

## Business Administration Courses

**Course Descriptions:** The hours identified with each course description represent the amount of time spent in the classroom, laboratory and clinical area per week during a semester.

**Prerequisite:** A prerequisite indicates a course which must be successfully completed before enrolling in other courses as indicated.

**Corequisite:** This indicates a course which must be taken no later than the same semester as the course described.

**Recommended Background:** Indicates level of course background or other criteria a student needs to be successful in a course.

### **BUS 185**

COMPUTER APPLICATIONS IN BUSINESS 3 Hrs

Selection and use of microcomputer software tools for business, industrial, and technical applications. Representative tools include word processors, spreadsheets, desktop publishing, and others.

*Fall, Spring*

### **BUS 200**

BUSINESS AND PROFESSIONAL COMMUNICATION 3 Hrs

An advanced course in oral and written communication with attention to settings often encountered in business and the professions. Elements of writing for business and the professions with emphasis on memos, letters, proposals, feasibility studies, progress reports, recommendations, evaluations, and other correspondence related to employment. Use of presentation software. Voice mail and e-mail use and etiquette.

*Fall, Spring*

Prerequisites: COMM 121; ENGL 101

### **BUS 230**

PRINCIPLES OF MANAGEMENT 3 Hrs

The process of management; functions of management; understanding human behavior; organizational structure and environment; corporate culture; organizational change and development; human resource development; leadership; operational considerations:

*Fall, Spring*

**BUS 233****HUMAN RESOURCE MANAGEMENT**

3 Hrs

The role of the human resource process; human resource planning; recruitment and selection; organizational development; training and development; compensation; performance management; health and safety; employee rights and discipline; labor relations.

*Fall, Spring*

Prerequisite: BUS 230

**BUS 270****BUSINESS LAW**

3 Hrs

The judicial system, lawsuit, contracts, uniform commercial code, agency and employment, partnerships, corporations, creditors' rights, and property law.

*Fall, Spring***BUS 281****INTRODUCTION TO MARKETING**

3 Hrs

Social, economic, legal, global and other environmental aspects of marketing. Impact of microeconomic theory on an organization's product or service offerings. Special emphasis on the changing environment and its effect on marketing strategy and marketing variables; product, price, channels of distribution and promotion necessary when developing a marketing plan.

*Fall, Spring***BUS 282****CONSUMER BEHAVIOR**

3 Hrs

Concepts and research findings from the behavioral and social sciences in the solution of marketing problems; consumer affect, cognition and decision making.

*Fall, odd years*

Prerequisite: BUS 281

**BUS 307****FUNDAMENTALS OF  
INTERNATIONAL BUSINESS**

3 Hrs

An introduction to international business theory and practice. Fundamental concepts and issues in the marketing, management and financing of international business and commerce.

*Fall, Spring*

Recommended Background: Sophomore standing

**BUS 317**  
**CULTURE AND**  
**INTERNATIONAL MANAGEMENT** 3 Hrs  
Explores complex topics such as language and communication, cultural and pragmatic disparities of background, and other issues vital to success in international business ventures; negotiating; selection and training of expatriates, compensation, and repatriation issues in international management.  
*Spring, odd years*  
Prerequisite: BUS 307

**BUS 321**  
**PROMOTIONS MANAGEMENT** 3 Hrs  
The four elements of the promotional mix—advertising, sales promotion, personal selling, and public relations. Development and formal planning of promotional campaigns, including advertising campaigns, public relations efforts, personal selling efforts, and other various media campaigns. Social responsibility, ethics and regulation.  
*Fall, even years*  
Prerequisite: BUS 281

**BUS 330**  
**LABOR RELATIONS** 3 Hrs  
Evolution, role and structure of unions in private and public sectors; organizational elections and certification procedures; theory and practice of collective bargaining; issues in collective bargaining; the labor agreement; grievance handling; strikes and their legality; settlement of industrial disputes; unions in the international arena.  
*Fall, odd years*

**BUS 331**  
**BRAND MANAGEMENT** 3 Hrs  
In-depth coverage of new product development; management of existing products and product lines; pricing decisions; impacts on product development and pricing strategies; international product development, management, and pricing issues. Emphasis on strategic decision making in changing environments.  
*Spring, even years*  
Prerequisites: BUS 281; ECON 208

**BUS 341****INTRODUCTION TO E-COMMERCE** 3 Hrs

Overview of electronic commerce, infrastructure issues, ISPs, e-commerce marketing (including web page design), Internet-based commerce transactions (services and physical goods), payment mechanisms/financial services, critical success factors for e-commerce, and the future of e-commerce.

*Fall, even years*

Prerequisite: BUS 281

**BUS 350****MANAGERIAL FINANCE** 3 Hrs

Overview of the theories used by financial managers in organizations with the objective of maximizing its value. Topics include working capital management, valuation theory, security investment analysis, capital budgeting, cost-of-funds estimation, capital structure analysis, dividend policy.

*Fall, Spring*

Prerequisites: ACCT 112; ECON 207

**BUS 360****BUSINESS STATISTICS** 3 Hrs

Descriptive statistics; elements of probability; sampling and sampling distributions; estimation; testing of hypotheses and inferences; correlation and regression analysis.

*Fall, Spring*

Prerequisite: MATH 122

**BUS 370****RISK MANAGEMENT** 3 Hrs

An in-depth analysis of the insurance industry. Attention is given to business as well as individual and governmental insurance programs. Discussion of risk management principles and theories related to business operations.

*Fall, even years*

Prerequisite: BUS 350

**BUS 412****INDUSTRIAL AND ORGANIZATIONAL PSYCHOLOGY** 3 Hrs

Principles of motivation; perception; learning; attitude formation; socialization; decision making; and task performance applied to behavior in organizational contexts. Basic characteristics of organizational structure and group processes from perspective of a variety of social science concepts and theories.

*Fall, odd years*

Recommended Background: Junior Standing

Prerequisite: PSYC 121

**BUS 422**

MANAGING FAMILY FIRMS 3 Hrs

Family firm characteristics; strengths and weaknesses of family firms; ; historical overview of family firms; ; foundations; ; managerial issues; ; dynamics of family interactions; ; growth; evolving ideas.

*Spring, odd years*

Recommended Background: Junior standing

**BUS 433**

ORGANIZATIONAL DYNAMICS 3 Hrs

The organizational environment and internal dynamics; organizational change; application of behavioral science to the organization; techniques of motivation, communication and leadership; goal management; interpersonal effectiveness; problem management; team building; .

*Fall, Spring*

Prerequisite: BUS 230

**BUS 439**

PRODUCTION/OPERATIONS MANAGEMENT 3 Hrs

Definition and scope of production/operations management; review of basic management concepts; systems concept, analytical techniques of POM, product selection and design; layout and location of facilities; inventory control and scheduling.

*Fall, Spring*

Prerequisites: BUS 230; BUS 360

**BUS 442**

E-COMMERCE ENTREPRENEURSHIP 3 Hrs

Focus on defining, building and evolving e-business strategy from an entrepreneurial perspective. Course topics will also include the technological foundation of Internet business, challenges and risks associated with building e-businesses, and development of an e-commerce website.

*Fall, odd years*

**BUS 453**

INTERNATIONAL FINANCE 3 Hrs

Financing of international transactions and multinational business operations. Emphasis on sources of funds, methods for short and long-term overseas

corporate investing, financial services, and the functioning of foreign money and capital markets.

*Fall, even years*

Prerequisite: BUS 350

### **BUS 455**

INVESTMENT ANALYSIS 3 Hrs

Theoretical and analytical framework for formulation in investment policies, analyzing securities, and portfolio strategies for individuals and institutions. Definition of investment objectives and the likely risks and gains associated with security investments.

*Spring, odd years*

Prerequisite: BUS 350

### **BUS 462**

INTERNATIONAL MARKETING 3 Hrs

Methods of establishing and servicing international and global markets amid the complexities of differing cultures, legal and business environments. Focus on identifying

potential target markets, product development, pricing, promotion, and distribution strategies.

*Spring, even years*

Prerequisites: BUS 307; BUS 281

### **BUS 472**

ENTREPRENEURSHIP AND SMALL BUSINESS MANAGEMENT 3 Hrs

Small business operations; the balance between business and managerial functions; starting the small business; financial and administrative controls; strategic planning.

*Fall, even years*

Recommended Background: Junior standing

### **BUS 486**

MARKETING RESEARCH 3 Hrs

Concepts and techniques of market research for decision making; the research process; problem definition; questionnaire development; methods of collecting and analyzing data; presentation of findings for management.

*Fall, even years*

Recommended Background: Limited to seniors only

Prerequisites: BUS 281; BUS 360

**BUS 489**

BUSINESS POLICY AND DECISION MAKING 3 Hrs

Integration of the functional areas of business; applied analysis of business situations; current and prospective issues and topics for management.

*Fall, Spring*

Recommended Background: Senior standing; coursework in all functional areas of Business Administration

**BUS 490**

SPECIAL TOPICS IN BUSINESS ADMINISTRATION 1-3 Hrs

Study of special topics in international issues, management, finance, marketing, or completion of a special project.

**BUS 496**

INTERNSHIP IN BUSINESS 1-6 Hrs

An internship program designed to aid the student in gaining practical experience.

*Fall, Spring*

Recommended Background: Junior standing, permission of Undergraduate Program Director