

SPRING 2008 495 SPECIAL TOPICS COURSES

BUS 495B - Business Ethics. Will satisfy the ethics requirement for Accounting and Business majors. G. Young

This course delivers best management practices to define, communicate, and implement ethical decision making in business organizations. Students develop skills to persuasively communicate their own personal ethical perspective, to network with managers who have reputations for ethics excellence, to contribute articles to an online Business Ethics newsletter, to formulate and implement Codes of Business Ethics, and to participate in a \$1000 Business Ethics Case Competition hosted by the Business Ethics Society.

BUS 495C - Product Brand Management. Prerequisite: BUS 360. Will count in the Marketing Concentration for Business majors. D. Sirdeshmukh

In today's business environment, both domestic and global, a key function of marketing decision makers is to identify and develop strategies that capitalize on the firm's unique capabilities and provide value to the customer. Central to creating customer value is the firm's portfolio of innovations, mature products, and brands. The purpose of this course is to provide an in-depth understanding of marketing planning and implementation involved in product and brand management. The course places emphasis on developing specific marketing strategies to support the creation and launch of new products and to successfully manage existing products and brands.

BUS 495E - Compensation Systems: Employee Benefits and the Composition of Total Compensation. Prerequisite: BUS 330. Will count in the Human Resource Management concentration for BUS majors, will count in the Managerial concentration for ACC majors. Students cannot count both BUS 434 and 495E for credit. R. Clark.

Retirement plans, health insurance, social security, Medicare, stock options and other forms of non-cash compensation. Importance of government regulation, economic conditions, and worker preferences. Strategies for determining the mix between cash and benefits.

BUS 495G - Supply Chain Practicum. Prerequisite: BUS 370 and one Ops/Supply Chain concentration course. Will count in the Ops/Supply Chain concentration for BUS majors, will count in the Managerial concentration for ACC majors. D. Favre.

This course is comprised of a team-based project working at companies such as IBM, Caterpillar and Nortel on real world supply chain management issues. The projects will focus on topics such as procurement, materials management, forecasting, logistics or manufacturing. This class requires selective admission. your resume and degree audit must be sent to djfavre@ncsu.edu.

BUS 495I-Compensation Systems: Direct Pay. Prerequisite: BUS 330. Will count in the Human Resources concentration for BUS majors, will count in the Managerial concentration for ACC majors. Students cannot count both BUS 434 and 495I for credit. P. Mulvey

Direct compensation philosophy, strategy, and policy. Merit pay, individual, and group incentive plans. Legal, regulatory, economic, and strategic issues affecting direct compensation. Strategies for developing an internally consistent and market competitive pay structure to enhance organizational performance.

BUS 495K. Supply chain Purchasing. Prerequisite: BUS 370. Will count in the Ops/Supply Chain Concentration for BUS majors, will count in the managerial concentration for ACC majors. D. Favre.

This case based course will provide students with specific skills that will be directly applicable to a supply chain, purchasing and/or supply management position in industry. These skills will include: spend analysis, commodity segmentation, supplier and industry research, insource vs. outsource decisions, supplier evaluation (including financial analysis), request for information/proposal development, supplier bid evaluation and total cost of ownership analysis.

BUS 495R - Marketing Strategy. Prerequisite: BUS 462. Will count in the marketing concentration for Business majors. E. Weems.

Analysis of critical marketing issues confronting business decision makers in both domestic and global businesses. Application of advanced marketing principles, concepts and techniques to develop effective marketing strategies for profitable business growth.

BUS 495T - Services Marketing. Prerequisite: BUS 360. Will count in the marketing concentration for Business majors. T. Hollman.

The U.S. economy is dominated by services - more than 75% of the labor force and the GDP are accounted for by services industries. The primary theme of the course is that service organizations require a distinctive approach to marketing and management. This course thus focuses on the unique challenges of managing services and delivering quality service to customers. The attraction, retention and building of strong customer relationships through service quality and customer satisfaction is at the heart of the course content. The course is equally applicable to organizations whose core product is service (e.g., banks, transportation companies, hotels, hospitals, etc.) and to organizations that depend on service excellence for competitive advantage (high technology manufacturers, industrial goods, etc.).

BUS 495X - Systems Analysis. Prerequisite: BUS 340. Will count in the Information Technology/Systems concentration for Accounting and Business majors.

This course provides you with an overview of methodical approaches to developing information systems throughout systems analysis, design, and implementation. Strategies and techniques of systems analysis and design are introduced so that students can successfully cope with the complexities of developing information systems. Topics to be covered include software development life cycle (SDLC), project management, feasibility studies, requirements analysis, systems analysis, preparing systems proposals, and systems design. Emphasis is placed on the analysis phases and the role of the end users in the process within the realm of the organizational structure, politics, and culture.

BUS 495U - Advanced Topics in Human Resources. Will count in the Human Resources Concentration for Business majors. Please contact Dr Davidson at clint_davidson@ncsu.edu for more information.

EC 495Y - Law and Economics. Prerequisite: EC 201 or EC 205. Will count as an economics elective for Economics majors, as a restricted or free elective for Accounting or Business majors.

This course will be an introduction to the economic analysis of law. This field, which now is well established in many law schools and economics departments, concerns itself with economic explanations of laws. Many features of the law can readily be explained as means to assure effective management of resources, which is to say, economic efficiency. For some parts of the law, such as contract, that are obviously related to economic activities, this claim is not particularly surprising. But economics also provided insights to more remote areas of the law such as family law and criminal law.

BUS 495S - Management Internship Experience.

BUS 495S is a one-hour CR-only (satisfactory/unsatisfactory) course offering. Credit for BUS 495S will be applied to the "non-degree/additional course" section of the degree audit: BUS 495S does not apply toward degree requirements. Approval by the Associate Dean of Undergraduate Programs or designee is required for enrollment. For additional information and application:

http://mgt.ncsu.edu/documents/internshipforcreditpolicy_001.pdf