

Course Announcement

BNAD 510

Business Foundations for Scientists

Fall Semester 2013

Thursday 5:00 – 7:30 PM

McClelland Hall Room 125

Professor Ken Smith and other Eller College Faculty

Course Overview

BNAD 510 introduces graduate science/engineering students to topics of economics and business, including accounting, marketing, finance, operations, management information systems, human resources and strategy. The goal is to prepare students to work effectively as partners with business professionals in technology companies. Students also develop team work and written and oral communication skills.

Course Outcomes

Through participation in a variety of class discussions, assignments, and events intended to stimulate critical thinking and application of business principles, students exiting BNAD 510 will have a greater understanding of business as it relates to their individual scientific focus. Specific outcomes for each module are posted in detail, week by week, on Blackboard.

Portfolio Project

Throughout the semester, students work in teams to apply what they are learning to a company they have selected. A final report and presentation allows them to demonstrate why the company's business strategy, financial condition, operations and human resource policies, and innovation and marketing initiatives make the company an attractive investment opportunity.

Course Registration

To enroll in the course email Michelle Piontek at mpiontek@eller.arizona.edu