BGEN - Business: General

BGEN 204. Business & Entrepreneurship Fundamentals. 3 Credits. (3 Lec) F,S
This interactive course focuses on developing an entrepreneurial mindset and understanding fundamental business concepts in management, marketing, accounting, and finance. Intended for transfers into the College of Business & Entrepreneurship, non-business majors, and those who have not taken BGEN 194US.

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BGEN 242D. Intro to Int'l Business. 3 Credits. (3 Rct) F,S
Introduces topics of globalization: differences in political economies, culture, legal systems, and ethical standards; international trade laws; issues in foreign direct investment trade alliances; global economic, financial, marketing, and human resource challenges; and organizational and strategic issues for international business.

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BGEN 361. Principles of Business Law. 3 Credits. (3 Lec) F,S,Su
PREREQUISITE: Junior standing. Survey of the U.S. legal system, business ethics, and the following areas of law: civil procedure, torts, contracts, UCC Article 2, intellectual property, employment, agency, and organizational forms. Emphasis on written and oral communication skills, critical thinking, and collaborative learning.

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BGEN 499. Senior Thesis/Capstone: Strategy Seminar. 4 Credits. (1 Lec, 3 Sem) F,S,Su
PREREQUISITE: Senior standing, formal admission to the College of Business, consent of instructor, and completion of BMGT 335, BMIS 311, BMGT 322, BMKT 325, BFIN 322, and BGEN 361. This course is taken the last semester prior to graduation. Explores how firms achieve competitive advantage in the context of single and multi-business firms using the tools of strategic analysis.

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Font Notice
This document should contain certain fonts with restrictive licenses. For this draft, substitutions were made using less legally restrictive fonts. Specifically:

Times was used instead of Adobe Garamond Pro.

The editor may contact Leepfrog for a draft with the correct fonts in place.