

## **Bachelor of Business Administration Course Description**

### **Numbering System**

- **100–300** Undergraduate General Education and Core Courses
- **301–499** Undergraduate upper level and Concentration Courses
- **PA:** Courses with Proctored Assessment.

### **ACCT 100. Accounting 1**

Provides an understanding of accounting concepts, assumptions, and principles. Covers analysis and recording of business transactions; the adjusting process; and the procedures to complete the accounting cycle. Progresses to illustrating merchandising operations and merchandise inventory accounting; covers internal control and cash; and explains accounting procedures for receivables.

### **ACCT 200. Accounting 2**

Prerequisite: ACCT100

This course provides a framework for financial accounting concepts and practices used by internal and external users in businesses. Topics presented include the accounting cycle, financial reporting, financial statements analysis, ratio calculation and interpretation.

### **ACCT 300. The Tax System**

Prerequisite: ACCT 200

This course will help students understand the economics behind taxation. Both theoretical and applied economic tools will be used to analyze various issues of tax policy. As great emphasis will be put on bridging the gap between theory and applied cases, students will be asked both to formalize tax issues and to discuss the complexity of real-life taxation.

### **BUL 100. Business Law**

Examines the legal environment of business and the basis of authority for government to regulate business. Covers the legal aspects concerning agency relationships, partnerships, and corporations. Focuses on several related areas in law: an agent's responsibility to its principal, a principal's responsibility to a third party, partners' responsibilities to each other and third parties, and internal and external legal considerations of a corporation.

### **CIS 100. Computer Science 1**

This course introduces computer applications for use including a brief introduction to computer concepts, computer operating systems, software and hardware. It introduces the student to Microsoft Office, (Word, Excel, and PowerPoint) including Windows operating system and productivity tools for collaborative teamwork.

### **CIS 300. Advanced Computer Science**

Prerequisite: CIS100

This course involves extensive work in computer software such as Microsoft Office, (Word, Excel, PowerPoint and Access).

**COM 101 and COM 102. Communication 1 and 2**

COM 102 Prerequisite: COM 101

Communication 1 and 2 represent a General Education foundation. In these classes, you will learn important concepts and skill sets that translate across disciplines. Both COM 101 and COM 102 provide information that is relevant to students of all majors and disciplines. Their goal is to introduce students to the foundations of communication, a skill we all use regardless of our career.

**COM 200. Communication 3**

Students will learn to write a variety of documents characteristic of the business world including letters, memos, short reports, and formal reports. The course will focus on techniques for writing clearly, concisely, and persuasively. The course will also help students develop skills in presentations, Interviews, Speeches.

**COM 300. Communication 4**

Introduces students to the basic corporate communication, what it encodes and promotes, the external communications, media relations, external events, company profiling, and introduction to internal communication.

**ECO 100. Microeconomics**

Examines economic decision-making process, theory of consumer behavior, economics of the firm, and market structure. Discusses major issues of welfare economics, comparative systems, and other microeconomics topics.

**ECO 200-PA. Macroeconomics**

Examines the relationships of aggregate economic activity, output determination, and national economic problems of inflation and unemployment. Considers the appropriate use of fiscal and monetary policy by the government to alleviate these problems. Discusses economic growth, economic development, and the effects of international trade

**ECO 360. International Economics I.**

Prerequisite: ECO200

This course is an overview of international trade theory. Topics include world trade, labor productivity, comparative advantage, the Ricardian model, The Hecksler-Olin-Samuelson framework, economies of scale, and imperfect competition in international trade, the theory of external economies, and international labor mobility.

**ECO 400. International Economics II.**

Prerequisite: ECO360

This course is a continuation of ECO 360 International Economics I. It expands the foundation in trade theory to cover international monetary economics. Topics include exchange rate determination, open economy macroeconomics, the international monetary system, global capital markets, and the economic development of underdeveloped countries.

**ENC 101. English Composition 1**

**ENC102-PA. English Composition 2**

Prerequisite: ENC101

Introduces practice and applies structure through the development of a wide range of topics dealing with literature, economics, health care, and life-style. Reading, exercises, writing are integral aspects of these courses.

**ENC 201 and 202. Research and Writing 1 and 2**

ENC202 Prerequisite: ENC201

These writing courses introduce students to discourse, research, and research writing for the purpose of proposing solutions to problems and have the opportunity to enter into important discussions and ultimately create a digital portfolio that enables them to publish and share their research and writing.

**ENC 300. Business English**

Business English is a necessary course to go on with other classes. Students are now expected to be able to not only speak easily but also write with the necessary knowledge, following international writing guidelines and with confidence. Special emphasis will be placed upon business writings and team development. The learner will demonstrate understanding of the critical importance of business English within the dynamic, complex, and evolving nature of the industry.

**ENC 350. Writing Internship Reports**

This special writing course introduce students to writing specific reports, including Internship and job-related reports.

**FIN 100. Finance 1**

Serves as a foundation course in business finance. Provides a conceptual framework for the financial decision-making process and introduces tools and techniques of finance including financial mathematics, capital budgeting, sources of funds and financial analysis. Topics include acquisition and use of short-term and long-term capital; financial markets, financial control; time value of money; cash, operation and long-range budgeting; and cost of capital.

**FIN 200-PA. Finance 2**

Prerequisite: FIN100

With the balance sheet as a reference point, this course provides an introduction and overview of the acquisition, financing, and management of business assets.

**FIN 300. Money and Banking**

Prerequisite: FIN200

Discusses the role of financial institutions, the banking system, the Federal Reserve System, and the nature and effectiveness of monetary policy tools.

**FIN 350. Corporate Finance**

Prerequisite: FIN200

Studies the financial management of the business firm, primarily corporations. Topics covered include the financial goals of the firm, its economic and legal context, valuation of financial securities, analysis of financial statements, and the efficient management of capital resources and investments within the risk-return trade-off. Topics are explored in theory, using analytical techniques, and through financial markets and institutions.

**FIN 360. International Finance.**

Prerequisite: FIN200

This advanced course covers the processes and complexities of international business finance. Topics covered include international financial management, measuring and managing foreign exchange exposure, financing the global firm, foreign investment decisions, managing multinational operations, international portfolio theory, currency risk management, and interest rate risk management.

**GEB 100. Introduction to Business**

Provides a foundation in business operations through a survey of major business functions (management, production, marketing, finance and accounting, human resource management, and various support functions).

**GEB 300. Small Business**

Provides the basic principles of operating and managing a small business. Topics include buying, merchandising, pricing, promotions, inventory management, customer service, location decisions, and planning. Reviews strategic planning considerations relative to operating a small business.

**GEB 356. International Business**

Examines the international business environment and presents strategic management considerations for international business operations. Exercises strategy formulation by analyzing the major environmental factors affecting global operations, the impact of economic integration, and the influence of government trade policy. Examines the range of market entry strategies and discusses considerations for operations management, financing, and human resource management to support international business. Presents strategy evaluation approaches to assess the effectiveness of company operations.

**GEB 400. Entrepreneurship**

Explores the concepts and applications of sustainable business including creating, leading, and managing business enterprises. Examines approaches for leading entrepreneurs, individuals and companies. Analyzes innovation issues including creating and realizing value, prioritizing opportunities, and managing the innovation process.

**ISM 300-PA. Management Information Systems**

Covers structures and concepts of management information systems. Emphasizes the importance of integrated information as used in the decision process and the information flows associated with each

decision point in a business structure. Enables development of a philosophy of information systems administration.

**LDR 200. Leadership and Innovation**

This course explores innovation theory and practice in relation to theories and processes of change. It includes the opportunity to explore leadership techniques relevant to change management, entrepreneurship and innovation.

**MAN 100-PA.Principles of Management**

The course highlights the development of management principles and their integration into modern management theory. Provides a survey of fundamental management concepts and techniques. Emphasis is placed on the roles, the environment, and the primary functions of the manager (planning, organizing, leading, controlling), as well as the skills required, and various techniques used to perform these functions.

**MAN 200-PA. E-Business**

Examines the development of electronic commerce, the basic technologies used to conduct e-business, and the various forms of electronic business. Presents marketing models used in e-business strategy. Examines the processes for business-to business and business-to-consumer transactions. Reviews the electronic commerce infrastructure, designing and managing online storefronts, payment options, security, privacy, and the legal and ethical challenges of electronic business.

**MAN 300-PA. Human Resources Management**

Analyzes the major human resource management functions in organizations. Presents the various components of the human resource management process (planning, recruitment, selection, training/development, compensation, performance appraisal, labor relations, employee relations), and the associated activities to perform these functions. Highlights the human resource management responsibilities of all managers. Emphasizes job analysis considerations, the supporting role of human resource management to strategic planning, and the major government legislation affecting human resource management.

**MAN 305. Operations & Production Management**

Presents production and operations concepts and the techniques used in their management. Examines the interaction of the operations functions with other primary functions such as marketing and finance. Analyzes the primary areas of process and product design, manufacturing, allocation of scarce resources, e-commerce, and quality management principles.

**MAN 328. Staffing Organizations**

Prerequisite: MAN300

Examines the role of staffing to support an organization's strategy and improve productivity. Reviews the key legal compliance issues associated with staffing organizations. Emphasis is placed on HRM planning, job analysis, effective recruitment strategies, developing selection processes, and formulation of staffing plans. Provides considerations for employee retention.

**MAN 330. Compensation Management**

Prerequisite: MAN300

Introduces and analyzes the basic concepts of compensation administration in organizations. Provides an intensive study of the wage system, methods of job evaluation, wage and salary structures, and the legal constraints on compensation programs.

**MAN 350. Training and Development**

Prerequisite: MAN300

Presents the concepts of learning (cognitive and behaviorist), principles of instructional design, and the relationship of motivation and learning. Analyzes the phases of the training process model and the activities associated with each phase. Reviews how to develop viable training programs to fit a variety of organizational requirements for both employee and management training and development.

**MAN 400. Business Policy and Strategy**

Provides an opportunity for students to integrate management principles, techniques, and theories by applying previously acquired knowledge of all business functional areas to analyze, develop, and implement business strategy. Utilizes cases from a variety of organizations, with emphasis on problem identification, analysis, and decision making on strategic issues.

**MAN 401. Labor Relations**

Prerequisite: MAN300

Presents the principles of labor-management relations and basic requirements of federal labor laws. Examines the role of the Federal Labor Relations Authority, the Federal Mediation and Conciliation Service, and other third parties. Includes the topics of union representation rights and obligations, employee rights, organizing, election procedures, unfair labor practices, collective bargaining negotiations, mediation impasses, grievances, and arbitrations.

**MAN 410. Organizational Behavior in Business**

Presents the fundamental concepts of organizational behavior. Emphasizes the human problems and behaviors in organizations and methods of dealing with these problems. Focuses on motivation, informal groups, power and politics, communication, ethics, conflict resolution, employment laws, technology and people, and managing change.

**MAN 450. Project Management**

Presents the fundamentals of the project management process and examines application of the process. Reviews the stages and activities in the project life cycle, the organization for project management, and various project control and evaluations processes. Introduces considerations for negotiation and human resource management concerns in project management

**MAR 100-PA. Marketing 1**

Introduces basic marketing principles and concepts. Emphasis is placed on the development of marketing strategy and the major components of the marketing mix, (product, price, promotion, and

distribution). Reviews the critical environmental factors of markets, domestic and international, and customer behavior characteristics that affect marketing operations. Highlights the integration of marketing with other functions in a business organization.

### **MAR 200. Marketing and Sales Management**

Prerequisite: MAR100

Provides a survey of the principles of advertising and sales management as critical components of marketing. Reviews the social and economic significance of advertising, ethical considerations, and how advertising influences buyer behavior. Examines the development and execution of advertising strategy including media planning, formulation of advertising campaigns, budgeting, and assessment. Presents the concepts of personal selling, building customer relationships, and ethical considerations in selling. Examines the development and execution of a sales strategy including buyer analysis, presentation and sales activities, and managing the sales force.

### **MAR 301. Marketing Management**

Prerequisite: MAR100

This course provides an in-depth treatment of marketing management principles, strategies, and practices. Emerging trends in the field are given comprehensive treatment. Topics covered include: reverse marketing, experiential marketing, Internet marketing, customer relationship management, global marketing, brand marketing, market oriented strategic planning, consumer and business markets, market segmentation and target marketing, product life cycle, new product and service development, brand strategy, pricing and pricing strategies, integrated marketing communication, promotional strategies, sales force management, and total marketing management.

### **MAR 305. Retail Management**

Prerequisite: MAR200

Retailing. Topics covered include strategic planning, identifying target customers, choosing a retail location, pricing, store image, and other factors in managing a retail business.

### **MAR 400. International Marketing**

Prerequisite: MAR100

This advanced course covers the processes and activities of international marketing, with emphasis on export development and management. Topics covered include concepts of international marketing and export management, the international environment, export market selection, market entry strategies, export entry modes, product and pricing decisions, export financing payment methods, promotion and market communications, export order and physical distribution, and the organization and planning of international marketing activities.

### **MAR 410. Marketing Communications**

Prerequisite: MAR301

Advertising and marketing communications tools that support sales efforts of the firm. Topics covered include: the integrated marketing, marketing mix, marketing planning, the legal environment, advertising, promotion, and public relations.

**MAR 450. Marketing Research**

Prerequisite: STA102

Key concepts, techniques, tools, issues and terminologies of marketing research. Topics covered include: purpose and uses of marketing research, online marketing research, marketing research process, ethics in marketing research, marketing research problem and objectives definition, research design, designing data collection forms, secondary data and online databases, qualitative data collection methods, survey data collection methods, measurement in market research, quantitative data analysis, and interpretation of data analysis results. The use of SPSS is integrated into the course.

**MAT 100. College Mathematics**

Emphasizes representations and operations of high degree polynomials and rational expressions, functions, and the graphing of linear functions. Methods of solving linear and quadratic equations are discussed. Graphs, rational, logarithmic, and exponential functions.

**PSY 100. Psychology 1**

Introduces psychology as a human and scientific endeavor. Includes examination of concepts and methods in learning, motivation, development, personality, and social behavior.

**STA 102. Statistics 1**

Concentrates on the art of describing and summarizing data. Includes the topics of experimental design, measures of central tendency, correlation and regression, and probability and chance variability. Demonstrates statistical applications to a wide variety of subjects, such as the social sciences, economics, and business.

**STA 300. Advanced Statistics**

Prerequisite: STA102

Concentrates on understanding and utilizing theoretical distributions, samples, statistical procedures for testing hypotheses, time series, analysis of variance (ANOVA), sampling techniques and sampling error, ANOVA and the Latin Square design, and multiple factor analysis.