BUS 2500. Prior Learning: Business. 1-5 Unit.

BUS 2510. Independent Study. 1-5 Unit.

BUS 3080. Story & Strategy in Non-Profit Organizations. 3-4 Unit.
The non-profit sector is always seeking to develop leadership, enhance effectiveness, and improve results. Often neglected in these efforts is a re-examination of what inspired many of us to get involved in this work in the first place: a story that made an issue meaningful or an experience that ignited passion. Progressive change work, often plagued by limited capacity and resources, tends to lead with facts and truth with little regard for producing a meaningful story. But story is one of the most powerful tools we can employ in service of our cause. It has the ability to seamlessly communicate mission and impact, inspire around vision, build leadership, mobilize resources, action, and support and ensure sustainability within an organization. Today we see an emergent and inter-disciplinary approach to organization development drawing from the fields of communication, media and messaging along with strategic planning, adaptive leadership, storytelling, culture and creativity to meet shifting demands in this arena. Building our capacity for story-based strategy is rapidly becoming one of the essential tools for leading the future of non-profits and social sector. This course will explore the foundations of narrative work and its application to advance the mission of nonprofit organizations. With the rise of social media and the proliferation of communications, advertising and design in our current age, the work of myth and meaning-making becomes critical to our ability to bring about change at the scale we are seeking. Stories are constructed realities that serve to guide and support us in creating collective impact and realizing new futures. The nonprofit sector, community organizing campaigns and social movements are all investing more emphasis on storytelling and narrative strategy, as well as the use of design thinking and aesthetics to communicate their missions and mobilize resources and support for the work. Drawing from the work of grassroots intermediaries and nonprofit organizational development theory and practice, this course is designed to introduce students to the basic tools for developing story and strategy within nonprofit organizations and the larger sector. Students will be given opportunities to work collaboratively to frame and reframe issues and initiatives and apply tools and course concepts to real life examples of campaigns, organizations, social issues and global movements.

BUS 3200. Non-Profit Management. 3-4 Unit.
There are now well over 1 million nonprofit organizations (NPOs) in the United States, employing over 10 million people, calling upon even more volunteers, and performing functions ranging from promoting art to protecting zebras. This course presents a model of the essential anatomy of successful NPOs. Then, building upon this theoretical framework, three key planning processes are explored which are commonly used by nonprofit executives and board members in leading their organizations effectively. These include board development planning, resource development planning, and overall strategic planning. The course utilizes various methods of instruction, including class discussion, internet research, lectures, reading, student presentations, and writing.

BUS 3210. Transformative Forces: Case Studies in Social Entrepreneurship. 3-4 Unit.
Most courses on social entrepreneurship focus attention on the business side of the movement, but this course gives specific attention to the values of persons and small groups that foster and develop entrepreneurial change in the social sector. The course looks at various case studies, examining issues such as: motivation, vision, solidarity, inspiration, and determination.

BUS 3240. Social Change and the Nonprofit Sector. 3-4 Unit.
Those possessed with a passion to make the world a better place will often envision starting a movement, or strengthening or reviving one that already exists. The instrumentality of social change, however, is normally neither an individual actor nor some loose association of like-minded individuals. In the course of US history, it has often been and continues to be the collective agency of a nonprofit organization. A survey of the history of civil society in the United States shows that nonprofits have formed coalitions to spawn movements of social change and, conversely, that significant cultural and economic institutions have been born of such movements. From the Abolitionist Movement that spawned abolitionist societies in the nineteenth century to the LGBT organizations that produced recent changes in marriage laws, the synergy between social change movements and nonprofit organizations has been a constant of American history. This course examines both historical dynamics in the interest of equipping present and future builders of movements and institutions with the knowledge of the forces that can support, grow, degrade, or destroy their efforts.

BUS 3250. The Business of Social Change. 3-4 Unit.
This course examines the business elements of entrepreneurial change in the social sector. Topics studied include: mission, defining opportunities, mobilizing resources, accountability, risk management, innovation, finance, and planning.

BUS 3270. Social Media Marketing. 3-4 Unit.

BUS 3310. Business Planning and Development. 3-4 Unit.
Small business is the dominant form of business in the United States, and reliance on the services provided and jobs created by small companies is integral to our economic development. In this course, students will develop and write a comprehensive business plan for an existing or new small venture. During the process of planning and writing, we will identify management, financial and funding strategies unique to the small business owner, and study models for small business growth, product or service innovation, and long-term sustainability. We will explore how to analyze the risks and rewards of potential growth opportunities and address fundamental marketing concepts and theories in the global marketplace and the associated ethical dilemmas. Technologies that can boost competition and how to attract private investors and bankers for expansion will also be covered. Students will learn how to formally present their business concept in preparation for a business plan competition or professional pitch for potential funding.

BUS 3320. Small Group Process. 3-4 Unit.
Small groups are an inescapable and essential element of public and private lives. This course helps students understand: (a)why small groups are important;(b)how they develop and work; and (c)how an individual can have an impact on the course of action of a group.
BUS 3340. Small Business Management. 3-4 Unit.

BUS 3350. Social Entrepreneurship: From Vision to Manifestation. 3-4 Unit.
This course will explore the creative impulse of social entrepreneurship, working with a variety of methods for evoking creativity and initiating authentic social processes. How do you work with a group? How do you move from vision to implementation? How do you shape something truly new and create value? How do you harness collective power and resources towards a desired end? These questions and more will guide our inquiry throughout the course and influence our experiences, assignments and discussions. Whether launching a new business venture, developing a stronger, more effective organization, or working to manifest an idea or inspiration into the world, the theme of this course can serve well in fostering a future that is just, sustainable, and globally relevant. During this class we will examine the following elements as key course themes that connect reading assignments, activities, discussions, projects, and presentations: innovation; Social entrepreneurs are innovators who create social change. What are the conditions that allow for innovation? Team Dynamics: Engaging complex social problems is rarely an individual endeavor and often requires we work with partners and teams to achieve a goal. What are processes and skills that can harness the highest potential of groups and foster effective team dynamics? New Emergent Forms: New forms of technology, communication, economy, and business are rapidly transforming our social sphere. How are social entrepreneurs keeping pace with the speed of change and, in some cases, shaping cutting edge advances to our social initiatives and business practices? Impact, Evaluation, and Sustainability: How do we know we are succeeding in such new terrain? What are methods for observation, evaluation, and measuring impact and effectiveness of social organizations? How do we continue to sustain our efforts over time?

BUS 3390. Non-Profit Advancement. 3-4 Unit.
This course will examine modern American enterprise from which we interpret the world around us. This course will examine modern American enterprise from two directions. First, we will see how it developed over the past century, both in response to its own internal needs and in response to the demands of those unwilling to accept completely the imperatives of American business. Second, we will study how business people themselves tried, not always successfully, to fuse strongly held religious, social, and political beliefs with the commercial values they also admired.

BUS 3400.LA. Nonprofit Program Design and Evaluation. 3-4 Unit.

BUS 3460. Principles of Finance. 3-4 Unit.
This course covers the core principles and practices of corporate finance. Topics include: interpreting and forecasting financial statements, valuation of stocks and bonds, the cost of capital, discounted cash flow analysis, capital budgeting, and financial planning.

BUS 3500. Prior Learning: Business. 1-5 Unit.

BUS 3510. Independent Study. 1-5 Unit.

BUS 3530. Internship. 1-5 Unit.

BUS 3550. Principles of Marketing. 3-4 Unit.
This class offers an introduction to contemporary marketing theory and its application in the marketing implementation process. Students examine the techniques involved in bringing a product, service, or idea to the marketplace. Special focus is placed on identifying market opportunities, consumer behavior issues including marketing to ethnic groups, product development, promotion planning, pricing decisions, and channels of distribution. Global issues including cause-related marketing, ethics, and consumerism are also examined. The class includes discussions, group exercises, individual exercises, and videos.

BUS 3560.LA. Case Studies in Business Ethics. 3-4 Unit.
This course concentrates on the analysis of legal and ethical wrongs committed in selected cases detailed in Securities and Exchange complaints. Students are expected to research the SEC website along with other resources and develop case analyses for presentation.

BUS 3570. Interpersonal Communication in The Workplace. 3-4 Unit.
This course focuses on two-person relationships in both the personal and professional lives of managers and others in the workplace. Its goals are to improve students' awareness and competence in interpersonal relationships, including listening behavior.

BUS 3580. Triple Bottom Line Accounting & Management. 3-4 Unit.
Contemporary business has evolved from concern over just the financial bottom line to a higher level of social responsibility where we account for the true social impact of our business activity. This course explores specific business accounting practices based on economic, environmental and social criteria: 'people, planet and profit.' Principles and tools of accounting are fundamental to understanding organizations' economic story that leaders, investors and stakeholders rely on to make decisions. This course explores the questions: What is being counted? Who is counting? What are the social justice and environmental implications of what and who is left out of the counting? Designed for students who want to become more financially literate--whether in small or large, for profit or not for profit organizations-- and who want to think critically about the rules by which business operates.

BUS 3620. Management in the Multicultural Workplace. 3-4 Unit.
This course provides students with the tools needed for effective functioning in a multicultural setting. The course illustrates how an awareness and appreciation of human difference can enhance both individual and organizational effectiveness and.
BUS 3630A. Environmental Crisis and Ethics. 3-4 Unit.

BUS 3760. Sustainable Business Practices. 3 Units.
In this course students explore fundamental sustainability issues and challenges affecting new and existing businesses in today's global market. Environmental, social, ethical and cultural perspectives are addressed, and their impact on effective sustainable business management. Students reflect upon the truth about green business, carbon footprinting, green marketing, green management and finance. Students gain awareness of the potential for a paradigmatic shift in resource management, and sustainability frameworks and explore zero waste concepts. Students investigate multiple global approaches to sustainable business management and gain a solid understanding of managing without growth and a steady state economy that lead to effective integration of social, ecological and economic realities.

BUS 3810A. Mathematical Thinking: Personal Financial Management. 3-4 Unit.
This course addresses such issues as budgeting, planning for retirement, long-term health care, investments, stocks, mortgages, and other areas applicable to understanding the finance of everyday life.

BUS 3830A. The Psychology of Consumer Behavior: Why We Buy. 3-4 Unit.
This course analyzes the psychological, sociological, and cultural variables that influence buying behavior. The focus is on how marketing strategies and the communication process impact the ways in which consumers perceive, select, and make purchases. Issues such as behavioral approaches to segmentation, social influence, the diffusion of innovation, learning, motivation, perception, attitudes, and decision making are explored.

BUS 3890. Social Media Marketing. 1 Unit.
For over a decade, social media platforms have experienced mass-market popularity, with billions of people using them for personal reasons. Yet most organizations and professionals still struggle to achieve business objectives using social media, often settling for views, 'likes' and other 'engagement' metrics of questionable value. Through case studies and discussions, this one-day workshop will show students how to evaluate various social media networks (including Twitter, LinkedIn, and Facebook) and content platforms (Instagram, blogs, and YouTube) to determine their marketing value, assess why some social media initiatives succeed and others fail, and apply analytical frameworks and strategies to outline a social media campaign for a cause, an organization, or for oneself.

BUS 3990. Applied Studies Seminar: Leadership. 3-4 Unit.
This professional, hybrid-format seminar provides students an opportunity to integrate their technical knowledge with leadership practices in their area of expertise. The Professor serves as a facilitator/mentor providing information regarding leadership and organizations, and students share their perspectives and insights as they relate this material to their areas of professional knowledge. The process is designed to integrate academic theory and practical experience as they relate to leadership practices. Specific leadership practices addressed in the seminar include leadership characteristics, the importance of values, developing a shared organizational vision, challenging organizational processes, enabling others, encouraging the heart of people in the organization, and action leadership.

BUS 3990A. Applied Studies Seminar: Cultural Contexts. 3-4 Unit.
This professional, hybrid-format seminar provides students an opportunity to connect their technical knowledge with concepts related to cultural contexts and apply these ideas to their area of expertise. The Professor serves as a facilitator/mentor providing principles to understand the study of culture from various disciplines and students share their perspectives and insights as they relate this material to their areas of professional knowledge. The process is designed to relate academic theory and practical experience around cultural context issues. Specific topics addressed in the seminar include models of culture, culture and innovation, multi-cultural issues in management, and cross-cultural management.

BUS 3990B. Applied Studies Seminar: Group Dynamics. 3-4 Unit.
This professional, hybrid-format seminar provides students an opportunity to connect their technical knowledge to group dynamics issues in their area of expertise. The Professor serves as a facilitator/mentor providing principles regarding groups, their development and dynamics, and students share their perspectives and insights as they relate this material to their areas of professional knowledge. The process is designed to relate academic theory and practical experience around group dynamics issues. Specific issues addressed in the seminar include the formation of groups, group cohesion, social influence, authority and conformity, decision making, and conflict.

BUS 3990C. Applied Studies Seminar: Technology, Self, and Society. 3-4 Unit.
This professional, hybrid-format seminar is open to both Applied Studies and BA Liberal Arts students and provides an opportunity for students to connect their technical, professional and personal knowledge to current issues related to Technology, Self and Society. Together we will think about the development and influence of technology from a postmodern perspective. Some of the issues we'll reflect on together include: the historical development of technology, its various impacts on the self, identity, relationship, society, culture, globalization, economy and business. We'll also attempt to define technological trends and speculate about the future direction and impact of technology. Because this is an Applied Studies Seminar, students will be asked to reflect upon what they're learning and apply it directly to their professional, personal, or political interests, depending on their current program of study.

BUS 4010. Foundations of Business Practice. 3 Units.
This is one of two courses that expose students to the major areas of business practice. The Foundation courses familiarize students with the language and concepts that are central to core business functions. MGT 501A introduces the topics of accounting, finance, and economics to enable students to comprehend financial analysis and decision-making in organizations. Students gain a basic understanding of budgeting and financial statements, the time value of money, and revenue and cost behavior of firms in competitive markets. This is a hybrid course that includes both classroom and online activities. (Students should enroll in this course at its earliest offering in their program of study).
BUS 4050. Psychology of Leadership. 3-4 Unit.
What is leadership and why is it important? Is leadership a matter of power or authority? What makes a leader - virtues, charisma, or position? Are leaders about goodness, justice, or mere efficacy? This course is designed to explore the theoretical aspects of leadership from several disciplinary perspectives and to understand how theory applies to real situations. Topics include leadership models, leader behavior and skills, followership, teams and motivation, social and ethical responsibilities, and leading with creativity. Students are expected to analyze cases, current situations and their own leadership style.

BUS 4310. Social and Ethical Issues in Management. 4 Units.
In this course, the case study method is employed to examine contemporary organizational problems that concern rights, responsibilities, justice, and liberties. Topics include affirmative action, employee rights, testing in the workplace, AIDS in the workplace, maternity/paternity leave, fraud, bribery, kickbacks, and environmental issues. Landmark U.S. and State Supreme Court decisions are analyzed from the perspectives of dominant ethical theories, such as those of Bentham, Hume, Mill, Kant, and Rawls.

BUS 4510. Independent Study. 1-5 Unit.
BUS 4530. Internship: Business. 1-5 Unit.

General Education Transfer Credit Equivalency: Do not make any sections from this course.

General Education Transfer Credit Equivalency: Do not make any sections from this course.

General Education Transfer Credit Equivalency: Do not make any sections from this course.

BUS X4000. Business / Social Science Domain. 1-9 Unit.
General Education Transfer Credit Equivalency: Do not make any sections from this course.

BUS X4001. Business / Social Science Domain. 1-9 Unit.
General Education Transfer Credit Equivalency: Do not make any sections from this course.

General Education Transfer Credit Equivalency: Do not make any sections from this course.