

BUSINESS (BUS)

BUS 1101 Pre-Business New Student Experience (1)

Co-requisite(s): BUS 1201

Pre-requisite(s): Only open to BBA students

An introductory course designed to facilitate the transition of first-semester Pre-Business students to the Hankamer School of Business (HSB) and Baylor University. The course will include a Peer Leader lab, guest speakers, faculty, and student guests. It provides an exposure to HSB programming, building relationships within HSB, and enhancing the opportunity for academic success. Selected topics include: role of the HSB curriculum and policies, success in the Business School, Ethics, Global experiences, HSB student organizations, and choosing a business major.

BUS 1102 HSB Peer Leader Program (1)

Pre-requisite(s): BUS 1101; Only open to BBA students; Consent of Instructor

The HSB Peer Leader Program is a course aimed at serving, supporting, and mentoring first year Pre-Business students beyond their initial New Student Experience course (NSE) at Baylor. Pre-Business students in their first year will be paired with a junior or senior Peer Leader who has been admitted into the Hankamer School of Business. Students will have bi-weekly, one-on-one meetings with their Peer Leader. Building upon the core framework of the NSE, students and their Peer Leader will discuss topics such as academic success, faith formation, and personal growth which relate to the pillars of the HSB Peer Leader Program (i.e., academic, spiritual, mental, physical, social, financial). Students will be introduced to material and questions which will both challenge and encourage their understanding of what it means to be a faithful student presently and what it will mean to be a person of strong character in relationships, the workplace, and other areas of life.

BUS 1201 Introduction to Business (2)

Co-requisite(s): BUS 1101

Pre-requisite(s): Open only to BBA students

An introductory course designed to increase the business and financial literacy of Pre-Business majors and lay a strong foundation for business ethics. Interactive, hands-on simulations and daily readings increase business and financial literacy. Working with the Baylor University Honor Code and various corporate codes of ethics improve both personal and professional ethics. Students will also begin building their professional portfolio, connecting with the Baylor Career Center, and learning the importance of networking. Regular visits from Baylor alumni are a key component of the course.

BUS 1305 Software Applications for Personal Productivity (3)

Pre-requisite(s): Not open to BBA students

This course cannot count toward the BBA degree. Introduces and develops foundational skills in applying business productivity tools to everyday tasks. Focus is on business productivity software applications, including word processing, spreadsheets, databases, and presentation graphics. Includes modules on hardware, software, cybersecurity, and networks/Internet.

BUS 1350 Software Applications for Business Productivity and Decision-Making (3)

Pre-requisite(s): Only open to BBA students

A hands-on course designed to familiarize students with current software application tools used by business professionals – such as spreadsheets and databases – that are essential to helping managers organize, store, analyze, share, and present data to help promote effective business decision-making.

BUS 2101 Career Management (Assessment & Discovery) for Undergraduate Students (1)

Pre-requisite(s): A minimum grade of C in BUS 1101; only open to BBA students

This course consists of a variety of career exploration and development experiences designed to help students identify their passion; prioritize and focus their job search efforts; and develop their leadership, communication, and personal marketability. Topics include self-assessment; career passion discovery; career exploration and development exercises; and interview training to assist in finding rewarding internships and full-time jobs.

BUS 2222 Introduction to Energy Commerce (2)

Pre-requisite(s): BUS 1201 or ECO 1380 with a grade of "B" or better
The energy industry in the United States and the world. Fossil fuels (oil, natural gas, and coal), renewables (solar, wind, biomass, hydropower), current events, and environmental/regulatory issues. Analysis of major companies, sources of information, and career opportunities.

BUS 3101 Career Management (Strategy & Success) for Undergraduate Students (1)

Pre-requisite(s): A minimum grade of C in BUS 2101

Only open to BBA students, excluding Pre-business majors. This course consists of a variety of career exploration and development experiences designed to prioritize and focus the students' job search needs; and develop the students' leadership, communication, and personal marketability. It will introduce networking skills, company (prospective employer) analysis, internship/job analysis and search strategy, interviewing skills, and negotiation techniques to maximize the students' new-hire potential. Credit may not be received after receiving credit in ACC 3101.

BUS 3303 Managerial Communications (3)

This course focuses on communication situations found in business and the work world. It is designed to help students become more successful in their professional lives. It incorporates the wide range of oral communication needed in our ever-growing diverse business and professional cultures. Topics of study and practice include improving presentation skills, overcoming communication apprehension, understanding the challenges of diverse cultures in the workforce, appreciating genderlect, using successful interpersonal skills, working in teams, developing leadership, preparing for ethical challenges, and participating in business dinner etiquette.

BUS 3315 Business Communications (3)

Pre-requisite(s): ENG 1310 or ENG 1304 or BIC 1323 or PHI 1301 or CLA 1304 or GTX 1301; Only open to BBA students

This course prepares students for the communication challenges of the twenty-first century workplace. Essential elements of the writing process are covered. Students complete the standard brief transactional messages; follow a structured research process and produce an executive report; and make a professional oral presentation. Job search communication is included with an emphasis on strategic best practices.

BUS 3319 Women at Work (3)

An exploration of the intersection of gender, culture, and business, examining the historical and contemporary experiences of women. Using case studies and critical analyses, students will evaluate how perceptions have shaped today's business structures, challenge existing narratives, and propose strategies to promote gender equity and inclusivity.

BUS 3330 Business Communication and Practices Across Cultures (3)

Overview of cross-cultural communication differences and how to successfully adapt international business practices across cultures. This course will be taught in a global setting and will utilize both organizational and cultural experience to develop cultural intelligence and global acumen. Further, this course will enhance both written and verbal communication skills in global settings. Course may be repeated once for credit when the location of study varies.

BUS 3345 Training and Development in Business and Industry (3)

Pre-requisite(s): Upper-level standing; only open to BBA students; BBA students must be admitted to the Business School in order to take this course

This course focuses on corporate training and its application to professional and staff development within business and industry. Course content includes learning styles, theories, and processes with an emphasis on the practical application to corporate training needs. In small groups, students will assess a training need, design/develop a training activity, and then conduct an actual training session.

BUS 3350 Christian Ethics Applied to Business (3)

Pre-requisite(s): Junior standing; only open to BBA students; BBA students must be admitted to the Business School in order to take this course

A study of how business decisions and actions incorporate ethical issues. Individuals, organizations, economic/political systems and societies are influenced in significant ways by the ethical principles they use when shaping decisions about how to conduct business. The course examines, from a Christian perspective, the ethical foundations, responsibilities, and consequences of business practices in our society. Study includes the use of case studies illustrating the application of ethical theory in situations that students will likely encounter in their careers.

BUS 4380 Business Excellence and Scholarship Team (BEST) (3)

Pre-requisite(s): Consent of the BEST faculty executive board; not open to pre-business students

BEST is a two-semester program designed to provide an innovative educational experience for selected students in the business school. During the fall semester, students enrolled in BUS 4380 will engage in various activities in close association with numerous Hankamer Business School faculty and community leaders. Proposed activities include an international trip, plant tours, self-assessments, career development exercises, and a weekend survival course. The second component of BEST involves enrollment in a special section of the business policy course (BUS 4385) during the spring.

BUS 4385 Strategic Management (3)

Pre-requisite(s): FIN 3309 or FIN 3310, MKT 3305, MGT 3305 (or AS 3301 or MILS 3301), and MGT 3325; may not be taken for graduate credit; only open to BBA students; not open to Pre-Business majors

An integrative capstone course in which materials and techniques are drawn from many disciplines. Areas examined in the course include strategy formulation, implementation, and control from the perspective of the manager. Specific themes throughout the course include interpretation of mission, goals and objectives; competitive analysis, matching the strategic direction of the firm to the organization structure; and the interface between strategy and employees. All topics are explored from both domestic and international firm perspectives.

BUS 4389 Baylor Angel Network Practicum II (3)

Pre-requisite(s): Instructor approval; only open to BBA students; BBA students must be admitted to the Business School in order to take this course

The Baylor Angel Network (BAN) Practicum is an innovative, hands-on learning opportunity for high-ability undergraduate students. Through BAN, students receive valuable hands-on experience by working closely with private equity investors and founders and CEOs seeking funding for entrepreneurial ventures and other private investment opportunities. This final course in the BAN Practicum is designed to build upon previous work in BAN and the student's entire program of study, integrating various functional areas, and providing a "total business" perspective.

BUS 4396 Study Abroad Internship in Business (3)

This course involves an international business-related internship in conjunction with a study abroad experience. Students work with a global partner to be placed in a desired industry/role for the internship. The training can be in a summer or semester setting, depending on the study abroad program with which it is associated. A faculty member will supervise each intern and work with the international partner to ensure the student has a culturally enhancing and global skill-building experience. Course may be repeated once for credit when the location of the internship varies.

BUS 4V95 Energy Commerce Internship (1-6)

Pre-requisite(s): BUS 2222, Upper-level standing, and consent of instructor

Supervised work within the energy industry corresponding with the student's major and career goals.

BUS 4V98 Special Studies in Business (1-3)

Pre-requisite(s): Consent of instructor and associate dean; not open to pre-business students

May be taken for one to three hours credit.