

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)

BU429: Cultural Intelligence

In this education abroad experience, you will investigate the intercultural skills necessary to relate and work effectively in globally oriented contexts. Topics covered include understanding cultural values and norms, identifying individual cultural identity, addressing cultural conflict, navigating cultural adaptation experiences, and communicating effectively across cultures. You will use these skills as part of either a virtual or in-person international trip as you experience local professional and social culture. Upon satisfactory completion of all coursework requirements, you will be eligible to receive the Global Competence Certificate (GCC), an internationally recognized mark of the ability to employ principles of intercultural awareness in professional and social settings. You may also be eligible to receive the Global Scholar micro-credential, which recognizes learners who have distinguished themselves as global scholars through advanced intercultural skill development and participation in a virtual or travel Education Abroad experience. NOTE: There is an additional course fee for participation in the field experience. Please contact PG Education Abroad (educationabroad@purdueglobal.edu) for detailed pricing.

Quarter Credit Hours: 5 | Prerequisite: Enrollment in any undergraduate-level degree program and permission from School of Business and Information Technology

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