

# BUSINESS (BUSI)

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**BUSI 220 - INTRO TO DESIGN AND INNOVATION****Short Title:** INTRO TO DESIGN AND INNOVATION**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:** Dive into human centered design and innovation as a way to build new products and services. This course is experiential, project-based, and collaborative. You'll try out different methods for uncovering human needs, make sense of data you gather from the field, and build and test your ideas. After taking this course, you'll walk away with the skills, methods, and mindset to use design and innovation to make impact in any career path you pursue.**BUSI 221 - NEW ENTERPRISES: DISCOVERY****Short Title:** NEW ENTERPRISES: DISCOVERY**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:** New Enterprises: Discovery emphasizes exploration, research, and discovery to uncover problems that are worth solving. In this course, you'll explore multiple areas of personal interest to decide whether there are viable options for you to pursue as a startup venture or an innovation you want to bring to the world. 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 224 - BIAS AND MEDICAL DEVICE DESIGN: EXPLORING THE HIDDEN BIASES BEHIND MEDICAL PRODUCTS AND DEVICES****Short Title:** BIAS AND MEDICAL DEVICE DESIGN**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 Lower-Level**Description:** This course explores the hidden biases that exist in product design with a focus on the tradeoffs entrepreneurs and innovators face when making decisions on how to design, build, and test their medical products and devices. Through the lenses of failed medical devices, poorly designed clinical trials, lack of stakeholder understanding, and interpretation bias students will discuss opportunities to proactively increase diversity of users that can lead to a more impactful, inclusive design. Assessments will consist of in and out of class exercises, reflections and a group project. Cross-list: BIOE 123.**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 305 - FINANCIAL ACCOUNTING**

**Short Title:** FINANCIAL ACCOUNTING

**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

**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/) (<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

**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:** 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/) (<http://www.business.rice.edu/>)

### **BUSI 343 - FINANCIAL MANAGEMENT**

**Short Title:** FINANCIAL MANAGEMENT

**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 180 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 are 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/) (<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. Graduate/Undergraduate Equivalency: MGMT 620.

### **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 369 - 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 Upper-Level

**Description:** Evaluating opportunities for a new innovation-based enterprise; conceptualizing and developing a venture plan through an iterative process; articulating venture assumptions; testing venture assumptions through experimentation. Intended for students who want to start their own venture, join an early-stage venture, be entrepreneurial within an existing organization, or want to understand entrepreneurs and how to think entrepreneurially. Recommended Prerequisite(s): BUSI 221

**BUSI 371 - PRODUCT DEVELOPMENT AND MANAGEMENT****Short Title:** PRODUCT DEVELOPMENT AND MGMT**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:** In this course, we learn about the process, methodologies, and techniques of new product development and management. The course focuses on how to create value and growth for products in new and existing markets. The first half of the course structures learning around the principles of (good) product design, and systematic inventive thinking. In the second part of the course, we learn about the processes, methodologies, and techniques of new product management. We deal with the challenge of bringing to market elegant and efficient solutions that address customer needs.**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 305 or STAT 310 or STAT 312 or STAT 315 or DSCI 301 or ECON 307**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 180 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)**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/) (<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:** Enrollment is limited to Undergraduate, Undergraduate Professional or Visiting Undergraduate level students.**Course Level:** Undergraduate Upper-Level**Prerequisite(s):** BUSI 305 (may be taken concurrently)**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/) (<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.

**BUSI 401 - FINANCIAL STATEMENT ANALYSIS****Short Title:** FINANCIAL STATEMENT ANALYSIS**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) 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. 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**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:** 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.**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**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 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 the actions they need to take in order to execute that strategy so as to achieve the desired results.**BUSI 432 - BUSINESS AND SOCIETY****Short Title:** BUSINESS AND SOCIETY**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 390**Description:** External stakeholders, ethical concerns, and sustainability issues increasingly pressure executives to address the social and environmental impact of their companies' operations. As a result, an organization's success does not only depend on its strategic repertoire within a given market, but also on its non-market strategies. By proactively engaging with non-governmental organizations (NGOs), the media, governments, and other external stakeholders, firms can shape their non-market environment to simultaneously achieve a competitive advantage as well as to enhance their positive social impact. The goal of this course is to provide you with analytical tools that help managers assess a firm's broader environment and make decisions that are beneficial for the firm and for society at large.**BUSI 433 - TECHNOLOGY AND INNOVATION STRATEGY****Short Title:** TECH & INNOVATION STRATEGY**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 390**Description:** Innovation is a critical aspect of firm's strategy to achieve competitive advantage and enhanced performance. However, the management of innovation is inherently difficult and risky in technology industries where customer demand and preferences change quickly and technological changes are highly unpredictable. This course focuses on the management of innovation and growth from the perspective of both large companies and small. We shall examine issues such as: what different types of innovation can firms pursue and what types of innovation are a more durable source of advantage; what are the obstacles to innovation in firms, and how can they build an organizational level innovation capability; how can firms deal with market and technological uncertainty through open innovation; how does disruptive innovation happen and how can it be managed; and how to formulate successful strategies in platform businesses dominated by network effects.



**BUSI 440 - AUDITING****Short Title:** AUDITING**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:** This course covers the principles and procedures used by public accountants in examining financial statements and supporting data in accordance with Generally Accepted Auditing Standards (GAAS). Specific topics covered include: professional standards of the financial statement audits and other assurance services; professional ethical conduct; statistical sampling; information technology controls; types of audit evidence; audit risk including inherent and controls risks; internal control over financial reporting; design of audit procedures in response to risk of material misstatements in various financial transaction cycles; evaluating misstatements and control findings; audit reporting; the importance of professional skepticism; role of the PCAOB in setting and enforcing auditing standards for auditors of publicly traded U.S. companies.

**BUSI 447 - ADVANCED CORPORATE FINANCE****Short Title:** ADVANCED CORPORATE FINANCE**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 corporate financial decision making including project selection and financing. Emphasizes project valuation methodologies and the connection between investment valuation and financial policy. Provides a theoretical framework for decision making, addresses practical applications, and emphasizes quantitative modelling.

**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 449 - DATA-DRIVEN INVESTMENTS LAB****Short Title:** DATA-DRIVEN INVESTMENTS LAB**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 448

**Description:** This course is part of the data-driven investments curriculum designed to equip students with an analytical quantitative investment toolkit. Students work in groups to develop, test, and implement investment strategies using Python. The investment strategies are driven using a range of datasets provided by the instructors. Students first explore the data and develop trading ideas and then simulate implementation of their chosen strategy. The course emphasizes understanding the sources of investment performance through analyses of factor and sector exposures, attribution analysis, and performance evaluation. Graduate/Undergraduate Equivalency: MGMT 767. Mutually Exclusive: Cannot register for BUSI 449 if student has credit for MGMT 767.

**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, SOSOC 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 498 - APPLIED BUSINESS EXPERIENCE****Short Title:** APPLIED BUSINESS EXPERIENCE**Department:** Business**Grade Mode:** Satisfactory/Unsatisfactory**Course Type:** Internship/Practicum**Credit Hour:** 1**Restrictions:** Enrollment is limited to Undergraduate, Undergraduate Professional or Visiting Undergraduate level students.**Course Level:** Undergraduate Upper-Level**Prerequisite(s):** BUSI 305 and BUSI 310

**Description:** Provides one hour of university credit for faculty-approved internship. Undergraduate Business major students will participate in enriching work experiences (including traditional summer internships) as a complement to what is offered in the classroom. Students must obtain approval from the Director of Undergraduate Business Programs and must submit an offer letter from the internship provider as well as a letter indicating completion and satisfactory performance. Instructor permission required and must be obtained prior to the start of the internship. Department Permission Required. Repeatable for Credit.

**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 Undergraduate, Undergraduate Professional or Visiting Undergraduate level students.**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. Enrollment is limited to Graduate level students.**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. Enrollment is limited to Graduate level students.**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

**Description:** Game theory is a discipline that provides a mathematical methodology for modeling and analyzing interactive decisions among multiple agents. Game theory has a wide range of applications in economics, political science, but most importantly (in my opinion) business. The approach of this course will be somewhere between that of a typical economics class (i.e. very mathematical) and that of a typical business seminar (applied and paper based.) Definitions will be stated formally, and arguments will be developed rigorously. At the same time, much of the course will be devoted to using game theory to understand applications in economics and business. Taking these applications as a starting point, we will develop an understanding of what constitutes a good mathematical model for addressing a business question. Repeatable for Credit.

**BUSI 505 - SEMINAR IN CONSUMER BEHAVIOR****Short Title:** SEMINAR 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**Description:** Repeatable for Credit.**BUSI 506 - ADVANCED TOPICS IN MARKETING RESEARCH****Short Title:** ADVANCED TOPICS IN MARKT. RES.**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:** 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 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

**Description:** The course aims to develop an understanding of Bayesian empirical applications in the Marketing literature. The course starts with a brief theoretical foundation to Bayesian inference and subsequently focuses on empirical applications in the Marketing literature. The aim of this course is not to equip students with the methodological tools of Bayesian inference. It is assumed that students are familiar with these methodologies. Academic papers from the Marketing literature are assigned to the class and discussed in class. Repeatable for Credit.

**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**Description:** Repeatable for Credit.**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**Description:** Repeatable for Credit.

**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:** Students who are registered in the following programs may not enroll: EMBA HMBA MBA PMBA WMBA XMBA Enrollment is limited to Graduate level students.**Course Level:** Graduate**Description:** Introduction to python language and ecosystem and libraries important for business research including data handling, graphics, econometrics, optimization, simulation, machine learning, web scraping, and natural language processing.**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 555 - MANAGEMENT SCHOLARSHIP****Short Title:** MANAGEMENT SCHOLARSHIP**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:** This course provides an overview of the essential aspects of management scholarship for doctoral students. The readings will demonstrate recent theoretical and empirical trends in management research. We will discuss the different profiles of leading management journals and the importance of publishing credible and transparent research. The course will be concluded by showing how knowledge is created from the collaboration of authors, reviewers, and editors.**BUSI 561 - 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 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 - MARKOV DECISION PROCESSES IN OPERATIONS MANAGEMENT****Short Title:** MARKOV PROCESSES IN OPS MGMT**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 introduces students to Markov Decision Processes, which are models of decision making under uncertainty that play a foundational role in operations management. Topics comprise the optimality conditions (Bellman equations), algorithms to obtain optimal policies, including dynamic programming, and both reinforcement learning approximations and bounding approaches to deal with intractable models.**BUSI 572 - GAME THEORY IN OPERATIONS MANAGEMENT****Short Title:** GAME THEORY IN OPS MGMT**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 teaches students to model and analyze agent behavior and incentives in operational settings. Topics include strategic consumer behavior (in pricing and revenue management), autonomous supplier behavior (in two-sided marketplaces), contract theory (in supply chain management), information transmission (in platform design), and competition (in manufacturing and product placement).

**BUSI 573 - STOCHASTIC MODELS IN OPERATIONS MANAGEMENT****Short Title:** STOCHASTIC MODELS IN OPS MGMT**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 introduces students to stochastic models of manufacturing and service enterprises, for which uncertainty is a key aspect of performance. It focuses on the workflow optimization for operational competitiveness, capacity and revenue management, as well as the operations of online platforms, which play an increasingly important role in delivering services to customers.**BUSI 677 - 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 Graduate or Visiting Graduate level students.**Course Level:** Graduate**Description:** Topics and credit hours vary each semester. Contact department for current semester's topic(s). Repeatable for Credit.**BUSI 711 - 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 712 - 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 721 - DATA-DRIVEN FINANCE I****Short Title:** DATA-DRIVEN FINANCE 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**Prerequisite(s):** COMP 614 (may be taken concurrently)**Description:** A python-based introduction to financial markets and investment analysis. No prior knowledge of finance is required, but students should have some prior exposure to python. Topics: risk and return in asset markets, portfolio optimization, and analysis of corporate investment projects.**BUSI 722 - DATA-DRIVEN FINANCE II****Short Title:** DATA-DRIVEN FINANCE 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**Prerequisite(s):** COMP 614 (may be taken concurrently)**Description:** A python-based introduction to derivative securities and quantitative investment. Topics: investment and risk-management with options and futures, valuation of options, applications of machine learning for portfolio selection, and analysis of investment returns.**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.

**BUSI 801 - PHD RESEARCH II**

**Short Title:** PHD RESEARCH II

**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.