

General Business, Management & Marketing Two Year Course Rotation

Undergraduate General Business Course Rotation

updated: 2-13-18

Course Number	Course Title	Offered
BUSI 0011	COB Student Code of Ethics and Plagiarism	Fall & Spring
BUSI 0088	Major Field Test Review	Fall & Spring
BUSI 1310	Introduction to the Business Environment	Fall & Spring
BUSI 3315	Entrepreneurship, Creativity, and Innovation	Fall
BUSI 4310	International Business	Fall & Spring
BUSI 4320	New Venture Creation	Spring
BUSI 4396	Directed Individual Study	Fall & Spring
BUSI 4390	Current Topics In Entrepreneurship	Occasional

Undergraduate Management course rotation

updated: 2-13-18

Course Number	Course Title	Offered
MGMT 3312	Behavior in Organizations	Fall & Spring
MGMT 3315	Communicating in Business	Fall & Spring
MGMT 3320	Concepts in Human Resource Management	Fall & Spring
MGMT 3325	Introduction to Quality Management	Occasional
MGMT 3330	Small Business Strategy	Fall
MGMT 3335	Strategic Issues in Family Business	Fall
MGMT 3355	Organization Change and Development	Fall
MGMT 3360	Social Entrepreneurship	Spring
MGMT 3390	Training, Development and Career Planning	Fall
MGMT 4305	Staffing and Development	Spring
MGMT 4310	Managing Dysfunctional Workplace Behavior	Occasional
MGMT 4315	Multinational Management	Spring
MGMT 4320	Leadership and Managerial Effectiveness	Spring
MGMT 4330	Business Ethics	Fall & Spring
MGMT 4335	Compensation and Appraisal Systems	Fall
MGMT 4340	Critical Thinking and Decision Making	Fall & Spring
MGMT 4385	Human Resource Planning	Spring
MGMT 4388	Administrative Policy and Strategy	Fall & Spring
MGMT 4390	Special Topics in Management	Occasional
MGMT 4396	Directed Individual Study	Fall & Spring
MGMT 4398	Internship in Management	Fall & Spring

Undergraduate Marketing course rotation

updated: 2-13-18

Course Number	Course Title	Offered
MKTG 3310	Principles of Marketing	Fall & Spring
MKTG 3311	Salesmanship: Concepts and Practices	Fall
MKTG 3315	Advertising and Promotional Strategy	Fall & Spring
MKTG 3320	Basic Advertising	Occassional
MKTG 3325	Entrepreneurial Marketing	Spring
MKTG 3330	Consumer Behavior	Fall & Spring
MKTG 3333	Marketing on the Internet	Spring
MKTG 3340	Retail Management	Occassional
MKTG 3345	Sales Management	Occassional
MKTG 4310	Distribution Systems in Marketing	Occassional
MKTG 4320	Marketing Research and Analytics	Fall & Spring
MKTG 4340	International Marketing	Spring
MKTG 4350	Marketing Problems and Policies	Fall & Spring
MKTG 4360	Social Media Marketing	Fall & Spring
MKTG 4390	Current Topics in Marketing	Occassional
MKTG 4396	Directed Individual Study	Fall & Spring
MKTG 4398	Internship in Marketing	Fall & Spring