BUSINESS EXPLORATION [bus-x]

BUS-X is an innovative, three-part series to build career-ready business professionals. By completing the BUS-X program, students will:

- explore career options and pathways into various professions
- experience a business immersion challenge to learn how the functional areas of business combine to achieve overall goals
- develop job search skills
- network with business professionals, alumni, and community leaders
- gain valuable hands-on practical experience, such as internships, consulting projects, or approved service-learning activities

All students majoring in the Wehle School of Business are required to complete BUS-X in order to graduate.

Freshman Year - BUS 101 Explore Business
- exploring majors and careers

Sophomore Year - BUS 201 Explore Careers
- informational interviews
- resumes, interview skills, mock interviews

Junior/Senior Year - BUS 401 Business in Action
- hands-on, real business experience
- internships
- student consulting projects
- Golden Griffin Fund and CFA Research Challenge
- Enactus

Select one of the following options for satisfying the mathematics requirement: 1

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
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<tbody>
<tr>
<td>MAT 105</td>
<td>Finite Mathematics</td>
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<tr>
<td>MAT 106</td>
<td>Calculus for the Non-Sciences</td>
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<td>Option 2: Select one of the following advanced math courses:</td>
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<td>MAT 109</td>
<td>Calculus with Review I</td>
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<td>MAT 111</td>
<td>Calculus I</td>
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<td>MAT 115</td>
<td>Calculus for Business</td>
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BUSX is required of all business majors and must be completed for degree requirements. This series of courses is 0 credit hours and will be graded pass/fail. BUS 101 will be completed in your first semester freshman year, BUS 201 will be completed as a sophomore, and BUS 401 will be completed as a junior or senior.

Business International Requirement

The Business International Requirement is part of the business core curriculum and is designed to help prepare students for doing business in an increasingly global economy. Note that American Sign Language and...
classical or ancient languages such as Greek and Latin do not satisfy the Business International Requirement. The list of non-U.S. culture classes that satisfy the requirement is updated regularly and can be obtained from your advisor or department chair. As an alternative to modern language or non-U.S. culture classes, students can satisfy the Business International Requirement by participating in a semester-long study abroad program.

**Business Core Learning Goals and Objectives**

**Student Learning Goal 1:** BSBA graduates will have a fundamental knowledge and understand the value chain for goods and services.

- **Objective A:** Understand the creation of value through business processes integrating production and distribution of goods and services.
- **Objective B:** Students will be able to apply the concept of the marketing mix for goods and services when describing an organization’s marketing strategy.

**Student Learning Goal 2:** BSBA graduates will have fundamental analytical and quantitative skills.

- **Objective A:** Demonstrate critical thinking and problem solving skills.
- **Objective B:** Have sufficient mastery of statistical applications to conduct and interpret statistical analyses.
- **Objective C:** Have sufficient mastery of management science applications to conduct and interpret analyses.
- **Objective D:** Perform and interpret standard accounting and financial computations and analysis.

**Student Learning Goal 3:** BSBA graduates will have a fundamental knowledge of global human behaviors and market structures.

- **Objective A:** Demonstrate awareness of how cultural differences and human diversity impact business decisions.
- **Objective B:** Demonstrate an understanding of the market structure, macroeconomic and international environments within which businesses operate, including the roles of financial institutions, the central bank, and the government.

**Student Learning Goal 4:** BSBA graduates will know ethical frameworks in managerial decision-making and leadership.

- **Objective A:** Demonstrate knowledge of different approaches to ethical decision making, and how they apply to different business situations in a socially responsible manner;
- **Objective B:** Demonstrate an understanding of fundamental issues such as conflicts that may arise among the stakeholders of a firm, management’s fiduciary responsibility and issues of corporate governance
- **Objective C:** Describe issues pertaining to social responsibility and sustainability.
- **Objective D:** Identify situations when ethical leadership is required.

**Student Learning Goal 5:** BSBA graduates will know and understand appropriate uses of Information Systems.

- **Objective A:** Understand the use of information technology as a tool for communication, management, and business problem solving.