

BUSINESS ADMINISTRATION (BUSA)

BUSA-100 Digital Literacy in Business

3 Credits

Lecture: 3 hours per week

Offering: Fall, Spring, and Summer, All Years

This course provides the tools required to use technology in the workplace. Students will gain proficiency in commonly used business programs such as databases and spreadsheets, as well as word processing and presentation software. Students will examine management information software (MIS) and its impact on organizational management. This course emphasizes business computer terminology, and the use of computer hardware, networking, and Internet concepts in business. The ethical implications of computing, such as security, privacy, identity theft, and the social implication of information sharing will be given particular consideration.

BUSA-101 Introduction to Business

3 Credits

Lecture: 3 hours per week

Offering: Fall, Spring, and Summer, All Years

This course is an introductory overview of the organization, functions, and activities of business in contemporary society. Emphasis is placed on the terminology necessary to understanding business principles and practices. This course also includes an exploration of business environments, human resources, management, marketing management, finance, management information tools, and international marketing. Focus is on critical factors essential to understanding the interdependence between different facets of business operations. This course is useful for those who are considering a career in business or who want an overview of what the study of business encompasses.

Recommended Prerequisites: MATH-025

BUSA-180 Personal Finance

1 Credit

Lecture: 1 hour per week

Offering: Fall and Spring Only, All Years

This course is designed to empower students to analyze and develop their own personal financial plan. Students will be challenged to develop solid financial management skills through effective tax and savings strategies. Various financing options for large purchases such as automobiles and housing will also be discussed, along with developing techniques for controlling consumer credit. Students will learn how to evaluate different insurance options including life, health, and disability insurance. This course will also include some basic stock market strategies, including the choice to invest in stocks, mutual funds, or bonds.

BUSA-211 Principles of Management

3 Credits

Lecture: 3 hours per week

Offering: Fall, Spring, and Summer, All Years

This course is designed to provide an overview of theories and practices of management. Topic areas include the evolution and scope of management and the universal functions of management including planning, organizing, directing, staffing, controlling, coordinating, and delegating. Emphasis is also placed on the art of negotiating, leadership skills, team performance and productivity, and creative problem solving. This course fosters an awareness of the operational skills and administrative activities of managers, and it also helps in upgrading management skills.

BUSA-221 Principles of Marketing

3 Credits

Lecture: 3 hours per week

Offering: Fall and Spring Only, All Years

This is an introductory course designed to provide an overview of marketing segments and environments, and marketing mixes. Issues relating to product, promotion, pricing, and distribution are discussed. This course promotes an awareness of the operational and administrative activities of marketing managers; it also helps in upgrading marketing skills.

BUSA-234 Ethical Conduct in Business

3 Credits

Lecture: 3 hours per week

Offering: Fall and Spring Only, All Years

This course introduces basic business ethical concepts, principles, and examples. Topics focus on solving moral dilemmas and introduce the stakeholder and issues management methods as a strategic and practical way for applying ethical reasoning in the workplace. Emphasis is placed on establishing solid decision criteria, moral creativity, and responsibility in ethical reasoning. This course also fosters an awareness of corporate responsibility in advertising, product safety and liability, and the environment. Timely ethical issues such as globalization, discrimination, sexual harassment, and whistle-blowing will be discussed as they relate to the workplace.

BUSA-251 Business Statistics

3 Credits

Lecture: 3 hours per week

Offering: Fall and Spring Only, All Years

This course introduces techniques used to describe and analyze data through the framework of business problems and applications. The course focuses on correct use of statistical terminology, descriptive statistics, basic sampling methods, probability and sampling distributions, interval estimates, hypothesis testing, analysis of variance, correlation and regression analysis. Software is used to analyze business problems and emphasis is placed on the interpretation and critical evaluation of the output.

Prerequisites: GEM 3 MATH Course

BUSA-265 Legal Environment of Business

3 Credits

Lecture: 3 hours per week

Offering: Fall, Spring, and Summer, All Years

This course provides an introduction to the areas of law including contracts and torts which apply most closely to businesses.