BUS - GENERAL BUSINESS

BUS 1023 Applied Mathematics for Business (3-3-3)
The course introduces the basic concepts of applied mathematics and statistical techniques. The course will cover the application of percentages and linear models in business situations and decision making. An important component will be the computational skill development of simple and compound interests in real-life situations. Statistical components will cover introductions to statistics terms, organization/display of data and analysis of univariate data. In addition to mathematical methods, the course will also emphasize the importance of logical reasoning in decision-making processes.

BUS 2403 Innovation and Entrepreneurship (2-2-3)
This course takes an innovative approach to entrepreneurship by focusing on identifying local and global challenges in social and environmental business, circular economy, and digital business. Students will generate creative, entrepreneurial solutions to these issues. Through project-based learning, the course explores the various business challenges entrepreneurs face in today's rapidly evolving economy. It equips students with the tools to analyze themselves as entrepreneurs, work effectively in teams, understand their markets, and develop the skills to start innovative new businesses.

BUS 2503 AI for Business (2-2-3)
This course introduces students to the fundamental concepts of Artificial Intelligence (AI) and explores its diverse applications, focusing on business impact and ethical considerations. Students will be introduced to Generative AI, learning to evaluate its capabilities, investigate applications across sectors and use tools for creating text, code, images, audio, and video. By the end of the course students will have the knowledge and skills to employ best practices in prompt engineering and develop basic Generative AI-powered applications using no-code platforms for various business solutions

BUS 3013 Data Science for Business (2-2-3)
Introduces data science concepts and their applications in business contexts. Students will be introduced to the process of data collection, processing, and analysis as a driver of business decision-making. The course covers data literacy, preprocessing techniques, exploratory analysis, and machine learning applications. Emphasis is placed on extracting actionable insights from data, developing analytical workflows, and generating data-driven business recommendations. Through a combination of theoretical study and practical exercises, students will develop skills essential for leveraging data

BUS 3123 Business Research Methods (2-2-3)
Introduces students to the process of applied research focusing on the collection, analysis, and reporting of reliable and credible sources of information to answer a research question.