Discussion of literary and historical sources that reflect the attitudes and experience consisting of four courses, taken concurrently, which introduces COB 300A is the management component of an integrated learning experience consisting of four courses, taken concurrently, which introduces the fundamental conceptual tools of management, finance, operation and marketing in such a way as to establish their mutual relevance and interdependence. Students work in small project teams on tasks designed to require the application in concert of conceptual tools from each of the function areas. Prerequisites: Completion of all required 100- and 200-level B.B.A. core courses, junior standing (56 hours) and formal admission to the College of Business.

COB 300B. Integrated Functional Systems: Finance. 3 credits. COB 300B is the finance component of an integrated learning experience consisting of four courses, taken concurrently, which introduces the fundamental conceptual tools of management, finance, operation and marketing in such a way as to establish their mutual relevance and interdependence. Students work in small project teams on tasks designed to require the application in concert of conceptual tools from each of the function areas. Prerequisites: Completion of all required 100- and 200-level B.B.A. core courses, junior standing (56 hours) and formal admission to the College of Business.

COB 300C. Integrated Functional Systems: Operations. 3 credits. COB 300C is the operations component of an integrated learning experience consisting of four courses, taken concurrently, which introduces the fundamental conceptual tools of management, finance, operation and marketing in such a way as to establish their mutual relevance and interdependence. Students work in small project teams on tasks designed to require the application in concert of conceptual tools from each of the function areas. Prerequisites: Completion of all required 100- and 200-level B.B.A. core courses, junior standing (56 hours) and formal admission to the College of Business.

COB 300D. Integrated Functional Systems: Marketing. 3 credits. COB 300D is the marketing component of an integrated learning experience consisting of four courses, taken concurrently, which introduces the fundamental conceptual tools of management, finance, operation and marketing in such a way as to establish their mutual relevance and interdependence. Students work in small project teams on tasks designed to require the application in concert of conceptual tools from each of the function areas. Prerequisites: Completion of all required 100- and 200-level B.B.A. core courses, junior standing (56 hours) and formal admission to the College of Business.

COB 301. European Integration, Culture and History. 3 credits. This course is designed to complement the COB 300 A-D or European marketing minor when taught as part of the semester in Antwerp, Belgium program. COB 301 will only be offered as part of the semester in Antwerp program. Students will study European integration in the classroom and visit governmental institutions, historical places and cultural events associated with course content. Prerequisites: Requires acceptance to the semester in Antwerp program. Must be taken as a corequisite with COB 300 or courses for the European marketing minor. Cannot be used as an elective to fulfill any COB major or any other minor.

COB 487. Strategic Management. 3 credits. Strategic management is designed to be the capstone course for seniors completing their undergraduate studies in the various functional areas of business administration. The course is comprehensive and structured to build on the foundational knowledge students have gained through completing the interdisciplinary COB 300, Integrated Functional Systems, learning experience and from their respective concentrations. Prerequisites: COB 300 and completion of one full academic semester after completing COB 300.

COB 490. Special Studies in Business Administration. 1-3 credits. Designed to give capable students an opportunity to complete a faculty supervised independent study apart from a specific major. Prerequisite: Permission from the Associate Dean for Student Services.

COB 491. Peer Adviser Training. 0 credits. This block course will provide peer adviser trainees with the information necessary to give guidance to their peers in understanding various university and college academic policies and procedures and the university resources available to address academic questions and issues. Cannot be applied to any College of Business major or minor. Prerequisites: Junior standing (78 credit hours) and approval of the Associate Dean for Student Services one month prior to registration.

COB 492. Peer Advising. 2 credit hours per semester, limit of 4 credit hours total. Practicum in advising focuses on College of Business students providing guidance to their peers in understanding various university and college academic procedures and policies, as well as offering knowledgeable referrals to appropriate university resources. May be taken twice for up to four credit hours. Cannot be applied to any COB major or minor. Prerequisites: Senior standing and successful completion of COB 491.