

# BUSINESS INSTITUTIONS (BUS\_INST)

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**BUS\_INST 301-0 Accounting (1 Unit)** Introduction to both financial and managerial accounting. Use of organizations' financial statements for making decisions. Prerequisites: ECON 201-0 and ECON 202-0.

**BUS\_INST 302-0 Marketing Management (1 Unit)** Basic principles and applications of marketing management. Marketing segmentation, target marketing, brand positioning, consumer behavior, channels strategy, pricing, advertising and promotion. Prerequisites: ECON 201-0 and ECON 202-0.

**BUS\_INST 303-0 Leadership in Organizations (1 Unit)** Social science tools for solving organizational problems and influencing individuals, groups, and organizations. Competitive decision making, reward system design, team building, strategic negotiation, political dynamics, corporate culture, and strategic organizational design. Prerequisites: ECON 201-0 and ECON 202-0. *Social Behavioral Sciences Distro Area Social and Behavioral Science Foundational Discipl*

**BUS\_INST 304-0 Corporate Finance (1 Unit)** Effects of time and uncertainty on valuation and decision making. Discounting techniques, stock and bond valuation, capital budgeting, firm valuation, capital asset pricing model, financial options. May not receive credit for both this course and ECON 360-1. Not for students who have previously taken KELLG\_FE 310-0. Prerequisites: ECON 201-0 and ECON 202-0; STAT 210-0 or equivalent; MATH 218-1 or MATH 220-1; and BUS\_INST 301-0.

**BUS\_INST 321-0 Business and Economic Institutions in Historical Perspective (1 Unit)** Factors affecting economic growth and challenges to achieving economic success. Organization of firms and financial markets; corporate governance; innovation; financial crises; income inequality; race and gender. Prerequisites: ECON 201-0 and ECON 202-0; STAT 210-0 or equivalent; and MATH 218-1 or MATH 220-1. *Historical Studies Distro Area*

**BUS\_INST 331-0 Real Estate Finance & Investment (1 Unit)** An introduction to the fundamental concepts, principles, analytical methods and tools used for making investing and financing decisions regarding income producing properties. Topics covered include leases, cash flow-based real estate evaluation, property financing (debt), real estate private equity, and property taxation. Prerequisites: ECON 201-0, ECON 202-0, STAT 210-0 or equivalent, BUS\_INST 304-0 or equivalent.

**BUS\_INST 394-LK Professional Linkage Seminar (1 Unit)** Content varies. Possible topics include entrepreneurship, investment banking, business ethics, global marketing, sports marketing, and nonprofit management. Prerequisites vary.

**BUS\_INST 399-0 Independent Study (1 Unit)**