BUSINESS (BUSI)

**BUSI 220 - LILIE DESIGN THINKING**  
**Short Title:** LILIE DESIGN THINKING  
**Department:** Business  
**Grade Mode:** Standard Letter  
**Course Type:** Lecture/Laboratory  
**Credit Hours:** 3  
**Restrictions:** Enrollment is limited to Undergraduate, Undergraduate Professional or Visiting Undergraduate level students.  
**Course Level:** Undergraduate Lower-Level  
**Description:** Design thinking is a problem-solving process that can be used to reduce risk when launching a new idea and increase your chances of developing an innovative solution that people want. At the center of the design thinking approach is building empathy with the people for which you are creating products, services, and processes. From that deep empathy, insights will emerge, with which we will apply an iterative prototyping and experimentation method to learn quickly and apply resources efficiently.  

**BUSI 221 - NEW ENTERPRISES**  
**Short Title:** NEW ENTERPRISES  
**Department:** Business  
**Grade Mode:** Standard Letter  
**Course Type:** Lecture/Laboratory  
**Credit Hours:** 3  
**Restrictions:** Enrollment is limited to Undergraduate, Undergraduate Professional or Visiting Undergraduate level students.  
**Course Level:** Undergraduate Lower-Level  
**Description:** In this course, students will learn and experience a process for innovation-based venture development. During the semester, students will form teams and create a plan for a new venture. Cross-list: ENGI 221. Mutually Exclusive: Cannot register for BUSI 221 if student has credit for BUSI 462.  

**BUSI 222 - TECH PRODUCT DESIGN AND DEVELOPMENT**  
**Short Title:** TECH PRODUCT DESIGN & DEV  
**Department:** Business  
**Grade Mode:** Standard Letter  
**Course Type:** Lecture  
**Credit Hours:** 3  
**Restrictions:** Enrollment is limited to Undergraduate, Undergraduate Professional or Visiting Undergraduate level students.  
**Course Level:** Undergraduate Lower-Level  
**Description:** This course provides an introduction to the process of product design and development in technology-driven startups and growth companies.  

**BUSI 223 - BUSINESS MODELING FOR ENTREPRENEURS**  
**Short Title:** MODELING FOR ENTREPRENEURS  
**Department:** Business  
**Grade Mode:** Standard Letter  
**Course Type:** Lecture/Laboratory  
**Credit Hours:** 3  
**Restrictions:** Enrollment is limited to Undergraduate, Undergraduate Professional or Visiting Undergraduate level students.  
**Course Level:** Undergraduate Lower-Level  
**Description:** The course teaches how to translate a startup business plan into a bottoms up quantitative model of the business and its underlying assumptions. Students will learn how to build a model of cash flows for a startup, how to use that model to track performance and identify errors in the underlying assumptions and adjust, and how to update the model based on realized performance.  

**BUSI 238 - SPECIAL TOPICS**  
**Short Title:** SPECIAL TOPICS  
**Department:** Business  
**Grade Mode:** Standard Letter  
**Course Type:** Internship/Practicum, Laboratory, Lecture, Seminar, Independent Study  
**Credit Hours:** 1-4  
**Restrictions:** Enrollment is limited to Undergraduate, Undergraduate Professional or Visiting Undergraduate level students.  
**Course Level:** Undergraduate Lower-Level  
**Description:** Topics and credit hours vary each semester. Contact department for current semester's topic(s). Repeatable for Credit.  

**BUSI 246 - THE MONEY REVOLUTION: FINTECH, CRYPTOCURRENCIES, AND BLOCKCHAIN**  
**Short Title:** FINTECH: THE MONEY REVOLUTION  
**Department:** Business  
**Grade Mode:** Standard Letter  
**Course Type:** Lecture  
**Credit Hours:** 3  
**Restrictions:** Enrollment is limited to Undergraduate, Undergraduate Professional or Visiting Undergraduate level students.  
**Course Level:** Undergraduate Lower-Level  
**Description:** Are financial services the next industry to be brought to its knees by disruptors and blockchain technology? Analyze how the likes of Square, PayPal, Stripe, Lending Club, OnDeck or Robinhood are disrupting financial services. Look into the next wave of technologies which are likely to accelerate the disruption: blockchain, cryptocurrencies and robotics.  

**BUSI 251 - INTRODUCTION TO BUSINESS STATISTICS AND ANALYSIS**  
**Short Title:** INTRO TO BUSINESS STATS  
**Department:** Business  
**Grade Mode:** Standard Letter  
**Course Type:** Lecture  
**Credit Hours:** 3  
**Restrictions:** Enrollment is limited to Undergraduate, Undergraduate Professional or Visiting Undergraduate level students.  
**Course Level:** Undergraduate Lower-Level  
**Description:** Designed to equip you with a basic understanding of business data analysis tools and techniques including essential Excel, build descriptive business data measures, and develop your aptitude for data modeling. Explores basic probability concepts, including measuring and modeling uncertainty, uses various data distributions, confidence intervals, hypothesis testing along with the Linear Regression Model, to analyze and inform business decisions.
BUSI 271 - BUSINESS OF HEALTHCARE  
**Short Title:** BUSINESS OF HEALTHCARE  
**Department:** Business  
**Grade Mode:** Standard Letter  
**Course Type:** Lecture  
**Credit Hours:** 3  
**Restrictions:** Enrollment is limited to Undergraduate, Undergraduate Professional or Visiting Undergraduate level students.  
**Course Level:** Undergraduate Lower-Level  
**Description:** This course will serve as an introduction to the U.S. healthcare system from a business perspective. We will describe the providers and the financial system that comprise healthcare, and the challenges healthcare faces. We will explore opportunities to increase quality while decreasing costs and the effects of the COVID-19 pandemic on an already strained system.

BUSI 291 - FUNDAMENTALS OF SALES  
**Short Title:** FUNDAMENTALS OF SALES  
**Department:** Business  
**Grade Mode:** Standard Letter  
**Course Type:** Lecture  
**Credit Hours:** 3  
**Restrictions:** Enrollment is limited to Undergraduate, Undergraduate Professional or Visiting Undergraduate level students.  
**Course Level:** Undergraduate Lower-Level  
**Description:** Fundamentals of Sales introduces students to the knowledge, skills, and behaviors required for success in the field of sales. Topics include planning effective sales meetings and sales presentations, client decision-making styles, and approaches to influencing client behavior. Students will demonstrate mastery of these topics through role-playing and class/instructor feedback.

BUSI 296 - BUSINESS COMMUNICATION  
**Short Title:** BUSINESS COMMUNICATION  
**Department:** Business  
**Grade Mode:** Standard Letter  
**Course Type:** Lecture  
**Credit Hours:** 3  
**Restrictions:** Enrollment is limited to Undergraduate, Undergraduate Professional or Visiting Undergraduate level students.  
**Course Level:** Undergraduate Lower-Level  
**Description:** Provides an introduction to business, focusing on the strategy and practice of effective communications in business situations. The course includes individual communication skills assessment and development as well as team-based oral and written communication instruction.  

BUSI 305 - FINANCIAL ACCOUNTING  
**Short Title:** FINANCIAL ACCOUNTING  
**Department:** Business  
**Grade Mode:** Standard Letter  
**Course Type:** Lecture  
**Credit Hours:** 3  
**Restrictions:** Enrollment is limited to Undergraduate, Undergraduate Professional or Visiting Undergraduate level students.  
**Course Level:** Undergraduate Upper-Level  
**Description:** Covers the preparation, analysis, and use of corporate financial statements; asset and liability valuation and income determination; receivables, inventories, present values, tangible and intangible fixed assets, bonds, leases, shareholder equity, intercorporate investments, consolidations, and cash flow accounting. Space is limited.  
**Course URL:** www.business.rice.edu/ (http://www.business.rice.edu/)

BUSI 310 - LEADING PEOPLE IN ORGANIZATIONS  
**Short Title:** LEADING IN ORGANIZATIONS  
**Department:** Business  
**Grade Mode:** Standard Letter  
**Course Type:** Lecture  
**Credit Hours:** 3  
**Restrictions:** Enrollment is limited to Undergraduate, Undergraduate Professional or Visiting Undergraduate level students.  
**Course Level:** Undergraduate Upper-Level  
**Description:** Introduces the psychological and sociological processes underlying human behavior in organizational settings (e.g., companies, schools, sports clubs). Topics include motivation, decision making, principles of fairness and justice, cross-cultural differences, working in teams, and tactics of influence.  
**Course URL:** www.business.rice.edu/ (http://www.business.rice.edu/)

BUSI 343 - FINANCIAL MANAGEMENT  
**Short Title:** FINANCIAL MANAGEMENT  
**Department:** Business  
**Grade Mode:** Standard Letter  
**Course Type:** Lecture  
**Credit Hours:** 3  
**Restrictions:** Enrollment is limited to Undergraduate, Undergraduate Professional or Visiting Undergraduate level students.  
**Course Level:** Undergraduate Upper-Level  
**Prerequisite(s):** (BUSI 395 or STAT 280 or SOSC 302 or STAT 305 or STAT 310 or STAT 312 or STAT 315 or DSCI 301 or ECON 307 or POLI 395 or PSYC 339) and (ECON 100 or ECON 200) and BUSI 305  
**Description:** Develops the core concepts of corporate financial management and introduces a set of analytical tools to evaluate financial decisions. Employs concepts of time value of money, risk and return, and market efficiency to examine how capital market investors value risky assets. Develops a framework for evaluating corporate investment and financing decisions. Mutually Exclusive: Cannot register for BUSI 343 if student has credit for ECON 343.  
**Course URL:** www.business.rice.edu/ (http://www.business.rice.edu/)
BUSI 360 - FOUNDER'S JOURNEY
Short Title: FOUNDER'S JOURNEY
Department: Business
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hour: 1
Restrictions: Enrollment is limited to Undergraduate, Undergraduate Professional or Visiting Undergraduate level students.
Course Level: Undergraduate Upper-Level
Description: This course will help students explore leadership, innovation, and creativity through the lens of a startup founder. Students will learn about the successful traits of entrepreneurs, understand how to spot new opportunities within their areas of interest, and work on charting their own entrepreneurial journey. Learn from a diverse lineup of accomplished leaders and entrepreneurs.

BUSI 361 - COMMUNICATIONS FOR ENTREPRENEURS
Short Title: ENTREPRENEURIAL COMMUNICATION
Department: Business
Grade Mode: Standard Letter
Course Type: Laboratory
Credit Hour: 1
Restrictions: Enrollment is limited to Undergraduate, Undergraduate Professional or Visiting Undergraduate level students.
Course Level: Undergraduate Upper-Level
Description: Course introduces key concepts, tools, and practices of communication in the context of start ups, small businesses, and other entrepreneurial ventures. Emphasis is on practicing skills valuable throughout the life cycle of a new venture. Students will learn skills for communicating and working with their team, investors, and mentors.

BUSI 374 - OPERATIONS MANAGEMENT
Short Title: OPERATIONS MANAGEMENT
Department: Business
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 3
Restrictions: Enrollment is limited to Undergraduate, Undergraduate Professional or Visiting Undergraduate level students.
Course Level: Undergraduate Upper-Level
Prerequisite(s): BUSI 395 or STAT 280 or SOSC 302 or STAT 305 or STAT 310 or STAT 312 or DSCI 301 or ECON 307 or STAT 315 or PSYC 339 and (ECON 100 or ECON 200)
Description: An introduction to the design and integration of successful operations procedures both within the organization and across the supply chain. The course focuses on understanding, managing and improving processes and flows of products, customers, and information. Covering measurable techniques to deal with bottlenecks, inventory, queues, quality management, and some strategic issues in operations. Recommended Prerequisite(s): BUSI 305 and (ECON 100 or ECON 200)

BUSI 380 - MARKETING
Short Title: MARKETING
Department: Business
Grade Mode: Standard Letter
Course Type: Lecture
Distribution Group: Distribution Group II
Credit Hours: 3
Restrictions: Enrollment is limited to Undergraduate, Undergraduate Professional or Visiting Undergraduate level students.
Course Level: Undergraduate Upper-Level
Prerequisite(s): BUSI 395 or STAT 280 or SOSC 302 or STAT 305 or STAT 310 or STAT 312 or DSCI 301 or ECON 307 or POLI 395 or PSYC 339 and (ECON 100 or ECON 200)
Description: Introduces the role of marketing in organizations and the principal marketing decisions facing management. Topics include marketing planning and strategy; segmentation and targeting; understanding customer buying behavior; behavioral economics; development and management of products and services; branding; channels of distribution; sales; digital marketing, advertising and promotional methods; pricing strategy; and the development of integrated marketing strategies.
Course URL: www.business.rice.edu/ (http://www.business.rice.edu/)

BUSI 390 - STRATEGIC MANAGEMENT
Short Title: STRATEGIC MANAGEMENT
Department: Business
Grade Mode: Standard Letter
Course Type: Seminar
Distribution Group: Distribution Group II
Credit Hours: 3
Restrictions: Students with a class of Freshman may not enroll.
Enrollment is limited to Undergraduate, Undergraduate Professional or Visiting Undergraduate level students.
Course Level: Undergraduate Upper-Level
Prerequisite(s): BUSI 305
Description: Examines the strategic management of businesses in market and non-market environments. Key topics include competitive and industry analysis, strategy formulation and implementation, and strategic planning. Case discussions of real companies are combined with readings. Recommended Prerequisite(s): ECON 100 or ECON 200
Mutually Exclusive: Cannot register for BUSI 390 if student has credit for BUSI 471.
Course URL: business.rice.edu/ (http://business.rice.edu/)
BUSI 395 - DATA ANALYTICS
Short Title: DATA ANALYTICS
Department: Business
Grade Mode: Standard Letter
Course Type: Lecture/Laboratory
Distribution Group: Distribution Group III
Credit Hours: 4
Restrictions: Enrollment is limited to Undergraduate, Undergraduate Professional or Visiting Undergraduate level students.
Course Level: Undergraduate Upper-Level
Prerequisite(s): MATH 101 or MATH 102 or MATH 105 or MATH 112
Description: An introduction to the statistics and mathematics required for the applications of data science to business environments. The course covers both descriptive and predictive analytics. Starting with the building blocks of probability, random variables and sampling distributions moving to hypothesis testing and regression analysis and culminating with more advanced topics such as multiple regression, model selection and time series analysis emphasizing their use in addressing concrete business problems. Mutually Exclusive: Cannot register for BUSI 395 if student has credit for DSCI 301/ECON 307/STAT 310/STAT 315.

BUSI 401 - FINANCIAL STATEMENT ANALYSIS
Short Title: FINANCIAL STATEMENT ANALYSIS
Department: Business
Grade Mode: Standard Letter
Course Type: Lecture/Laboratory
Credit Hours: 4
Restrictions: Enrollment is limited to Undergraduate, Undergraduate Professional or Visiting Undergraduate level students.
Course Level: Undergraduate Upper-Level
Prerequisite(s): BUSI 395 or STAT 305 or STAT 310 or STAT 312 or STAT 315 or DSCI 301 or ECON 307 and (BUSI 343 or ECON 343) and BUSI 305
Description: Financial statements are a key source of information about the economic activities of a firm. This course builds on the core financial accounting course by incorporating more complex financial statement items and how they should be interpreted, along with illustrating tools to evaluate performance using financial statement items. Key aspects of the course include understanding how to use information from financial statements to evaluate corporate performance, risk, earnings management, and valuation. The course focuses on determining the quality of financial reporting, the implications for performance measurement and forecasting, along with utilizing this information in conjunction with systematic ratio analysis to examine questions concerning valuation. The course is primarily case based involving the evaluation of actual financial statements and real world investment decisions. Includes a Communications lab. Mutually Exclusive: Cannot register for BUSI 401 if student has credit for MACC 512/MGMP 601/MGMP 602.

BUSI 405 - ISSUES IN FINANCIAL REPORTING I
Short Title: ISSUES IN FINANCIAL REPORTING I
Department: Business
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 3
Restrictions: Enrollment is limited to Undergraduate, Undergraduate Professional or Visiting Undergraduate level students.
Course Level: Undergraduate Upper-Level
Prerequisite(s): BUSI 305
Description: Building on subject matter introduced in BUSI 305, this course provides students with a deeper knowledge of generally accepted accounting principles and procedures so that they properly account for and present information in financial statements prepared for external users. The student will acquire an understanding of the accounting issues relating to complex revenue recognition issues, inventory costing, long-lived tangible and intangible assets, and discontinued operations. The student should be able to evaluate alternative accounting methods and choose the methods which will best convey the financial information related to the above areas. The student should be able to demonstrate an understanding of the transaction analysis, recording, classification, summarization, and reporting procedures in the accounting cycle, and an understanding of the information contained in the financial statements. Finally, students should be able to demonstrate written communication skills required of accountants. BUSI 305 Financial Accounting is a prerequisite for this course.

BUSI 420 - LEADERSHIP AND TEAMS
Short Title: LEADERSHIP AND TEAMS
Department: Business
Grade Mode: Standard Letter
Course Type: Lecture/Laboratory
Credit Hours: 4
Restrictions: Enrollment is limited to Undergraduate, Undergraduate Professional or Visiting Undergraduate level students.
Course Level: Undergraduate Upper-Level
Prerequisite(s): BUSI 310
Description: Leadership is essential for organizational effectiveness, and in the modern workplace, work is primarily completed by teams. Thus, it is essential that students learn how to effectively lead and work within teams. This course will teach students leadership attributes, behaviors, relationships between leaders and team members, and leading effective teams through team composition, development, and management of team processes. A variety of teaching techniques including lectures, case analysis, and experiential exercises will be used to help students to understand and internalize scientifically-proven knowledge. Includes a Communications lab.
BUSI 421 - POWER, INFLUENCE AND ORGANIZATIONAL CHANGE
Short Title: POWER, INFLUENCE & ORG CHANGE
Department: Business
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 3
Restrictions: Enrollment is limited to Undergraduate, Undergraduate Professional or Visiting Undergraduate level students.
Course Level: Undergraduate Upper-Level
Prerequisite(s): BUSI 310
Description: A manager's primary purpose is to use power to influence subordinates and create an effective organization. This course will teach students how to build power, how to influence people, and the proper use of power and influence to initiate and manage organizational change. The course will introduce a framework for power, influence, and organizational changes and teach students how to enhance their personal competencies in the context of navigating these organizational dynamics. A variety of teaching techniques including lectures, case analysis, video, and experiential exercises will be used to help students to understand and internalize scientifically-proven knowledge.

BUSI 422 - NEGOTIATIONS AND DECISION MAKING
Short Title: NEGOTIATIONS & DECISION MAKING
Department: Business
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 3
Restrictions: Enrollment is limited to Undergraduate, Undergraduate Professional or Visiting Undergraduate level students.
Course Level: Undergraduate Upper-Level
Prerequisite(s): BUSI 310
Description: Successful managers and professionals possess effective negotiation and decision-making skills. This course teaches students how to formulate effective negotiation strategies, how to resolve conflict by engaging in negotiation, how to identify commonly seen biases and errors in negotiation and decision-making, how to deal with uncertainty in negotiation and decision-making, and how to overcome potential biases and errors in negotiation, judgment and decision making. A variety of teaching techniques including lectures, case analysis, and experiential exercises will be used to help students to understand and internalize scientifically-proven knowledge.

BUSI 430 - MANAGEMENT ACCOUNTING
Short Title: MANAGEMENT ACCOUNTING
Department: Business
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 3
Restrictions: Enrollment is limited to Undergraduate, Undergraduate Professional or Visiting Undergraduate level students.
Course Level: Undergraduate Upper-Level
Prerequisite(s): (BUSI 395 or STAT 305 or STAT 310 or STAT 312 or STAT 315 or DSCI 301 or ECON 307) and (ECON 100 or ECON 200) and BUSI 305
Description: This course emphasizes the use of accounting information internally for business management as opposed to the external reporting emphasis of financial accounting. Specifically, the course covers the design of decision support systems to aid planning and control in different types of organizations. It integrates accounting with ideas from data analysis, microeconomics, and operations management. Among the topics covered are the use of cost information for short- and long-term decision making, cost-volume-profit analysis, budgetary control, cost allocation, capital budgeting, and responsibility accounting. Mutually Exclusive: Cannot register for BUSI 430 if student has credit for MACC 531.

BUSI 431 - ADVANCED STRATEGIC MANAGEMENT
Short Title: ADVANCED STRATEGIC MANAGEMENT
Department: Business
Grade Mode: Standard Letter
Course Type: Lecture/Laboratory
Credit Hours: 4
Restrictions: Enrollment is limited to Undergraduate, Undergraduate Professional or Visiting Undergraduate level students.
Course Level: Undergraduate Upper-Level
Prerequisite(s): (BUSI 395 or STAT 305 or STAT 310 or STAT 312 or STAT 315 or DSCI 301 or ECON 307) and BUSI 310 and (BUSI 343 or ECON 343) and BUSI 380 and BUSI 390
Description: This course builds upon, and extends, the foundational strategy concepts covered in the core Strategic Management course. We shall examine how companies can achieve a competitive advantage through innovation, geographic or product market expansion, as well as expansion into new businesses through diversification or vertical integration. Since companies pursue these opportunities not only through organic means, but also increasingly through mergers or acquisitions, the course will also examine the benefits and challenges associated with these alternate modes and how to manage them effectively. The course will conclude by studying the process by which companies develop their strategy as well as the actions they need to take in order to execute that strategy so as to achieve the desired results. Includes a Communications lab.
In-depth analysis of corporate financial decision making including project selection and financing. Emphasizes project valuation methodologies and the connection between valuation and financial policy. Provides a theoretical framework for decision making and addresses practical applications. Integrates quantitative modelling and includes a Communications lab.

BUSI 448 - INVESTMENTS
Short Title: INVESTMENTS
Department: Business
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 3
Restrictions: Enrollment is limited to Undergraduate, Undergraduate Professional or Visiting Undergraduate level students.
Course Level: Undergraduate Upper-Level
Prerequisite(s): (BUSI 395 or STAT 305 or STAT 310 or STAT 312 or STAT 315 or DSCI 301 or ECON 307) and (BUSI 343 or ECON 343)
Description: Overview of financial asset classes and instruments, including equity, fixed income, and derivative securities. Develops a theoretical and practical understanding of modern portfolio theory, with an emphasis on measuring and managing investment risk and return. Introduces advanced asset pricing models and their role in understanding risk and return.
BUSI 450 - DERIVATIVES
Short Title: DERIVATIVES
Department: Business
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 3
Restrictions: Enrollment is limited to Undergraduate, Undergraduate Professional or Visiting Undergraduate level students.
Course Level: Undergraduate Upper-Level
Prerequisite(s): (BUSI 395 or STAT 305 or STAT 310 or STAT 312 or STAT 315 or DSCI 301 or ECON 307) and (BUSI 343 or ECON 343)
Description: In-depth analysis of derivative securities, including forward, futures, option, and swap contracts. Develops theoretical understanding of no-arbitrage pricing principles underlying derivative valuation as well as derivatives' role in hedging and risk management. Explores practical modeling techniques for derivative valuation.

BUSI 461 - FINANCING THE STARTUP VENTURE
Short Title: FINANCING THE STARTUP VENTURE
Department: Business
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 3
Restrictions: Enrollment is limited to Undergraduate, Undergraduate Professional or Visiting Undergraduate level students.
Course Level: Undergraduate Upper-Level
Description: The goal of this course is to provide students with an overview of financing options for startups. The course covers crowdfunding, angel investors, accelerators, and the venture capital industry; the organization and operation of venture capital funds; investment methodology; monitoring and portfolio liquidation.

BUSI 463 - ENTREPRENEURIAL STRATEGY
Short Title: ENTREPRENEURIAL STRATEGY
Department: Business
Grade Mode: Standard Letter
Course Type: Seminar
Credit Hours: 3
Restrictions: Enrollment is limited to Undergraduate, Undergraduate Professional or Visiting Undergraduate level students.
Course Level: Undergraduate Upper-Level
Description: The first half of this course provides an integrated strategy framework for entrepreneurs. The course is structured to provide a deep understanding of the core strategic challenges facing start-up innovators, and a synthetic framework for choosing and implementing entrepreneurial strategy in dynamic environments, as well as a general understanding of the financing options for early stage startups, including angel investment, accelerators, crowdfunding and the venture capital industry. The course identifies the types of choices that entrepreneurs must make to take advantage of a novel opportunity and the logic of particular strategic commitments and positions that allow entrepreneurs to establish competitive advantage. The second half of the course explores common dilemmas faced by founders surrounding team selection, contracting, equity compensation and incentives, communication in teams, and strategies for approaching each of these dilemmas. The course combines interactive lectures, speakers and case analyses. The cases and assignments offer an opportunity to integrate and apply the principles taught in the course in a practical way, and draws from a diverse range of industries and settings.

BUSI 464 - SOCIAL ENTREPRENEURSHIP
Short Title: SOCIAL ENTREPRENEURSHIP
Department: Business
Grade Mode: Standard Letter
Course Type: Seminar
Distribution Group: Distribution Group II
Credit Hours: 3
Restrictions: Enrollment is limited to Undergraduate, Undergraduate Professional or Visiting Undergraduate level students.
Course Level: Undergraduate Upper-Level
Description: This course introduces students to contemporary concepts, debates, and contexts necessary for analyzing and engaging in the sphere of social entrepreneurship. The course has four distinct parts: social context; organizational forms and collaborations; private sector roles; and measurement and impacts. Various aspects of social entrepreneurship, such as base of the pyramid/microenterprises, private-public partnerships, private-governmental partnerships, voluntary social codes, corporate social responsibility, and ethical consumerism will be covered. From this foundation, students will undertake a social entrepreneurship project about a contemporary social problem in Houston: food insecurity and food deserts. Cross-list: GLHT 464, SOSC 464.

BUSI 465 - STUDENT VENTURE FUND: EVALUATING STARTUP INVESTMENT OPPORTUNITIES
Short Title: STUDENT VENTURE FUND
Department: Business
Grade Mode: Standard Letter
Course Type: Lecture/Laboratory
Credit Hours: 3
Restrictions: Enrollment is limited to Undergraduate, Undergraduate Professional or Visiting Undergraduate level students.
Course Level: Undergraduate Upper-Level
Prerequisite(s): BUSI 461
Description: Students will identify, screen, and evaluate start-ups for investment by the Rice venture capital fund. Through this highly experiential course, students will learn tools for rigorously evaluating startup ventures for investment, valuing early stage companies, and structuring investments. Students will present their investment recommendations to an advisory committee. Graduate/Undergraduate Equivalency: MGMT 740. Mutually Exclusive: Cannot register for BUSI 465 if student has credit for MGMT 740.

BUSI 469 - LILIE NEW VENTURE CHALLENGE
Short Title: LILIE NEW VENTURE CHALLENGE
Department: Business
Grade Mode: Standard Letter
Course Type: Laboratory
Credit Hours: 3
Restrictions: Enrollment is limited to Undergraduate, Undergraduate Professional or Visiting Undergraduate level students.
Course Level: Undergraduate Upper-Level
Description: In this capstone project-based experiential learning course, students work on their own startup ideas in teams using the frameworks taught in the E&I framework courses (financing and strategy for startups, new enterprises, business modeling for entrepreneurs, human and social context in entrepreneurship). To apply for this course visit http://lilie.link/elab-app. Instructor Permission Required.
BUSI 477 - SPECIAL TOPICS
Short Title: SPECIAL TOPICS
Department: Business
Grade Mode: Standard Letter
Course Type: Seminar, Lecture, Laboratory, Internship/Practicum
Credit Hours: 1-4
Restrictions: Enrollment is limited to Undergraduate, Undergraduate Professional or Visiting Undergraduate level students.
Course Level: Undergraduate Upper-Level
Description: Topics and credit hours vary each semester. Contact department for current semester's topic(s). Repeatable for Credit.

BUSI 480 - MARKETING ANALYTICS
Short Title: MARKETING ANALYTICS
Department: Business
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 3
Restrictions: Enrollment is limited to Undergraduate, Undergraduate Professional or Visiting Undergraduate level students.
Course Level: Undergraduate Upper-Level
Prerequisite(s): BUSI 380
Description: Marketing is evolving from an art to a science as data is now the key source of decision making. In this course students learn how to use data analytics to address decisions by marketing managers, with emphasis on pricing and promotion. Students will understand how different types of data can—or cannot—be used to answer managerial questions and how better planning can simplify the analytics and increase confidence in the findings. The course is organized around a hierarchy of topics. We begin with understanding pricing and promoting to an individual customer. We then move to more aggregate decisions, such as setting regular and promoted prices at the product level, managing category pricing, and store analytics. This course is practical and hands-on, analyzing data from real-world managerial problems, through collaborations with leading retailers and consulting firms. Working knowledge of statistics (e.g., t-test and regression analysis) is required. Students learn and use R for data analysis; no prior experience with R is necessary. The goal is not to train students to become experts in statistics or computer science; rather, students will learn to become a bridge between data scientists and managers.

BUSI 491 - ACCOUNTING THEORY
Short Title: ACCOUNTING THEORY
Department: Business
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 3
Restrictions: Enrollment is limited to Undergraduate, Undergraduate Professional or Visiting Undergraduate level students.
Course Level: Undergraduate Upper-Level
Prerequisite(s): BUSI 405
Description: The aim of this seminar is to impart an understanding of the historical evolution of the literature on financial accounting theory and accounting principles, as well as emerging developments in accounting research. A companion objective is to come to understand the evolving dynamic of the standard-setting process for financial reporting in the United States and at the international level, including consideration of the “political” intrusions into this process. Readings will be drawn from the periodical literature, books and monographs, and reports. A term paper will be required. The prerequisite for undergraduates is BUSI 405, but the course will also be open also to a small number of other students who have taken just BUSI 305. MBA students: Prerequisite is MGMT 601. PhD students: no prerequisites. All students must obtain the prior permission of the instructor. Course may not be taken pass/fail and may not be audited. Enrollment will be limited. Mutually Exclusive: Cannot register for BUSI 491 if student has credit for MACC 591/MGMT 591.

BUSI 499 - UNDERGRADUATE BUSINESS INDEPENDENT STUDY
Short Title: UG BUSINESS INDEPENDENT STUDY
Department: Business
Grade Mode: Standard Letter
Course Type: Independent Study
Credit Hours: 1-3
Restrictions: Enrollment is limited to students in the PHD-BUSI program.
Course Level: Undergraduate Upper-Level
Description: Repeatable for Credit.

BUSI 500 - INDEPENDENT STUDY
Short Title: INDEPENDENT STUDY
Department: Business
Grade Mode: Standard Letter
Course Type: Independent Study
Credit Hours: 1.5-3
Restrictions: Enrollment limited to students in the PHD-BUSI program.
Course Level: Graduate
Description: Repeatable for Credit.

BUSI 501 - DOCTORAL MARKETING RESEARCH SEMINAR
Short Title: DOCTORAL MARK. RES. SEMINAR
Department: Business
Grade Mode: Satisfactory/Unsatisfactory
Course Type: Research
Credit Hours: 3
Restrictions: Enrollment limited to students in the PHD-BUSI program.
Course Level: Graduate
Description: Repeatable for Credit.
BUSI 503 - SEMINAR IN JUDGEMENT AND DECISION MAKING
Short Title: SEM IN JDGMT & DECISION MAKING
Department: Business
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 3
Restrictions: Enrollment limited to students in the PHD-BUSI program. Enrollment is limited to Graduate level students.
Course Level: Graduate

BUSI 504 - GAME THEORY
Short Title: GAME THEORY
Department: Business
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 3
Restrictions: Enrollment limited to students in the PHD-BUSI program. Enrollment is limited to Graduate level students.
Course Level: Graduate

BUSI 505 - SEMINAR IN CONSUMER BEHAVIOR
Short Title: SEM IN CONSUMER BEHAVIOR
Department: Business
Grade Mode: Standard Letter
Course Type: Seminar
Credit Hours: 3
Restrictions: Enrollment is limited to Graduate level students.
Course Level: Graduate

BUSI 506 - ADVANCED TOPICS IN MARKETING RESEARCH
Short Title: ADVANCED TOPICS IN MARKETING RESEARCH
Department: Business
Grade Mode: Standard Letter
Course Type: Seminar
Credit Hours: 3
Restrictions: Enrollment limited to students in the PHD-BUSI program. Enrollment is limited to Graduate level students.
Course Level: Graduate

BUSI 507 - BAYESIAN APPLICATIONS IN MARKETING LITERATURE
Short Title: BAYESIAN APPS IN MARKETING LIT
Department: Business
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 3
Restrictions: Enrollment limited to students in the PHD-BUSI program. Enrollment is limited to Graduate level students.
Course Level: Graduate

BUSI 510 - ANALYTICAL MODELS IN MARKETING
Short Title: ANALYTICAL MODELS IN MARKETING
Department: Business
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 3
Restrictions: Enrollment limited to students in the PHD-BUSI program. Enrollment is limited to Graduate level students.
Course Level: Graduate

BUSI 511 - SELECTED TOPICS IN MARKETING
Short Title: SELECT TOPICS IN MARKETING
Department: Business
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 3
Restrictions: Enrollment limited to students in the PHD-BUSI program. Enrollment is limited to Graduate level students.
Course Level: Graduate

BUSI 515 - MICRO FOUNDATIONS OF ORGANIZATION AND MANAGEMENT
Short Title: MICRO FOUNDATIONS - ORG & MGMT
Department: Business
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the PHD-BUSI program. Enrollment is limited to Graduate level students.
Course Level: Graduate

BUSI 520 - PYTHON FOR BUSINESS RESEARCH
Short Title: PYTHON FOR BUSINESS RESEARCH
Department: Business
Grade Mode: Satisfactory/Unsatisfactory
Course Type: Lecture
Credit Hours: 1.5
Restrictions: Enrollment is limited to Graduate level students.
Course Level: Graduate

Description: The purpose of this seminar is to examine recent work in, or relevant to, consumer research. We will select a set of topics to be considered over the semester, often triggered by a new article of particular interest or student interests. For each topic considered, a few articles will be chosen, and we will read and discuss those. Our goals will be to gain exposure to the latest ideas in consumer research and to develop research ideas. In particular, each week we should generate in class the design/idea for at least one new study in the focal topic area. Repeatable for Credit.
BUSI 521 - FINANCIAL ECONOMICS I
Short Title: FINANCIAL ECONOMICS I
Department: Business
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 3
Restrictions: Enrollment limited to students in the PHD-BUSI program. Enrollment is limited to Graduate level students.
Course Level: Graduate
Prerequisite(s): ECON 501 and ECON 502
Description: Introduction to asset pricing and portfolio choice theory. Covers mathematical analysis of single-period and dynamic models, including pricing by arbitrage, mean-variance analysis, factor models, dynamic optimization, recursive utility, and an introduction to continuous-time finance. Cross-list: ECON 505.

BUSI 522 - CORPORATE FINANCE
Short Title: CORPORATE FINANCE
Department: Business
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 3
Restrictions: Enrollment limited to students in the PHD-BUSI program. Enrollment is limited to Graduate level students.
Course Level: Graduate
Description: This course will prepare students for a career as a scholar in finance. To do so, we will read and discuss key scholarly papers in the field. Our focus will be on classic and recent research papers in the field of corporate finance. The course is structured to introduce students to selected areas of research and research methods, rather than to be encyclopedic in its coverage. Repeatable for Credit.

BUSI 523 - EMPIRICAL METHODS IN FINANCE
Short Title: EMPIRICAL METHODS IN FINANCE
Department: Business
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 3
Restrictions: Enrollment is limited to Graduate level students.
Course Level: Graduate
Description: This course is intended to get students up to speed with a toolbox and working facility of methods commonly used in empirical finance research. For each method, we will follow a three-step learning process. We first cover the econometrics from a mathematical (but light and intuitive) approach. Then we will observe researchers using the method in the wild. Then you will use it yourself through exercises and problem sets. Repeatable for Credit.

BUSI 524 - FINANCE: SPECIAL TOPICS I
Short Title: FINANCE: SPECIAL TOPICS I
Department: Business
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the PHD-BUSI program. Enrollment is limited to Graduate level students.
Course Level: Graduate
Description: This course provides a brief review of the literature on derivative pricing and the term structure of interest rates. If we have time we may also read some papers on the financial crisis. The objective is to prepare students to critically think about the current research in each of these areas and, at the same time, give some basic knowledge about each of these research areas. The course is intended for Ph.D. students. This course is very quantitative and requires basic familiarity with asset pricing theory (BUSI 521). Even though, the course is very quantitative, emphasis is given to intuition instead to mathematical rigor. Repeatable for Credit.

BUSI 525 - FINANCE: SPECIAL TOPICS II
Short Title: FINANCE: SPECIAL TOPICS II
Department: Business
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the PHD-BUSI program. Enrollment is limited to Graduate level students.
Course Level: Graduate
Description: Repeatable for Credit.

BUSI 526 - FINANCE: SPECIAL TOPICS III
Short Title: FINANCE: SPECIAL TOPICS III
Department: Business
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the PHD-BUSI program. Enrollment is limited to Graduate level students.
Course Level: Graduate
Description: This course examines the empirical asset pricing side of financial economics. The course will focus on the development of stylized facts and tools for the investigation of data and on the underlying theoretical asset pricing frameworks. We will also read recent research papers in empirical asset pricing and generate ideas for future research.

BUSI 527 - FINANCE: SPECIAL TOPICS IV
Short Title: FINANCE: SPECIAL TOPICS IV
Department: Business
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the PHD-BUSI program. Enrollment is limited to Graduate level students.
Course Level: Graduate
BUSI 530 - INTRODUCTION TO ACCOUNTING RESEARCH
Short Title: INTRO TO ACCT. RESEARCH
Department: Business
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 3
Restrictions: Enrollment limited to students in the PHD-BUSI program. Enrollment is limited to Graduate level students.
Course Level: Graduate
Description: The course offers a thorough and broad-ranging introduction to accounting theory and research. It covers origins and evolution of key relevant accounting institutions, thought, paradigms and methods. Repeatable for Credit.

BUSI 531 - EMPIRICAL METHODS IN ACCOUNTING
Short Title: EMPIRICAL METHODS IN ACCOUNTING
Department: Business
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 3
Restrictions: Enrollment limited to students in the PHD-BUSI program. Enrollment is limited to Graduate level students.
Course Level: Graduate
Description: Repeatable for Credit.

BUSI 532 - ANALYTICAL RESEARCH IN ACCOUNTING
Short Title: ANALYTICAL RESEARCH IN ACCT
Department: Business
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 3
Restrictions: Enrollment limited to students in the PHD-BUSI program. Enrollment is limited to Graduate level students.
Course Level: Graduate
Description: Repeatable for Credit.

BUSI 533 - CONTEMPORARY ACCOUNTING: RESEARCH TOPICS
Short Title: CONTEMPORARY ACCT. RES. TOPICS
Department: Business
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 3
Restrictions: Enrollment limited to students in the PHD-BUSI program. Enrollment is limited to Graduate level students.
Course Level: Graduate
Description: In this PhD seminar, students will relate and reconcile key theoretical and analytical insights that have emerged in the accounting literature with the vast empirical/experimental research. Specifically, we will pick selected topics of mainstream interest in accounting, review key analytical insights in each topic and relate/reconcile these insights with empirical findings. Where possible, we will attempt to generate testable empirical predictions as well as identify opportunities for analytical research. Topics include agency theory, performance evaluation and incentives, corporate governance, disclosure theory, aspects of auditing, cost measurement and product/capacity planning.

BUSI 540 - STRATEGY I
Short Title: STRATEGY I
Department: Business
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 3
Restrictions: Enrollment limited to students in the PHD-BUSI program. Enrollment is limited to Graduate level students.
Course Level: Graduate
Description: This course provides a Ph.D. level seminar focused on seminal theory and recent theoretical approaches in the strategic management literature. The literature in strategic management attempts to explain the differences in the performance and survival of firms by analyzing the effects of a variety of factors at multiple levels, including countries, industries, organizational networks, firms, teams, and individuals. The intent of this seminar is to provide a foundation for conducting and publishing original research in strategic management. The seminar will cover several topics in the field along with relevant theoretical perspectives developed in economics, finance, organization theory, psychology, and sociology. Over the course of the semester, you will: • Read a large amount of articles published in the leading journals of the field; • Evaluate different theoretical perspectives; • Constructively critique empirical research; • Formulate novel research ideas that advance the field of strategic management; • Professionally present research ideas and respond to comments; and • Develop ideas into a research paper that provides the foundations for a future theoretical paper or empirical study. Repeatable for Credit.

BUSI 541 - STRATEGY II
Short Title: STRATEGY II
Department: Business
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 3
Restrictions: Enrollment limited to students in the PHD-BUSI program. Enrollment is limited to Graduate level students.
Course Level: Graduate
Description: Strategic management research attempts to explain the differences in firm behaviors and outcomes by analyzing the effects of a variety of factors at multiple levels, including countries, industries, firms, teams, and individuals. This seminar is the second part of the strategic management seminar series (The first part is Business 540: Strategic Management Theory). While Business 540 focuses on seminal theory and recent theoretical approaches in the strategic management literature, this seminar focuses on phenomena and research topics in strategy research. It provides an overview of classic and current research topics including innovation and technology strategy, strategic alliances and networks, international strategy, product diversification, corporate governance, executive leadership, strategic decision processes, change and adaptation. Specific topics and phenomena will be examined from both theoretical and empirical perspectives. From the theoretical perspective, we will discuss how the various theories discussed in Business 540 are used to explain these phenomena. From the empirical perspective, we will discuss various research designs and methods used to in research on these topics. Overall, the intent of this seminar is to provide students a foundation for conducting and publishing original research in strategic management. Repeatable for Credit.
BUSI 542 - ORGANIZATIONAL CHANGE
Short Title: ORGANIZATIONAL CHANGE
Department: Business
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the PHD-BUSI program. Enrollment is limited to Graduate level students.
Course Level: Graduate
Description: Repeatable for Credit.

BUSI 543 - EXECUTIVE LEADERSHIP AND CORPORATE GOVERNANCE
Short Title: EXEC LEADERSHIP & CORP GOV
Department: Business
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the PHD-BUSI program. Enrollment is limited to Graduate level students.
Course Level: Graduate
Description: Repeatable for Credit.

BUSI 544 - CONTEMPORARY MANAGEMENT THOUGHT
Short Title: CONTEMPORARY MGMT THOUGHT
Department: Business
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the PHD-BUSI program. Enrollment is limited to Graduate level students.
Course Level: Graduate

BUSI 545 - STRATEGY RESEARCH IN CORPORATE DEVELOPMENT
Short Title: STRATEGY RESEARCH IN CORP DEV.
Department: Business
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the PHD-BUSI program. Enrollment is limited to Graduate level students.
Course Level: Graduate

BUSI 546 - EMERGING MARKET STRATEGY
Short Title: EMERGING MARKET STRATEGY
Department: Business
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the PHD-BUSI program. Enrollment is limited to Graduate level students.
Course Level: Graduate

BUSI 547 - SEMINAR ON INNOVATION AND ENTREPRENEURSHIP
Short Title: INNOVATION & ENTREPRENEURSHIP
Department: Business
Grade Mode: Standard Letter
Course Type: Seminar
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the PHD-BUSI program. Enrollment is limited to Graduate level students.
Course Level: Graduate
Description: The purpose of this Ph.D. seminar is to provide basic foundations and knowledge of current research in innovation and entrepreneurship. We will cover seminar articles as well as the cutting edge foci in the field. Over the course of this seminar, each student should evaluate and critically review the assigned readings, develop a mental model of the literature on innovation and entrepreneurship, and develop new ideas and approaches that advance some portion of the theory/research.

BUSI 548 - CORPORATE STRATEGY
Short Title: CORPORATE STRATEGY
Department: Business
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the PHD-BUSI program. Enrollment is limited to Graduate level students.
Course Level: Graduate

BUSI 549 - STRATEGY PRO-SEMINAR
Short Title: STRATEGY PRO-SEMINAR
Department: Business
Grade Mode: Standard Letter
Course Type: Seminar
Credit Hours: 3
Restrictions: Enrollment limited to students in the PHD-BUSI program. Enrollment is limited to Graduate level students.
Course Level: Graduate
Description: This course will expose you to the research areas of the entire strategy and organizational behavior faculty at the Jones School and possible invited guests. Repeatable for Credit.

BUSI 550 - CORPORATE SOCIAL RESPONSIBILITY
Short Title: CORP SOCIAL RESPONSIBILITY
Department: Business
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the PHD-BUSI program. Enrollment is limited to Graduate level students.
Course Level: Graduate

BUSI 551 - STRATEGY RESEARCH IN CORPORATE DEVELOPMENT: STRATEGIC ALLIANCES AND ACQUISITIONS
Short Title: STRATEGY RESEARCH IN CORP DEV
Department: Business
Grade Mode: Standard Letter
Course Type: Research
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the PHD-BUSI program. Enrollment is limited to Graduate level students.
Course Level: Graduate
BUSI 552 - DESIGN OF BUSINESS RESEARCH
Short Title: DESIGN OF BUSINESS RESEARCH
Department: Business
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 1.5
Restrictions: Enrollment is limited to Graduate level students.
Course Level: Graduate
Description: Provides doctoral students with introduction to the design of social research, with particular emphasis on research in the domain of business.

BUSI 553 - NETWORK THEORY AND APPLICATIONS
Short Title: NETWORK THEORY
Department: Business
Grade Mode: Standard Letter
Course Type: Seminar
Credit Hours: 1.5
Restrictions: Enrollment is limited to Graduate level students.
Course Level: Graduate
Description: This course explores network theory and its applications to organizational phenomena. By examining the structure of relations among actors, network approaches seek to explain variations in beliefs, behaviors, and outcomes. Each session progresses from classic studies to more recent applications and refinements of theory and methods.

BUSI 554 - SOCIAL EVALUATIONS OF ORGANIZATIONS
Short Title: SOCIAL EVALUATIONS OF ORGS
Department: Business
Grade Mode: Standard Letter
Course Type: Seminar
Credit Hours: 1.5
Restrictions: Enrollment is limited to Graduate level students.
Course Level: Graduate
Description: This is a doctoral-level seminar that explores research on social evaluations of organizations, including reputation, celebrity, legitimacy, status, and stigma. All these play a critical role for organizational success and survival. We will explore foundational as well as more recently published work, with a mix of theoretical and empirical articles.

BUSI 551 - MICRO ORGANIZATIONAL BEHAVIOR
Short Title: MICRO ORGANIZATIONAL BEHAVIOR
Department: Business
Grade Mode: Standard Letter
Course Type: Seminar
Credit Hours: 3
Restrictions: Enrollment limited to students in the PHD-BUSI program. Enrollment is limited to Graduate level students.
Course Level: Graduate
Description: This is a Ph.D. foundational course on the major research streams and theoretical approaches to the field of micro organizational behavior. Its primary objectives are to familiarize students with the field’s fundamental assumptions, phenomena, concepts and theories, and to provide the students with a foundation from which they may start generating their own research interests and building their own research program. The course serves as a crucial building block for the comprehensive examine in the Ph.D. program in organizational behavior.

BUSI 562 - BECOMING AN ORGANIZATIONAL BEHAVIOR SCHOLAR
Short Title: BECOMING AN OB SCHOLAR
Department: Business
Grade Mode: Standard Letter
Course Type: Seminar
Credit Hours: 3
Restrictions: Enrollment limited to students in the PHD-BUSI program. Enrollment is limited to Graduate level students.
Course Level: Graduate
Description: In this seminar, we will cover the foundational skills to become a productive and impactful organizational scholar, including how to identify a research passion, formulate a research question, theorize the “hook” of a paper and communicate results. The course will also address other practical parts of building a career as an organizational scholar, including developing a professional network, understanding the journal submission process, and critically evaluating others’ work.

BUSI 563 - SOCIOLOGY OF ORGANIZATIONAL BEHAVIOR
Short Title: SOCIOLOGY OF OB
Department: Business
Grade Mode: Standard Letter
Course Type: Seminar
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the PHD-BUSI program. Enrollment is limited to Graduate level students.
Course Level: Graduate
Description: What determines how organizations are internally structured and why? This seminar provides an introduction to scholarship in internal organizational dynamics that affect both decision-making at the more micro-level (e.g., hiring, discrimination, segregation) and interactions with external environments (e.g., strategic planning). While the research covered in the course represents an important component of contemporary economic sociology, the course does not cover much that often goes under the heading of economic sociology. Rather, the focus is on getting a closer understanding of contemporary sociological research that addresses questions that bear on internal-organization-relevant issues.

BUSI 564 - ORGANIZATIONAL BEHAVIOR SPECIAL TOPICS I
Short Title: OB SPECIAL TOPICS I
Department: Business
Grade Mode: Standard Letter
Course Type: Seminar
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the PHD-BUSI program. Enrollment is limited to Graduate level students.
Course Level: Graduate
Description: The focus of this course is the research area of the assigned faculty member. Repeatable for Credit.

BUSI 565 - ORGANIZATIONAL BEHAVIOR SPECIAL TOPICS II
Short Title: OB SPECIAL TOPICS II
Department: Business
Grade Mode: Standard Letter
Course Type: Seminar
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the PHD-BUSI program. Enrollment is limited to Graduate level students.
Course Level: Graduate
Description: The focus of this course is the research area of the assigned faculty member. Repeatable for Credit.
BUSI 566 - ORGANIZATIONAL BEHAVIOR SPECIAL TOPICS III  
Short Title: OB SPECIAL TOPICS III  
Department: Business  
Grade Mode: Standard Letter  
Course Type: Seminar  
Credit Hours: 1.5  
Restrictions: Enrollment limited to students in the PHD-BUSI program. Enrollment is limited to Graduate level students.  
Course Level: Graduate  
Description: The focus of this course is the research area of the assigned faculty member. Repeatable for Credit.  

BUSI 567 - ORGANIZATIONAL BEHAVIOR SPECIAL TOPICS IV  
Short Title: OB SPECIAL TOPICS IV  
Department: Business  
Grade Mode: Standard Letter  
Course Type: Seminar  
Credit Hours: 1.5  
Restrictions: Enrollment limited to students in the PHD-BUSI program. Enrollment is limited to Graduate level students.  
Course Level: Graduate  
Description: The focus of this course is the research area of the assigned faculty member. Repeatable for Credit.  

BUSI 568 - ORGANIZATIONAL BEHAVIOR SPECIAL TOPICS V  
Short Title: OB SPECIAL TOPICS V  
Department: Business  
Grade Mode: Standard Letter  
Course Type: Seminar  
Credit Hours: 1.5  
Restrictions: Enrollment limited to students in the PHD-BUSI program. Enrollment is limited to Graduate level students.  
Course Level: Graduate  
Description: The focus of this course is the research area of the assigned faculty member. Repeatable for Credit.  

BUSI 569 - ORGANIZATIONAL BEHAVIOR SPECIAL TOPICS VI  
Short Title: OB SPECIAL TOPICS VI  
Department: Business  
Grade Mode: Standard Letter  
Course Type: Seminar  
Credit Hours: 1.5  
Restrictions: Enrollment limited to students in the PHD-BUSI program. Enrollment is limited to Graduate level students.  
Course Level: Graduate  
Description: The focus of this course is the research area of the assigned faculty member. Repeatable for Credit.  

BUSI 570 - ORGANIZATIONAL BEHAVIOR SPECIAL TOPICS VII  
Short Title: OB SPECIAL TOPICS VII  
Department: Business  
Grade Mode: Standard Letter  
Course Type: Seminar  
Credit Hours: 1.5  
Restrictions: Enrollment limited to students in the PHD-BUSI program. Enrollment is limited to Graduate level students.  
Course Level: Graduate  
Description: The focus of this course is the research area of the assigned faculty member. Repeatable for Credit.  

BUSI 571 - DATA-DRIVEN MARKETING I  
Short Title: DATA-DRIVEN MARKETING I  
Department: Business  
Grade Mode: Standard Letter  
Course Type: Lecture  
Credit Hours: 1.5  
Restrictions: Enrollment limited to students in the MDS, OMCS or OMDS programs. Enrollment is limited to Graduate level students.  
Course Level: Graduate  
Description: Introduction to the key concepts underlying the function of marketing and its interaction with other functions in a business enterprise. Explores marketing’s role in defining, creating, and communicating value to customers.  

BUSI 572 - DATA-DRIVEN MARKETING II  
Short Title: DATA-DRIVEN MARKETING II  
Department: Business  
Grade Mode: Standard Letter  
Course Type: Lecture  
Credit Hours: 1.5  
Restrictions: Enrollment limited to students in the MDS, OMCS or OMDS programs. Enrollment is limited to Graduate level students.  
Course Level: Graduate  
Description: This course will leverage quantitative marketing analysis for important marketing problems such as churn forecasting, customer equity, targeting, identifying key dimensions of customer preferences, new product development, segmentation, and perceptual maps.  

BUSI 573 - FOUNDATIONS OF FINANCE  
Short Title: FOUNDATIONS OF FINANCE  
Department: Business  
Grade Mode: Standard Letter  
Course Type: Lecture  
Credit Hours: 1.5  
Restrictions: Enrollment limited to students in the MDS, OMCS or OMDS programs. Enrollment is limited to Graduate level students.  
Course Level: Graduate  
Description: Introduction to the theory and practice of corporate finance and the analytical tools necessary to answer the most important questions related to firms’ financing and investment decisions, focusing the following building blocks: Valuation, Investment Decisions, Risk and Return, Financing Decisions, Derivative Securities.
BUSI 722 - QUANTITATIVE FINANCE  
**Short Title:** QUANTITATIVE FINANCE  
**Department:** Business  
**Grade Mode:** Standard Letter  
**Course Type:** Lecture  
**Credit Hours:** 1.5  
**Restrictions:** Enrollment limited to students in the MDS, OMCS or OMDS programs. Enrollment is limited to Graduate level students.  
**Course Level:** Graduate  
**Description:** This applied course focuses on analytical finance to support business decision-making. This includes applying machine learning and other data analytic tools to improve investment, financing, and risk management decisions.

BUSI 731 - FOUNDATIONS OF OPERATIONS MANAGEMENT  
**Short Title:** FOUNDATIONS OF OPERATIONS MGMT  
**Department:** Business  
**Grade Mode:** Standard Letter  
**Course Type:** Lecture  
**Credit Hours:** 1.5  
**Restrictions:** Enrollment limited to students in the MDS, OMCS or OMDS programs. Enrollment is limited to Graduate level students.  
**Course Level:** Graduate  
**Description:** Introduction to the design and integration of successful operations tactics both within the organization and across supply chains. The course focuses on understanding, managing and improving processes and flows of products, customers and information and touches on bottlenecks, inventory, quality management, queues, and strategic issues in operations.

BUSI 732 - QUANTITATIVE OPERATIONS  
**Short Title:** QUANTITATIVE OPERATIONS  
**Department:** Business  
**Grade Mode:** Standard Letter  
**Course Type:** Lecture  
**Credit Hours:** 1.5  
**Restrictions:** Enrollment limited to students in the MDS, OMCS or OMDS programs. Enrollment is limited to Graduate level students.  
**Course Level:** Graduate  
**Description:** This applied course focuses on the data transformation of operations management. It addresses the impact of modern data analysis on process optimization, production, Inventory and supply chain issues. Introducing and using advanced statistics, optimization and machine learning techniques.

BUSI 800 - PHD RESEARCH  
**Short Title:** PHD RESEARCH  
**Department:** Business  
**Grade Mode:** Satisfactory/Unsatisfactory  
**Course Type:** Research  
**Credit Hours:** 1-12  
**Restrictions:** Enrollment limited to students in the PHD-BUSI program. Enrollment is limited to Graduate level students.  
**Course Level:** Graduate  
**Description:** Repeatable for Credit.