BUSN - MAYS BUSINESS SCHOOL (BUSN)

BUSN 101 Freshman Business Initiative

Credits 3. 3 Lecture Hours. (BUSI 1301) Freshman Business Initiative. Freshman orientation to business and to Mays Business School; introduction to majors within the business school and associated career opportunities; introduction and development of personal and professional competencies, with emphasis on self-leadership, business communication, ethical decision making, and teamwork. **Prerequisite:** Freshmen admitted to Mays Business School; also taught at Galveston campus.

BUSN 125 Business Learning Community I

Credits 3. 3 Lecture Hours. Focuses on the base competencies that relate to effectively managing people, tasks and organizations, and change and innovation; develops skills in personal and professional competencies, analytical and critical thinking skills, written and oral communication skills, interpersonal skills and problem-solving skills; research emphasis. **Prerequisite:** Selection for Mays Business School Honors Program.

BUSN 203 Statistical Methods for Business

Credits 3. 3 Lecture Hours. (BUSI 2305) Statistical Methods for Business. Collection, tabulation and presentation of numerical data; sampling, estimation of averages and variation, probability and error, hypothesis testing and correlation. Only one of the following will satisfy the requirements for a degree: STAT 201 or BUSN 203; STAT 201 may not be used to satisfy the BUSN 203 requirement in BBA degree programs. **Prerequisites:** MATH 140, MATH 142, or equivalent; Business, Agribusiness, and Maritime Business Administration majors; also taught at Galveston campus.

BUSN 204 Discover Consulting

Credits 3. 3 Lecture Hours. Learning the basic of management consulting; consulting firm distinctions (MBB, Big Four, boutique); value-creation models; consulting offerings; organizational structures and roles; career paths; consulting frameworks, diagnostics, analytics, methodologies; consulting project life cycle; client dynamics and influence; critical thinking; mental math strategies; interviewing skills; resume writing; self-awareness (EQ & CQ); personal presence. **Prerequisites:** Sophomore classification or approval by instructor.

BUSN 206 Emerging Business Technology Environment

Credits 3. 3 Lecture Hours. Analysis, recording, and reviewing of impactful technology businesses; foundational business leadership and personal brand development; analysis of customer lifecycle choices and business opportunity identification. **Prerequisites:** Business of Technology certificate; approval of instructor.

BUSN 207 New Product Development and Go-to-Market Strategies

Credits 3. 3 Lecture Hours. Analysis and review of impactful technology businesses; ideating new products and services; product development process; developing opportunity identification; A/B testing of new product ideas; mapping customer value. **Prerequisites:** Business of Technology certificate; approval of instructor.

BUSN 208 Business Application Development

Credits 3. 3 Lecture Hours. Review and development of code-based business applications; foundations of user experience and user interface designs; analysis of code performance and tracking app experience in the iPhone Operating Systems (IOS) Database market. **Prerequisites:** Business of Technology certificate; approval of instructor; CSCE 110 or CSCE 120.

BUSN 209 Business in Technology Experience

Credits 3. 3 Lecture Hours. Examination of global business and technology environment in the west coast; history, culture, politics, and innovation influencing innovation & infrastructure; combination of classroom work and field trip. **Prerequisites:** Business of Technology certificate; approval of instructor.

BUSN 213 Overview of the Energy Industry

Credit 1. 1 Lecture Hour. Overview of the business model of energy companies; study of how the different functional areas of an energy firm work together to create value **Prerequisite:** Admission to Mays Business school.

BUSN 225 Business Competency

Credits 3. 3 Lecture Hours. Application of core business competencies of leadership, communication, decision making, ethics and teamwork. **Prerequisites:** BUSN 101 or BUSN 125; selection for Mays Business School Honors Program.

BUSN 232 Resource Development

Credits 3. 3 Lecture Hours. Examination of resource development and the fundraising process in nonprofit organizations and social enterprises; introduction to the funding methods and interconnectedness of government, individuals, foundations and corporations as nonprofits seek to address societal challenges; overview of donor motivations, sources of support, staff/board roles in fundraising, earned income strategies and ethical practices. **Prerequisites:** Mays Business School majors only.

BUSN 285 Directed Studies

Credits 1 to 4. 1 to 4 Other Hours. Directed study of selected problem in business not covered in other courses. May be taken two times for credit. **Prerequisites:** Freshman or sophomore classification admitted to Mays Business School and approval of instructor.

BUSN 289 Special Topics in…

Credits 1 to 4. 1 to 4 Lecture Hours. Selected topics in an identified area of business and public service. May be repeated for credit. **Prerequisite:** Freshman or sophomore in business.

BUSN 299 Professional and High Impact Experiences

Credits 0. 0 Other Hours. Participation in professional and/or high impact experiences. May be repeated for credit. Must be taken on a satisfactory/unsatisfactory basis.

BUSN 302 Nonprofit Perspectives

Credit 1. 1 Lecture Hour. Examination of the size, scope and distinctiveness of the nonprofit sector; development of a comprehensive view of the nonprofit sector by engaging with a diversity of perspectives from private, government or nonprofit organizations. **Prerequisite:** Mays Business School major; junior or senior classification or approval of instructor.

BUSN 325 Business Honors Seminar I

Credit 1. 1 Other Hour. Development and analysis of professional skills for application in the workplace. **Prerequisite:** Grade of C or better in BUSN 125 and BUSN 225; Business Honors majors.

BUSN 392 Cooperative Education in Business

Credits 2. 40 Other Hours. Educational work assignment in the field in which the student is interested. Supervision will be by employer with technical report required at semester's end. May be taken three times for credit.

BUSN 401 Mays Business Fellows I

Credits 3. 3 Lecture Hours. A seminar for the development of leadership and management skills. **Prerequisite:** Selection for Mays Business Fellows Program.

BUSN 403 Business Writing and Communication

Credits 3. 3 Lecture Hours. Essential written communication skills for business; theory, hands-on practice, real-world scenarios; proficiency in written business communication; written documents, digital presence; effective communication strategies; career readiness, professional relationships; identifying, analyzing stakeholders; achieving communication objectives; self-reflection, peer review; understanding personal communication strengths, biases. **Prerequisite:** Junior or senior classification or approval of instructor.

BUSN 404 Career Design

Credits 3. 3 Lecture Hours. Tools and insights to craft a life and career that aligns with values, aspirations, and educational experiences; emphasis on design thinking principles, guiding through self-discovery, exploration of passions, skills, and potential life trajectories; foundational framework for making intentional, informed decisions about life and careers. **Prerequisites:** Junior or senior classification; approval of instructor.

BUSN 405 Consulting Interview Preparation

Credits 3. 3 Lecture Hours. Case interviews preparation; behavioral fit interview practice; mastery of MECE categorization; managing a client; making data-based recommendations using the Pyramid Principle; developing and communicating stories demonstrating professional drive, and business competence; managing cross-examination and probing questions. **Prerequisites:** Grade of C or better in BUSN 204 or approval of instructor.

BUSN 432 Strategic Philanthropy

Credits 3. 3 Lecture Hours. Examination of historical trends in philanthropy; participation in grant making process through the lens of a private foundation; engagement with local and national philanthropic leaders; development of personal philanthropic ethic through a grant making simulation that includes due diligence, writing grants and reaching collective decisions. **Prerequisites:** Junior or senior classification or approval of instructor.

BUSN 450 Business Transformation with Generative Artificial Intelligence

Credits 3. 3 Lecture Hours. Leverage Generative Artificial Intelligence (AI) and Large Language Models (LLMs) across major business functions, including marketing, management, product development, operations, accounting, and finance; application of a variety of AI/LLM tools to enable business efficiency and effectiveness; focusing on practical business applications and ethical considerations; building custom AI tools for specific business needs. **Prerequisites:** Artificial Intelligence in Business minor only; junior or senior classification.

BUSN 455 Automating Business Story Telling Using Artificial Intelligence

Credits 3. 3 Lecture Hours. Business data visualization principles and evaluation strategies; use of tools such as dashboards, Python, Tableau/PowerBI; effective storytelling using automated visualization enabled by artificial intelligence; connecting data analytics to business outcomes and communicating those outcomes to higher management and consumers. **Prerequisites:** Artificial Intelligence in Business minor only; junior or senior classification; BUSN 450 or concurrent enrollment.

BUSN 460 Machine Learning, Predictive Modeling, and Business Applications

Credits 3. 3 Lecture Hours. Building knowledge needed for acquiring advanced machine learning (ML) skills useful in business; preparation for collaborative work on business applications using ML techniques; ML concepts; overview of ML algorithms/models; management of a ML project from a business perspective; real-world use cases of ML in various business functions and industries, using predictive analytics to transform business processes and functions. **Prerequisites:** Artificial Intelligence in Business minor; junior or senior classification; BUSN 450 or concurrent enrollment.

BUSN 465 Business Applications of Deep Learning - Image Audio and Video Data

Credits 3. 3 Lecture Hours. Advanced skills for analyzing and extracting insights for business from image, unstructured audio and video data using deep learning; applying deep learning techniques to real-world business scenarios, including customer-driven applications; leveraging state-of-the-art AI tools and methodologies to process, analyze, and derive actionable insights from audio and video data; enhancing decision-making and operational efficiency across various business domains; tackling complex challenges in the evolving landscape of business data analysis. **Prerequisites:** Artificial Intelligence in Business minor; junior or senior classification; BUSN 450 or concurrent enrollment.

BUSN 470 Applied Natural Language Processing for Business Decisions

Credits 3. 3 Lecture Hours. Application of natural language processing tools to derive business information from unstructured text; extraction of text and tables from documents and websites; increase effectiveness and efficiency when using business relevant textual data (ex., analyst reports, corporate filings, emails, political/regulatory comments, and business customer/transaction files). **Prerequisites:** Artificial Intelligence in Business minor only; junior or senior classification; BUSN 450 or concurrent enrollment.

BUSN 481 Seminar

Credits 0-1. 0-1 Other Hours. Exploration of current business topics or competencies. May be taken four times for credit. **Prerequisites:** Junior or senior classification or approval of instructor.

BUSN 484 Internship

Credits 0 to 4. 0 to 4 Other Hours. Professional internship or practical experience in a field in which the student is interested, under the direction of the business honors director or a business school faculty member. May be taken two times for credit. **Prerequisite:** Business honors major or approval of instructor.

BUSN 485 Directed Studies

Credits 1 to 6. 1 to 6 Other Hours. Directed study on selected problems in the area of business administration not covered in other courses. May be repeated for credit. **Prerequisites:** Admission to upper division in Mays Business School; approval of instructor.

BUSN 489 Special Topics in…

Credits 1 to 4. 1 to 4 Other Hours. Selected topics in an identified area of business and public service. May be repeated for credit. **Prerequisites:** Junior or senior classification in business.

BUSN 491 Research

Credits 1 to 4. 1 to 4 Other Hours. Research conducted under the direction of faculty member in Mays Business School. May be repeated 1 times for credit. **Prerequisites:** Junior or senior classification admitted to Mays Business School and approval of instructor.