

# GENERAL BUSINESS (BU)

## BU204: Macroeconomics

Macroeconomics involves the theory, principles, and practices of economics that affect the national economy as a whole. Topics covered in this course include national income determination, economic growth, aggregate demand, aggregate supply, unemployment, inflation, the Federal Reserve system, monetary policy, fiscal policy, and global economies.

Quarter Credit Hours: 5 | Prerequisite: BU224

### BU204M1: Macroeconomic Interactions

Examine how consumer spending, savings, investment spending, and other factors contribute to long-run economic growth.

Quarter Credit Hours: 1 | Prerequisite: BU224

### BU204M2: Measuring the Macroeconomy

Examine macroeconomic aggregate indicators, such as the GDP, inflation rate, unemployment rate, and their implications on the national economy.

Quarter Credit Hours: 1 | Prerequisite: BU224

### BU204M3: Money and the Macroeconomy

Examine the roles of money, banking, and the Federal Reserve System, and how monetary policy is used to mitigate negative impacts on the national economy.

Quarter Credit Hours: 1 | Prerequisite: BU224

### BU204M4: Fiscal Policy and the Macroeconomy

Examine how fiscal policy is used to mitigate negative impacts on the national economy.

Quarter Credit Hours: 1 | Prerequisite: BU224

### BU204M5: Macroeconomic Interactions With Other Countries

Examine how exports, imports, the balance of payments, and capital flows impact individual national economics and global economics.

Quarter Credit Hours: 1 | Prerequisite: BU224

## BU224: Microeconomics

Microeconomics is an introduction to economic principles that influence decisions of individual consumers and business managers. You will examine how the law of supply and demand is reflected in pricing and quantity decisions in a variety of market situations. Close attention will be paid to how a firm's cost structure affects decisions regarding how much to produce, given a price in a perfectly competitive market situation, compared to pricing and quantity decisions in other market structures. Consideration will be given to how individuals' concepts of cost versus benefit enter into their buying decisions. The impact of governmental attempts to modify market outcomes will be a special focus of the course.

Quarter Credit Hours: 5 | Prerequisite: MM150, MM212, or MM207; CM220

### BU224M1: Supply and Demand Analysis

Examine how various supply and demand scenarios affect the way prices and quantities are set by market interactions in perfectly competitive markets.

Quarter Credit Hours: 1 | Prerequisite: MM150, MM212, or MM207; CM220

### BU224M2: Governmental Price Setting

Examine changes in price and quantity caused when governments take actions to modify market outcomes.

Quarter Credit Hours: 1 | Prerequisite: MM150, MM212, or MM207; CM220

### BU224M3: Impacts on Pricing and Production

Examine how changes in the cost of production affect pricing and production quantity decisions of a firm in a perfectly competitive market.

Quarter Credit Hours: 1 | Prerequisite: MM150, MM212, or MM207; CM220

## BU224M4: Understand Competitive Market Environments

Examine how the behavior of a firm changes when it operates in monopolistic, oligopolistic, and monopolistically competitive market environments.

Quarter Credit Hours: 1 | Prerequisite: MM150, MM212, or MM207; CM220

## BU224M5: Concepts of Utility

Examine how the concept of utility affects purchasing decisions by individuals and consumer surplus.

Quarter Credit Hours: 1 | Prerequisite: MM150, MM212, or MM207; CM220

## BU311: Project Management in Action

This culminating course integrates project management concepts with an individual's experiences and desired area of focus. The course emphasizes reflection on the application of the core project management knowledge that has been developed through the study of project management principles, and infuses these principles into specific areas of vocation or interest. The course is available as a 1-4 credit offering, and is required to fulfill the Purdue Global and Google Project Management certificate.

Quarter Credit Hours: 1 | Prerequisite: MT247 (may be taken concurrently)

## BU312: Project Management in Action

This culminating course integrates project management concepts with an individual's experiences and desired area of focus. The course emphasizes reflection on the application of the core project management knowledge that has been developed through the study of project management principles, and infuses these principles into specific areas of vocation or interest. The course is available as a 1-4 credit offering, and is required to fulfill the Purdue Global and Google Project Management certificate.

Quarter Credit Hours: 2 | Prerequisite: MT247 (may be taken concurrently)

## BU313: Project Management in Action

This culminating course integrates project management concepts with an individual's experiences and desired area of focus. The course emphasizes reflection on the application of the core project management knowledge that has been developed through the study of project management principles, and infuses these principles into specific areas of vocation or interest. The course is available as a 1-4 credit offering, and is required to fulfill the Purdue Global and Google Project Management certificate.

Quarter Credit Hours: 3 | Prerequisite: MT247 (may be taken concurrently)

## BU314: Project Management in Action

This culminating course integrates project management concepts with an individual's experiences and desired area of focus. The course emphasizes reflection on the application of the core project management knowledge that has been developed through the study of project management principles, and infuses these principles into specific areas of vocation or interest. The course is available as a 1-4 credit offering, and is required to fulfill the Purdue Global and Google Project Management certificate.

Quarter Credit Hours: 4 | Prerequisite: MT247 (may be taken concurrently)

## BU481: Independent Directed Study I

In this course, you will engage in an independent directed studies project focused on a self-selected research project. You will select a topic of inquiry that is of interest and relevant to your professional goals. There is flexibility built into the course with the intent of giving you options to synthesize and apply the concepts presented into your own unique career field, company, and/or industry.

Quarter Credit Hours: 1 | Prerequisite: None

**BU482: Independent Directed Study II**

In this course, you will engage in an independent directed studies project focused on a self-selected research project. You will select a topic of inquiry that is of interest and relevant to your professional goals. There is flexibility built into the course with the intent of giving you options to synthesize and apply the concepts presented into your own unique career field, company, and/or industry.

Quarter Credit Hours: 2 | Prerequisite: None

**BU483: Independent Directed Study III**

In this course, you will engage in an independent directed studies project focused on a self-selected research project. You will select a topic of inquiry that is of interest and relevant to your professional goals. There is flexibility built into the course with the intent of giving you options to synthesize and apply the concepts presented into your own unique career field, company, and/or industry.

Quarter Credit Hours: 3 | Prerequisite: None

**BU484: Independent Directed Study IV**

In this course, you will engage in an independent directed studies project focused on a self-selected research project. You will select a topic of inquiry that is of interest and relevant to your professional goals. There is flexibility built into the course with the intent of giving you options to synthesize and apply the concepts presented into your own unique career field, company, and/or industry.

Quarter Credit Hours: 4 | Prerequisite: None

**BU485: Independent Directed Study V**

In this course, you will engage in an independent directed studies project focused on a self-selected research project. You will select a topic of inquiry that is of interest and relevant to your professional goals. There is flexibility built into the course with the intent of giving you options to synthesize and apply the concepts presented into your own unique career field, company, and/or industry.

Quarter Credit Hours: 5 | Prerequisite: None

**BU486: Independent Directed Study VI**

In this course, you will engage in an independent directed studies project focused on a self-selected research project. You will select a topic of inquiry that is of interest and relevant to your professional goals. There is flexibility built into the course with the intent of giving you options to synthesize and apply the concepts presented into your own unique career field, company, and/or industry.

Quarter Credit Hours: 6 | Prerequisite: None