a competitive advantage in dynamic environments. The course examines how firms analyze external forces such as local and global trends, technological change, and competition as well as their own firm's position to compete effectively and create value for stakeholders. Both individual and group projects are emphasized.

**BUS 5390 Management Communication (3)**

Examines principles and strategies of effective management communication in the areas of audience analysis, ethics, cross-culture, crisis, interpersonal communication, and team dynamics. Provides techniques, skills, and strategies for overcoming communication barriers and for designing and delivering executive presentations. Provides instruction in preparing effective professional reports including research, drafting, revision, format, and documentation. Examines corporate and leadership communication topics including corporate responsibility, integrity and image, communicating with the media, change, principle-centered leadership, and web-based communication, with ample opportunities for application and feedback.

**BUS 5395 The Focus Firm (3)**

Pre-requisite(s): Admission to MBA program

This course integrates the content of previous courses through an in-depth analysis of the semester's Focus Firm company with attention to day-to-day operations as well as strategic issues. The course emphasizes the practical application of theoretical knowledge in an actual company facing current, challenging problems. Students will experience a team-centered approach to learning and selling their ideas. Participants will be involved in analyzing the Focus Firm company issues, presenting their solutions to faculty and company executives of the Focus Firm. Students will receive feedback from the company executives as well as faculty on their work.

**BUS 5401 Business Frameworks (4)**

Pre-requisite(s): Graduate business student

The common body of knowledge in business administration comprising the following areas: a background of the concepts, processes, and institutions in the financing of the business enterprise or other forms of organization; and a basic understanding of the concepts and applications of accounting, quantitative methods, and excel software.

**BUS 5421 Ethical Leadership (4)**

This course explores the causes of unethical behavior and expands students' understandings of the ethical challenges and responsibilities in today's diverse, interconnected, and global society. Students will reflect upon and utilize their faith principles, values, and relevant research as they learn practical techniques for promoting ethical behavior.

**BUS 5460 Communicating With Data (4)**

Upon completion of this course, students will be able to apply a wide range of ideas, concepts, and multi-disciplinary theories to communicate the results of data more effectively to key constituents both within and external to their organizations.

**BUS 5490 Strategic Communication (4)**

Students cultivate principles, enhance skills, and develop winning strategies to communicate effectively in a business setting.

**BUS 5602 Business Foundations II (6)**

Pre-requisite(s): Graduate business student

The common body of knowledge in business administration comprising the following areas: a background of the concepts, processes and institutions in the financing of the business enterprise or other forms of organization; a background of the economic and legal environment as it pertains to profit and/or nonprofit organizations along with ethical considerations and social and political influences as they affect such organizations and basic understanding of the concepts and applications of accounting quantitative methods and statistics.

**BUS 5V95 Internship in Business (1-6)**

Pre-requisite(s): Minimum of twelve hours of graduate credit

Three to six months of work experience in a domestic or international company. The work experience should be integrated into students' overall graduate program in such a way as to provide meaningful application of previously studied course material. A written report of the work experience shall be submitted to the director of the internship.

**BUS 5V98 Special Studies in Business (1-6)**

Pre-requisite(s): Instructor and departmental approval required

Individualized research or project in business. Students' proposals for special study project must be approved by the supervising faculty member. Offered on demand with instructor and departmental approval required for one to six semester hours.