

## **Business Administration-Entrepreneurship, Ethics and Business Law**

opportunities; legal concerns of franchising; the development of appropriate franchising strategies; and the successful planning, implementation, and launching of a new business.

Prerequisites: ENTR 200 and junior standing

### **ENTR 349 Family Business Management (4 credits)**

This course will explore the challenges and opportunities facing individuals and families involved in business relationships. Topics addressed will include family-business culture, entrepreneurial influences, key issues and conflicts, career planning, succession and strategic planning, counseling and consulting, professional support relationships and survival skills as a son or daughter in the family business. Parents or other significant family members are invited to audit this course with their son or daughter.

Prerequisites: ENTR 200 and junior standing

### **ENTR 360 Creativity and Change (4 credits)**

This course will acquaint students with theories and strategies for exercising the creative process. Leadership and change will also be examined to help the student understand how to effectively introduce and implement new and creative ideas.

Prerequisites: ENTR 200 and junior standing

### **ENTR 370 Entrepreneurial Financial Resource Management (4 credits)**

Students will learn a broad array of tools to more efficiently manage scarce resources in a new venture. Bootstrapping techniques in marketing, administration, fixed assets, and many other areas will be examined. Students will learn applied approaches to current asset and liability management. Students planning to start their own business within the first year or two of graduation will benefit most from this course. Students are expected to have a proficiency in computer spreadsheet programming.

Prerequisites: ENTR 200, ACCT 205, and junior standing

### **ENTR 380 Entrepreneurship in Practice (4 credits)**

Students will integrate experiences from placements in entrepreneurial companies with required readings, class discussion, and class assignments related to their placement experience. Students will complete 100 hours of work in the placement. They will perform appropriate, significant and relevant tasks directly under the supervision of either the lead entrepreneur or a key member of the entrepreneurial team. In addition, students will meet regularly during the semester in a classroom setting to share their experiences and learn from classmates in other placements. Finally, the instructor will also hold regular one-on-one sessions with students to provide overall supervision for the placement experience and to assure that the student is integrating classroom learning with the placement experience.

Prerequisites: ENTR 200 and junior standing

### **ENTR 390 Diversity Issues in Entrepreneurship (4 credits)**

Women and minority entrepreneurs face specific issues relating to access and equity in their efforts to establish new ventures. This course will examine these issues from both a public policy perspective and from an applied management perspective.

Prerequisites: ENTR 200 and junior standing

### **ENTR 450 Entrepreneurship: Management and Strategy (4 credits)**

This is the capstone course in entrepreneurship. It will include guest speakers from the entrepreneurial business world, extensive case analysis of entrepreneurial ventures and intensive personal business plan development. Students are expected to have a proficiency in computer spreadsheet programming.

Prerequisites: One ENTR elective, FINC 321, DSCI 301 (or MGMT 301 from previous semesters), and MKTG 300

## **Ethics and Business Law (BLAW)**

Opus College of Business

Department of Ethics and Business Law

Marsnik (chair), Buckeye, Elm, Garrison, Goodpaster, R. Kennedy, Kunkel, Swink, Wendt

Business law plays an increasingly prominent role in the workplace and in our personal lives. The proliferation of laws, regulations, and legal decisions determining the limits of appropriate business behavior makes an understanding of law and legal process vital to the business professional.

Students graduating with a concentration in Ethics and Business Law will have explored in depth the nature of the legal environment of business and the ways in which legal rules and processes affect business decision making. Students will have developed critical-thinking and problem-solving skills by fostering an awareness of legal reasoning and legal analysis.

This concentration is relevant to all business administration students, but it is particularly appealing to those students interested in the more highly regulated fields of business and/or the role and nature of the legal process. The concentration is not designed to be a pre-law program, but may be of interest to students considering graduate study in law, business, or public administration.

The concentration is structured to ensure that students receive both a solid grounding needed for the B.A. in Business Administration and an additional focus in business law.

## Business Administration-Ethics and Business Law

### **Concentration in Ethics and Business Law**

#### Business Core Courses

ACCT 205 Introduction to Accounting (4 credits)  
BUSN 200 Community Service (0 credit)  
BUSN 201 Ethics and Practice: Foundations of Business (4 credits)  
DSCI 301 Management of Organizations and Processes (4 credits)  
FINC 321 Financial Management (4 credits)  
MGMT 480 Strategic Management (4 credits)  
MKTG 300 Principles of Marketing (4 credits)

#### Concentration Course

BLAW 401 Legal Research, Advocacy, and Dispute Resolution (4 credits)

#### *Plus four credits from the following:*

BLAW 301 Legal Environment of Business (4 credits)  
BLAW 302 Business Law for Accounting (4 credits)  
BLAW 303 International Business Law (4 credits)

#### *Plus twelve credits from the following:*

One of BLAW 301, 302, or 303 not taken previously  
BLAW 304 Real Estate Law (4 credits)  
BLAW 351 Environmental Law (4 credits)  
BLAW 352 Gender Issues and the Law (4 credits)  
BLAW 402 Law of Electronic Commerce (4 credits)  
One course numbered 300 or above (not previously taken) in ACCT, ENTR, FINC, MGMT, MKTG

#### Allied requirements

ECON 251 Principles of Macroeconomics (4 credits)  
ECON 252 Principles of Microeconomics (4 credits)  
QMCS 220 Statistics I (4 credits)

*Note:* QMCS 220 should be completed by the end of the sophomore year. Transfer students who have not had an equivalent course must complete this course by the end of their first semester, junior year.

#### *Plus four credits from the following:*

MATH 101 Finite Mathematics (4 credits)  
MATH 109 Calculus with Review II (4 credits)  
MATH 111 Calculus for Business and Social Science (4 credits)  
MATH 113 Calculus I (4 credits)

*Note:* The math requirement must be completed by the end of the sophomore year.

#### *Plus four credits from the following:*

COMM 100 Public Speaking (4 credits)  
COMM 105 Communication in the Workplace (4 credits)  
COMM 322 Intercultural Communication (4 credits)  
ENGL 200 or above  
JOUR 215 Journalistic Writing in the Workplace (4 credits)  
JOUR 311 Persuasion in Writing (4 credits)

#### **BLAW 301 Legal Environment of Business (4 credits)**

An examination of the business law rules and principles of particular relevance to entrepreneurship, finance, management, and marketing. Subjects include contracts, negligence, products liability, and warranty, intellectual property, employment law, securities regulation, as well as general notions of legal reasoning and legal process.

Prerequisite: Junior standing

#### **BLAW 302 Business Law for Accounting (4 credits)**

An examination of the business rules and principles of particular relevance to the accounting profession. Subjects include the law of contracts, the Uniform Commercial Code, the law of debtor-creditor relations, the legal structure governing the formation and operation of business organizations (agency, partnership, and corporations), as well as general notions of legal reasoning and legal process.

Prerequisites: Junior standing and ACCT 205

#### **BLAW 303 International Business Law (4 credits)**

An exploration of the international legal environments and some of the legal issues and problems that confront businesses as they cross international boundaries. Topics include international trade, foreign investment, transfer of technology, international dispute resolution, and the role of multinational enterprises.

Prerequisite: Junior standing

## Business Administration-Ethics and Business Law, Finance

### BLAW 304 Real Estate Law (4 credits)

Principles of law regarding real property with emphasis on contracts, sales and secured transactions regarding transfer of ownership, mortgages, land use, development, rental and professional liability. Offered in spring semester.

Prerequisites: Junior standing

### BLAW 351 Environmental Law (4 credits)

Environmental law will survey relevant federal and state statutes and case law to examine how well they serve to maintain and improve the quality of the air, water, soil and life, and strike an appropriate balance between the present consumption of resources and their maintenance for future generations. The course also will explore emerging environmental trends and the formulation of environmental policy.

Prerequisite: Junior standing

### BLAW 352 Gender Issues and the Law (4 credits)

This course will explore the principle that men and women stand as equals before the law. It will examine the ways in which courts and legislatures have interpreted the principle of equal opportunity to resolve gender issues in the workplace, as well as in other aspects of society that affect access to the workplace, including education, marriage, and the family. It also will provide an historical overview of the law of equal opportunity and will touch upon modern notions of feminist legal theory. This course fulfills the Human Diversity requirement in the core curriculum.

Prerequisite: Junior standing

### BLAW 401 Legal Research, Advocacy, and Dispute Resolution (4 credits)

An examination of the nature of legal process and of the means the legal system adopts to resolve business disputes. The course will follow a problem-solving approach emphasizing critical thinking and oral and written legal advocacy skills. Topics include an overview of jurisprudence, the sources of law, business and the Constitution, the regulatory process, judicial and alternative dispute resolution, and the basics of legal research and written and oral advocacy.

Prerequisite: BLAW 301, 302, or 303 or consent of instructor

### BLAW 402 Law of Electronic Commerce (4 credits)

An exploration of the evolving legal environment that shapes business strategy for conducting business online. Topics include global e-commerce regulatory schemes, issues of privacy, security and data protection, online payment and banking regulation, intellectual property considerations, and censorship and defamation concerns.

Prerequisite: BLAW 301, 302, or 303

## **Finance (FINC)**

Opus College of Business

Department of Finance

Vang (chair), Barabanov, Beckmann, Cha, Combs, Daugherty, Gray, Hamilton, Jaiswal-Dale, Jithendranathan, Mohanty, Samarakoon, Shovein, M. Sullivan, Young

Students who concentrate in finance receive preparation for the financial service industries or for financial departments of non-financial corporations. Financial service industries include banks, insurance companies, and investment firms. In addition to meeting needs for specific preparation, the study of finance is really applied microeconomics.

Students completing this concentration will have a knowledge of the time value of money, the use of a financial calculator, the use of a spreadsheet for modeling, and will possess good writing skills.

### **Concentration in Financial Management**

#### Business Core Courses

ACCT 205 Introduction to Accounting (4 credits)

BUSN 200 Community Service (0 credit)

BUSN 201 Ethics and Practice: Foundations of Business (4 credits)

DSCI 301 Management of Organizations and Processes (4 credits)

FINC 321 Financial Management (4 credits)

MKTG 300 Principles of Marketing (4 credits)

*Plus four credits from the following:*

BLAW 301 Legal Environment of Business (4 credits)

BLAW 302 Business Law for Accounting (4 credits)

BLAW 303 International Business Law (4 credits)

#### Concentration Courses

FINC 324 Corporate Finance (4 credits)

FINC 325 Investments (4 credits)

*Plus eight credits from the following:*

FINC 410 Derivatives (4 credits)

FINC 430 Financial Intermediaries (4 credits)