

# GENERAL BUSINESS (GEN BUS)

## GEN BUS 100 – INTRODUCTION TO BUSINESS

3 credits.

Introduction to the basic concepts, practices and analytical methods that are part of the market enterprise system. Overview of the basic functions: management, accounting, finance, operations, and marketing conducted within a social and ethical framework. Enroll Info: None

**Requisites:** Consent of instructor

**Repeatable for Credit:** No

**Last Taught:** Fall 2009

## GEN BUS 110 – PERSONAL AND PROFESSIONAL FOUNDATIONS IN BUSINESS

1 credit.

An introductory course for new business students covering the transition to college, academic exploration and planning, career development, self-assessment for personal development, leadership, and diversity and inclusion. Enroll Info: None

**Requisites:** First year student and member of Business Freshman Direct Admit

**Repeatable for Credit:** No

**Last Taught:** Fall 2018

## GEN BUS 120 – PERSONAL AND PROFESSIONAL FOUNDATIONS IN BUSINESS

1 credit.

An introductory course for new business students covering academic exploration and planning, career development, self assessment for personal development, leadership, and diversity and inclusion. Enroll Info: None

**Requisites:** Sophomore standing and member of Business Freshman Direct Admit

**Repeatable for Credit:** No

**Last Taught:** Spring 2019

## GEN BUS 130 – PERSONAL AND PROFESSIONAL FOUNDATIONS IN BUSINESS

1 credit.

An introductory course for new business students covering academic planning, career development, self-assessment for personal development, leadership, and diversity and inclusion. Enroll Info: None

**Requisites:** Consent of instructor

**Repeatable for Credit:** No

**Last Taught:** Fall 2016

## GEN BUS 140 – TEACHING, LEARNING, AND EFFECTIVE FACILITATION IN PEER TO PEER ENVIRONMENTS

1 credit.

Introduction to effective facilitation strategies within peer to peer learning environments. Students will practice public speaking, presentation, and facilitation skills while also learning about college student development, classroom management, student engagement, and in-class assessment techniques to evaluate learning. Enroll Info: None

**Requisites:** Consent of instructor

**Repeatable for Credit:** Yes, unlimited number of completions

**Last Taught:** Fall 2016

## GEN BUS 170 – BUSINESS SCHOLARS SEMINAR

1 credit.

To educate students about the courses and programs in each of the academic departments in the School of Business. To inform students about career, research, service and leadership opportunities. Enroll Info: None

**Requisites:** Consent of instructor

**Repeatable for Credit:** Yes, unlimited number of completions

**Last Taught:** Spring 2009

## GEN BUS 198 – DIRECTED STUDY

1 credit.

Directed study and research in business topics. Enroll Info: None

**Requisites:** Consent of instructor

**Repeatable for Credit:** Yes, unlimited number of completions

**Last Taught:** Spring 2008

## GEN BUS 300 – PROFESSIONAL COMMUNICATION

3-4 credits.

Expository writing relative to written communications used in organizations: letters, factual memoranda, brief reports, technical research reports. Development of skills in oral and graphic communications; committee reports, staff presentations. Enroll Info: None

**Requisites:** Sophomore standing, not open to graduate students

**Repeatable for Credit:** No

**Last Taught:** Spring 2019

## GEN BUS 301 – BUSINESS LAW

3 credits.

History of legal development, contracts, agency, sale of goods, insurance. Enroll Info: None

**Requisites:** Junior standing

**Repeatable for Credit:** No

**Last Taught:** Spring 2019

## GEN BUS 302 – BUSINESS ORGANIZATIONS AND NEGOTIABLE INSTRUMENTS

3 credits.

Commercial paper, real estate and personal property, partnerships, corporations, bankruptcy. Enroll Info: None

**Requisites:** Junior standing and GEN BUS 301

**Repeatable for Credit:** No

**Last Taught:** Spring 2019

### GEN BUS 303 – BUSINESS STATISTICS

3 credits.

Data collection, data structures in a business setting, frequency tables and plots, descriptive statistics, correlation tables and regression formulation, normal and binomial distributions, quality, surveys. Enroll Info: None

**Requisites:** Sophomore standing and (MATH 211, 217, 221 or 275); or member of Business Exchange program

**Course Designation:** Breadth - Social Science

Level - Intermediate

L&S Credit - Counts as Liberal Arts and Science credit in L&S

**Repeatable for Credit:** No

**Last Taught:** Summer 2015

### GEN BUS 304 – INTERMEDIATE BUSINESS STATISTICS

3 credits.

Methods for analyzing business and economic data. Review of classical statistical inference; multiple regression and correlation; process analysis and time series. Enroll Info: None

**Requisites:** GEN BUS 303

**Repeatable for Credit:** No

**Last Taught:** Summer 2015

### GEN BUS 306 – BUSINESS ANALYTICS I

3 credits.

Development of quantitative intuition through practical applications and use of analysis tools. Specifically, emphasis will be on how to manage, summarize, explore, and visualize databases. The essentials of probability will be introduced and applied to decision problems where there is uncertainty. Emphasis on hypothesis testing and regression analysis and include an introduction to simulation methods. Throughout, attention will be paid to effective communication of data analysis. The use of business cases will connect the course material to both real world settings and recent advances in data analysis, including big data and data mining. Enroll Info: None

**Requisites:** Sophomore standing and (MATH 211, 217, 221 or 275); or member of Business Exchange program

**Repeatable for Credit:** No

**Last Taught:** Spring 2019

### GEN BUS 307 – BUSINESS ANALYTICS II

3 credits.

Emphasis on hands-on experience with many commonly used analytic methodologies using the modeling and optimization tools available on almost every professional desktop. The focus is predictive and prescriptive analytics. Predictive approaches use historical data to infer causal relationships and forecast future outcomes from a given action. Prescriptive methods take this a step further, helping managers formulate decision models that identify optimal actions given a set of circumstances.

**Requisites:** GEN BUS 306 or member of Business Exchange program

**Repeatable for Credit:** No

**Last Taught:** Spring 2019

### GEN BUS 310 – FUNDAMENTALS OF ACCOUNTING AND FINANCE FOR NON-BUSINESS MAJORS

3 credits.

Part of a two course sequence introducing non-business students to basic concepts, practices and analytical methods that are part of the market enterprise system. This course is a basic overview on: accounting, finance, and business law. Enroll Info: None

**Requisites:** Sophomore standing or member of Business Exchange program

**Course Designation:** Breadth - Social Science

Level - Intermediate

L&S Credit - Counts as Liberal Arts and Science credit in L&S

**Repeatable for Credit:** No

**Last Taught:** Spring 2019

### GEN BUS 311 – FUNDAMENTALS OF MANAGEMENT AND MARKETING FOR NON-BUSINESS MAJORS

3 credits.

Introduces non-business students to basic concepts and practices in business. This course is a basic overview of: management, marketing, strategy, entrepreneurship, ethics, supply chain and international business. Enroll Info: None

**Requisites:** Sophomore standing. Not open to students declared in a School of Business program

**Course Designation:** Breadth - Social Science

Level - Intermediate

L&S Credit - Counts as Liberal Arts and Science credit in L&S

**Repeatable for Credit:** No

**Last Taught:** Spring 2019

### GEN BUS/INTL BUS 320 – INTERCULTURAL COMMUNICATION IN BUSINESS

3 credits.

Develops awareness and knowledge of cultural influences on business. Focuses on various attitudes toward work, time, material possession, business, and the relationship of these attitudes to different social, religious, philosophical, and educational backgrounds of business people from cultures around the world. Enroll Info: None

**Requisites:** Sophomore standing or member of Business Exchange program

**Repeatable for Credit:** No

**Last Taught:** Spring 2019

### GEN BUS 365 – CONTEMPORARY TOPICS

1-3 credits.

A course for the exploration of subject areas possibly to be introduced into the business curriculum. Enroll Info: None

**Requisites:** Sophomore standing or member of Business Exchange program

**Repeatable for Credit:** Yes, unlimited number of completions

**Last Taught:** Fall 2018

**GEN BUS 380 – BUSINESS SCHOLARS AND HONORS SEMINAR**

1 credit.

Discussion and analysis of contemporary issues, events, and topics in the business world. Enroll Info: None

**Requisites:** Declared in honors program

**Course Designation:** Honors - Honors Only Courses (H)

**Repeatable for Credit:** Yes, unlimited number of completions

**Last Taught:** Spring 2009

**GEN BUS 399 – READING AND RESEARCH-BUSINESS RESEARCH**

1-6 credits.

Individual work suited to the needs of undergraduate students may be arranged with a faculty member. Enroll Info: None

**Requisites:** Consent of instructor

**Course Designation:** Level - Advanced

L&S Credit - Counts as Liberal Arts and Science credit in L&S

**Repeatable for Credit:** Yes, unlimited number of completions

**Last Taught:** Spring 2012

**GEN BUS 450 – PROFESSIONAL EXPERIENCE IN BUSINESS**

1 credit.

Internship which allows students to augment their business education and gain professional experience in their major through related work experience. Enroll Info: Intended for undergraduates in the School of Business. Not available with firms who participate in the ACCT I S 600 internship. See listing on Accounting Dept. website.

**Requisites:** Consent of instructor

**Course Designation:** Workplace - Workplace Experience Course

**Repeatable for Credit:** Yes, for 2 number of completions

**Last Taught:** Spring 2019

**GEN BUS 451 – PROFESSIONAL EXPERIENCE IN BUSINESS-EXTENDED INTERNSHIP**

1 credit.

Only allowed for six to eight month internships which will allow students to augment their business education and gain professional experience in their major area. Students receive one credit and will remain a full-time student. Enroll Info: Intended for undergraduates in the School of Business

**Requisites:** Consent of instructor

**Course Designation:** Workplace - Workplace Experience Course

**Repeatable for Credit:** No

**Last Taught:** Spring 2019

**GEN BUS 600 – TOPICS ON SUSTAINABLE BUSINESS PRACTICES**

3 credits.

Gives students knowledge and skills so that they can help organizations understand and act on the principles of sustainability. Main topics include sustainability as an element of strategy, the business case for sustainability, and the social side of sustainability. A real-world team project that draws on the concepts taught in the course is an important element. Enroll Info: None

**Requisites:** Junior standing

**Repeatable for Credit:** No

**Last Taught:** Fall 2013

**GEN BUS/ENVIR ST 601 – SYSTEMS THINKING AND SUSTAINABLE BUSINESSES**

3 credits.

Introduces students to the concept of systems thinking so as to allow them to use systems to bring about large scale social change, both within the business community and within our societal infrastructure. Enroll Info: None

**Requisites:** Junior standing and declared in an undergraduate School of Business major or Environmental Studies

**Repeatable for Credit:** No

**Last Taught:** Spring 2014

**GEN BUS 700 – MANAGERIAL COMMUNICATION**

1-2 credits.

Focuses on strategic aspects of communication goals for managers and practice in skills needed to carry out writing and speaking objectives.

Enroll Info: None

**Requisites:** Graduate/professional standing or member of Business Exchange program

**Course Designation:** Grad 50% - Counts toward 50% graduate coursework requirement

**Repeatable for Credit:** No

**Last Taught:** Spring 2019

**GEN BUS/R M I 701 – MANAGING LEGAL RISKS**

3 credits.

Legal implications for business managers of selected areas of the law including negligence, contract, intellectual property, officer/director liability, financing the business enterprise, and employment and trade regulation; introduction to the legal process, including alternative dispute resolution systems. Enroll Info: None

**Requisites:** Graduate/professional standing or member of Business Exchange program

**Course Designation:** Grad 50% - Counts toward 50% graduate coursework requirement

**Repeatable for Credit:** No

**Last Taught:** Spring 2019

**GEN BUS 704 – DATA TO DECISIONS**

2-3 credits.

Exploration of statistical inference and data analytics tools. Review of relevant foundations of statistics, machine learning and probability theory. Emphasis on applying the resulting concepts to canonical business examples, using both Excel and R. Enroll Info: None

**Requisites:** Declared in an MBA program

**Course Designation:** Grad 50% - Counts toward 50% graduate coursework requirement

**Repeatable for Credit:** No

**Last Taught:** Fall 2016

**GEN BUS 710 – ETHICS, INTEGRITY AND SOCIETY**

1 credit.

This class is designed to prepare students for dealing with ethical challenges in the world outside academia. Focus is on the role of personal values in all types of decision making, from personal to professional. Enroll Info: None

**Requisites:** Declared in an MBA program

**Course Designation:** Grad 50% - Counts toward 50% graduate coursework requirement

**Repeatable for Credit:** No

**Last Taught:** Fall 2017

**GEN BUS 750 – PROFESSIONAL EXPERIENCE IN BUSINESS**

1 credit.

Internship which allows students to augment their business education and gain professional experience in their major through related work experience. Enroll Info: None

**Requisites:** Declared in an MBA program

**Course Designation:** Grad 50% - Counts toward 50% graduate coursework requirement

**Repeatable for Credit:** Yes, unlimited number of completions

**Last Taught:** Spring 2019

**GEN BUS 765 – CONTEMPORARY TOPICS**

1-4 credits.

Exploration of advanced subject areas possibly to be introduced into the business curriculum. Enroll Info: None

**Requisites:** Graduate/professional standing or member of Business Exchange program

**Course Designation:** Grad 50% - Counts toward 50% graduate coursework requirement

**Repeatable for Credit:** Yes, unlimited number of completions

**Last Taught:** Spring 2019

**GEN BUS/ECON/STAT 775 – INTRODUCTION TO BAYESIAN DECISION AND CONTROL I**

3 credits.

Common sampling models in business and economic problems, information from data, likelihood function of parameters, choices of models, Bayes' Theorem, subjective basis for probability, sequential nature of Bayesian inference, prior and posterior distributions of parameters in binomial, poisson, exponential and normal populations, comparison of two normal distributions, predictive distributions, decision theory, utility, risk aversion, extensive form of analysis, two-action problems, point estimation, best population problems, economics of sampling. Enroll Info: None

**Requisites:** STAT 609 or STAT/MATH 709

**Course Designation:** Grad 50% - Counts toward 50% graduate coursework requirement

**Repeatable for Credit:** No

**Last Taught:** Spring 2018

**GEN BUS/ACCT I S/E P D 781 – FINANCIAL AND BUSINESS ACUMEN**

1 credit.

This course is designed with a keen awareness for the needs of the non-financial student or professional. For this class, no previous financial training is required. The intent is to equip you with the essential concepts used to develop financial literacy. Content will cover basic financial terms and reports, analytical tools to help interpret financial data and using financial data in budgets and forecasts. Enroll Info: None

**Requisites:** Graduate/professional standing. Not open to students declared in an MBA program

**Course Designation:** Grad 50% - Counts toward 50% graduate coursework requirement

**Repeatable for Credit:** No

**GEN BUS/E P D/MARKETNG 782 – MARKETING FOR NON-MARKETING PROFESSIONALS**

1 credit.

An overview of marketing's role within an organization, the key elements of a marketing plan, and how the plan is implemented. Students will learn about buyer demographic, psychographic and purchasing decision behavior. A thorough understanding of the customer enables students to develop a coordinated marketing mix (product, price promotion and place) that will satisfy the customer better than the competition and at the required margin. Students will leave the course understanding the degree to which all company functions must be coordinated and focused on the customer. This course will not apply toward fulfilling the MBA degree requirements. Enroll Info: None

**Requisites:** Graduate/professional standing or member of Business Exchange program

**Course Designation:** Grad 50% - Counts toward 50% graduate coursework requirement

**Repeatable for Credit:** No

**Last Taught:** Spring 2019

**GEN BUS/E P D/M H R 783 – LEADING TEAMS**

1 credit.

Students will gain the knowledge and skills to continuously enhance their own team performance and productivity as well as the teams they are involved with. They will also be in a much better position to lead teams effectively. Enroll Info: None

**Requisites:** Graduate/professional standing or member of Business Exchange program

**Course Designation:** Grad 50% - Counts toward 50% graduate coursework requirement

**Repeatable for Credit:** No

**Last Taught:** Summer 2018

**GEN BUS/E P D/OTM 784 – PROJECT MANAGEMENT ESSENTIALS**

1 credit.

Techniques that will help to plan, execute, and deliver projects with desired scope on time and on budget. Learn to document clear project objectives and goals, accurately estimate project time and costs, schedule and allocate time-critical resources, and establish feedback systems for optimal project control. Enroll Info: None

**Requisites:** Graduate/professional standing or member of Business Exchange program

**Course Designation:** Grad 50% - Counts toward 50% graduate coursework requirement

**Repeatable for Credit:** No

**Last Taught:** Spring 2018

**GEN BUS/E P D/M H R 785 – EFFECTIVE NEGOTIATION STRATEGIES**

1 credit.

Improves students' negotiating skills, doing so by providing a theoretical underpinning that will help them to understand the sources of effective and ineffective approaches to negotiations. Enroll Info: None

**Requisites:** Graduate/professional standing or member of Business Exchange program

**Course Designation:** Grad 50% - Counts toward 50% graduate coursework requirement

**Repeatable for Credit:** No

**Last Taught:** Summer 2018

**GEN BUS 799 – READING AND RESEARCH-BUSINESS RESEARCH**

1-6 credits.

Individual work suited to the needs of graduate students may be arranged both during regular sessions and during the intersession periods. Enroll Info: None

**Requisites:** Consent of instructor

**Course Designation:** Grad 50% - Counts toward 50% graduate coursework requirement

**Repeatable for Credit:** Yes, unlimited number of completions

**Last Taught:** Spring 2014

**GEN BUS 806 – PANEL DATA ANALYSIS**

3 credits.

Linear fixed and random effects models; estimation and prediction; data exploration, diagnostics and model selection techniques; generalized linear panel data models. Enroll Info: None

**Requisites:** STAT 849 and ECON 709

**Course Designation:** Grad 50% - Counts toward 50% graduate coursework requirement

**Repeatable for Credit:** No

**Last Taught:** Spring 2018

**GEN BUS 933 – BEGINNING A RESEARCH CAREER IN BUSINESS**

1 credit.

Required of incoming students in the Wisconsin School of Business PhD program. Students are often overwhelmed and do not absorb material when offered all at once before they begin their regular courses. This format offers fundamental content about conducting research and academic life that is not specific to a given department in the business school, but will help to frame and motivate other studies. This format gives students more time to absorb the content at a point when they can better see how it applies to them.

**Requisites:** Declared in Business PHD

**Course Designation:** Grad 50% - Counts toward 50% graduate coursework requirement

**Repeatable for Credit:** No

**Last Taught:** Fall 2018

**GEN BUS 965 – CONTEMPORARY TOPICS**

1-4 credits.

Provides in-depth coverage of contemporary topics emphasizing new and emerging issues for PhD students in business or in majors related to business. Students will meet in a seminar format that incorporates discussions, presentations, lectures by the instructor, and relevant invited guest speakers. Enroll Info: None

**Requisites:** Consent of instructor

**Course Designation:** Grad 50% - Counts toward 50% graduate coursework requirement

**Repeatable for Credit:** Yes, unlimited number of completions

**Last Taught:** Fall 2014

**GEN BUS 975 – PH.D. COMMUNICATION FOR DISSERTATORS**

1 credit.

Review of research writing and presentation strategies and practice drafting, editing, and presenting proposal and/or dissertation sections for feedback and revision. workshop designed for post-prelim dissertators: focuses on advanced structural and clarity issues, not basic writing/grammar. Enroll Info: Recommended for PhD students who have attained dissertator status.

**Requisites:** Declared in Business PHD

**Course Designation:** Grad 50% - Counts toward 50% graduate coursework requirement

**Repeatable for Credit:** No

**Last Taught:** Spring 2014

**GEN BUS 999 – READING AND RESEARCH-BUSINESS RESEARCH PHD**

1-6 credits.

Individual work suited to the needs of Ph.D. students may be arranged.

Enroll Info: None

**Requisites:** Consent of instructor

**Course Designation:** Grad 50% - Counts toward 50% graduate coursework requirement

**Repeatable for Credit:** Yes, unlimited number of completions

**Last Taught:** Summer 2001