

Northwood University
School of Business Administration
Course Catalog - Fall 2025

Department Overview:

The School of Business Administration prepares students to become leaders in a dynamic global economy. Our programs emphasize ethical decision-making, innovation, and analytical skills.

Course Listings

Course Code: BUS 101

Course Title: Introduction to Business

Credits: 3

Description: A survey course covering the primary functional areas of business: management, marketing, finance, accounting, and operations. The course provides a broad overview of how organizations operate and compete in the modern marketplace.

Prerequisites: None

Instructor: Professor Peter Drucker

Schedule: Tue/Thu 9:30 AM - 10:45 AM

Course Code: BUS 220

Course Title: Business Analytics I

Credits: 3

Description: This course introduces students to the tools and techniques for data-driven decision-making. Topics include descriptive statistics, data visualization, probability distributions, and an introduction to statistical inference. Students will gain hands-on experience using software like Excel and Tableau to analyze real-world business data.

Prerequisites: BUS 101, MATH 150

Instructor: Dr. Florence Nightingale

Schedule: Mon/Wed/Fri 11:00 AM - 11:50 AM

Course Code: BUS 340

Course Title: Principles of Marketing

Credits: 3

Description: An exploration of marketing strategy and practice. Topics include consumer behavior, market research, branding, product development, pricing, promotion, and distribution channels. The course uses a combination of lectures, case studies, and a team-based marketing plan project.

Prerequisites: BUS 101

Instructor: Professor Philip Kotler

Schedule: Tue/Thu 2:30 PM - 3:45 PM

