BUSINESS

The Eli Broad College of Business
Eli Broad College of Business
and The Eli Broad Graduate
School of Management

101 Freshman Seminar for College of Business Students
Fall. 1(1-0) R: Open to freshmen in the Eli Broad College of Business and The Eli Broad Graduate School of Management. Approval of college.

Exploration of students' interests. Interaction with business and academic professionals. Laying the foundation of skills and knowledge for success in business.

102 Career Seminar for Business Students
Spring. 1(1-0)

Introduction to careers in business, the world of work, business professionals, and skills necessary for success in the business professions.

170 Business Model Development: The Hive Startup
Fall, Spring, Summer. 1 credit.

Moving new venture business ideas to implementation in an idea and collection laboratory.

190 The Art of Starting
Spring. 3(3-0) RB: Interest in entrepreneurship.

Aspects of the entrepreneurial experience. The entrepreneurial mindset and the venture creation process. Foundation for getting a venture started, and understanding of what it takes to be an entrepreneur.

201 Sophomore Seminar for Business
Fall, Spring. 1(1-0) P: BUS 101 RB: BUS 102 R: Open to sophomores in the Eli Broad College of Business and The Eli Broad Graduate School of Management. Approval of college.

Professional identity development as a global business leader. Topics include: multicultural competence, professional decision making, career strategies, working in a diverse team, and developing professional mentor relationships.

230 The Entrepreneurial Mindset
Summer. 3(2-0) P: BUS 190 SA: MKT 230


231 Venture Launch
Fall, Summer. 3(2-0) P: BUS 230 SA: MKT 231

Creating a minimum viable product. Market testing. Building a basic business model. Developing and executing a launch plan.

250 Business Communications: Oral and Written Skills
Fall, Spring, Summer. 3(3-0) P: Completion of Tier I Writing Requirement R: Open to undergraduate students in the Eli Broad College of Business and The Eli Broad Graduate School of Management.

Communication skills including use of digital media, delivery mechanics, persuasive speaking, and preparation of executive briefs, memos, email messages.

291 Special Topics: Introduction to Business
Fall, Spring, Summer. 3(3-0) R: Approval of college.


383 Business International Internship
Fall, Spring. 1 to 3 credits. A student may earn a maximum of 3 credits in all enrollments for this course. R: Open to undergraduate students in the Eli Broad College of Business and The Eli Broad Graduate School of Management. Approval of college.

International work experience in business.

491 Special Topics in Business
Fall, Spring. 1 to 6 credits. A student may earn a maximum of 6 credits in all enrollments for this course. R: Open to juniors or seniors in the Eli Broad College of Business and The Eli Broad Graduate School of Management and not open to students in the School of Hospitality Business.

Advanced study of interrelatedness of business functions not typically found in the business academic departments.