

# Business

## MAJOR, MINORS

**PROFESSOR:** Casimir Dadak (chair)

**ASSOCIATE PROFESSOR:** Pablo Hernandez

**PROFESSOR OF PRACTICE-BUSINESS:** Karen Messer-Bourgoin

**ADJUNCT LECTURERS:** Rathin Basu, Judith Ann Runyon, Jeffery D. Strom, Demetri P. Tsanacas

The business major seeks to educate students, within the context of liberal arts, in the analytical skills necessary for the understanding of the global economy, the impact of economic policies on individuals and enterprises, and the interactions between economics, politics, societies and the private sector. To enhance student skills, courses have substantial writing, quantitative, and oral-presentation components. The business major has significant requirements and electives in business-related areas, drawing strengths from economics, communication, and languages. Students may follow a General Business track or choose from three optional business tracks: Finance, International, or Marketing. The faculty actively pursues scholarly and professional work and offers a sequence of rigorous courses that prepares students for career paths and graduate school. The faculty mentors students and provides a challenging and competitive course environment. Students who transfer to Hollins and major in business must earn at least half of the credits for the major from Hollins courses.

### REQUIREMENTS FOR A MAJOR IN BUSINESS:

11 courses (44 credits) and one 4-credit internship

#### REQUIRED COURSES:

- BUS 100: Introduction to Business (4)
- BUS 125: Accounting I (4)
- BUS 222: Business Law (4) or BUS 224: Ethical Leadership (4)
- BUS 474: Senior Seminar in Strategic Management (4)
- ECON 157: Principles of Microeconomics (4)
- ECON 158: Principles of Macroeconomics (4)
- ECON 211: Research Methods in Economics (4)

#### INTERNSHIP:

- One 4-credit business or business-related internship completed during any term that meets the criteria established by the department. The department must certify that the internship is business related and the faculty sponsor for this internship must be a member of the department (see BUS 399).

#### CHOOSE ONE OF THE FOLLOWING TRACKS:

##### GENERAL BUSINESS TRACK

- BUS 228: Marketing (4)
- BUS 349: Corporate Finance (4)
- Any two business courses at the 200 level or above (8)

##### FINANCE TRACK

- BUS 203: Investments (4)
- BUS 226: Accounting II (4)
- BUS 349: Corporate Finance (4)
- One of the following:
  - BUS 266: International Finance (4)
  - BUS 275: Management of Financial Institutions (4)
  - ECON 272: Money, Credit, and Banking (4)

##### INTERNATIONAL TRACK

- BUS 263: International Business (4)
- BUS 266: International Finance (4)
- Completion of a second language through the intermediate level
- Two of the following, including at least one BUS course (8)
  - BUS 203: Investments (4)
  - BUS 349: Corporate Finance (4)

COMM 270: Intercultural Communication (4)  
 ECON 265: International Trade (4)  
 FREN 356: French for International Business (4)  
 SPAN 355: Basic Business Spanish (4)

### MARKETING TRACK

- BUS 228: Marketing (4)
- BUS 322: E-commerce (4)
- Two of the following, including at least one BUS course (8):  
 BUS 252: Organizational Behavior (4)  
 BUS 260: Business Writing and Presentation (4)  
 COMM 244: Social Marketing and Campaigns (4)  
 COMM 322: Public Relations Principles (4)

### REQUIREMENTS FOR A MINOR IN BUSINESS:

6 courses (24 credits)

- BUS 100: Introduction to Business (4)
- BUS 125: Accounting I (4)
- ECON 157: Principles of Microeconomics (4)
- Two courses from the following:  
 BUS 203: Investments (4)  
 BUS 222: Business Law (4) or BUS 224: Ethical Leadership (4)  
 BUS 228: Marketing (4)  
 BUS 252: Organizational Behavior (4)
- One course at the 300 level or above (4)
- One business-related internship (4) (normally completed during Short Term)

### REQUIREMENTS FOR A MINOR IN INTERNATIONAL BUSINESS:

6 courses (24 credits)

- BUS 100: Introduction to Business (4)
- BUS 125: Accounting I (4)
- BUS 263: International Business (4)
- BUS 266: International Finance (4)
- ECON 158: Principles of Macroeconomics (4)
- One course at the 300 level or above (4)
- One business-related internship (4) (normally completed during Short Term)

### COURSES IN BUSINESS:

#### BUS 100: INTRODUCTION TO BUSINESS (4)

**Messer-Bourgoin**

This is a broad survey of fundamental business concepts, such as management, marketing, human resources, and financial management and policy. General principles of business ethics and business law are also discussed. This course introduces students to the business and commercial world, while it lays the foundation for their meaningful participation in more advanced classes. Open to first-year students. No prerequisite. Offered both terms. (r, MOD)

#### BUS 104: PERSONAL FINANCE (4)

**Department**

This introductory class in investments is geared primarily for non-majors. It combines basic investment theory with practical detail about financial markets and institutions. Particular attention is paid to the time value of money (compounding, discounting, and annuities), personal financial statements, equity and debt markets, mutual funds, options, real estate, and income tax. Open to first-year students. No prerequisite. Not offered in 2018-19.

#### BUS 125: ACCOUNTING I (4)

**Runyon**

A first-level course to develop a broad understanding of the ways the collection and handling of financial data serve a business enterprise. Open to first-year students. No prerequisite. Offered both terms.

**BUS 203: INVESTMENTS (4)****Dadak**

Financial theory applied to the management of financial and other assets. This course studies debt and equity securities, derivatives, investment companies, and real estate. The theoretical focus is on pricing of assets in efficient markets. This course makes considerable use of computer software, including spreadsheets. Prerequisites: q and BUS 100 or BUS 104. Offered Term 2. (Q)

**BUS 222: BUSINESS LAW (4)****Department**

This course provides insight into the legal environment in which firms operate. Includes contracts, negotiable instruments, agency, property concepts, and business organization. Prerequisite: BUS 100. Not offered in 2018-19.

**BUS 224: ETHICAL LEADERSHIP (4)****Messer-Bourgoin**

This course uses leadership theory as a lens to evaluate both ethical theory and ethical decision making in the context of business organizations. We examine theory (both ethics/philosophy and leadership) and learn to evaluate and interpret ethical decision making (through case examples) in order to arrive at a better understanding of the intertwined natures of leadership and ethical behavior and the complexities of corporate social responsibility. Open to first-year students. Prerequisite: BUS 100. Offered Term 2. (w, MOD)

**BUS 226: ACCOUNTING II (4)****Runyon**

Application of basic accounting principles to cost analysis, topics in financial planning, and managerial decision making. Problems in price-level adjustment and other current issues are considered in some depth. Open to first-year students. Prerequisite: BUS 125. Offered Term 2.

**BUS 228: MARKETING (4)****Messer-Bourgoin**

Basic principles of marketing will be examined with applications for businesses and consumers. Topics include the marketing mix of price, promotion, product, and distribution, as well as segmentation and marketing strategies. Practical applications will be studied through case analysis via videos and written cases. Prerequisites: BUS 100 and ECON 157 or permission. Offered Term 1. (o)

**BUS 252: ORGANIZATIONAL BEHAVIOR (4)****Strom**

This course examines the dynamics of individuals and groups in organizations and how organizations impact behavior and performance. Topics include attitudes and social perception, teamwork, communication, leadership, organizational structure, and design. Prerequisite: BUS 100. Offered Term 1. (MOD)

**BUS 260: BUSINESS WRITING AND PRESENTATION (4)****Messer-Bourgoin**

This course covers effective written and oral presentations in the business world. This course covers various forms of presentation common in business. It also examines technologies such as teleconferencing and the Internet, which enhance business interactions and decision making. Prerequisite: BUS 100. Not offered in 2018-19.

**BUS 263: INTERNATIONAL BUSINESS (4)****Dadak**

This course surveys managerial techniques used by multinational corporations. Issues related to foreign direct investment, especially financial and accounting implications, are also presented, as is the particular impact of globalization on smaller firms. Case discussions are important components of this course. Prerequisites: BUS 100 and ECON 158. Offered Term 1. (w, x, GLO)

**BUS 266: INTERNATIONAL FINANCE (4)****Dadak**

Globalized economy offers tremendous profit opportunities, but also exposes firms to various types of risk. The course explains how to benefit from the former and how to avoid and limit the latter. Students learn how monetary and fiscal policies adopted by different nations influence the outcomes. Students also explore how different legal, tax, and accounting standards and principles create problems and present opportunities to improve financial performance of multinational corporations. Also listed and described as ECON 266. Prerequisites: q and ECON 158. Not offered in 2018-19. (w, x, o, Q, GLO)

**BUS 275: MANAGEMENT OF FINANCIAL INSTITUTIONS (4)****Department**

A study of depository institutions and related financial institutions; banking laws and the regulation of banks and bank-holding companies. Financial management of banks; loans and investments; liquidity management; interest rate exposure. Prerequisites: BUS 100, BUS 125 and ECON 211. Not offered in 2018-19.

**BUS 290: INDEPENDENT STUDY (2 or 4)****Department**

Independent study below the advanced level that counts toward the business major or minor only if the student receives prior approval from the department. The independent study must be approved by the department prior to registration. Offered any term.

**BUS 322: E-COMMERCE (4)****Department**

This course provides a broad introduction to information technologies now available to the business organization. The objectives of this course are to study the key features of electronic commerce and how the new technologies work, to explore the opportunities for improving managerial and commercial processes, and to identify the requirements of its optimal use. Prerequisites: BUS 100 and BUS 228. Offered Term 2.

**BUS 330: ENTREPRENEURSHIP (4)****Messer-Bourgoin**

This class focuses on entrepreneurship, with particular attention to women's issues in entrepreneurship. The challenges of starting and operating a small business will be a central topic of study. Students will learn about developing and assessing ideas for entrepreneurial ventures, risk, and success strategies. Students will prepare a business plan as the major project of this course. Prerequisites: BUS 100 and BUS 125. Offered Term 2. (w, x)

**BUS 349: CORPORATE FINANCE (4)****Dadak**

Fundamentals of business finance, including financial analysis, forecasting, working capital management, capital budgeting, security valuation, and the cost of capital. This course makes considerable use of computer spreadsheets. Prerequisites: q and BUS 100 and BUS 125. Offered Term 1. (o, Q)

**BUS 353: TRAINING AND HUMAN RESOURCE DEVELOPMENT (4)****Department**

This course is divided into three sections: training, human resource development, and organizational development. Topics covered in training include needs assessment and evaluation, as well as training techniques. Human resource development focuses on staffing, current issues in HR, and professional development. Organizational development covers elements of organizational changes and the role of change agents. Prerequisite: BUS 100 and BUS 252. Not offered in 2018-19.

**BUS 390: INDEPENDENT STUDY (2 or 4)****Department**

An advanced level independent study that counts toward the business major or minor only if the student receives prior approval from the department. The independent study must be approved by the department prior to registration. Offered any term.

**BUS 399: INTERNSHIP (2 or 4)****Dadak**

Application must be made with faculty prior to registration. The department must certify that the internship is business related and the faculty sponsor for the internship must be a member of the department. The faculty member will also specify the academic component to the internship. May be proposed in any term.

**BUS 474: SENIOR SEMINAR IN STRATEGIC MANAGEMENT (4)****Dadak**

This seminar seeks to familiarize the participants with the strategic decisions that confront the modern corporation. Particularly important are questions relating to mergers and acquisitions, business-plan writing, and country risk analysis. Discussion of articles in top management journals and analysis of cases on current issues form the core of this course. Prerequisites: senior standing and permission. Offered Term 2. (o)