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.
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.
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.