BUSINESS CORE (BUS)

BUS 1099 Daniels Professional Development Program Part I (0 Credits)
Some experiences are essential to a student's development, but don't fit well within the confines of a traditional course. This is a face-to-face zero-credit course intended to provide students with a framework to master professional development through experiential-based learning opportunities that will give them the necessary tools to identify a career path prior to graduation and succeed in their career development. Key topics include resume and cover letter development, understanding the business majors and associated career paths, and professional skill development such as appropriate business dress, communication, and etiquette.

BUS 1440 The Fourth Industrial Revolution (4 Credits)
This course provides a practical glimpse into the future of the global and competitive nature of business. From product ideation to product deployment, this course introduces students to business's role in society in promoting sustainability as the only successful business model for delivering value to customers and stakeholders of all kinds. Key business activities such as marketing, finance and accounting, working in teams, and product/service innovation and creativity are introduced. Key 4th industrial revolution technologies such as artificial intelligence (AI), the Internet of Things (IoT), distributed ledger technology and cryptocurrency, augmented/mixed/virtual reality, additive manufacturing, and autonomous, robotics, and drones are also introduced.

BUS 2099 Daniels Professional Development Program Part II (0 Credits)
This course is the second part of the Daniels Professional Development Program (DPDP). Similar to DPDP I, this course will expose students experiential-based learning opportunities that will provide the necessary tools and skills to successfully land an internship and full-time position prior to graduation. This will include attending a career fair, completing a mock interview and receiving real-time feedback, creating a professional LinkedIn profile, and attendance to career services workshops focused on professional development. Prerequisite: BUS 1099.

BUS 3000 Strategic Business Communications (4 Credits)
Leading CEOs know what multiple studies confirm: competence in communication is an essential skill for entry-level positions in business, and excellence in communication is necessary to become an industry leader. This course is designed to allow extensive time to practice and receive expert coaching. Since communication skills develop over time, you will build proficiency through multiple oral and written assignments that increase in rigor and complexity. The assignments will give you the individual and team skills you will need to be successful in both your academic and professional career. The quarter culminates in a client project addressing real campus or community issues. Prerequisites: BUS 1099 (with Passing - "P" grade) and admission to Daniels.

BUS 3099 Daniels Professional Development Program Part 3 (0 Credits)
Some skills and certifications are essential to student success in landing an internship and full-time job at graduation but do not fit well within the confines of a traditional course. This zero-credit course will provide students with a platform to master skills to prepare them for a career in the Fourth Industrial Revolution. Relevant skills and certifications will vary based on a student's major and career interests. Common examples include Google Analytics, the Advanced Excel Certification, Python, SalesForce, and Robotic Process Automation.

BUS 3441 The IoT Build (2 Credits)
The Internet of Things (IoT) is moving rapidly toward "The Internet of All Things." From water bottles to clothing to furniture, everything in our everyday world will be connected to the Internet, sharing information about our lives. In this course, you'll get hands-on experience building IoT applications. You'll learn how to gather data from sensors such as weight, occupancy, sound, proximity, pressure, gas, and infrared. By 2030, there will be 500 billion devices connected to the Internet. This class will show you how.

BUS 3442 Python Programming (4 Credits)
Python is a general-purpose, high-level programming language suitable to a wide variety of tasks in today's interconnected and technology-based world. Python is also an object-oriented language, a necessity for real-time, dynamic, and web-based applications. In this course, you'll learn how to apply Python to basic programming elements such as data types, arithmetic operations, control structures, methods/functions, arrays, and file handling.

BUS 3446 Blockchain and Cryptocurrency (2 Credits)
Bitcoin was created in 2009 and eight years later it reached a record high of $20,000 per coin. Bitcoin is a virtual currency, or more commonly known as a cryptocurrency, that is managed by a decentralized network of users instead of a government or central bank. Anonymity, low transaction fees, built-in scarcity, and borderless transactions are some of the benefits that Bitcoin provides.   This course will provide a high-level overview of blockchain and cryptocurrency, starting from the beginning with the basic fundamentals of blockchain technology. You will gain a comprehensive understanding of blockchain, what it is, and how it is used in cryptocurrency and the opportunities available with decentralized applications. We will explore the concept of money as a medium of exchange for goods and services and how cryptocurrencies such as Bitcoin aim to replace traditional Fiat currencies.

BUS 3450 Blockchain, Cryptocurrency & FinTech: What You Need To Know (4 Credits)
Bitcoin made blockchain technology famous, it highlighted a transformative technology that facilitates the transfer of value between two entities without a trusted 3rd party. Blockchain technology has the potential to disrupt industries, financial systems and social norms. This course will study the fundamentals of Blockchain, cryptocurrency and financial technology (FinTech). We will begin with a high-level overview on the origin and concept of money and how it is valued. It will progress through an in-depth dive into the business of Blockchain, Bitcoin, Smart-Contracts and Financial Technology. This course will expose students to the opportunities, risks and challenges an immutable, decentralized system based on consensus presents. We will explore the consequence and application of blockchain technology in decentralized applications, DAOs, non-fungible tokens (NFTs), and the Metaverse. No prior knowledge of Blockchain, Cryptocurrency, and FinTech is required to take this course.

BUS 3700 Topics in Business (0-10 Credits)

BUS 3800 Business for the Public Good (4 Credits)
The vision of Business for the Public Good is to provide an impactful culminating experience in the Daniels Core in which students think critically and creatively to address a societal issue through the lens of business. In this capstone to the business core, students will identify a real-world problem and use business tools and knowledge to address the issue. Topics include stakeholder management, corporate social responsibility, models of business, globalization, the natural environment, technology, public policy, innovative design thinking, among others. This course is designed to explore the place of business in the context of society. The course will familiarize students with the relationships among the private, public and nonprofit sectors.. The course will challenge students by engaging them in projects focused on pioneering business to achieve public good and public benefit. Enforced Prerequisite: MGMT 3000 (minimum grade of C-).

BUS 3980 Internship (0-4 Credits)
Initial for-credit internship experience for students pursuing a business major, creating the opportunity to acquire meaningful work experience in a supervised, practical setting. Prerequisite: BUS 1440 (minimum grade of C-).