

# BUSINESS ADMINISTRATION

## Programs

- Accounting, BS in Business Administration (<http://catalog.ucdenver.edu/cu-denver/undergraduate/schools-colleges-departments/business-school/business-administration/accounting-bs/>)
- Entrepreneurship, BS in Business Administration (<http://catalog.ucdenver.edu/cu-denver/undergraduate/schools-colleges-departments/business-school/business-administration/entrepreneurship-bs/>)
- Finance, BS in Business Administration (<http://catalog.ucdenver.edu/cu-denver/undergraduate/schools-colleges-departments/business-school/business-administration/finance-bs/>)
- Financial Management, BS in Business Administration (<http://catalog.ucdenver.edu/cu-denver/undergraduate/schools-colleges-departments/business-school/business-administration/financial-management-bs/>)
- Human Resources Management, BS in Business Administration (<http://catalog.ucdenver.edu/cu-denver/undergraduate/schools-colleges-departments/business-school/business-administration/human-resources-management-bs/>)
- Information Systems, BS in Business Administration (<http://catalog.ucdenver.edu/cu-denver/undergraduate/schools-colleges-departments/business-school/business-administration/information-systems-bs/>)
- International Business, BS in Business Administration (<http://catalog.ucdenver.edu/cu-denver/undergraduate/schools-colleges-departments/business-school/business-administration/international-business-bs/>)
- Management, BS in Business Administration (<http://catalog.ucdenver.edu/cu-denver/undergraduate/schools-colleges-departments/business-school/business-administration/management-bs/>)
- Marketing, BS in Business Administration (<http://catalog.ucdenver.edu/cu-denver/undergraduate/schools-colleges-departments/business-school/business-administration/marketing-bs/>)
- Risk Management and Insurance, BS in Business Administration (<http://catalog.ucdenver.edu/cu-denver/undergraduate/schools-colleges-departments/business-school/business-administration/risk-management-insurance-bs/>)
- Sports Business, BS in Business Administration (<http://catalog.ucdenver.edu/cu-denver/undergraduate/schools-colleges-departments/business-school/business-administration/sports-business-bs/>)

## Minors

- Business Analytics Minor (<http://catalog.ucdenver.edu/cu-denver/undergraduate/schools-colleges-departments/business-school/business-administration/business-analytics-minor/>)
- Business Fundamentals Minor (<http://catalog.ucdenver.edu/cu-denver/undergraduate/schools-colleges-departments/business-school/business-administration/fundamentals-business-minor/>)
- Business Minor (<http://catalog.ucdenver.edu/cu-denver/undergraduate/schools-colleges-departments/business-school/business-administration/business-minor/>)

- Entrepreneurship Minor (<http://catalog.ucdenver.edu/cu-denver/undergraduate/schools-colleges-departments/business-school/business-administration/entrepreneurship-minor/>)
- Finance Minor (<http://catalog.ucdenver.edu/cu-denver/undergraduate/schools-colleges-departments/business-school/business-administration/finance-minor/>)
- Information Systems Minor (<http://catalog.ucdenver.edu/cu-denver/undergraduate/schools-colleges-departments/business-school/business-administration/information-systems-minor/>)
- Risk Management and Insurance Minor (<http://catalog.ucdenver.edu/cu-denver/undergraduate/schools-colleges-departments/business-school/business-administration/risk-management-insurance-minor/>)

## Certificates

- Commodities Certificate (<http://catalog.ucdenver.edu/cu-denver/undergraduate/schools-colleges-departments/business-school/business-administration/commodities-certificate/>)
- Entrepreneurship Certificate (<http://catalog.ucdenver.edu/cu-denver/undergraduate/schools-colleges-departments/business-school/business-administration/entrepreneurship-certificate/>)
- Risk Management and Insurance Studies Undergraduate Certificate (<http://catalog.ucdenver.edu/cu-denver/undergraduate/schools-colleges-departments/business-school/business-administration/certificate-risk-management/>)

## Business (BUSN)

### BUSN 1100 - College Success (1 Credit)

This course features skills, strategies, resources, dispositions, and behaviors that lead to success as a college student. In addition to practicing key academic proficiencies, such as writing, critical thinking, and analysis, students will learn to navigate the university system and utilize its support mechanisms and offices. BUSN 1100 will also feature a number of engaged learning strategies, including service learning, common intellectual experiences across sections, out-of-class engagement, self-reflection, and collaborative learning. The goal is to create capable, confident, and conscientious citizens of the CU Denver community. Restriction: Restricted to freshman level Business School majors. This is a business core course therefore a grade of a 'C-' or better must be earned to satisfy Business graduation requirements. Max hours: 1 Credit.

Grading Basis: Letter Grade

Restriction: Restricted to freshman level Business School majors.

Typically Offered: Fall, Spring.

### BUSN 1110 - Intro to Investment Services Careers (1 Credit)

Open to all majors! Provides a comprehensive overview of careers in the Investment Services industry. Emphasis will be on interactions with industry professionals to provide hands-on knowledge and opportunities for in-depth discussion. Students are required to participate in a site visit to an investment services company during the course. Max hours: 1 Credit.

Grading Basis: Satisfactory/Unsatisfactory

**BUSN 1200 - Career and Professional Development (3 Credits)**

This first year course develops a student's professional skills, providing knowledge on key factors for early and long-term career success.

Through applied learning and career-oriented experiences, the course covers: career and major exploration, student resources, resume writing, interview skills, business communications, professional etiquette, emotional intelligence, time management, ethical behavior, and workplace expectations. Students will have opportunities to develop their own professional network with business leaders as new members of the Business School. Restriction: Restricted to freshman level Business School majors. Max hours: 3 Credits.

Grading Basis: Letter Grade

Restriction: Restricted to freshman and sophomore level Business School majors.

Typically Offered: Fall, Spring.

**BUSN 2110 - Cultivating Emotional Intelligence (1 Credit)**

This course delves into the social and emotional skills that sustain positive relationships at school and at work. It highlights the foundational and related skills of empathy and "emotional intelligence," also known as EQ, which refers to the skills of identifying and regulating our own feelings, tuning into the feelings of others, and understanding their perspectives, and using this knowledge to guide us toward constructive social interactions. We'll assess current emotional and social intelligence skills, and you will discover the Foundational 4 Quadrants of Emotional and Social Intelligence (ESI) to understand, use and manage emotions. Topics covered in this course apply to student academic success and personal and professional development. Restrictions: Restricted to undergraduate majors within the Business School. This is a business core course therefore a grade of a 'C-' or better must be earned to satisfy Business graduation requirements. Max hours: 1 Credit.

Grading Basis: Letter Grade

Restrictions: Restricted to undergraduate majors within the Business School.

Typically Offered: Fall, Spring.

**BUSN 3110 - Career and Professional Development (1 Credit)**

This course develops a student's academic and professional skills, providing knowledge on key factors for early and long-term academic and career success. Through applied learning and career-oriented experiences, the course covers: career and major exploration, student resources, resume writing, interview skills, business communications, professional etiquette, and workplace expectations. Students will have opportunities to develop their own professional network with other students and business leaders as new members of the Business School. Topics covered in this course apply to student professional development. This is a business core course therefore a grade of a 'C-' or better must be earned to satisfy Business graduation requirements. Max hours: 1 Credit.

Grading Basis: Letter Grade

Typically Offered: Fall, Spring.

**BUSN 4100 - Empowering Women in Business (3 Credits)**

This course focuses on empowering women to advance in business. Focus on understanding gender equity issues, developing strong emotional intelligence and problem-solving skills and provides networking opportunities. Students will develop an understanding of the practical issues women face in business and effective skills to overcome roadblocks to advancement. Restriction: Restricted to students with Junior standing. Max hours: 3 Credits.

Grading Basis: Letter Grade

Restriction: Restricted to Junior standing or higher.

Additional Information: Denver Core Requirement, Cultural Diversity.

Typically Offered: Fall.

**BUSN 4950 - Special Topics (1 Credit)**

Research methods and results, special topics and professional development in business. Prerequisites vary according to topic and instructor requirements.

Grading Basis: Satisfactory/Unsatisfactory

Repeatable. Max Credits: 3.

## Accounting (ACCT)

**ACCT 2200 - Financial Accounting and Financial Statement Analysis (3 Credits)**

The financial accounting process, the role of the profession and the analysis of financial statements. Principal focus on interpretation of financial statements, with emphasis on asset and liability valuation problems and the determination of net income. Prereq: MATH 1060, or MATH 1070, or MATH 1080, or MATH 1109, or MATH 1110, MATH 1130, or MATH 1401 with a grade of C- or higher. Restriction: Restricted to undergraduate students at a sophomore standing or higher. Max hours: 3 Credits.

Grading Basis: Letter Grade

Prereq: MATH 1060, or MATH 1070, or MATH 1080, or MATH 1109, or MATH 1110, MATH 1130, or MATH 1401 with a grade of C- or higher.

Restriction: Restricted to undergraduate students at a sophomore standing or higher.

**ACCT 2220 - Managerial Accounting and Professional Issues (3 Credits)**

Introduces managerial accounting. Shows managers how to use accounting information to make decisions. Principal focus on cost behavior analysis, budgeting and product costing. Prereq: MATH 1070, or MATH 1060, or MATH 1080, or MATH 1110, or MATH 1120, or MATH 1130, or MATH 1401 with a grade of C- or higher and ACCT 2200 with a C- or higher. Restriction: Restricted to undergraduate students at a sophomore standing or higher. Max hours: 3 Credits.

Grading Basis: Letter Grade

Prereq: MATH 1070, or MATH 1060, or MATH 1080, or MATH 1110, or MATH 1120, or MATH 1130, or MATH 1401 with a grade of C- or higher and ACCT 2200 with a C- or higher. Restriction: Restricted to undergraduate students at a sophomore standing or higher.

Typically Offered: Fall, Spring, Summer.

**ACCT 2550 - Introductory Accounting for Entrepreneurs and the Arts (3 Credits)**

An integration of financial and managerial accounting processes as they relate to Entrepreneurs, Arts & Media managers and similar applications. This course will cover the analysis and interpretation of financial statements, asset and liability valuation and the determination of net income. Incorporates the use of accounting information to make decisions focusing on cost behavior analysis, budgeting and product costing in entrepreneurial and arts related businesses. Prereq: MATH 1070 or 1110. Max hours: 3 Credits.

Grading Basis: Letter Grade

**ACCT 3220 - Intermediate Financial Accounting I (3 Credits)**

A foundation course in financial accounting, this course provides an intensive analysis of generally accepted accounting principles, accounting theory and the construction and interrelation of financial statements for public corporations. Encourages critical thought and application of financial accounting standards to business transactions. A grade of C or higher is required in this course to proceed to the next level ACCT course or receive credit for the CPA license. Prereq: ACCT 2220 and DSCI/BANA 2010 both with a grade of 'C-' or higher. Restriction: Restricted to undergraduate Business majors at a junior standing or higher. Max hours: 3 Credits.

Grading Basis: Letter Grade

Prereq: ACCT 2220 and DSCI/BANA 2010 both with a grade of 'C-' or higher. Restriction: Restricted to undergraduate Business majors at a junior standing or higher.

**ACCT 3230 - Intermediate Financial Accounting II (3 Credits)**

Continuing the intensive coverage of financial accounting from ACCT 3220/ACCT 6031, this course covers concepts of financial accounting theory and generally accepted accounting principles not covered in 3220/6031. This typically includes detailed coverage of liabilities and equity, especially the topics of leases, deferred taxes, pensions and stock-options. A grade of C or higher is required in this course to proceed to the next level ACCT course or receive credit for the CPA license. Prereq: ACCT 3220, completed with a grade of a C or higher. Restriction: Restricted to undergraduate Business majors at a junior standing or higher. Cross-listed with ACCT 6032. Max hours: 3 Credits.

Grading Basis: Letter Grade

Prereq: ACCT 3220 with a C or higher Restriction: Restricted to undergraduate Business majors at a junior standing or higher  
Typically Offered: Fall, Spring.

**ACCT 3320 - Intermediate Cost Accounting (3 Credits)**

Cost accounting links financial and managerial accounting and emphasizes communication between accountants and managers. Topics include managerial uses of cost data for decision making, analysis of activities and cost behavior, the role of accounting in planning and control, and computer-assisted decision modelling. A grade of C or higher is required in this course to proceed to the next level ACCT course or receive credit for the CPA license. Prereq: ACCT 2220 and DSCI/BANA 2010 both with a grade of 'C-' or higher. Restriction: Restricted to undergraduate Business majors at a junior standing or higher. Cross-listed with ACCT 6070. Max hours: 3 Credits.

Grading Basis: Letter Grade

Prereq: ACCT 2220 and DSCI/BANA 2010 both with a grade of 'C-' or higher. Restriction: Restricted to undergraduate Business majors at a junior standing or higher.

Typically Offered: Fall, Spring, Summer.

**ACCT 3939 - Internship (1-3 Credits)**

Supervised experiences involving the application of concepts and skills in an employment situation. To enroll in an internship, students must work with the Experiential Learning Center on campus and have a 2.40 GPA or higher. Repeatable. Max Hours: 9 Credits.

Grading Basis: Satisfactory/Unsatisfactory

Repeatable. Max Credits: 9.

**ACCT 4030 - Financial Accounting (3 Credits)**

Analysis of financial accounting concepts, the development of accounting thought and principles and critical review of generally accepted accounting principles. (Not recommended for candidates planning to sit for the CPA examination.) Note: Students who have taken ACCT 3220 or ACCT 3230 (or equivalent) may not take this course.

Prereq: ACCT 2200 and ACCT 2220 or equivalent. Must have a 'C' or better in courses. Strictly enforced. Max hours: 3 Credits.

Grading Basis: Letter Grade

Restrictions: Restricted to undergraduate majors within the Business School.

**ACCT 4054 - Accounting Information Systems (3 Credits)**

This course focuses on the analysis, design, implementation and control of accounting information systems. Emphasis is placed on primary business processes including documentation, modeling, retrieving information to support managerial decisions and controlling risks.

Topics include transaction cycles, relational database modeling, data analytics and information systems risks and controls. Must earn a grade of C or better to qualify for graduation at the UG level and to receive credit for the CPA license. Prereq: ACCT 3220 with a grade of C or higher and ISMG 2050 with a grade of 'C-' or higher. Restriction: Restricted to undergraduate Business majors at a junior standing or higher. Cross-listed with ACCT 6054. Max hours: 3 Credits.

Grading Basis: Letter Grade

Prereq: ACCT 3220 with a grade of C or higher and ISMG 2050 with a grade of 'C-' or higher. Restriction: Restricted to undergraduate Business majors at a junior standing or higher.

**ACCT 4070 - Management Accounting (3 Credits)**

Designed to provide students with a foundation in management accounting models and information, with emphasis on management decision making uses of accounting information. (Not recommended for candidates planning to sit for the CPA examination.) Prereq: ACCT 2200 and 2220 or equivalent with a grade of a 'C' or better. Restriction: Restricted to undergraduate Business majors with junior standing or higher. Note: Students who have taken ACCT 3320 or its equivalent may not take this course. Max hours: 3 Credits.

Grading Basis: Letter Grade

Restriction: Restricted to undergraduate Business majors with junior standing or higher

Typically Offered: Spring.

**ACCT 4240 - Advanced Financial Accounting (3 Credits)**

Advanced financial accounting concepts and practices with an emphasis on accounting for equity investments, business combinations, and foreign currency. Note: A grade of C or higher must be earned to receive credit for the CPA license. Prereq: ACCT 3230 or ACCT 6030 or ACCT 6032 each with a grade of C or higher, or department consent. Restriction: Restricted to undergraduate Business majors at a junior standing or higher. Cross-listed with ACCT 6024. Max hours: 3 Credits.

Grading Basis: Letter Grade

Prereq: ACCT 3230 or ACCT 6030 or ACCT 6032 each with a grade of C or higher Restriction: Restricted to undergraduate Business majors at a junior standing or higher

**ACCT 4280 - Accounting Ethics (3 Credits)**

This course examines the ethical responsibilities of accounting professionals from a personal and professional perspective, including examples of ethical dilemmas accounting professionals confront. The course utilizes various authoritative codes of conduct, professional standards and applied ethical theory as ethical guidance for auditors, accountants, tax professionals, and accounting management. A variety of case studies are employed to give students practice in developing a decision making approach in dealing with difficult ethical scenarios.

Prereq: ACCT 4620. Restriction: Restricted to undergraduate Business majors with junior standing or higher. Max hours: 3 Credits.

Grading Basis: Letter Grade

Prereq ACCT 4620 Restriction: Restricted to undergraduate Business majors with junior standing or higher.

**ACCT 4282 - Capitalism, Accounting and Ethical Choices (3 Credits)**

Examines the development of the U.S. economy from 1850 to today with emphasis on the ethics of accounting, capitalism, and government controls. Prereq: ACCT 3220 with a C or higher or permission. Restriction: Restricted to undergraduate Business majors at a junior standing or higher. Max hours: 3 Credits.

Grading Basis: Letter Grade

Prereq: ACCT 3220 with a C or higher Restriction: Restricted to undergraduate Business majors at a junior standing or higher

**ACCT 4330 - Managerial Accounting Problems and Cases (3 Credits)**

Critical analysis of advanced topics in managerial accounting. Considerable use of cases and current readings. Prereq: Completion of ACCT 3320 with a grade of 'C'. Strictly enforced. Restriction: Restricted to undergraduate Business majors with junior standing or higher. Max hours: 3 Credits.

Grading Basis: Letter Grade

Restriction: Restricted to undergraduate Business majors with junior standing or higher

**ACCT 4370 - International Accounting (3 Credits)**

Designed to expose students to the international aspects of accounting and financial management. Includes discussion of some of the different financial accounting practices across countries; financial statement analysis in a global context, international auditing practices and procedures, international tax implications and the implications of operating within the regulations of the Foreign Corrupt Practices Act, the European Union, North American Free Trade Agreement and General Agreement on Tariffs and Trade. Prereq: Completion of ACCT 3220 with a grade of 'C' or better. Strictly enforced. Cross-listed with ACCT 6370 and INTB 6370. Restricted to undergraduate Business majors with junior standing or higher. Max hours: 3 Credits.

Grading Basis: Letter Grade

Restriction: Restricted to undergraduate Business majors with junior standing or higher

Typically Offered: Spring.

**ACCT 4410 - Fundamentals of Federal Income Tax (3 Credits)**

Provisions and procedures of federal income tax laws and requirements affecting individuals and business organizations, including problems of tax planning and compliance. Note: Students cannot receive credit for both ACCT 4410 and ACCT 6140. Note: A grade of C or higher must be earned to receive credit for the CPA license. Prereq: ACCT 3220 with a C or higher. Restriction: Restricted to undergraduate Business majors at a junior standing or higher. Cross-listed with ACCT 6140. Max hours: 3 Credits.

Grading Basis: Letter Grade

Prereq: ACCT 3220 with a C or higher Restriction: Restricted to undergraduate Business majors at a junior standing or higher.

Typically Offered: Fall, Spring.

**ACCT 4420 - Taxation of Business Entities (3 Credits)**

A federal tax course stressing tax planning issues affecting corporations (both C corporations and S corporations) and partnerships. Note: A grade of C or higher must be earned to receive credit for the CPA license. Note: Students cannot receive credit for both ACCT 4420 and ACCT 6150.

Cross-listed with ACCT 6150. Prereq: ACCT 4410 with a C or higher.

Restriction: Restricted to undergraduate Business majors at a junior standing or higher. Max hours: 3 Credits.

Grading Basis: Letter Grade

Prereq: ACCT 4410 with a C or higher. Restriction: Restricted to undergraduate Business majors at a junior standing or higher

**ACCT 4442 - Accounting: Professional Research and Communications (3 Credits)**

This course provides students with a structured approach to researching and communicating practice-oriented financial accounting, auditing, and tax-related issues. After completing this course, students should be able to effectively: (1) Communicate (both oral and written) solutions to practice-oriented financial accounting, auditing, and tax-related issues. (2) Navigate through U.S. and international accounting, auditing, and tax authorities. (3) Conduct systematic research for all types of accounting-related problems then reach and communicate efficient conclusions using a variety of techniques. Restriction: Restricted to undergraduate Business majors with junior standing or higher. Prereq: ACCT 4620 and ACCT 4410 both with a grade of C or higher. Cross-listed with ACCT 6442. Max hours: 3 Credits.

Grading Basis: Letter Grade

Restriction: Restricted to undergraduate Business majors with junior standing or higher Prereq: ACCT 4620 and ACCT 4410 both with a grade of C or higher

**ACCT 4490 - Experiential Learning (3 Credits)**

Designed to provide practical knowledge on developing a professional practice in accounting or financial management. Topics: Marketing, operating a professional practice. Lectures, guest speakers student projects. Prereq: ACCT 3220 completed with a 'C' or better, or permission of instructor. Cross-listed with ACCT 6490. Restricted to undergraduate Business majors with junior standing or higher. Max hours: 3 Credits.

Grading Basis: Satisfactory/Unsatisfactory

Restriction: Restricted to undergraduate Business majors with junior standing or higher



**ACCT 4520 - Oil and Gas Accounting (3 Credits)**

The Oil and Gas Accounting course is designed to give students an overview of the oil and gas industry and the particular accounting issues this industry faces. The focus is on the oil and gas industry but many of the issues discussed are appropriate and applicable to all energy-related entities. This is a valuable learning experience for those interested in acquiring an understanding of the accounting issues for energy management firms in preparation for entry into public accounting. The course enjoys support from the energy industry in the form of guest speakers and project ideas. Prereq: ACCT 3220 with a grade of C or higher. Restriction: Restricted to undergraduate Business majors at a junior standing or higher. Cross-listed with ACCT 6520. Max Hours: 3 credits.

Grading Basis: Letter Grade

Prereq: ACCT 3220 with a C or higher Restriction: Restricted to undergraduate Business majors at a junior standing or higher.

**ACCT 4620 - Auditing Theory (3 Credits)**

Auditing Theory: Focus on the professional responsibilities of CPAs, generally accepted auditing standards, and PCAOB auditing standards, with emphasis on the theory underlying the development of standards, objectives and procedures. Students cannot receive credit for both ACCT 4620 & ACCT 6020. Note: A grade of C or higher must be earned to receive credit for the CPA license. A grade of B or higher must be earned if planning to take 6025 in the future. Prereq: ACCT 3220 with a grade of C or higher. Coreq: ACCT 4054. Restriction: Restricted to undergraduate Business majors at a junior standing or higher. Cross-listed with ACCT 6020. Max hours: 3 Credits.

Grading Basis: Letter Grade

Prereq: ACCT 3220 with a grade of C or higher. Coreq: ACCT 4054.

Restriction: Restricted to undergraduate Business majors at a junior standing or higher.

Typically Offered: Fall, Spring.

**ACCT 4625 - Auditing Practice (3 Credits)**

Focus on the application of generally accepted auditing standards and PCAOB auditing standards to practice. Emphasis on procedures used by CPAs to gather and document audit evidence. Prereq: ACCT 4620 with a grade of C (2.0) or higher. Note: A grade of C or higher must be earned to receive credit for the CPA license. Note: Students cannot receive credit for both ACCT 4625 and ACCT 6025. Restriction: Restricted to undergraduate Business majors at a junior standing or higher. Max hours: 3 Credits.

Grading Basis: Letter Grade

Prereq: ACCT 4620 with a grade of C (2.0) or higher Restriction: Restricted to undergraduate Business majors at a junior standing or higher

Typically Offered: Fall, Spring.

**ACCT 4780 - Accounting and Information Systems Processes and Controls (3 Credits)**

The course is designed to develop knowledge and skills used to understand and evaluate corporate accounting processes and systems. It focuses on financial and information system internal controls and the flow of corporate information through an accounting system. A financial system objective and risk assessment approach is used to present concepts and techniques for evaluating the adequacy of system processes and controls. Cross-listed with ACCT 6510, ISMG 4780, and ISMG 6510. Prereq: Completion of ACCT 2200, ACCT 2220 and ACCT 3054 with a grade of 'C' or better (strictly enforced). Restricted to undergraduate Business majors with junior standing or higher. Max hours: 3 Credits.

Grading Basis: Letter Grade

Prereq: Completion of ACCT 2200, ACCT 2220 and ACCT4054 with a grade of 'C' or better. Restriction: Restricted to undergraduate Business majors with junior standing or higher.

**ACCT 4800 - Accounting for Government and Nonprofit Organizations (3 Credits)**

Planning and control of government and nonprofit organizations. Includes program budgets, responsibility accounting and fund accounting. Note: A grade of C or higher must be earned to receive credit for the CPA license. Prereq: ACCT 3220 with a C or higher. Restriction: Restricted to undergraduate Business majors at a junior standing or higher. Cross-listed with ACCT 6080. Max hours: 3 Credits.

Grading Basis: Letter Grade

Prereq: ACCT 3220 with a C or higher Restriction: Restricted to undergraduate Business majors at a junior standing or higher.

**ACCT 4840 - Independent Study (1-8 Credits)**

Restriction: Restricted to undergraduate Business majors with junior standing or higher. Max hours: 8 Credits.

Grading Basis: Letter Grade

Restriction: Restricted to undergraduate Business majors with junior standing or higher

**ACCT 4900 - Professional Certification in Accounting (3 Credits)**

This course will prepare students for the Uniform Certified Public Accountant Examination, including the Auditing and Attestation (AUD), Business Environment and Concepts (BEC), Financial Accounting and Reporting (FAR), and Regulation (REG) sections. Topical coverage will include a balance of most-tested topics, difficult topics, and exposure to topics not addressed in required accounting degree courses. Note: there will be a materials fee of \$1,100 for this course. All materials will continue to be available until successful passage of the CPA Exam. Note: Undergraduate Accounting students typically perform better in this class when taking it during the final semester prior to graduation. Restriction: Restricted to Undergraduate and MS Accounting students. Max hours: 3 Credits.

Grading Basis: Letter Grade

Restriction: Restricted to Undergraduate and MS Accounting students.

**ACCT 4915 - Accounting for the Public Interest (3 Credits)**

Applies accounting knowledge and concepts in a not-for-profit organization. Student volunteers help with functions or special projects and are supervised by both faculty members and personnel from the agency to which they are assigned. Prereq: Permission of instructor. Cross-listed with ACCT 6015. Restriction: Restricted to undergraduate Business majors with junior standing or higher. Max hours: 3 Credits.

Grading Basis: Satisfactory/Unsatisfactory

Restriction: Restricted to undergraduate Business majors with junior standing or higher

Typically Offered: Fall, Spring, Summer.

**ACCT 4950 - Special Topics (3 Credits)**

Research methods and results, special topics and professional developments in accounting. Consult the current 'Schedule Planner' for semester offerings. Prereq: Varies according to topic and instructor requirements. Restriction: Restricted to undergraduate Business majors with junior standing or higher. Repeatable. Max Hours: 9 Credits.

Grading Basis: Letter Grade

Repeatable. Max Credits: 9.

Restrictions: Restricted to undergraduate majors within the Business School.

**Business Analytics (BANA)****BANA 2010 - Business Statistics (3 Credits)**

Basic principles of probability and statistics with applications in business. Includes descriptive statistics, probability and probability distributions, data collection, sampling distributions, statistical inference, simple regression and the use of a computer to perform statistical analysis. Students are required to present their analyses in written and/or oral form and defend their conclusions. This is a business core course. Therefore a grade of a 'C-' or better must be earned to satisfy Business graduation requirements and prerequisites for other business courses. Prereq: MATH 1060, or MATH 1070, or MATH 1080, or MATH 1109, or MATH 1110, MATH 1130, or MATH 1401 with a grade of C- or higher. Restriction: Restricted to undergraduate students at a sophomore standing or higher. Max hours: 3 Credits.

Grading Basis: Letter Grade

Prereq: MATH 1060, or MATH 1070, or MATH 1080, or MATH 1109, or MATH 1110, MATH 1130, or MATH 1401 with a grade of C- or higher. Restriction: Restricted to undergraduate students at a sophomore standing or higher.

**BANA 3000 - Operations Management (3 Credits)**

Introduces the concepts and methods commonly used in manufacturing and service operations. Topics include aggregate planning, inventory control, scheduling, quality control, and linear programming. This is a business core course. Therefore a grade of a 'C' or better must be earned to satisfy Business graduation requirements. Prereq: BANA 2010 and ACCT 2200 both with a grade of 'C-' or higher. Restriction: Restricted to undergraduate students at a junior standing or higher. Max hours: 3 Credits.

Grading Basis: Letter Grade

Prereq: BANA 2010 and ACCT 2200 both with a grade of 'C-' or higher.

Restriction: Restricted to undergraduate students at a junior standing or higher.

Typically Offered: Fall, Spring, Summer.

**BANA 4110 - Business Analytics Process (3 Credits)**

This course introduces the processes, tools, and techniques essential to Business Analytics. Students will learn about the business analytics life cycle. Along the way, students will learn about database access tools, and extracting, transforming, and loading data sets (ETL). This is followed by exploratory data analysis (EDA). Students will learn fundamental programming concepts and common syntax for the Python programming language to construct models and propose business solutions. Throughout this process a variety of data visualization methods will be used, and the use of clear and impactful data storytelling will be emphasized. Prereq: BANA 2010. Restriction: Restricted to students with Junior status. Max hours: 3 Credits.

Grading Basis: Letter Grade

Prereq: BANA 2010. Restriction: Restricted to students with junior status.

Typically Offered: Fall.

**BANA 4120 - Forecasting Techniques (3 Credits)**

This course will explain and utilize popular time series techniques, as well as cross-sectional forecasting techniques. Students will learn forecasting methodologies applicable to marketing, finance, accounting, human resources management, as well as supply chain and production management decision-making. This course focuses on practical applications of forecasting techniques, choosing and comparing appropriate methods, and applying the results to workplace situations. Students will utilize Excel for data-based forecasting tasks, as well receive some exposure to utilizing R and SAS analytics software packages. Other topics may be covered, as time and student interest allows. Prereq: BANA 2010. Max hours: 3 Credits.

Grading Basis: Letter Grade

Prereq: BANA 2010.

Typically Offered: Fall, Spring.

**BANA 4840 - Independent Study (3 Credits)**

Restriction: Restricted to undergraduate Business majors with junior standing or higher. Repeatable. Max Hours: 9 Credits.

Grading Basis: Letter Grade

Repeatable. Max Credits: 9.

Restriction: Restricted to undergraduate Business majors with junior standing or higher

**BANA 4950 - Special Topics in Business Analytics (3 Credits)**

Course offered on an irregular basis for the purpose of presenting new subject matter in Business Analytics. Prereq: Will vary depending upon the particular topic and instructor. Restriction: Restricted to undergraduate Business majors with junior standing or higher. Max hours: 3 Credits.

Grading Basis: Letter Grade

Restriction: Restricted to undergraduate Business majors with junior standing or higher

**Business Law (BLAW)****BLAW 3050 - Business Law and Ethics (3 Credits)**

Students are taught to identify & resolve legal and ethical issues. Topics include contracts, torts, criminal law, constitutional law, business organizations, employment law, intellectual property and real property law. This is a business core course therefore a grade of "C" or better must be earned to satisfy Business graduation requirements. Restriction: Restricted to undergraduate students at a junior standing or higher. Max hours: 3 Credits.

Grading Basis: Letter Grade

Restriction: Restricted to undergraduate students at a junior standing or higher

**BLAW 3100 - Legal and Ethical Implications of Risk (3 Credits)**

Topics include contracts, torts, constitutional law, intellectual property, agency, business organizations, employment law, and real property law. Special focus is placed on the relationship between insurance and risk and the topics covered. May be taken in lieu of BLAW 3050. Restriction: Restricted to undergraduate Business majors with junior standing or higher. Max hours: 3 Credits.

Grading Basis: Letter Grade

Restriction: Restricted to undergraduate Business majors with junior standing or higher

Typically Offered: Fall, Spring, Summer.

**BLAW 4121 - Legal and Ethical Implications of Risk (3 Credits)**  
 Skills in legal and factual analysis and the application of ethical theories are advanced and refined through cases. Topics: insurance law, personal property and intellectual property law, agency, business entities, securities, employment law, and consumer law. Focus is placed on the relationship between insurance, risk and the covered topics. Restriction: Restricted to undergraduate Business majors with junior standing or higher. Max hours: 3 Credits.  
 Grading Basis: Letter Grade  
 Restriction: Restricted to undergraduate Business majors with junior standing or higher  
 Typically Offered: Fall, Spring, Summer.

**BLAW 4140 - Negotiation Skills/Property: Effective Strategies (3 Credits)**  
 Course covers real and personal property law, including ownership, title, landlord/tenant, easements, environmental law, and zoning. Emerging issues in intellectual property are also reviewed, including U. S. law and international treaties and agreements. Negotiation techniques through role-playing are emphasized. NOTE: This course is an elective course and may not be used to fulfill the CORE BLAW 3050 course. Meets concurrently with MGMT 4140. Restriction: Restricted to undergraduate Business majors with junior standing or higher. Max hours: 3 Credits.  
 Grading Basis: Letter Grade  
 Restriction: Restricted to undergraduate Business majors with junior standing or higher

## Business Minor (BMIN)

**BMIN 1000 - Introduction to Business (3 Credits)**  
 The business and economic landscape is introduced illustrating the challenges and opportunities in today's business environment. A foundation in traditional business disciplines is introduced including the principles and terminology employed in Marketing, Management, Finance, Accounting, Operations, and Economics. This course is cross-listed with MGMT 1000. Restriction: Students enrolled in the Business School are not eligible for this course. Note: Students seeking a Minor in Business Fundamentals are encouraged to enroll in BMIN 1000 as their first course. However, BMIN 1000 may be taken as a co-requisite with BMIN 3001, 3002 or 3003 or ENTP 3000. Max hours: 3 Credits.  
 Grading Basis: Letter Grade  
 Restriction: Students enrolled in the Business School are not eligible for this course.

**BMIN 1010 - Introduction to Business – Career Planning (3 Credits)**  
 Students will explore their best career choices based on assessments and their personality type. They will learn what strengths they bring to a team and to their individual management style utilizing the Myers Briggs Type Indicator and Strong Interest Inventory assessments. Topics covered include: career exploration, career and internship planning, personality styles and strengths, working with executives, corporate culture overview, business trends and news, and analysis of Fortune 100 companies. Supplemental topics include: resume writing, effective interviewing, time management, business writing and hiring trends. Restriction: Students enrolled in the Business School are not eligible for this course. Max hours: 3 Credits.  
 Grading Basis: Letter Grade  
 Restriction: Students enrolled in the Business School are not eligible for this course

**BMIN 3001 - Fundamentals of Management and Marketing (3 Credits)**  
 Comprised of two modules focusing on essential concepts of Management and Marketing: 1) Management: Including organizational behavior concepts, leadership, management skills and methods and team dynamics 2) Marketing: Students will develop a new product marketing plan including, industry and market research, market segmentation, marketing mix planning and implementation strategies. Restriction: Students enrolled in the Business School are not eligible for this course. Coreq: BMIN 1000 or MGMT 1000. Max hours: 3 Credits.  
 Grading Basis: Letter Grade  
 Restriction: Students enrolled in the Business School are not eligible for this course Co-req: BMIN 1000 or MGMT 1000

**BMIN 3002 - Fundamentals of Accounting and Finance (3 Credits)**  
 Comprised of two modules focusing on essential concepts of 1) Accounting: including the use of information in financial reports and in making business decisions, and 2) Finance: including financial markets, capital structure, time-value of money, valuation and capital budgeting. Restriction: Students enrolled in the Business School are not eligible for this course. Coreq: BMIN 1000 or MGMT 1000. Max hours: 3 Credits.  
 Grading Basis: Letter Grade  
 Restriction: Students enrolled in the Business School are not eligible for this course Co-req: BMIN 1000 or MGMT 1000

**BMIN 3004 - Principles of Strategic Management (3 Credits)**  
 Students will examine the critical issues related to running sustainable businesses. Using the strategic management model as a framework, the course focuses primarily on developing and implementing corporate strategy. Topics covered include mission, vision and values; corporate social responsibility; competitive analysis; leveraging core competencies; developing a business model, and creating value. Supplemental topics include how to create competitive advantage through innovation, choosing an appropriate legal business entity, and managing risk. This is a capstone course and synthesizes key concepts from other Cohort Business Minor courses including entrepreneurship, accounting & finance, management, and marketing. Restriction: Students enrolled in the Business School are not eligible for this course. Prereq: BMIN 3001, BMIN 3002, Junior-Level Standing. Max hours: 3 Credits.  
 Grading Basis: Letter Grade  
 Restriction: Students enrolled in the Business School are not eligible for this course Prereq: BMIN 3001, BMIN 3002, Junior-Level Standing

## Commodities (CMDT)

**CMDT 1000 - Introduction to Commodities (1 Credit)**  
 Introduction to Commodities will expose students to the business side of commodity markets – energy, minerals and agriculture. Students will learn about potential career options in commodities including risk management, supply chain, trading, and investment analysis. Students will have the opportunity to access various state of the art learning technologies that the J.P. Morgan Center for Commodities offer, such as: Bloomberg, Morningstar, and CQG through live demonstrations. This class will have the opportunity to meet and interact with guest speakers and industry executives as well as attend field trips to various commodity sites. Examples may include visiting Newmont Mining's gold mine in Cripple Creek and visiting Excel Energy and/or Ardent Mills' trading floors in downtown Denver to further learn the business skills required for these types of positions. Max hours: 1 Credit.  
 Grading Basis: Satisfactory/Unsatisfactory

**CMDT 2100 - The Future of Energy (3 Credits)**

This class provides students with an introduction to energy and how it supports our everyday lives, from how these sources power our homes, drive the food we eat, the clothes we wear and enable our mobility. Students will gain understandings of the various forms of energy, including both non- and renewable sources, including how these are produced, transported, traded, and consumed here in Colorado, in the U.S. and around the world. Students will explore key topics including energy emissions, climate change as well as topical geopolitical events related to energy. Importantly, students will research and provide opinions on realistic scenarios and opportunities that we may expect for our energy future. Max hours: 3 Credits.

Grading Basis: Letter Grade

Typically Offered: Fall.

**CMDT 4490 - Commodity Trading (3 Credits)**

This is a co-listed class with the J.P. Morgan Center for Commodities and the Finance Department. This course focuses on how securities and futures contracts are designed and traded including trading exchange operations, regulation, trading mechanisms and processes. Students will learn the theory and practice of securities and futures contract trading with a focus on hands-on trading experience using industry software (CQG and Bloomberg) as well use of data sources (Morningstar). In this course, we will review the origins of liquidity, volatility, price efficiency, and trading profits. Next we will cover a host of topics concerning equity and commodity trade execution strategies, such as why and how investors trade, what and when investors profit from investing and speculating, the key principles of high-frequency trading and investor's overconfidence, why market institutions are organized as they are, and the role of public policy in the markets. Cross-listed with CMDT 6490, FNCE 4490 and FNCE 6490. Max hours: 3 Credits.

Grading Basis: Letter Grade

**CMDT 4582 - Commodity Supply Chain Management (3 Credits)**

This course introduces the design, analysis, management, and control of supply chains as applied to commodities. The course covers integration of processes and systems, relationship management of upstream and downstream supply chain players, and commodity-specific supply chain strategies. Cross-listed with CMDT 6582. Restriction: Restricted to undergraduate students at a junior standing or higher. Max hours: 3 Credits.

Grading Basis: Letter Grade

Restriction: Restricted to undergraduate students at a junior standing or higher

**CMDT 4682 - Commodity Valuation and Hedging (3 Credits)**

This course is a practical introduction to commodity markets. Students will learn how commodities are managed in the global markets from a hedgers, speculators and arbitrageurs point of view. Understanding the relationships between commodities and the global economy will be investigated. In addition, commodities will be looked at as an asset class and cross-asset relationships will be studied. Students will be introduced to futures and options markets analysis deploying strategies professional traders use in diverse market conditions. Students will work with the various trading software throughout the course and gain proficiency in real-world trading. Cross-listed with CMDT 6682. Max hours: 3 Credits.

Grading Basis: Letter Grade

Restriction: Restricted to undergraduate Business majors with junior standing or higher

**CMDT 4782 - Commodity Data Analysis (3 Credits)**

This course is an applied introduction commodity data analysis. Students will learn how to analyze commodity prices using quantitative and qualitative techniques. Relationships between commodities and the global economy will be investigated. In addition, commodities will be looked at as an asset class and cross-asset relationships will be studied. Students will be introduced to forecasting techniques and be able to develop and evaluate various forecasting models. Students will work with the open source Python software throughout the course and gain proficiency. Topics include: regression analysis, univariate models, non-stationarity, vector autoregressions, cointegration, volatility modeling, principal component analysis, Python programming, and other topics time permitting. Cross-listed with CMDT 6782. Max hours: 3 Credits.

Grading Basis: Letter Grade

**CMDT 4802 - Foundations of Commodities (3 Credits)**

This course introduces students to the physical aspects of commodities and connects them to the financial markets in which commodities are traded. Fundamental concepts and terminology necessary for understanding commodity production, transportation, economics, financial analysis and marketing are described. Supply chains for several specific commodities are reviewed in detail, as examples of the production and market structure knowledge needed to be successful professional participants in commodity trading capacities. The course also serves a foundation for more focused education in the specific commodity sectors, as well as the applied use of marketing and financial trading concepts learned in other courses. Cross-listed with CMDT 6802 and FNCE 4802/6802. Restriction: Restricted to undergraduate students at a junior standing or higher. Max hours: 3 Credits.

Grading Basis: Letter Grade

Restriction: Restricted to undergraduate students at a junior standing or higher

## Entrepreneurship (ENTP)

**ENTP 1001 - Business Bound (1 Credit)**

Junior Achievement and the Jake Jabs Center for Entrepreneurship offer this summer camp experience for high school students. Students will earn 1 college credit hour while learning what it takes to be an entrepreneur. They'll hear from some of the most successful entrepreneurs and business leaders from across the state as they consider a path for their future. The week will culminate with a competition where one team will be crowned the JA Titan of Business. Max hours: 1 Credit.

Grading Basis: Satisfactory/Unsatisfactory

Typically Offered: Summer.

**ENTP 3200 - Essentials in Entrepreneurship (3 Credits)**

This course provides an introduction to, and an overview of, the fundamentals of entrepreneurship. Whether you already have an idea and are eager to start your own business, or simply want to learn more about what an entrepreneurial career in a dynamic startup eco-system (like Denver) would be like, this course exposes you to the joys and challenges of entrepreneurship—from conceptualizing new ventures to developing, marketing, vetting, pitching, funding, and managing them. Max hours: 3 Credits.

Grading Basis: Letter Grade

Typically Offered: Fall, Spring.



**ENTP 3201 - Lean Startup Fundamentals (3 Credits)**

Get to know the Lean Startup method, an emerging paradigm for developing and launching new businesses and products. This methodology focuses on experimentation, customer feedback, and iterative design to increase a venture's competitive advantage and chances of success. Course topics include the Lean Startup method's history and benefits, as well as how to test hypotheses, collect data, create a minimal viable product, accelerate growth, pivot, and more. Max hours: 3 Credits.

Grading Basis: Letter Grade

Typically Offered: Fall.

**ENTP 3210 - Visionary Leadership for New Ventures (3 Credits)**

This course provides students with an overview of key leadership principles for creating strategy and managing teams in a startup environment. It introduces leadership concepts critical to gaining true organizational commitment and focuses on case studies relevant to common business issues. By exploring what entrepreneurial leaders actually do and how visionary leadership is required to grow a venture, students will learn how to execute these concepts through measurable goals and objectives. Max hours: 3 Credits.

Grading Basis: Letter Grade

Typically Offered: Summer.

**ENTP 3230 - Small Business Accounting and Finance (3 Credits)**

This course covers key financial topics such as financial reporting, cash flow analysis, financial planning, budgeting, working capital management, asset decisions, obtaining capital, business valuation, source of funds for raising capital, franchising, and other topics relevant to entrepreneurial finance. This course counts as a pre-req to ENTP#3299. Max hours: 3 Credits.

Grading Basis: Letter Grade

Typically Offered: Fall.

**ENTP 3240 - Developing Dynamic Concepts (3 Credits)**

This course is designed to prepare entrepreneurial-minded students to critically and objectively evaluate the feasibility of their ideas. Entrepreneurs are motivated by plethora of "the next big idea" and are often fatally optimistic about their ideas. The course work will demonstrate how to objectively test and validate the feasibility of an entrepreneurial idea through data-driven analytical and strategic planning. Additionally, this course will provide pragmatic applications of the course content by incorporating real-life case studies presented by practicing entrepreneurs as guest lecturers. Max hours: 3 Credits.

Grading Basis: Letter Grade

**ENTP 3260 - High Impact Sales for Entrepreneurs (3 Credits)**

If you want to have a successful business, selling is non-negotiable. The purpose of this course is to demystify sales and help you understand strategies and tactics for effective selling in both pre-revenue and post-revenue entrepreneurial environments. The course empowers you to learn effective selling through knowledge, skill, and discipline and thereby master the art of conversion. Max hours: 3 Credits.

Grading Basis: Letter Grade

Typically Offered: Spring.

**ENTP 3299 - Business Model Development & Planning (3 Credits)**

At the heart of every great business is a well thought-out business plan. This course teaches entrepreneurially-minded students how to create one, and students will tackle this project with a team or as an individual. Local entrepreneurs and investors will serve as guest speakers and share their experiences. Mentors and advisors associated with the Jake Jobs Center, as well as special Center-organized experiential events, will provide students with practical feedback. Prereq: ENTP 3230 or ACCT 2200 with a grade of C- or higher is required. Max hours: 3 Credits.

Grading Basis: Letter Grade

Prereq: ENTP 3230 or ACCT 2200 with a grade of C- or higher is required.

Typically Offered: Spring.

**ENTP 3900 - Experiential Topics in Entrepreneurship (3 Credits)**

In Colorado's thriving entrepreneurial ecosystem, aspiring entrepreneurs need guidance, inspiration, networks, experiential events, and practice before launching a successful startup. This course will help you cultivate an entrepreneurial mindset and skillset that will not only empower you to create your own business but also stand out as a desirable job candidate to Colorado's many innovative companies. Learn from today's leading, most disruptive founders as you hear their stories and visit their businesses, and then develop your own idea with a team of your peers. Typically offered: fall. Max hours: 3 Credits.

Grading Basis: Letter Grade

**ENTP 4028 - Global Study Topics (3 Credits)**

This course is reserved for CU Denver faculty-led study abroad experiences. The course topic will vary based on the location and course content. Students register through the Office of Global Education. Students can register for ENTP 4028 twice as long as they are for two different trips (for example: Cuba and Barcelona). Cross-listed with ENTP 6028, INTB 4028, and INTB 6028. Repeatable. Max hours: 6 Credits.

Grading Basis: Letter Grade

Repeatable. Max Credits: 6.

Additional Information: Global Education Study Abroad.

Typically Offered: Spring, Summer.

**ENTP 4200 - Mission Driven Entrepreneurial Mindset (3 Credits)**

The course is designed to teach students to rethink the common market driven approach to innovation, with a mission driven focus. In this course, students will learn that impact innovation exists in the public, private and non-profit sectors. Completing this course will dispel the idea that purpose driven innovation only exists in the non-profit realm. Max hours: 3 Credits.

Grading Basis: Letter Grade

**ENTP 4840 - Entrepreneurship Independent Study (1-3 Credits)**

This course is intended for research or other unique circumstances. Max hours: 3 Credits.

Grading Basis: Letter Grade

**ENTP 4950 - Special Topics (3 Credits)**

A variety of topics in entrepreneurship are offered. Consult the current "Schedule Planner" for semester offerings. Prereq: Topics vary.

Repeatable. Max Hours: 9 Credits.

Grading Basis: Letter Grade

Repeatable. Max Credits: 9.

## Finance (FNCE)

### FNCE 1001 - Financial Literacy for Business (1 Credit)

The five day workshop on financial literacy will provide students with the opportunity to build a basic financial literacy toolkit, including managing your money, mastering credit & debt, investing, and planning for the future. Students will also learn about business in Denver. Max hours: 1 Credit.

Grading Basis: Letter Grade

Typically Offered: Summer.

### FNCE 1500 - Introduction to Investment Services (1 Credit)

This class provides students with a broad overview of career opportunities in finance, focusing on financial services and banks. We first introduce several career paths in finance, and then briefly introduce the origins of money and banking. We turn to an in-depth study of the financial services industry, including the services provided by companies and listing financial services products as well as who develop and regulates those services. We map the skills (technical and personal) that are required for an individual to succeed in the industry. The course will have a special focus in companies in Colorado and the Colorado Investment Service Coalition (CISC). We close the course with mapping key ethics in the financial services industry. The course will address the full range of financial services careers, including investment and commercial banking, insurance, pension plans, risk management, mutual funds, e-commerce, and personal and business planning. Max hours: 1 Credit.

Grading Basis: Letter Grade

### FNCE 2939 - Internship (1-3 Credits)

Repeatable. Max Hours: 3 Credits.

Grading Basis: Satisfactory/Unsatisfactory

Repeatable. Max Credits: 3.

### FNCE 3000 - Principles of Finance (3 Credits)

This course provides an introduction to financial markets and institutions, financial statement analysis, interest rates and the time value of money, principles of security valuation, concepts of risk and return, and capital budgeting. Note: This course is required in the Business Core. A grade of 'C' or better must be earned. Prereq: MATH 1070 or MATH 1060 or MATH 1110 or MATH 1080 or MATH 1130 or MATH 1401, AND ACCT 2200, AND DSCI/BANA 2010 or ECON 3811 all with a grade of C- or higher, AND ECON 2012 AND ECON 2022. Restriction: Restricted to undergraduate students at a junior standing or higher. Max hours: 3 Credits.

Grading Basis: Letter Grade

Prereq: MATH 1070 or MATH 1060 or MATH 1110 or MATH 1080 or MATH 1130 or MATH 1401 AND ACCT 2200 AND DSCI/BANA 2010 or ECON 3811 all with a C- or higher AND ECON 2012 AND ECON 2022. Rest: Restricted to undergrad students at junior standing or higher.

### FNCE 3500 - Management of Business Capital (3 Credits)

Students learn the basic principles governing the management of capital in the business firm. Topics include management of working capital, cost of capital, capital budgeting, firm valuation, and theory and management of capital structure, grade of 'C' must be earned to take subsequent courses for which this course is a prereq. Prereq: FNCE 3000 with a grade of 'C' or better. Restriction: Restricted to undergraduate Business majors at a junior standing or higher. Max hours: 3 Credits.

Grading Basis: Letter Grade

Prereq: FNCE 3000 with a grade of C or higher Restriction: Restricted to undergraduate Business majors at a junior standing or higher

Typically Offered: Fall, Spring, Summer.

### FNCE 3600 - Financial Markets and Institutions (3 Credits)

Focuses on the supply and demand for loanable funds, the process of money creation, the structure of interest rates, and the role of banks and the Federal Reserve in the financial system. Special attention is devoted to the impact of monetary and fiscal policies on interest rates, the flow of funds and economic activity; and the operation of financial markets and institution. Prereq: FNCE 3000 with a grade of C or higher. Restriction: Restricted to undergraduate Business majors at a junior standing or higher. Max hours: 3 Credits.

Grading Basis: Letter Grade

Prereq: FNCE 3000 with a grade of C or higher Restriction: Restricted to undergraduate Business majors at a junior standing or higher

Typically Offered: Fall, Spring.

### FNCE 3700 - Investment and Portfolio Management (3 Credits)

In this course students learn about the different types of investment vehicles, including methods to estimate their value and analyze their risk. They will also be introduced to portfolio management, including the identification of objectives and constraints and the analysis and use of investment information. Topics include the functioning of security markets, asset allocation, security valuation, and portfolio analysis. A grade of 'C' or better must be earned to receive credit for the course, and to take subsequent courses for which it is a prerequisite.

Note: FNCE 3700 and FNCE 3600 may be taken concurrently. Prereq:

FNCE 3000 with a grade of C or higher. Restriction: Restricted to undergraduate Business majors at a junior standing or higher. Max hours: 3 Credits.

Grading Basis: Letter Grade

Prereq: FNCE 3000 with a grade of C or higher Restriction: Restricted to undergraduate Business majors at a junior standing or higher.

### FNCE 3840 - Independent Study: FNCE (1-3 Credits)

Restriction: Restricted to undergraduate Business majors with junior standing or higher. Repeatable. Max Hours: 3 Credits.

Grading Basis: Letter Grade

Repeatable. Max Credits: 3.

Restriction: Restricted to undergraduate Business majors with junior standing or higher

### FNCE 3939 - Internship (1-3 Credits)

Supervised experiences involving the application of concepts and skills in an employment situation. To enroll in an internship, students must work with the Experiential Learning Center on campus and have a 2.40 GPA or higher. Restriction: Restricted to undergraduate Business majors with junior standing or higher. Repeatable. Max Hours: 9 Credits.

Grading Basis: Satisfactory/Unsatisfactory

Repeatable. Max Credits: 9.

Restriction: Restricted to undergraduate Business majors with junior standing or higher

### FNCE 4370 - International Financial Management (3 Credits)

Financial management in the international environment. Topics include international capital movements; international operations as they affect the financial functions; foreign and international institutions; and the foreign exchange process. Also considers foreign exchange theory and risk management, financial requirements, problems, sources, and policies of firms doing business internationally. Cross-listed with INTB 4370. Prereq: FNCE 3000 with a C or higher. Restriction: Restricted to undergraduate Business majors at a junior standing or higher. Max hours: 3 Credits.

Grading Basis: Letter Grade

Prereq: FNCE 3000 with a grade of C or higher Restriction: Restricted to undergraduate Business majors at a junior standing or higher

Typically Offered: Fall, Spring, Summer.

**FNCE 4382 - Survey of Financial and Commodity Derivatives (3 Credits)**

This course introduces forward contracts, used in price risk management for millennia. We cover the properties of forward/futures contracts, structure of the markets and strategic implications for speculation and hedging. We price forwards from spot price, and introduce convenience yield. Options used for insurance purpose (think of your car insurance as a put option) is a more expensive way to manage risk; we cover option strategies and basic pricing. The course concludes with swaps, credit derivatives and structured products. Asset classes covered are equity, fixed income, currency, agriculture, energy (oil/gas and electricity) and metal/mining. Prereq: FNCE 3500 and FNCE 3700 with a grade of C or higher. Restriction: Restricted to undergraduate Business majors at a junior standing or higher. Max hours: 3 Credits.

Grading Basis: Letter Grade

Prereq: FNCE 3500 and 3700 with a grade of C or higher Restriction: Restricted to undergraduate Business majors at a junior standing or higher

Typically Offered: Fall, Spring, Summer.

**FNCE 4411 - International Corporate Governance (3 Credits)**

Discusses the structure and goals of the modern corporation, the primary governance mechanisms used to help companies achieve these goals, and how and why these roles, goals, and mechanisms vary across nations. The topics covered in the course include managerial compensation, board of director structure and ethics, shareholder activism, and how governance structures differ across countries. Prereq: FNCE 3000. Cross-listed with FNCE 6411 and INTB 6411 Max hours: 3 Credits.

Grading Basis: Letter Grade

Prereq: FNCE 3000

**FNCE 4424 - Corporate Restructuring (3 Credits)**

Examines the processes and decisions by which mergers, takeovers and other corporate restructuring occur, the transactions occur. Analyzes merger and acquisition decisions as part of strategic decision making, and how firms are valued in mergers. Discusses the market for corporate control and the public policy implications of mergers and corporate governance. Prereq: FNCE 3500. Restriction: Restricted to undergraduate Business majors with a junior standing or higher. Max hours: 3 Credits.

Grading Basis: Letter Grade

Prereq: FNCE 3500 Requisite: Restricted to undergraduate Business majors with a junior standing or higher

**FNCE 4470 - Behavioral Finance (3 Credits)**

Over the past several decades, the field of finance has developed a successful paradigm based on the notions that investors and managers were generally rational and the prices of securities were generally "efficient." In recent years, however, anecdotal evidence as well as theoretical and empirical research has shown this paradigm to be insufficient to describe various features of actual financial markets. In this course we examine how the insights of behavioral finance complements the traditional paradigm and sheds light on the behavior of asset prices, corporate finance, and various Wall Street institutions and practices. Prereq: FNCE 3500 with a C or higher. Max hours: 3 Credits.

Grading Basis: Letter Grade

Prereq: FNCE 3500 with a C or higher

**FNCE 4480 - Introduction to Financial Modeling (3 Credits)**

Develops and implements financial models for purposes of financial planning and decision making. This course seeks to increase students' knowledge and skill in the development of basic Excel-based financial planning models, including cash budgets, financial statements, and capital budgeting analysis. The course also introduces Monte Carlo simulation using Palisade Corporation's @RISK software. Knowledge of computer and spreadsheet software needed. Restriction: Restricted to undergraduate Business majors at a junior standing or higher Prereq: FNCE 3000, FNCE 3500. Max hours: 3 Credits.

Grading Basis: Letter Grade

Prereq: FNCE 3000 and FNCE 3500. Restriction: Restricted to undergraduate Business majors at a junior standing or higher.

**FNCE 4490 - Commodity Trading (3 Credits)**

This is a co-listed class with the J.P. Morgan Center for Commodities and the Finance Department. This course focuses on how securities and futures contracts are designed and traded including trading exchange operations, regulation, trading mechanisms and processes. Students will learn the theory and practice of securities and futures contract trading with a focus on hands-on trading experience using industry software (CQG and Bloomberg) as well use of data sources (Morningstar). In this course, we will review the origins of liquidity, volatility, price efficiency, and trading profits. Next we will cover a host of topics concerning equity and commodity trade execution strategies, such as why and how investors trade, what and when investors profit from investing and speculating, the key principles of high-frequency trading and investor's overconfidence, why market institutions are organized as they are, and the role of public policy in the markets. Cross-listed with CMDT 4490, CMDT 6490 and FNCE 6490. Max hours: 3 Credits.

Grading Basis: Letter Grade

**FNCE 4500 - Corporate Financial Decisions (3 Credits)**

This is a required capstone course for the financial management emphasis. It uses the case method to develop the analytical and decision making skills of students. Students are required to apply theories and concepts learned in previous finance and accounting classes to real world scenarios. Topical coverage includes financial analysis, planning, control, working capital management, long-term investment and financing decisions and corporate valuation. A grade of 'C' or better must be earned to receive credit towards graduation. Prereq: MATH 1060 or 1070 or MATH 1110 or MATH 1080 or MATH 1130 or MATH 1401 AND DSCI/BANA 2010 AND ACCT 2200 all with a C- or higher; ECON 2012 AND ECON 2022 with a D- or higher; FNCE 3000 AND FNCE 3500 AND FNCE 3700 all with a C or higher. Restriction: Restricted to undergraduate students at a senior standing or higher. Max hours: 3 Credits.

Grading Basis: Letter Grade

Prereq: MATH 1060 or 1070 or 1110 or 1080 or 1130 or 1401 AND DSCI/BANA 2010 AND ACCT 2200 with a C- or higher; ECON 2012 AND 2022 with a D- or higher; FNCE 3000 AND 3500 AND 3700 with a C or higher. Restriction: undergraduate seniors or higher.

**FNCE 4709 - Life and Health Insurance (3 Credits)**

The course is designed to provide the student with the basic understanding of life and health insurance concepts. The course will focus on a needs analysis for individual life insurance needs in preserving an estate or creating an estate. We also focus on the needs of the family and the preservation of the income stream for meeting short and long term needs and how we accomplish this via life insurance. We also will look at life insurance in terms of business planning using such concepts as key person life insurance, funding buy sell agreements, and related needs. On the health side, we will use a needs analysis approach to provide health coverage for the individual and family. We also explore the employee benefits arena and how businesses will focus on providing group medical coverage and related benefits in an ever changing health care environment with health care reform being phased in. We also will explore the internal workings of life and health insurance companies by review. Restriction: Restricted to undergraduate Business majors with junior standing or higher. Max hours: 3 Credits.

Grading Basis: Letter Grade

Restriction: Restricted to undergraduate Business majors with junior standing or higher

**FNCE 4750 - Business Intelligence and Financial Modeling (3 Credits)**

This course will introduce students to the application of business intelligence in a corporate finance setting. Financial data intelligence is essential for effective decision making throughout the firm, in finance directly and in other functions supported by the finance department. Strategy setting, budgeting, and new product development are just a few decision areas where finance personnel play an active role. In this course, we learn how to apply business intelligence software tools to enable finance personnel to access and analyze corporate data in support of critical decision making across the enterprise. Students will also analyze data through the use of financial models built in Microsoft Excel. The development of complex financial models will provide students with valuable hands-on experience with a software tool used widely incorporate finance departments. Prereq: ISMG 2050 with a grade of C- or higher, FNCE 3000 and (ISMG 3000 or ACCT 4054) all with a grade of 'C' or higher. Restriction: Restricted to undergraduate Business majors at a junior standing or higher. Cross-listed with ISMG 4750 and ISMG 6820. Max hours: 3 Credits.

Grading Basis: Letter Grade

Prereq: ISMG 2050 with a grade of C- or higher, FNCE 3000 and (ISMG 3000 or ACCT 4054) all with a grade of 'C' or higher Restriction: Restricted to undergraduate Business majors at a junior standing or higher.

**FNCE 4802 - Foundations of Commodities (3 Credits)**

This course introduces students to the physical aspects of commodities and connects them to the financial markets in which commodities are traded. Fundamental concepts and terminology necessary for understanding commodity production, transportation, economics, financial analysis and marketing are described. Supply chains for several specific commodities are reviewed in detail, as examples of the production and market structure knowledge needed to be successful professional participants in commodity trading capacities. The course also serves a foundation for more focused education in the specific commodity sectors, as well as the applied use of marketing and financial trading concepts learned in other courses. Cross-listed with FNCE 6802 and CMDT 4802/6802. Restriction: Restricted to undergraduate Business majors with junior standing or higher. Max hours: 3 Credits.

Grading Basis: Letter Grade

Restriction: Restricted to undergraduate Business majors with junior standing or higher

**FNCE 4840 - Independent Study: FNCE (1-8 Credits)**

Restriction: Restricted to undergraduate Business majors with junior standing or higher. Repeatable. Max Hours: 8 Credits.

Grading Basis: Letter Grade

Repeatable. Max Credits: 8.

Restriction: Restricted to undergraduate Business majors with junior standing or higher

**FNCE 4880 - Ethics in Finance (3 Credits)**

The undergraduate business finance student develops an in-depth knowledge of ethical parameters for business and finance decision making. The course addresses the ethics issues with a heavy emphasis on finance, but also includes discussion and analysis of general ethics frameworks, ethics and internal controls, and the relationship of finance law and ethics. The influence of ethics on an organization's decision-making is stressed. Case studies and current issues in finance ethics will be addressed. Restriction: Junior standing or higher. Max hours: 3 Credits.

Grading Basis: Letter Grade

Restriction: Restricted to Junior standing or higher.

**FNCE 4950 - Special Topics (1-3 Credits)**

Research methods and results, special topics and professional development in finance. Prerequisites vary according to topic and instructor requirements. Restriction: Restricted to undergraduate Business majors with junior standing or higher. Repeatable. Max hours: 9 Credits.

Grading Basis: Letter Grade

Repeatable. Max Credits: 9.

Restriction: Restricted to undergraduate Business majors with junior standing or higher

## International Business (INTB)

**INTB 1000 - Special Topics (3 Credits)**

This topics course at the 1000 level is designed to offer flexibility for the International Business department for lower division special topics classes that are occasionally offered. Students may enroll up to 3 times to total no more than 9 credits but the topics must differ for each course. Repeatable. Max hours: 9 Credits.

Grading Basis: Letter Grade

Repeatable. Max Credits: 9.

Typically Offered: Fall, Spring.

**INTB 1111 - International Social Entrepreneurship (3 Credits)**

The end of the 20th Century saw the rise of a powerful new force: the International Social Entrepreneur. Leveraging the power of market forces, social media, the internet, and the desire to make the world better, these people have developed powerful ways to tackle the social, economic, and environmental problems that confront us all. In this class, we will study the rise of international social entrepreneurship, and the innovative tools international social entrepreneurs have developed to address some of our most dire challenges. Restriction: Restricted to Freshman level students. Max hours: 3 Credits.

Grading Basis: Letter Grade

Restriction: Restricted to Freshman level students

**INTB 2939 - Internship (1-3 Credits)**

Repeatable. Max Hours: 9 Credits.

Grading Basis: Satisfactory/Unsatisfactory

Repeatable. Max Credits: 9.



**INTB 3000 - Global Perspectives (3 Credits)**

Globalization brings both opportunities and anxieties that need to be fully explored, discussed and understood both by the business and non-business student. This interdisciplinary course is designed to stimulate thought, perspective, discussion and debate for business and non-business students on issues ranging from globalization; political economy and geopolitics; the environment; cultures; finances; economic integration; trade; global regions; emerging markets; human rights; terrorism and conflict; leadership, ethics and values; entrepreneurship, to future trends in global issues. The Global Perspective course is designed (1) to increase and promote both business and non-business students' capacity for international understanding and international enterprise through the study and discussion of global business environment-related issues from multiple points of views in a neutral forum. (2) It is to provide students with the awareness that global issues cannot be viewed in isolation, Restriction: Restricted to undergraduate majors with junior standing or higher. Max hours: 3 Credits.

Grading Basis: Letter Grade

Restriction: Restricted to undergraduate students at a junior standing or higher

Additional Information: Denver Core Requirement, International Perspectives.

**INTB 3939 - Internship (1-3 Credits)**

Supervised experiences involving the application of concepts and skills in an employment situation. To enroll in an internship, students must work with the Experiential Learning Center on campus and have a 2.40 GPA or higher. Restriction: Restricted to undergraduate Business majors with junior standing or higher. Repeatable. Max Hours: 9 Credits.

Grading Basis: Satisfactory/Unsatisfactory

Repeatable. Max Credits: 9.

Restriction: Restricted to undergraduate Business majors with junior standing or higher

**INTB 4028 - Global Study Topics (3 Credits)**

This course is reserved for CU Denver faculty-led study abroad experiences. The course topic will vary based on the location and course content. Students register through the Office of Global Education. Cross-listed with ENTP 4028, ENTP 6028, and INTB 6028. Restriction: Restricted to undergraduate Business majors with junior standing or higher. Max hours: 3 Credits.

Grading Basis: Letter Grade

Restriction: Restricted to undergraduate Business majors with junior standing or higher

**INTB 4200 - International Marketing (3 Credits)**

Studies managerial marketing policies and practices of firms marketing their products in foreign countries. Analytical survey of institutions, functions, policies, and practices in international marketing. Relates marketing activities to market structure and environment. Cross-listed with MKTG 4200. Prereq: MKTG 3000 with a C- or higher. Restricted to undergraduate Business majors at a junior standing or higher. Max hours: 3 Credits.

Grading Basis: Letter Grade

Prereq: MKTG 3000 with a C- or higher.

Additional Information: Denver Core Requirement, International Perspectives.

**INTB 4370 - International Financial Management (3 Credits)**

Financial management in the international environment. Topics include international capital movements; international operations as they affect the financial functions; foreign and international institutions; and the foreign exchange process. Also considers foreign exchange theory and risk management, financial requirements, problems, sources, and policies of firms doing business internationally. Cross-listed with FNCE 4370. Prereq: FNCE 3000 with a C or higher. Restriction: Restricted to undergraduate Business majors at junior standing or higher. Max hours: 3 Credits.

Grading Basis: Letter Grade

Prereq: FNCE 3000 with a grade of C or higher Restriction: Restricted to undergraduate Business majors at a junior standing or higher

**INTB 4400 - Environments of International Business (3 Credits)**

An overview of the environmental complexities that arise when business activities and firms cross national borders. Key international business environmental complexities associated with country differences, cross-border trade and investment, and global monetary system are examined. Prereq: MGMT 3000 with a grade of C or higher. Restriction: Restricted to undergraduate Business majors at a junior standing or higher and SPAN-BA majors with a SPP subplan at junior level. Cross-listed with MGMT 4400. Max hours: 3 Credits.

Grading Basis: Letter Grade

Prereq: MGMT 3000 with a grade of C or higher Restriction: Restricted to undergraduate Business majors at a junior standing or higher and SPAN-BA majors with a SPP subplan at junior level.

**INTB 4410 - Operations of International Business (3 Credits)**

Focuses on the impact of environmental factors on international business operations and the identification and analysis of complex strategic and operational issues facing business firms in global markets. The strategies and structures of international businesses, alternative foreign market entry modes, and the unique roles of various business functions at international business firms are explained and assessed. Prereq: INTB 4400 or MGMT 4400 with a grade of C or higher. Restriction: Restricted to undergraduate Business majors at a junior standing or higher. Cross-listed with MGMT 4410. Max hours: 3 Credits.

Grading Basis: Letter Grade

Prereq: INTB 4400 or MGMT 4400 with a grade of C or higher. Restriction: Restricted to undergraduate Business majors at a junior standing or higher.

**INTB 4840 - Independent Study (1-8 Credits)**

Instructor approval required. Allowed only under special and unusual circumstances. Regularly scheduled courses cannot be taken as independent study. Restriction: Restricted to undergraduate business majors with junior standing or higher. Repeatable. Max Hours: 8 Credits.

Grading Basis: Letter Grade

Repeatable. Max Credits: 8.

Restriction: Restricted to undergraduate Business majors with junior standing or higher

**INTB 4950 - Special Topics in International Business (3 Credits)**

Current topics in international business are occasionally offered. Consult the 'Schedule Planner' for specific course offerings or contact an advisor for information. Prereq: Topics vary depending on the topic and the instructor requirements. Restriction: Restricted to undergraduate Business majors with junior standing or higher. Repeatable. Max Hours: 9 Credits.

Grading Basis: Letter Grade

Repeatable. Max Credits: 9.

Restriction: Restricted to undergraduate Business majors with junior standing or higher

## Information Systems (ISMG)

### ISMG 2050 - Business Problem Solving Tools (3 Credits)

This course focuses on the technology and problem-solving skills necessary for students to succeed both at school and in the business world. This course teaches how to make business decision using spreadsheets, databases and web tools. Students solve problems in statistics, accounting, finance, marketing, management and information systems. The objective is to provide students with problem solving methods and tools necessary to succeed in the business community. Restrictions: As a business core course, a grade of a 'C-' or better must be earned to satisfy Business graduation and prerequisites for other business courses. Max hours: 3 Credits.

Grading Basis: Letter Grade

Typically Offered: Fall, Spring.

### ISMG 2075 - Introduction to Business Data (1 Credit)

Introduction to Business Data prepares students to use data sources to analyze and solve real-life business problems. It challenges students to use critical thinking and analysis to find efficient and effective solutions to real-life business situations. Students will use data to solve problems in accounting, finance, and information systems. It is intended for business students that have not satisfied the business data requirements of ISMG 2050. Prereq: Computer Competency and prior coursework covering spreadsheet software. Max hours: 1 Credit.

Grading Basis: Letter Grade

Typically Offered: Fall, Spring.

### ISMG 2800 - Designing for the Web (3 Credits)

Students examine how the Web is evolving to support a variety of business needs. The course covers the design and usability principals necessary for improving online interactions via traditional websites as well as using technologies promoting collaboration and information sharing (e.g. social networks, blogs, wikis, forms). Topics include: the principles of web page and web site design; hypertext markup language, cascading style sheets, streaming video, online collaboration technologies; client and server scripting; and the process of testing and publishing web sites. Coreq: ISMG 2050. As a corequisite, ISMG 2050 can be taken concurrently or completed prior. If completed prior, must earn a C- or higher. Restriction: Restricted to undergraduate Business majors at a sophomore standing or higher. Max hours: 3 Credits.

Grading Basis: Letter Grade

Prereq or Coreq: ISMG 2050. If completed prior, must earn a C- or higher.

Restriction: Restricted to undergraduate Business majors at a sophomore standing or higher.

Typically Offered: Spring.

### ISMG 3000 - Technology In Business (3 Credits)

Provides an introduction on how various technologies are utilized by organizations to drive business decisions and gain a competitive advantage. Students will learn how organizations can leverage information technology to streamline operations and become more efficient & effective. Students will be exposed to the concepts of: artificial intelligence, business intelligence, cybersecurity, data and information, e-business, ethical use of data, enterprise information systems, organizational responsibilities related to information technology, project management, systems development life cycle, and wireless communications. Note: Business core course therefore a grade of a "C" or better must be earned to satisfy graduation requirements. Restriction: Restricted to undergraduate students at a junior standing or higher. Max hours: 3 Credits.

Grading Basis: Letter Grade

Restriction: Restricted to undergraduate students at a junior standing or higher

Typically Offered: Fall, Spring.

### ISMG 3050 - Intermediate Excel for Business (1 Credit)

Spreadsheet software remains one of the essential digital skills required by businesses. In this course, you will learn key Excel skills including creating charts/graphs, filtering information, using pivot tables to summarize data, mastering Excel functions including sumif, countif, and vlookup. Cross-listed with ISMG 5050. Max hours: 1 Credit.

Grading Basis: Letter Grade

Typically Offered: Fall, Spring.

### ISMG 3070 - Introduction to Tableau (1 Credit)

Tableau is a widely used business intelligence (BI) and analytics software that makes it easier for people to explore and understand data. This class introduces data management concepts and terminology, provides basic proficiency in analyzing and exploring data in Tableau. Students will transform raw data to meaningful visualizations and insights, create interactive dashboards and stories, and handle multiple data sources in Tableau. Cross-listed with ISMG 5070. Max hours: 1 Credits.

Grading Basis: Letter Grade

Typically Offered: Fall, Spring.

### ISMG 3080 - SQL Foundations (1 Credit)

Structured Query Language (SQL or "Sequel") is a special-purpose language designed for managing data in a relational database and is necessary for careers dealing with data across many business roles. This class introduces students to data management concepts and terminology. This class will prepare you to extract data from relational databases using SQL syntax shared by many types of databases, such as PostgreSQL, MySQL, SQL Server, and Oracle. Cross-listed with ISMG 5080. Max hours: 3 Credits.

Grading Basis: Letter Grade

Typically Offered: Fall, Spring.

**ISMG 3090 - Introduction to Python for Business (1 Credit)**

Python is a high-level programming language used by companies like Google, Facebook, and JP Morgan to solve common business and decision problems. This course introduces the Python programming language and the Pandas data analysis package to enable students to write simple data manipulation and analysis programs. The course uses business applied cases and dataset to enable students to increase decision making efficiency and productivity. It introduces algorithmic thinking skills that are beneficial for every manager in today's data-rich economy and can also serve as a starting point for learning more advanced programming skills. Cross-listed with ISMG 5090. Max hours: 1 Credit.

Grading Basis: Letter Grade

Typically Offered: Fall, Spring.

**ISMG 3110 - Data Government and Ethics (3 Credits)**

Most businesses and organizations recognize that data is valuable, yet many don't know what to do with their vast amounts of data. In this course, students will learn to recognize the roles and responsibilities of data stakeholders, understand data's ethical, legal, fiscal, and strategic implications, plan and create ethical data governance programs, and understand how to manage, monitor, and measure the effectiveness of such programs. Max hours: 3 Credits.

Grading Basis: Letter Grade

Typically Offered: Fall, Spring.

**ISMG 3300 - Social Media in Business (3 Credits)**

This course focuses on the fundamentals and practical skills of social media marketing. Topics include social interactions, social media metrics, social media ads, content marketing, viral and influencer marketing, the use of social media in marketing research, managing consumers via social media, as well as other trends in social media marketing. Students engage in hands on applications including the creation and management of real brands' social media marketing activities. Cross-listed with MKTG 3300. Prereq: MKTG 3000 with a grade of C or higher. Restriction: Restricted to undergraduate Business majors at a junior standing or higher. Max hours: 3 Credits.

Grading Basis: Letter Grade

Prereq: MKTG 3000 with a grade of C or higher Restriction: Restricted to undergraduate Business majors at a junior standing or higher.

Typically Offered: Fall, Spring.

**ISMG 3500 - Business Data and Database Management (3 Credits)**

The success of today's business often hinges on the ability to turn mountains of data into critical information to make right decisions quickly and efficiently. Databases are ubiquitous in today's business environment and are the backbone of today's organizations. This course introduces students to data storage, data retrieval, and data management using current business data management tools. This course emphasizes database design and Structured Query Language (SQL) with hands-on exercises. Prereq: ISMG 2050 with a grade of C- or higher or department approved equivalent transfer credit (may need 1-credit ISMG 3050 and/or ISMG 3070 as supplement). Max hours: 3 Credits.

Grading Basis: Letter Grade

D-BU ISMG 2050 C-+BUSNU+Junior

Typically Offered: Fall.

**ISMG 3600 - System Strategy, Architecture and Design (3 Credits)**

This course is designed to provide the understanding of current concepts related to information systems development in an organizational context. It emphasizes the interactive nature of the analysis and design process. Topics include: requirements analysis, model based analysis and design; evaluating outsourcing, COTS and other systems acquisition options; and quality, six-sigma, and ethics in design. New concepts such as agile modeling and extreme programming are covered. ISMG 3500, database, is a recommended but not required co-requisite. Prereq: ISMG 2050 with a grade of C- or higher or department approved equivalent transfer credit (may need 1-credit ISMG 3050 and/or 3070 as supplement). Max hours: 3 Credits.

Grading Basis: Letter Grade

Prereq: ISMG 2050 with a C- or higher.

Typically Offered: Spring.

**ISMG 3939 - Internship (1-3 Credits)**

Supervised experiences involving the application of concepts and skills in an employment situation. To enroll in an internship, students must work with the Experiential Learning Center on campus and have a 2.40 GPA or higher. Restriction: Restricted to undergraduate Business majors with junior standing or higher. Repeatable. Max Hours: 9 Credits.

Grading Basis: Satisfactory/Unsatisfactory

Repeatable. Max Credits: 9.

Restriction: Restricted to undergraduate Business majors with junior standing or higher

**ISMG 4028 - Travel Study Topics (3 Credits)**

Join your classmates in an international travel study course to understand the business operations of another culture. Restriction: Restricted to undergraduate Business majors with junior standing or higher. Repeatable. Max Hours: 9 Credits.

Grading Basis: Letter Grade

Repeatable. Max Credits: 9.

Restriction: Restricted to undergraduate Business majors with junior standing or higher

**ISMG 4200 - Building Business Applications (3 Credits)**

Examines how software platforms for mobile business applications are designed and implemented. Usability, logic, and platform selection issues are highlighted through the development of simple mobile business systems. Includes programming concepts, interface design; storing, retrieving, and manipulating information; real time decision making; platform selection, testing and deployment. Prereq: ISMG 2800 with a D- or higher. Coreq: ISMG 3500. As a corequisite, ISMG 3500 can be taken concurrently or completed prior. If completed prior, must earn a D- or higher. Restriction: Restricted to undergraduate Business majors at a junior standing or higher. Max hours: 3 Credits.

Grading Basis: Letter Grade

Prereq: ISMG 2800 Coreq: ISMG 3500 Restriction: Restricted to undergraduate Business majors at a junior standing or higher

Typically Offered: Fall.

**ISMG 4300 - Information Systems Security and Privacy (3 Credits)**

This course is designed to develop knowledge and skills for security of information and information systems within organizations. This course focuses on concepts and methods associated with planning, designing, implementing, managing, and auditing security at all levels and on all systems platforms, including enterprise systems. This course presents techniques for assessing risk associated with accidental and intentional breaches of security as well as disaster recovery planning. The ethical treatment of data is discussed. Prereq or Coreq: ISMG 3000. As a prerequisite, a grade of C or higher is required. Restriction: Restricted to undergraduate Business majors with junior standing or higher. Cross-listed with ISMG 6430. Max hours: 3 Credits.

Grading Basis: Letter Grade

Prereq or Coreq: ISMG 3000. As a prerequisite, a grade of C or higher is required. Restriction: Restricted to undergraduate Business majors with junior standing or higher  
Typically Offered: Spring.

**ISMG 4400 - Programming Fundamentals with Python (3 Credits)**

This course is designed to provide a thorough introduction to Python and fundamental programming concepts like data structures, networked application program interfaces, files and databases. Principles of object-oriented programming and secure programming practices are demonstrated using programming constructs taken from the business domain. Students are required to design and create their own applications for data retrieval, processing, and visualization. Prereq: ISMG 2800 with a D- or higher. Coreq: ISMG 3500. As a corequisite, ISMG 3500 can be taken concurrently or completed prior. If completed prior, must earn a D- or higher. Restriction: Restricted to undergraduate Business majors at a junior standing or higher. Max hours: 3 Credits.

Grading Basis: Letter Grade

Coreq: ISMG 3500. As a corequisite, ISMG 3500 can be taken concurrently or completed prior. If completed prior, must earn a D- or higher. Restriction: Restricted to undergraduate Business majors at a junior standing or higher.  
Typically Offered: Fall, Spring.

**ISMG 4450 - Web Development Immersive (12 Credits)**

This course is designed to simulate what you'll experience in a real work environment, and covers the languages, frameworks, and computer science fundamentals essential to a career in web development. It will cover introduction to programming and Front End Development, Server Side Programming with Node, Front End frameworks and Single Page Applications, and Data Structures and Algorithms, as well as a capstone project. Restriction: Restricted to undergraduate Business majors at a junior standing or higher. Max hours: 12 Credits.

Grading Basis: Satisfactory/Unsatisfactory

Restriction: Restricted to undergraduate Business majors with junior standing or higher

**ISMG 4700 - IT Infrastructure (3 Credits)**

This course provides in-depth knowledge of data communications and networking requirements utilized in an organization. Networking models, devices, optimization, and security of those devices, including troubleshooting, is covered. Management of telecommunications networks, cost-benefit analysis, and evaluation of connectivity options is covered. Students learn to evaluate, select, and implement different communication devices within an organization. Restriction: Restricted to undergraduate Business majors with junior standing or higher. Max hours: 3 Credits.

Grading Basis: Letter Grade

Restriction: Restricted to undergraduate Business majors with junior standing or higher

Typically Offered: Spring.

**ISMG 4750 - Business Intelligence and Financial Modeling (3 Credits)**

This course will introduce students to the application of business intelligence in a corporate finance setting. Financial data intelligence is essential for effective decision making throughout the firm, in finance directly and in other functions supported by the finance department. Strategy setting, budgeting, and new product development are just a few decision areas where finance personnel play an active role. In this course, we learn how to apply business intelligence software tools to enable finance personnel to access and analyze corporate data in support of critical decision making across the enterprise. Students will also analyze data through the use of financial models built in Microsoft Excel. The development of complex financial models will provide students with valuable hands-on experience with a software tool used widely incorporate finance departments. Prereq: ISMG 2050 with a grade of 'C-' or higher, FNCE 3000 and ISMG 3000 (ACCT 4054 may substitute for ISMG 3000) all with a grade of 'C' or higher. Cross-listed with FNCE 4750 and ISMG 6820. Max hours: 3 Credits.

Grading Basis: Letter Grade

Prereq: ISMG 2050 with a grade of 'C-' or higher, FNCE 3000 and ISMG 3000 (ACCT 4054 may substitute for ISMG 3000) all with a grade of 'C' or higher. Restriction: Restricted to undergraduate Business majors at a junior standing or higher.

**ISMG 4760 - Customer Relationship Management (3 Credits)**

This marketing-theory driven course examines customer relationship management (CRM) as a key strategic process for organizations. Composed of people, technology and processes, effective CRM optimizes the selection or identification, acquisition, growth and retention of desired customers to maximize profit. Besides presenting an overview of the CRM process, its strategic role in the organization and its place in marketing, students have an opportunity to create simulated CRM database using popular software package that help to illustrate what CRM can do, its advantages and limitations. Prereq: MKTG 3000 and ISMG 3000 both with a grade of C or higher. Cross-listed with MKTG 4760. Restriction: Restricted to undergraduate Business majors with junior standing or higher. Max hours: 3 Credits.

Grading Basis: Letter Grade

Prereq: MKTG 3000 and ISMG 3000 both with a grade of C or higher  
Restriction: Restricted to undergraduate Business majors with junior standing or higher



**ISMG 4780 - Accounting and Information Systems Processes and Controls (3 Credits)**

The course is designed to develop knowledge and skills used to understand and evaluate corporate accounting processes and systems. It focuses on financial and information system internal controls and the flow of corporate information through accounting system. A financial system objective and risk assessment approach is used to present concepts and techniques for evaluating the adequacy of system processes and controls. Cross-listed with ACCT 4780, 6510 and ISMG 6510. Prereq: Completion of ACCT 2200, ACCT 2220 and ACCT4054 with a grade of 'C' or better. Restriction: Restricted to undergraduate Business majors with junior standing or higher. Max hours: 3 Credits. Grading Basis: Letter Grade  
Prereq: Completion of ACCT 2200, ACCT 2220 and ACCT4054 with a grade of 'C' or better. Restriction: Restricted to undergraduate Business majors with junior standing or higher.

**ISMG 4785 - Ethics: A Formula for Success (3 Credits)**

Students will learn how to spot and address red flags that foster unethical behavior in both publicly-traded and privately-held businesses. Governance and stakeholder management techniques that incentivize ethical behavior will be highlighted using examples of companies that are financially successful by "doing the right thing." Principle-based ethics are emphasized, namely, integrity, trust, accountability, transparency, fairness, respect, viability, and compliance with the rule of law. Cross-listed with MGMT 3420, MGMT 6420, ISMG 6885. Restriction: Restricted to undergraduate Business majors with junior standing or higher. Max hours: 3 Credits. Grading Basis: Letter Grade  
Restriction: Restricted to undergraduate Business majors with junior standing or higher

**ISMG 4840 - Independent Study (1-8 Credits)**

Restriction: Restricted to undergraduate Business majors with junior standing or higher. Repeatable. Max Hours: 8 Credits. Grading Basis: Letter Grade  
Repeatable. Max Credits: 8.  
Restriction: Restricted to undergraduate Business majors with junior standing or higher

**ISMG 4860 - Ethical Hacking Concepts and Methodologies (3 Credits)**

From a technical perspective, organizations need to know how hackers work so that they can build their security around it and take preemptive measures against future attacks. The goal of ethical hacking is to understand current exploits and assess weaknesses and vulnerabilities of various organizational information systems by attacking them within legal limits. This course is designed to provide students an insight into current hacking tools and techniques used by hackers and security professionals to break into any computer systems. Throughout the course, students will engage in offensive and defensive hands-on exercises stressing ethical hacking and penetration testing that will be conducted in a vendor-neutral virtual environment. Topics include security threats and attack vectors, footprinting and reconnaissance, Google hacking, social engineering, insider threat, network scanning and enumeration techniques, vulnerability assessment, the Dark Web, and attack and defense strategies in emerging technologies, such as the Internet of Things (IoT) and cloud computing. Recommendation: ISMG 4700 or equivalent is advised, but not required, to take course. As a recommendation, ISMG 4700 can be taken concurrently or completed prior. Cross-listed with ISMG 6860. Max hours: 3 Credits.

Grading Basis: Letter Grade  
Typically Offered: Fall, Spring.

**ISMG 4865 - Digital Forensics Analysis (3 Credits)**

From cyberterrorism to identity theft, the digital age has brought about a change in how crime is being committed. The usage of computers and the Internet in crime has led to the emerging field of digital forensics. Most businesses employ digital forensic experts to identify cyber threats, protect against insider threats, reinforce data loss prevention, reduce the risk of identity theft, fraud, and other digital crimes, and aid in the collection of digital evidence for various investigations. This course is designed to provide students the necessary skills to perform an effective digital forensics investigation. It presents a methodological approach to digital forensics, including searching and seizing, chain-of-custody, acquisition, preservation, analysis, and reporting of digital evidence. It covers major forensic investigation scenarios that enable students to acquire necessary hands-on experience on various forensic investigation techniques and standard forensic tools required to successfully carry out a digital forensic investigation leading to the prosecution of perpetrators. Cross-listed with ISMG 6865. Max hours: 3 Credits. Grading Basis: Letter Grade  
Typically Offered: Fall, Spring.

**ISMG 4900 - Project Management and Practice (3 Credits)**

Covers the factors necessary for successful management of enhancement projects. Both technical and behavioral aspects of project management are discussed. The focus is on management of development for enterprise-level systems. Topics include: managing the system lifecycle; requirements determination, logical design, physical design, testing, implementation; metrics for project management; managing expectations: superiors, users, team members and others related to the project; determining skill requirement and staffing the project; cost-effectiveness analysis; reporting and presentation techniques; effective management of both behavioral and technical aspects of the project; change management. Oral and/or written communication skills are applied in this course. Oral and/or written communication skills are applied in this course. Note: Successful completion of this course meets the educational requirements to sit for both the PMP and CAPM exams. Prereq: Students must be a junior status and have completed either: 1. ISMG 3000 or ACCT 4054 and MGMT 3000 and MKTG 3000, OR 2. ISMG 3000 and ISMG 3500 and ISMG 3600. Restriction: Restricted to undergraduate students in the Business School. Max hours: 3 Credits. Grading Basis: Letter Grade  
Prereq: Students must be a junior status and have completed either: 1. ISMG 3000 or ACCT 4054 and MGMT 3000 and MKTG 3000, OR 2. ISMG 3000 and ISMG 3500 and ISMG 3600. Restriction: Restricted to undergraduate students in the Business School.

**ISMG 4950 - Special Topics (3 Credits)**

Seldom offered. This course varies from offering to offering. Typically, it is a research-oriented course exploring new developments in information systems. Prerequisites vary according to topic. Restriction: Restricted to undergraduate Business majors with junior standing or higher. Repeatable. Max Hours: 9 Credits. Grading Basis: Letter Grade  
Repeatable. Max Credits: 9.  
Restriction: Restricted to undergraduate Business majors with junior standing or higher

## Management (MGMT)

### MGMT 1000 - Introduction to Business (3 Credits)

This course will introduce students to the nature and role of business in our society. Problems confronting business are surveyed from a management, financial, economic and marketing viewpoint. Career opportunities in business are also considered. Students are advised to take this course during their freshman year and may not take it in the junior or senior years. Prereq: Open to freshman and sophomores, non-degree students and music majors at all levels. Cross-listed with BMIN 1000. Max hours: 3 Credits.

Grading Basis: Letter Grade

Typically Offered: Fall, Spring, Summer.

### MGMT 1111 - Business Freshman Seminar (3 Credits)

This course introduces students to the nature and role of business in our society. Career opportunities in business are also considered. This course is designed to assist first year students transition to life on campus. The course content is integrated with various activities designed to familiarize 1st year students with school resources, develop critical thinking and writing skills and build relationships critical to ongoing academic success. Students are advised to take this course during the first semester of their freshman year. Note: Credit will not be given for both MGMT 1111 and MGMT 1000. Restriction: Restricted to Freshman level students. Max hours: 3 Credits.

Grading Basis: Letter Grade

Restriction: Restricted to Freshman level students

Typically Offered: Fall, Spring.

### MGMT 2939 - Internship (1-3 Credits)

Repeatable. Max Hours: 3 Credits.

Grading Basis: Satisfactory/Unsatisfactory

Repeatable. Max Credits: 3.

### MGMT 3000 - Managing Individuals and Teams (3 Credits)

Focuses on helping students understand how to manage individuals and groups effectively. Students are encouraged to know themselves better and how their behavior affects how they deal with organizational situations; they also learn how individuals differ and how to design, manage and work in a team. Oral and/or written communication skills are applied in this course. This is a business core course therefore a grade of a 'C' or better must be earned to satisfy graduation requirements. Restriction: Restricted to undergraduate students at a junior standing or higher. Max hours: 3 Credits.

Grading Basis: Letter Grade

Restriction: Restricted to undergraduate students at a junior standing or higher

### MGMT 3010 - Managing People for a Competitive Advantage (3 Credits)

Provides an overview of the management of human resources in organizations. Areas of study include recruitment, selection, training, career development, performance appraisal, compensation and employee or labor relations. Restriction: Restricted to undergraduate Business majors with junior standing or higher. Max hours: 3 Credits.

Grading Basis: Letter Grade

Restriction: Restricted to undergraduate Business majors with junior standing or higher

### MGMT 3111 - Business Transfer Student Seminar (1 Credit)

This course is designed to assist first year transfer students transition to UC Denver. The course includes various activities designed to familiarize students with University and Business School resources, develop critical thinking, writing, time management and study skills, and build relationships critical to ongoing academic success. Students are advised to take this course during their first or second semester at UC Denver. Concurrent registration in MGMT 3000 is required. Cross-listed with MGMT 3000. Restriction: Restricted to undergraduate Business majors with junior standing or higher. Max hours: 1 Credits.

Grading Basis: Letter Grade

Restriction: Restricted to undergraduate Business majors with junior standing or higher

### MGMT 3420 - Ethics: A Formula for Success (3 Credits)

Students will learn how to spot and address red flags that foster unethical behavior in both publicly-traded and privately-held businesses. Governance and stakeholder management techniques that incentivize ethical behavior will be highlighted using examples of companies that are financially successful by "doing the right thing." Principle-based ethics are emphasized, namely, integrity, trust, accountability, transparency, fairness, respect, viability, and compliance with the rule of law. Cross-listed with MGMT 6420, ISMG 4785, and ISMG 6885. Restriction: Restricted to undergraduate Business majors with junior standing or higher. Max hours: 3 Credits.

Grading Basis: Letter Grade

Restriction: Restricted to undergraduate Business majors with junior standing or higher

### MGMT 3830 - Business and Sustainability (3 Credits)

Business activity can have significant environmental and societal impacts. This course examines some of the ways that companies and consumers are reducing their impact on communities and the environment. Sustainability issues will be considered from a management, finance, marketing, and consumer perspective. Climate change and renewable energy will be featured topics in the class. Prereq: MKTG 3000. Cross-listed with MGMT 4830, BUSN 6830. Restriction: Restricted to undergraduate Business majors with junior standing or higher. Max hours: 3 Credits.

Grading Basis: Letter Grade

Restriction: Restricted to undergraduate Business majors with junior standing or higher

### MGMT 3939 - Internship (1-3 Credits)

Supervised experiences involving the application of concepts and skills in an employment situation. To enroll in an internship, students must work with the Experiential Learning Center on campus and have a 2.40 GPA or higher. Restriction: Restricted to undergraduate Business majors with junior standing or higher. Repeatable. Max Hours: 9 Credits.

Grading Basis: Satisfactory/Unsatisfactory

Repeatable. Max Credits: 9.

Restriction: Restricted to undergraduate Business majors with junior standing or higher

### MGMT 4028 - Travel Study Topics (3 Credits)

Join your classmates in an international travel study course to understand the business operations of another culture. Restriction: Restricted to undergraduate Business majors with junior standing or higher. Repeatable. Max Hours: 9 Credits.

Grading Basis: Letter Grade

Repeatable. Max Credits: 9.

Restriction: Restricted to undergraduate Business majors with junior standing or higher

Additional Information: Global Education Study Abroad.

**MGMT 4100 - Leveraging Diversity and Inclusion in Business (3 Credits)**  
Practical and policy issues that arise from living and working in a multicultural world in order to promote informed, effective management. Particular emphasis is given to the development of innovative approaches to managing the challenges posed by a work force that differs in characteristics, such as race, gender, ethnicity, age, lifestyle and disability. Restriction: Restricted to undergraduate students at a junior standing or higher. Max hours: 3 Credits.  
Grading Basis: Letter Grade  
Restriction: Restricted to undergraduate students at a junior standing or higher  
Additional Information: Denver Core Requirement, Cultural Diversity.  
Typically Offered: Fall, Spring.

**MGMT 4120 - Collaborative Experiential Learning (3 Credits)**  
Explores the place and role of architecture as an instrument of critical social engagement and cultural change. Business students will collaborate with Arch students to explore the role of history and precedent in the design process through client driven projects that demonstrate their proficiency in applying business analysis to project design. Prereq: Senior standing. Restriction: Restricted to undergraduate Business majors. This course will be in collaboration with ARCH 4120. Note: this class will fulfill the Business Schools experiential learning requirement. Max hours: 3 Credits.  
Grading Basis: Letter Grade  
Prereq: Senior standing. Restriction: Restricted to undergraduate Business majors.

**MGMT 4140 - Negotiation Skills/Property: Effective Strategies (3 Credits)**  
Course covers real and personal property law, including ownership, title, landlord/tenant, easements, environmental law, and zoning. Emerging issues in intellectual property are also reviewed, including U. S. law and international treaties and agreements. Negotiation techniques through role-playing are emphasized. NOTE: This course is an elective course and may not be used to fulfill the CORE BLAW 3050 course. Meets concurrently with BLAW 4140. Restriction: Restricted to undergraduate Business majors with junior standing or higher. Max hours: 3 Credits.  
Grading Basis: Letter Grade  
Restriction: Restricted to undergraduate Business majors with junior standing or higher

**MGMT 4230 - Sports Management (3 Credits)**  
This course is designed as a speaker series of sports and entertainment industry elite focusing on: industry trends, strategic planning, managing revenue streams, managing media, managing for effectiveness, managing post-merger integration, leadership and leading change. Restriction: Restricted to undergraduate Business majors with junior standing or higher. Max hours: 3 Credits.  
Grading Basis: Letter Grade  
Restriction: Restricted to undergraduate Business majors with junior standing or higher  
Typically Offered: Fall, Spring.

**MGMT 4231 - Managing Sports Finance (3 Credits)**  
This course explores the problems and solutions of financing in the sports industry. It focuses on stadium/venue financing, sports team valuation, event guarantee estimation, player salary issues, and managing disparate revenue streams. The course utilizes speakers, articles, problem sets, and cases. Prereq: DSCI/BANA 2010 and ACCT 2200 both with a grade of C- or higher, ECON 2012 and ECON 2022. Coreq: FNCE 3000. Restriction: Restricted to undergraduate Business majors with junior standing or higher. Max hours: 3 Credits.  
Grading Basis: Letter Grade  
Prereq: DSCI/BANA 2010 and ACCT 2200 both with a grade of C- or higher, ECON 2012 and ECON 2022 Coreq: FNCE 3000 Restriction: Restricted to undergraduate Business majors with junior standing or higher

**MGMT 4330 - Mastering Management (3 Credits)**  
Experiential learning course designed to give students hands-on practice developing critical management skills such as: negotiation, conflict management, group consensus-building, and interpersonal feedback and communication. Prereq: MGMT 3000 with a grade of C or higher. Restriction: Restricted to undergraduate Business majors at a junior standing or higher. Max hours: 3 Credits.  
Grading Basis: Letter Grade  
Prereq: MGMT 3000 with a grade of C or higher Restriction: Restricted to undergraduate Business majors at a junior standing or higher.

**MGMT 4350 - Leading Organizational Change (3 Credits)**  
Focuses on the tasks and skills of a leader in leading organizational changes. Topics include: diagnosing problems, creating urgency, building the change team, creating a vision, implementing change strategies, sustaining the momentum and making change stick. These tasks and skills are studied in various organizational change contexts. Prereq: MGMT 3000 with a grade of C or higher. Coreq: MGMT 4370. As a corequisite, MGMT 4370 can be taken concurrently or completed prior. If completed prior, must earn a grade of C or higher. Restriction: Restricted to undergraduate Business majors at a junior standing or higher. Max hours: 3 Credits.  
Grading Basis: Letter Grade  
Prereq: MGMT 3000 with a grade of C or higher Prereq or Coreq: MGMT 4370. Can be taken concurrently or completed prior with a grade of C or higher. Restriction: Restricted to undergraduate Business majors at a junior standing or higher.

**MGMT 4370 - Organization Design (3 Credits)**  
Examines how to structure organizations to perform effectively. Addresses the effects of computer-based information technologies (e.g. intranets, extranets, and the internet) on firm structure, strategy, and culture. Emphasis is placed on the role of the task, technology, and the environment as constraints on organizational design. Prereq: MGMT 3000 with a grade of C or higher. Restriction: Restricted to undergraduate Business majors at a junior standing or higher. Max hours: 3 Credits.  
Grading Basis: Letter Grade  
Prereq: MGMT 3000 with a grade of C or higher Restriction: Restricted to undergraduate Business majors at a junior standing or higher.

**MGMT 4400 - Environments of International Business (3 Credits)**

An overview of the environmental complexities that arise when business activities and firms cross national borders. Key international business environmental complexities associated with country differences, cross-border trade and investment, and global monetary system are examined. Prereq: MGMT 3000 with a grade of C or higher. Restriction: Restricted to undergraduate Business majors at a junior standing or higher and SPAN-BA majors with a SPP subplan at junior level. Cross-listed with INTB 4400. Max hours: 3 Credits.

Grading Basis: Letter Grade

Prereq: MGMT 3000 with a grade of C or higher Restriction: Restricted to undergraduate Business majors at a junior standing or higher and SPAN-BA majors with a SPP subplan at junior level.

**MGMT 4410 - Operations of International Business (3 Credits)**

Focuses on the impact of environmental factors on international business operations and the identification and analysis of complex strategic and operational issues facing business firms in global markets. The strategies and structures of international businesses, alternative foreign market entry modes, and the unique roles of various business functions at international business firms are explained and assessed. Prereq: INTB 4400 or MGMT 4400 with a grade of C or higher. Restriction: Restricted to undergraduate Business majors at a junior standing or higher. Cross-listed with INTB 4410. Max hours: 3 Credits.

Grading Basis: Letter Grade

Prereq: INTB 4400 or MGMT 4400 with a grade of C or higher. Restriction: Restricted to undergraduate Business majors at a junior standing or higher.

**MGMT 4420 - HR: Talent MGT (3 Credits)**

This course explores the many aspects of Talent Management including strategic talent planning, recruiting and acquisition, employee development, performance management, engagement and retention, succession planning, and compensation, with a strong focus on recruitment and acquisition. The course demonstrates how each aspect of Talent Management is interdependent. Coreq: MGMT 3010. As a corequisite, MGMT 3010 can be taken concurrently or completed prior. If completed prior, must earn a D- or higher. Restriction: Restricted to undergraduate Business majors with junior standing or higher. Max hours: 3 Credits.

Grading Basis: Letter Grade

Prereq or Coreq: MGMT 3010. If completed prior, must earn a D- or higher. Restriction: Restricted to undergraduate Business majors with junior standing or higher.

**MGMT 4430 - Human Resources Management: Training (3 Credits)**

Covers training methods, theories, research findings. Students design and deliver their own training program, including collecting and analyzing metrics to gauge training success. Coreq: MGMT 3010. As a corequisite, MGMT 3010 can be taken concurrently or completed prior. If completed prior, must earn a D- or higher. Restriction: Restricted to undergraduate Business majors at a junior standing or higher. Cross-listed with MGMT 6720. Max hours: 3 Credits.

Grading Basis: Letter Grade

Prereq or Coreq: MGMT 3010. If completed prior, must earn a D- or higher. Restriction: Restricted to undergraduate Business majors with junior standing or higher.

**MGMT 4440 - Human Resource Management: Performance Management (3 Credits)**

Focuses on the design and implementation of human resource management systems to assess and enhance employee performance. Areas of study include performance definition and measurement, goal setting, feedback, employee development, rater training, and pay for performance. Coreq: MGMT 3010. As a corequisite, MGMT 3010 can be taken concurrently or completed prior. If completed prior, must earn a D- or higher. Restriction: Restricted to undergraduate Business majors at a junior standing or higher. Max hours: 3 Credits.

Grading Basis: Letter Grade

Prereq or Coreq: MGMT 3010. If completed prior, must earn a D- or higher. Restriction: Restricted to undergraduate Business majors with junior standing or higher.

**MGMT 4450 - Human Resources Management: Compensation (3 Credits)**

Develop and administer pay systems considering economic and social pressures, traditional approaches and strategic choices in managing compensation. Current theory research and practice. Students design a compensation strategy and a system that translates that strategy into reality. Prereq: DSCI 2010 or BANA 2010 with a grade of 'C-' or higher. Coreq: MGMT 3010. As a corequisite, MGMT 3010 can be taken concurrently or completed prior. If completed prior, must earn a D- or higher. Restriction: Restricted to undergraduate Business majors at a junior standing or higher. Cross-listed with MGMT 6740. Max hours: 3 Credits.

Grading Basis: Letter Grade

Prereq: DSCI 2010 or BANA 2010 with a grade of 'C-' or higher Prereq or Coreq: MGMT 3010. As prereq, must earn a D- or higher. Restriction: Restricted to undergraduate Business majors at a junior standing or higher.

**MGMT 4460 - Employee Benefits and Workforce Risk Management (3 Credits)**

The course surveys an array of popular employee benefit programs to attract, protect, and retain valued employees. It also focusses on risk management programs that invest in human capital and address the downside risks of employing a workforce. Cross-listed with MGMT 6760 and RISK 4409/6409. Restriction: Restricted to undergraduate Business majors with junior standing or higher. Max hours: 3 Credits.

Grading Basis: Letter Grade

Restriction: Restricted to undergraduate Business majors with junior standing or higher

**MGMT 4481 - Human Resources Management: Career and employment coaching (3 Credits)**

Focuses on enhanced approaches to discovering employment opportunities and providing career coaching, with an emphasis on unemployed veterans. Topics include discovering the unique capabilities a job-seeking veteran possesses, addressing the barriers to employment he or she may face, and methods the job seeker can use to educate prospective employers about the contributions to organizational success he or she can make. Cross-listed with MGMT 6781. Restriction: Restricted to undergraduate Business majors with junior standing or higher. Max hours: 3 Credits.

Grading Basis: Letter Grade

Restriction: Restricted to undergraduate Business majors with junior standing or higher



**MGMT 4482 - Human Resources Management: Connecting talent with business needs (3 Credits)**

Focuses on methods for connecting businesses and public-sector organizations with job seekers who possess the capabilities that will fuel profitable growth and mission success. Topics include networking to establish relationships with hiring decisions makers, exploration conversations to identify an organization's success factors, and identifying job seekers (with a special emphasis on unemployed veterans) with the requisite skills, knowledge, traits, and aptitudes. Cross-listed with MGMT 6782. Restriction: Restricted to undergraduate Business majors with junior standing or higher. Max hours: 3 Credits. Grading Basis: Letter Grade  
Restriction: Restricted to undergraduate Business majors with junior standing or higher

**MGMT 4500 - Business Policy and Strategic Management (3 Credits)**  
Emphasis is on integrating the economic, market, social or political, technological, and components of the external environment with the internal characteristics of the firm; and deriving through analysis the appropriate interaction between the firm and its environment to facilitate accomplishment of the firm's objectives. Oral and/or written communication skills are applied in this course. Open only to business students in their graduation semester. This is a business core course therefore a grade of 'C' or better must be earned to satisfy Business graduation requirements. Prereq: Senior standing and completion of all business core courses with appropriate grade; Core = ISMG 2050, DSCI/ BANA 2010, ACCT 2200, ACCT 2220, BLAW 3050 (or BLAW 3000) all with a 'C-' or higher; ISMG 3000, DSCI/BANA 3000, FNCE 3000, MGMT 3000, and MKTG 3000 all with a grade of 'C' or higher. Max hours: 3 Credits. Grading Basis: Letter Grade  
Prereq: C- or higher. ISMG 2050, BANA 2010, ACCT 2200, ACCT 2220, BLAW 3050 (or BLAW 3000). C or higher: ISMG 3000, BANA 3000, FNCE 3000, MGMT 3000, MKTG 3000, and senior standing. Restriction: Restricted to undergraduate majors in the Business School  
Typically Offered: Fall, Spring, Summer.

**MGMT 4770 - Human Resource Information Systems (3 Credits)**  
Focuses on the management of human resource information systems. It addresses how modern information systems tools can provide better human resource intelligence to users in today's enterprises, allowing them to make better decisions. It examines how information about workforce and human resource management processes can be collected and used to set targets to meet strategic objectives, monitor performance, receive notifications when performance is below expectations and respond immediately by taking corrective actions. Prereq: MGMT 3000. Restriction: Restricted to undergraduate Business majors with junior standing or higher. Max hours: 3 Credits. Grading Basis: Letter Grade  
Restriction: Restricted to undergraduate Business majors with junior standing or higher

**MGMT 4780 - Preparing A Business Plan (3 Credits)**

Turn a new business idea into a viable new business by developing a comprehensive business plan including: analysis of the potential demand for the product or service and potential customers; identify competitive advantages and marketing strategies; generate pro forma financial projections; and, design the management team needed. Prereq: ENTP 3000 AND either ENTP 3500 with a grade of 'C-' or higher or BLAW 4120 or ENTP 3120 with a grade of 'C' or higher. For non-business majors only. Can be applied to Entrepreneurship Certificate. Business majors enroll in either MGMT 4780 or MKTG 4780. Come to first class meeting with a carefully considered business idea. Cross-listed with MKTG 4780 and ENTP 3780. Max hours: 3 Credits. Grading Basis: Letter Grade  
Prereq: ENTP 3000 AND either ENTP 3500 with a grade of 'C-' or higher or BLAW 4120 or ENTP 3120 with a grade of 'C' or higher.

**MGMT 4824 - Sustainable Business/CSR Field Study (3 Credits)**

Gain practical, hands-on experience with aspects of sustainable business and/or corporate social responsibility. Work with a local company/non-profit/or government organization under the direction of an executive to conduct a sustainability-focused project which is important to the organization's sustainability initiative. Students may petition to use previous coursework or experience in sustainability to fulfill the prerequisite. Please contact the undergrad.advising@ucdenver.edu for more details. Prereq: MGMT 3830 or MGMT 4110 with a C or higher or department consent. Restriction: Restricted to undergraduate majors within the Business School. Cross-listed with MGMT 6824. Max hours: 3 Credits. Grading Basis: Letter Grade  
Prereq: MGMT 3830 or MGMT 4110 with a C or higher or department consent. Restrictions: Restricted to undergraduate majors within the Business School.

**MGMT 4825 - Sustainable Change Leadership: Turning Business Into a Force for Good (3 Credits)**

This course develops leadership from the perspective of managing the people side of change required to transform a traditional business to one that is not only financially successful but also a genuine "force for good" for our natural and social environment. The BLab Impact Assessment tool is used to measure, monitor, and link sustainable business practices to drive continuous improvement and innovation. Students will conduct hands-on, practical work with local businesses to develop change leadership skills as they relate to sustainability. NOTE: this course will satisfy the BGen requirement (experiential learning requirement). Restriction: Restricted to undergraduate Business majors with junior standing or higher. Cross-listed with MGMT 6825. Max hours: 3 Credits. Grading Basis: Letter Grade  
Restriction: Restricted to undergraduate Business majors with junior standing or higher

**MGMT 4830 - Business and Sustainability (3 Credits)**

Business activity can have significant environmental and societal impacts. This course examines some of the ways that companies and consumers are reducing their impact on communities and the environment. Sustainability issues will be considered from a management, finance, marketing, and consumer perspective. Climate change and renewable energy will be featured topics in the class. Prereq: MKTG 3000 with a grade of C or higher. Restriction: Restricted to undergraduate Business majors at a junior standing or higher. Cross-listed with MGMT 3830, BUSN 6830. Max hours: 3 Credits. Grading Basis: Letter Grade  
Prereq: MKTG 3000 with a grade of C or higher Restriction: Restricted to undergraduate Business majors at a junior standing or higher.

**MGMT 4832 - Law & Negotiation in the Sports and Entertainment Industry (3 Credits)**

This course provides an overview of major legal issues in the sports and entertainment industries. Students develop the skills required to negotiate contracts in these industries. Topics include contracts, copyright, trademark, employment and tort law principles relevant in the sports and entertainment fields. Prereq: MGMT 3000 with a grade of C (2.0) or higher. Restriction: Restricted to undergraduate Business majors at a junior standing or higher. Max hours: 3 Credits.

Grading Basis: Letter Grade

Prereq: MGMT 3000 with a grade of C or higher Restriction: Restricted to undergraduate Business majors at a junior standing or higher.

Typically Offered: Fall, Spring, Summer.

**MGMT 4834 - London Calling: Global Sports & Entertainment Management (3 Credits)**

Through 2 weeks of visiting organizations with industry elite in London a broader perspective on the sports and entertainment industry is gained. Students will be asked to do advance reading, participate in discussions, keep a journal and write a reflection paper at the end of the experience. Site visits (to be confirmed) include: Arsenal Football Club, Premier League, the O2 Arena, NHL and NBA regular season games in London, 2012 Olympics Committee, Formula One, Hollywood Studio-International Finance Office, Theatre, Lord's Cricket Ground, All England Lawn Tennis Club/Wimbledon and the Office of the Minister of Sport.

Prereq: MGMT 3000. Restriction: Restricted to undergraduate Business majors with junior standing or higher. Cross-listed with MGMT 6834, MKTG 4834, and MKTG 6834. Max hours: 3 Credits.

Grading Basis: Letter Grade

Restriction: Restricted to undergraduate Business majors with junior standing or higher

Additional Information: Global Education Study Abroad.

Typically Offered: Summer.

**MGMT 4840 - Independent Study (1-8 Credits)**

Restriction: Restricted to undergraduate Business majors with junior standing or higher. Repeatable. Max Hours: 8 Credits.

Grading Basis: Letter Grade

Repeatable. Max Credits: 8.

Restriction: Restricted to undergraduate Business majors with junior standing or higher

**MGMT 4900 - Project Management and Practice (3 Credits)**

Covers the factors necessary for successful management of system development or enhancement projects. Both technical and behavioral aspects of project management are discussed. The focus is on management of development for enterprise-level systems. Topics include: managing the system life cycle; requirements determination, logical design, physical design, testing, implementation; system and database integration issues; network and client-server management; metrics for project management and system performance evaluation; managing expectations: superiors, users, team members and others related to the project; determining skill requirements and staffing the project; cost-effectiveness analysis; reporting and presentation techniques; effective management of both behavioral and technical aspects of the project; change management. Oral and/or written communication skills are applied in this course. Note: Successful completion of this course meets the educational requirements to sit for both the PMP and CAPM exams. Prereq: Students must be a junior status and have completed either: 1. ISMG 3000 or ACCT 4054 and MGMT 3000 and MKTG 3000, OR 2. ISMG 3000 and ISMG 3500 and ISMG 3600. Restriction: Restricted to undergraduate students in the Business School. Cross-listed with ISMG 4900. Max hours: 3 Credits.

Grading Basis: Letter Grade

Prereq: Students must be a junior status and have completed either:

1. ISMG 3000 or ACCT 4054 and MGMT 3000 and MKTG 3000, OR 2. ISMG 3000 and ISMG 3500 and ISMG 3600. Restriction: Restricted to undergraduate students in the Business School.

**MGMT 4950 - Special Topics in Management (3 Credits)**

A number of different topics in management are offered under this course number. Consult the 'Schedule Planner' for current course offerings. Prerequisites vary depending on the topic and instructor requirements. Cross-listed with MGMT 5800. Restriction: Restricted to undergraduate Business majors with junior standing or higher. Repeatable. Max hours: 9 Credits.

Grading Basis: Letter Grade

Repeatable. Max Credits: 9.

Restriction: Restricted to undergraduate Business majors with junior standing or higher

## Marketing (MKTG)

**MKTG 1000 - Introduction to Marketing (3 Credits)**

Provides an introduction and overview of marketing. Discusses market and buyer analysis. Includes product planning, pricing, promotion and distribution of goods and services. For non-business majors only. Does not satisfy the MKTG 3000 business requirement. Max hours: 3 Credits. Grading Basis: Letter Grade

Restrictions: Restricted to undergraduate majors outside the Business School.

**MKTG 1001 - Introduction to Esports Business I (1 Credit)**

Students will learn about the exciting world of Esports Business including Esports Marketing, Esports Sponsorships, and Esports fans and consumer behavior?. Other topics will include the following. What are the various types of Esports? What are the career opportunities in esports? Where are the jobs in esports? How do you prepare for a career in Esports? What skills do you need to succeed in the Esports Business. How do Esports Businesses generate revenue? How is Esports connected to traditional sports? How does Esports fit within the entertainment industry. What distribution models are used? Max hours: 1 Credit.

Grading Basis: Letter Grade

**MKTG 2939 - Internship (1 Credit)**

Introductory supervised experiences involving the applications, concepts and skills in an employment situation. Prereq: sophomore standing Max hours: 1 Credit.

Grading Basis: Satisfactory/Unsatisfactory

Restrictions: Restricted to sophomore standing or higher.

**MKTG 3000 - Principles of Marketing (3 Credits)**

Focuses on the basic marketing concepts of Buyer Behavior, Marketing Research, Marketing Planning and Implementation and the marketing process of product, price, distribution and promotion. This is a business core course therefore a grade of a 'C' or better must be earned to satisfy graduation requirements. Coreq: COMM 1001 or 2050. Note: Coreq of COMM 2050 needs to be completed with a C- or higher to satisfy the requirement. Restriction: Restricted to undergraduate students at a junior standing or higher. Max hours: 3 Credits.

Grading Basis: Letter Grade

Coreq: COMM 1001 or 2050. Restriction: Restricted to undergraduate students at a junior standing or higher.

Typically Offered: Fall, Spring, Summer.

**MKTG 3100 - Marketing Research (3 Credits)**

Provides practical experience in research methodologies, planning an investigation, designing a questionnaire, selecting a sample, interpreting results and making a report. Techniques focus on attitude surveys, behavioral experiments, and qualitative research. Prereq: DSCI/BANA 2010 with a 'C-' or higher and MKTG 3000 with a grade of 'C' or higher. Restriction: Restricted to undergraduate Business majors at a junior standing or higher. Max hours: 3 Credits.

Grading Basis: Letter Grade

Prereq: DSCI/BANA 2010 with a 'C-' or higher and MKTG 3000 with a grade of 'C' or higher Restriction: Restricted to undergraduate Business majors with junior standing or higher

**MKTG 3200 - Consumer Behavior (3 Credits)**

Focuses on improving the student's understanding of consumer and organizational buying behavior as a basis for better formulation and implementation of marketing strategy. Blends concepts from the behavioral sciences with empirical evidence and introduces buyer research techniques. Prereq: MKTG 3000 with a grade of C or higher. Restriction: Restricted to undergraduate Business majors at a junior standing or higher. Max hours: 3 Credits.

Grading Basis: Letter Grade

Prereq: MKTG 3000 with a grade of C or higher Restriction: Restricted to undergraduate Business majors at a junior standing or higher.

**MKTG 3300 - Social Media in Business (3 Credits)**

This course focuses on the fundamentals and practical skills of social media marketing. Topics include social interactions, social media metrics, social media ads, content marketing, viral and influencer marketing, the use of social media in marketing research, managing consumers via social media, as well as other trends in social media marketing. Students engage in hands on applications including the creation and management of real brands' social media marketing activities. Prereq: MKTG 3000 with a grade of C or higher. Restriction: Restricted to undergraduate Business majors at a junior standing or higher. Cross-listed with ISMG 3300. Max hours: 3 Credits.

Grading Basis: Letter Grade

Prereq: MKTG 3000 with a grade of C or higher Restriction: Restricted to undergraduate Business majors at a junior standing or higher.

Typically Offered: Fall, Spring.

**MKTG 3939 - Internship (1-3 Credits)**

Supervised experiences involving the application of concepts and skills in an employment situation. To enroll in an internship, students must work with the Experiential Learning Center on campus and have a 2.40 GPA or higher. Restriction: Restricted to undergraduate Business majors with junior standing or higher. Repeatable. Max Hours: 9 Credits.

Grading Basis: Satisfactory/Unsatisfactory

Repeatable. Max Credits: 9.

Restriction: Restricted to undergraduate Business majors with junior standing or higher

**MKTG 4000 - Advertising (3 Credits)**

Analyzes principles and practices in advertising from a managerial viewpoint. Considers the reasons to advertise, product and market analysis as the planning phase of the advertising program, media selection, creation and production of advertisements, copy testing, and development of advertising budgets. Prereq: MKTG 3000 with a grade of C or higher. Restriction: Restricted to undergraduate Business majors with junior standing or higher. Max hours: 3 Credits.

Grading Basis: Letter Grade

Prereq: MKTG 3000 with a grade of C or higher Restriction: Restricted to undergraduate Business majors at a junior standing or higher.

**MKTG 4050 - Applied Marketing Management (3 Credits)**

The course is designed to enhance the student's ability to formulate and implement a marketing plan and to better understand the relationship of marketing to other business functions. Emphasized application of marketing concepts through the use of cases, simulations or projects. Prereq: MKTG 3000 with a grade of 'C' or higher. Restriction: Restricted to undergraduate Business majors at a junior standing or higher. Max hours: 3 Credits.

Grading Basis: Letter Grade

Prereq: MKTG 3000 with a grade of C or higher Restriction: Restricted to undergraduate Business majors at a junior standing or higher.

**MKTG 4051 - Honors Applied Marketing Management (3 Credits)**

MKTG 4051 is the honors version of 4050. It is designed to enhance the student's ability to formulate and implement a marketing plan and to better understand the relationship of marketing to other business functions. It will emphasize application of marketing concepts through the use of cases and projects. In the first half of the semester student teams will participate in the Media+Tech Innovation Challenge sponsored by the Media+Tech Collective (formerly Rocky Mountain Cable Association). The case will focus on a topic related to television/media content, its distribution and related technologies. This is the 15th year of the collegiate case competition (which will be virtual in 2021) which matches students with industry mentors and offers students networking opportunities and cash prizes. CU Denver students in the course will compete against students from DU and UCCS. The second half of the semester will include further application of marketing concepts through continuation of the case study competition topics and other cases and projects. Prereq: MKTG 3000 with a grade of 'C' or higher and a 3.0 GPA overall or within the B School. Restriction: Restricted to undergraduate Business majors at a junior standing or higher. Ideally students will have taken at least 9 hours in MKTG. Max hours: 3 Credits

Grading Basis: Letter Grade

Prereq: MKTG 3000 with a grade of 'C' or higher and a 3.0 cumulative GPA. Restriction: Restricted to undergraduate Business majors at a junior standing or higher

**MKTG 4200 - International Marketing (3 Credits)**

Studies managerial marketing policies and practices of firms marketing their products in foreign countries. Analytical survey of institutions, functions, policies, and practices in international marketing. Relates marketing activities to market structure and environment. Prereq: MKTG 3000 with a grade of C or higher. Restriction: Restricted to undergraduate Business majors at a junior standing or higher. Cross-listed with INTB 4200. Max hours: 3 Credits.

Grading Basis: Letter Grade

Prereq: MKTG 3000 with a C- or higher.

Additional Information: Denver Core Requirement, International Perspectives.

Typically Offered: Fall, Spring.

**MKTG 4220 - Asian Business Development and Marketing (3 Credits)**

This course investigates methods of Business Development and Marketing in the Asian Business Environment. It seeks to examine and explain methods of determining market potential and techniques tapping this market potential in this dynamic and rapidly growing business environment the course uses a combination of experienced guest speakers, Asian business cases and projects to develop the marketing skills in students to successfully compete in Asia. Prereq: MKTG 3000 with a grade of C or higher. Restriction: Restricted to undergraduate Business majors with junior standing or higher. Max hours: 3 Credits.

Grading Basis: Letter Grade

Prereq: MKTG 3000 with a grade of C or higher Restriction: Restricted to undergraduate Business majors at a junior standing or higher.

**MKTG 4250 - Sports Marketing (3 Credits)**

This course is designed to understand and evaluate the role and functions of marketing in sports organizations. The course seeks to evaluate the marketing function in sports as well as understand the behavior of fans as consumers, celebrity product endorsements, sponsorship of sporting events for all sport providers, sports intermediaries and channels and advertising and promotion in the sports world. The course is taught using lectures, guest speakers, cases and examinations. Prereq: MKTG 3000 with a grade of C or higher. Restriction: Restricted to undergraduate Business majors at a junior standing or higher. Max hours: 3 Credits.

Grading Basis: Letter Grade

Prereq: MKTG 3000 with a grade of C or higher Restriction: Restricted to undergraduate Business majors at a junior standing or higher.

**MKTG 4251 - Music and Media Marketing (3 Credits)**

This course explores strategies, tactics and best practices utilized in the marketing of music, performing and dramatic arts. From recording artists and movie studios to repertory theater companies and symphony orchestras, artists and organizations need sound marketing strategies to engage audiences, sell tickets, and market merchandise to maintain profitable and sustainable operations. Restriction: Restricted to undergraduate Business Students with Junior standing or higher. Max hours: 3 Credits.

Grading Basis: Letter Grade

Restriction: Restricted to undergraduate Business majors with junior standing or higher

**MKTG 4252 - The Business of Sports (3 Credits)**

This course focuses on strategic business issues in the sports industry. It covers business issues for both spectator sports and individual participant Sports. Spectator sports include football, basketball, hockey, baseball, extreme competitive sports, Olympic sports etc.). Participant sports include outdoor adventure Sports (e.g., Hiking, whitewater rafting, Biking), skiing, golf, tennis, and youth sports. Topics include industry trends, strategic planning, management challenges, financing in sports, and major legal issues in sports. Prereq: MKTG 3000 with a grade of C or higher. Restriction: Restricted to undergraduate Business majors at a junior standing or higher. Max hours: 3 Credits.

Grading Basis: Letter Grade

Prereq: MKTG 3000 with a grade of C or higher Restriction: Restricted to undergraduate Business majors at a junior standing or higher.

**MKTG 4580 - International Transportation (3 Credits)**

Analysis of international transportation (primarily sea and air) in world economy. Detailed study of cargo documentation and freight rate patterns. Included are liability patterns, logistics, economics, and national policies of transportation. Prereq: MKTG 3000 with a grade of C or higher. Restriction: Restricted to undergraduate Business majors at a junior standing or higher. Max hours: 3 Credits.

Grading Basis: Letter Grade

Prereq: MKTG 3000 with a grade of C or higher Restriction: Restricted to undergraduate Business majors at a junior standing or higher.

Typically Offered: Fall, Spring.

**MKTG 4620 - Customer Service Strategies (3 Credits)**

This course is designed to help students identify and effectively use managerial concepts of customer service. Students will develop an understanding of the concepts as well as knowledge of the strategies that will lead to higher levels of customer satisfaction, loyalty and ultimately customer retention. Students will have the opportunity to gain firsthand knowledge of these concepts and strategies through lectures, guest speakers, cases and projects. Prereq: MKTG 3000 with a C or higher. Restriction: Restricted to undergraduate Business majors at a junior standing or higher. Max hours: 3 Credits.

Grading Basis: Letter Grade

Prereq: MKTG 3000 with a grade of C or higher Restriction: Restricted to undergraduate Business majors at a junior standing or higher.

**MKTG 4700 - Personal Selling and Sales Management (3 Credits)**

Introduces the student to principles of personal selling and issues in managing the field sales force. Focuses on models of personal selling, recruiting, selection, training, compensation, supervision, and motivation, as well as organizing the field sales force, sales analysis, forecasting and budgeting. Prereq: MKTG 3000 with a grade of C or higher. Restriction: Restricted to undergraduate Business majors at a junior standing or higher. Max hours: 3 Credits.

Grading Basis: Letter Grade

Prereq: MKTG 3000 with a grade of C or higher Restriction: Restricted to undergraduate Business majors at a junior standing or higher.



**MKTG 4720 - Internet Marketing (3 Credits)**

Distinctly influences the way marketers conduct marketing activities. The Internet media promises to establish marketing theories, identifies obsolete situations, explores how marketing functions have irreversibly changed as a result of the internet, and outlines basic marketing strategies for successful online marketing. Prereq: MKTG 3000 with a grade of C or higher. Restriction: Restricted to undergraduate Business majors at a junior standing or higher. Cross-listed with ENTP 4720. Max hours: 3 Credits.

Grading Basis: Letter Grade

Prereq: MKTG 3000 with a grade of C or higher Restriction: Restricted to undergraduate Business majors at a junior standing or higher.

**MKTG 4730 - New Product Development for Consumer and Sports Products (3 Credits)**

The creation of new products is essential in today's business environment. It is conducive to organizational growth and long-term survival. This course addresses the new product development process in depth. It introduces students to key concepts and issues. It also provides a series of practices which will help students deliver higher value and be more competitive. Prereq: MKTG 3000 with a C or higher. Restriction: Restricted to undergraduate Business majors at a junior standing or higher. Cross-listed with ENTP 4730. Max hours: 3 Credits.

Grading Basis: Letter Grade

Prereq: MKTG 3000 with a grade of C or higher Restriction: Restricted to undergraduate Business majors at a junior standing or higher.

**MKTG 4760 - Customer Relationship Management (3 Credits)**

This marketing-theory driven course examines customer relationship management (CRM) as a key strategic process for organizations. Composed of people, technology and processes, effective CRM optimizes the selection or identification, acquisition, growth and retention of desired customers to maximize profit. Besides presenting an overview of the CRM process, its strategic role in the organization and its place in marketing, students have an opportunity to create simulated CRM database using popular software package that help to illustrate what CRM can do, its advantages and limitations. Prereq: MKTG 3000 with a grade of C or higher. Restriction: Restricted to undergraduate Business majors with junior standing or higher. Cross-listed with ISMG 4760. Max hours: 3 Credits.

Grading Basis: Letter Grade

Prereq: MKTG 3000 with a grade of C or higher Restriction: Restricted to undergraduate Business majors at a junior standing or higher.

**MKTG 4780 - Preparing Business Plan (3 Credits)**

Turn a new business idea into a viable new business by developing a comprehensive business plan including: analysis of the potential demand for the product or service and potential customers; identify competitive advantages and marketing strategies; generate pro forma financial projections; and, design the management team needed. Prereq: ENTP 3000 AND either ENTP 3500 with a grade of 'C-' or higher or BLAW 4120 or ENTP 3120 with a grade of 'C' or higher. For non-business majors only. Can be applied to Entrepreneurship Certificate. Business majors enroll in either MGMT 4780 or MKTG 4780. Come to first class meeting with a carefully considered business idea. Cross-listed with MGMT 4780 and ENTP 3780. Max hours: 3 Credits.

Grading Basis: Letter Grade

Prereq: ENTP 3000 AND either ENTP 3500 with a grade of 'C-' or higher or BLAW 4120 or ENTP 3120 with a grade of 'C' or higher.

**MKTG 4784 - Sales Negotiation (3 Credits)**

This course focuses on developing advanced professional sales and negotiation skills utilized in successful organizations. Restriction: Restricted to undergraduate Business majors with junior standing or higher. Max hours: 3 Credits

Grading Basis: Letter Grade

Restriction: Restricted to undergraduate Business majors with junior standing or higher

**MKTG 4800 - Marketing Seminar (3 Credits)**

Offered to provide consideration of a wide variety of topical issues in marketing, such as, services marketing, pricing, product development or creative marketing strategies. Prereq: MKTG 3000. Restriction: Restricted to undergraduate Business majors with junior standing or higher. Max hours: 3 Credits.

Grading Basis: Letter Grade

Restriction: Restricted to undergraduate Business majors with junior standing or higher

**MKTG 4834 - London Calling: Global Sports & Entertainment Management (3 Credits)**

Through 2 weeks of visiting organizations and talking with industry elite in London a broader perspective on the Sports and Entertainment Industry is gained. Students will be asked to do advanced reading, participate in discussions, keep a journal and write a reflection paper at the end of the experience. Site visits (to be confirmed) include: Arsenal Football Club, Premier League, the O2 Arena, NHL and NBA regular season games in London, 2012 Olympics Committee, Formula One, Hollywood Studio-International Finance Office, Theatre, Lord's Cricket Ground, All England Lawn Tennis Club/Wimbledon and the office of the Minister of Sport. Prereq: MGMT 3000. Restriction: Restricted to undergraduate Business majors with junior standing or higher. Cross-listed with MGMT 4834, MGMT 6834, and MKTG 6834. Max hours: 3 Credits.

Grading Basis: Letter Grade

Prereq: MGMT 3000. Restriction: Restricted to undergraduate Business majors with junior standing or higher.

Additional Information: Global Education Study Abroad.

Typically Offered: Summer.

**MKTG 4840 - Independent Study (1-8 Credits)**

Restriction: Restricted to undergraduate Business majors with junior standing or higher. Repeatable. Max Hours: 8 Credits.

Grading Basis: Letter Grade

Repeatable. Max Credits: 8.

Restriction: Restricted to undergraduate Business majors with junior standing or higher

**MKTG 4950 - Special Topics (3 Credits)**

Courses offered on an irregular basis for the purpose of presenting new subject matter in marketing. Prerequisites vary depending upon the particular topic and instructor requirements. Restriction: Restricted to undergraduate Business majors with junior standing or higher.

Repeatable. Max Hours: 9 Credits.

Grading Basis: Letter Grade

Repeatable. Max Credits: 9.

Restriction: Restricted to undergraduate Business majors with junior standing or higher

## Risk Management (RISK)

**RISK 1000 - Introduction to Risk Management and Insurance Careers (1 Credit)**

This course introduces students to the many and varied career opportunities in the risk management and insurance industry via visiting industry professionals and on-site industry visits. The course meets 1 hour each week. No co-credit with RISK 1001. Max hours: 1 Credit.

Grading Basis: Satisfactory/Unsatisfactory

**RISK 1001 - Careers in Risk Management (1 Credit)**

This course introduces high school students to the many and varied opportunities in the risk management and insurance industry via visiting professionals and on-site industry visits. This course meets during the summer semester. It is pass/fail. This course is equivalent to RISK 1000 Introduction to Risk Management and Insurance Careers in content. Note: Must be a high school student or recent high school graduate to enroll. CU Denver students cannot enroll. No co-credit with RISK 1000. Max hours: 1 Credit.

CU Denver students cannot enroll. No co-credit with RISK 1000. Max hours: 1 Credit.

Grading Basis: Satisfactory/Unsatisfactory

**RISK 3809 - Introduction to Risk Management (3 Credits)**

This course introduces students to the fundamentals of risk and risk management for businesses and individuals. Corporate risk management techniques covered range from insurance to enterprise risk management. Personal risks discussed range from unemployment to retirement.

Prereq: FNCE 3000. Insurance carrier operations are also considered.

Restriction: junior/senior standing required. Max hours: 3 Credits.

Grading Basis: Letter Grade

Prereq: FNCE 3000. Restriction: Restricted to undergraduate Business majors at a junior standing or higher.

Typically Offered: Fall, Spring, Summer.

**RISK 3949 - Experiential Learning in RMI Industry (3 Credits)**

This course connects students to risk management service providers through the Risk Management and Insurance (RMI) Program. The students will intern with a specific provider. The RMI program and faculty will supervise and monitor tasks and assignments, and coordinate with the providers to maximize the learning experience. Restriction: junior/senior standing required. Max hours: 3 Credits.

Grading Basis: Satisfactory/Unsatisfactory

Restriction: Restricted to Juniors and Seniors only.

**RISK 4129 - Practical Enterprise Risk Management (3 Credits)**

Enterprise RM involves identifying the risks and opportunities faced by a firm, assessing them, developing and implementing a plan to address them, and then monitoring progress. Students will learn the basics of ERM while working with risk management professionals to develop and present such a plan to an ongoing business. Cross-listed with RISK 6129. Max hours: 3 Credits.

Grading Basis: Letter Grade

Coreq: FNCE 3500

Typically Offered: Fall, Spring.

**RISK 4209 - Cyber Risk Management (3 Credits)**

Computer networks and the data that travels upon them are under constant and increasing attack. This course will focus on a discussion of how state and non-state actors utilize this form of asymmetrical warfare to infiltrate government and corporate networks, risk management responds and risk strategies apply. Cross-listed with RISK 6209.

Restriction: junior/senior standing or instructor permission. Max hours: 3 Credits.

Grading Basis: Letter Grade

Restrictions: Restricted to Junior standing or higher.

**RISK 4309 - Strategic Risk Management (3 Credits)**

Strategic risk management (SRM) seeks to manage the risks inherent in a company's strategy, the risks to its plans to add value to its owners and society by raising its return on equity, allowing the company to compete successfully across a wider array of business environments, acting when its competitors cannot, and reducing its 'risk of ruin.' Because the future is unknown, SRM is charged with identifying and managing unknown uncertainties. The challenge of doing this makes for a fascinating course. Cross-listed with RISK 6309. Prereq: RISK 3809 and RISK 4809. Max hours: 3 Credits.

Grading Basis: Letter Grade

Prereq: RISK 3809 and RISK 4809.

**RISK 4409 - Employee Benefits and Workforce Risk Management (3 Credits)**

The course surveys an array of popular employee benefit programs to attract, protect, and retain valued employees. It also focusses on risk management programs that invest in human capital and address the downside risks of employing a workforce. Restriction: Junior or Senior standing. Cross-listed with RISK 6409 and MGMT 4460/6760. Max hours: 3 Credits.

Grading Basis: Letter Grade

Restriction: Junior or Senior standing

**RISK 4509 - Global Risk Management (3 Credits)**

This course is designed to study how risk is transferred globally. The course will include travel to London, which is the home to many of the world's largest insurers and reinsurers. While in London, we will visit and have presentations from insurance brokers, companies, Lloyds of London, and reinsurers. Prereq: One RISK course. Restriction: Junior or Senior standing. Cross-listed with RISK 6509. Max hours: 3 Credits.

Grading Basis: Letter Grade

Prereq: One RISK course Restriction: Restricted to students with junior/senior standing.

**RISK 4609 - Claims Management (3 Credits)**

This course will provide an overview of the claims process in the Property and Casualty Insurance world. Students will learn about basic claims handling for personal and commercial claims as well as how to determine coverage and legal issues. Prereq: RISK 3809 with a grade of at least C (GPA 2.0). Restriction: Junior/Senior standing required. Max hours: 3 Credits.

Grading Basis: Letter Grade

Prereq: RISK 3809 with a grade of at least C (GPA 2.0) Restriction: Junior/Senior standing required

**RISK 4709 - Life and Health Insurance (3 Credits)**

This course introduces students to life and health insurance concepts and policy types with an emphasis on insurance planning for individuals and businesses. The insurance industry and trends within it are also explored. Prereq: RISK 3809 and FNCE 3000 with a grade of at least C (GPA 2.0). Restriction: Junior/Senior standing required. Cross-listed with RISK 6709. Max hours: 3 Credits.

Grading Basis: Letter Grade

Prereq: RISK 3809 and FNCE 3000 with a grade of at least C (GPA 2.0)

Restriction: Junior/Senior standing required

**RISK 4809 - Property & Casualty Insurance (3 Credits)**

Students learn the fundamentals and uses of personal and commercial property and casualty insurance, including cost and pricing issues. Insurance company financial management and current trends in the insurance industry are also explored. Restriction: Junior/Senior Standing, or permission of the instructor. Max hours: 3 Credits.

Grading Basis: Letter Grade

Restriction: Junior/Senior Standing

**RISK 4909 - Corporate Risk Management (3 Credits)**

This course provides an overview of the corporate risk management process. It considers the ways companies identify their risk exposures, the tools used to measure and mitigate those exposures including the latest developments in alternative risk transfer, and ultimately, how risk management adds value to the firm. Prereq: RISK 3809 with a grade of C or higher. Coreq: FNCE 3500. Restriction: Restricted to undergraduate Business majors with junior standing or higher. Cross-listed with FNCE 4909/6909 and RISK 6909. Max hours: 3 Credits.

Grading Basis: Letter Grade

Prerequisite: RISK 3809 with a grade of C or higher. Corequisite: FNCE 3500. Restriction: Restricted to undergraduate Business majors with junior standing or higher.