

COLLEGE OF BUSINESS

Business Honors Program

Foundation Courses | Course Descriptions & Objectives

Integration Courses | Course Descriptions & Objectives

Practicum Seminar | Course Descriptions & Objectives

BHON 102 Business Communication

Provides basic concepts for the understanding and practice of communication for managers and professionals. It examines the use of language and conversations in business settings and their role in coordinating actions, resolving breakdowns in work performance, and providing customer satisfaction. Topics include professional styles and formats of business writing and the development of competence in business conversation skills (written, electronic, and oral). **Units: 2.0.**

COURSE OBJECTIVES:

- Apply professional writing, editing, and oral presentation skills.
- Research, organize, and present critical business information both orally and in writing consistent with the needs of the target audience.
- Apply communication technology to enhance individual communication skills.

BHON 104 Fundamentals of Human Resources and Organizational Behavior

Provides a fundamental framework to give students knowledge of dealing and working with members of an organization. The course further discusses the dynamic nature and functions of organizational environments. Major topics include human resource management, cognitive processes, organizational psychologies, and dynamics of individual and small groups within an organization. **Units: 2.0.**

COURSE OBJECTIVES:

- Explain the existing theories of personality, motivation, leadership, and group behavior.
- Integrate theoretical frameworks and practical applications for understanding and appreciating the role of human resources.
- Apply theories and current research in human resources and organizational behaviors to workplace related issues.

BHON 105 Introduction to Management Information Systems

Explores the application of information technology in the organizational environment to assist in managerial decision making. Examines the alignment of IT and business strategies. **Units: 2.0.**

COURSE OBJECTIVES:

- Present arguments for the appropriateness of IT for business applications.
- Propose IT solutions for the support of business processes.
- Apply IT for the generation of information to assess alternatives for effective problem solving and decision making.

BHON 106 Business Data Analysis

Applies statistical methods to solve business problems and make informed managerial decisions. Topics include data analysis, statistical reasoning, model building, and communication of statistical results. A statistical computer package is used in the course. **Units: 2.0.**

COURSE OBJECTIVES:

- Plan statistical studies to assist managerial decision making.
- Explain statistical results.
- Analyze data using appropriate statistical methods to draw conclusions and make recommendations.

BHON 107 Business Finance

Studies the principles of finance and their application to typical financial problems of business enterprises. Topics include financial analysis, management of working capital, cost of capital, capital budgeting, long-term financing, dividend policy, internal financing, and time value of money. **Units: 2.0.**

COURSE OBJECTIVES:

- Demonstrate the fundamentals of financial management.
- Evaluate financial statements and cash flows.
- Assess the financial decisions of managers

BHON 108 Fundamentals in Marketing

Introduces marketing concepts and principles. Examines the marketing function, its relationships with other business functions and its role in the US and global economies. **Units: 2.0.**

COURSE OBJECTIVES:

- Explain the value of marketing and its relationship to strategic planning.
- Develop customer profiles and product branding.
- Analyze and assess market conditions.



BHON 109 Operations Management

Introduces the basic concepts and methods used to analyze and improve operation performance in manufacturing and service organizations. Topics include operations strategy, process design and capacity management, inventory management, supply chain management, and operations planning and control. **Units: 2.0.**

COURSE OBJECTIVES:

- Explain the relationship between operations management and business performance.
- Formulate solutions to specific problems using quantitative methods.
- Recommend process improvements by applying appropriate analytical techniques.

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BHON 120 Business Intelligence

Focuses on enterprise problem solving and decision-making using information technology and data and financial analyses for mission-critical and integral applications in planning and control. Alternative solutions are examined and evaluated for their effectiveness in achieving results. Prerequisite: Completion of all business honors foundation requirements. **Units: 3.0.**

COURSE OBJECTIVES:

- Evaluate alternative solutions using statistical analyses.
- Determine the feasibility of alternative solutions using financial analyses.
- Apply information technology to aid in problem solving.

BHON 130 Value Chain and Supply Chain Management

Explores methods used for developing a logistics system that integrates production, warehousing, and distribution to support a business strategy. Includes critical decisions surrounding customer and supplier management and the movement of goods and information throughout a supply chain network. Prerequisite: Completion of all business honors foundation requirements. **Units: 3.0.**

COURSE OBJECTIVES:

- Explain the role of a logistics system in supporting business strategy.
- Explain the impact of alternative systems designs on business opportunities.
- Propose continuous improvements to existing systems to satisfy changing business environments.



BHON 140 Enterprise Resource Planning and Infrastructure

Examines the design, planning, implementation, and impact of enterprise-wide systems on the organization and infrastructure. Focuses on the integration and coordination of all facets of business including production, accounting, finance, human resources, and marketing to improve the organization's resource planning and management and operational control. Prerequisite: Completion of all business honors foundation requirements. **Units: 3.0.**

COURSE OBJECTIVES:

- Explain the enterprise and business concepts within it.
- Analyze and assess business processes, identify deficiencies, and recommend corrective solutions (i.e., process re-engineering).
- Design and present an integrated (cross-functional) enterprise process model that involves tracking the flow of transactional data through various business processes such as accounting, finance, production, and marketing.

BHON 150 Entrepreneurship and Innovation

Provides a broad application-based understanding of the new venture creation processes. Discusses fundamental tools and skills necessary to create, run, and grow a successful new venture. Offers a multidisciplinary framework for studying and developing the innovative and creative capabilities of entrepreneurs. Prerequisite: Completion of all business honors foundation requirements. **Units: 3.0.**

COURSE OBJECTIVES:

- Apply entrepreneurial processes to discover, create, and capitalize on business opportunities.
- Integrate functional area knowledge as it applies to new venture creation and growth.
- Connect market needs, environmental changes, and internal processes.



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BHON 160 Project Management

Examines methods and processes used for planning, controlling, and managing projects. Includes project selection and scope, scheduling methodologies, economic analysis, the use of software, and life-cycle costing for managing different phases of projects. Emphasis on effective management of projects to achieve operational, managerial, and strategic goals of organizations. Prerequisite: Completion of all business honors foundation requirements. **Units: 3.0.**

COURSE OBJECTIVES:

- Explain how project selection affects business strategy.
- Prepare schedules and conduct economic analyses using project management tools.
- Support managerial decisions using appropriate project management methodologies.



BHON 170 Strategy and Leadership

Introduces traditional and contemporary theories of business strategy, corporate strategy, and strategic leadership. Compares and contrasts theories in strategy and styles of strategic leadership through case studies, current research, and conversations with business leaders. Prerequisite: Completion of all business honors foundation requirements. **Units: 3.0.**

COURSE OBJECTIVES:

- Analyze the business environment, core competencies, and roles of strategic leaders.
- Compare and contrast major theories of strategy and leadership and their applications.
- Implement formulated strategies along several dimensions including vision creation, decision making, change management, and strategic control and leadership.
- Assess societal leadership and the ethical conduct of business.

BHON 190 Practicum in Business

Exposes students to practical business issues that have significant impact on the enterprise through a series of forums. Discussions are scheduled with managers who have effectively led planning and operations. Students compare and contrast business concepts and principles to their practical applications. Prerequisite: Completion of three of the six integration courses. Graded: Credit/No credit. **Units: 1.0.**

COURSE OBJECTIVES:

- Discriminate between business concepts and principles and their applications in practice.
- Judge and assess the application of business concepts and principles.
- Demonstrate an understanding of personal leadership style.

For more information about the Business Honors Program, contact the Office of the Associate Dean for Academic Programs at (916) 278-6463.



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