
USB

US Culture and Business Practices

#USB 201 US CULTURE AND BUSINESS STUDIES. (3)

This course introduces students to American Business Studies. Topics will include American history, culture, and society and will be presented within three key organizing themes: National Formations, American Communities, and Literary Arts. Interdisciplinary emphasis will show the importance of US politics, social norms and values, literature, civil rights, regions, law, and history to business practice in historical and contemporary contexts. Students will be introduced to methodologies drawn from core American Studies disciplines, including English, Geography, History, Political Science, and Sociology.

#USB 495 SENIOR CAPSTONE SEMINAR. (3)

This course is the capstone seminar for the US Culture and Business Practices major. The seminar format will focus on original research projects that bring together a focus on the major's four organizing themes (National Formations, Communities and Identities, Literary Arts) and emphasize connections to students' business courses through a specific case study or studies. Depending upon the instructor, the projects may be individual or group oriented. This course provides full Graduation Composition and Communication Requirement (GCCR) credit for the USB major. In order to receive GCCR credit a student must a) Earn an average of C or better on all GCCR assignments, and b) Have completed at least 30 credit hours of college-level coursework prior to registering for the course. Prereq: Completion of University Writing requirement.