

Business Administration (BUSA)

BUSA 1105. Introduction to Business. 3 Hours.

Overview of the types of business organizations and business procedures. Topics include the economic environment, businesses and their role in the economy, business management and leadership, the global economy, the role of consumers, accounting, and personal financial management.

BUSA 2100. Applied Business Statistics. 3 Hours.

Prerequisite: MATH 1111 or equivalent. Applications of basic statistical concepts to business environments. Topics include data analysis, measures of central tendency and spread, probability applications, applications of selected distributions, regression, confidence intervals, and hypothesis testing. Business examples and applications are the foundation of instruction. Statistical software is used to analyze results.

BUSA 2106. The Environment of Business. 3 Hours.

Ethical, social, political, legal, and regulatory issues in the business environment. Topics focus on the conflicting rights and duties of individuals, organizations, and other factions in a domestic and global society that lead to the development of ethical awareness, social responsibility, and law.

BUSA 2106H. The Environment of Business Honors. 3 Hours.

Ethical, social, political, legal, and regulatory issues in the business environment. Topics focus on the conflicting rights and duties of individuals, organizations, and other factions in a domestic and global society that lead to the development of ethical awareness, social responsibility, and law. This honors course requires written analysis of current issues.

BUSA 2201. Fundamentals of Computer Applications. 3 Hours.

An introduction to spreadsheet and database software. Topics include planning, creating, modifying, managing, and analyzing workbooks and databases.

BUSA 2999. Career Development. 0 Hours.

Graded "Satisfactory" or "Unsatisfactory". A required non-credit course for all students pursuing a Bachelor of Business Administration degree. Students complete a resume, mock interview, and an employment cover letter. This course must be successfully completed before completion of 90 hours. If "Unsatisfactory" grade is earned, the course must be repeated until a "Satisfactory" grade is received.

BUSA 3100. Business Analytics. 3 Hours.

Prerequisite: BUSA 2100. Introduction to a variety of modeling and analytic techniques used to make decisions and improve processes. Topics include multiple regression analysis, time series analysis, optimization, and simulation. Applications include economics forecasting, supply chain management, and project management.

BUSA 3110. Business Law. 3 Hours.

Prerequisite: BUSA 2106. An overview of the laws surrounding business transactions in the areas of contracts, sales, commercial paper, and secured transactions. Additional topics include agency, sole proprietorship, partnership, corporate law, consumer transactions, securities regulation, and property law.

BUSA 3200. Free Enterprise Education. 3 Hours.

Required for Students In Free Enterprise (SIFE) certification but open to all majors. Supervised practical application of the principles of entrepreneurship and free enterprise. This course is designed to enhance team building, leadership, and communication skills by creating, organizing, and executing projects in the local and regional communities. This course provides opportunities for networking with community and business leaders.

BUSA 3999. Experiential Learning. 0 Hours.

Graded "Satisfactory" or "Unsatisfactory". A required non-credit course for all students pursuing a Bachelor of Business Administration degree. Students are to complete one of the following: a study abroad experience, an approved internship, or 150 hours of servant leadership activities. If an "unsatisfactory" grade is earned, the course must be repeated until a "Satisfactory" grade is received.

BUSA 4900. Business Policy. 3 Hours.

Prerequisites: BUSA 2106, MKTG 3050, MGNT 3250, FIN 3350, and Senior Standing (within 30 semester hours of graduation). Capstone course required of business administration majors. Uses strategic management concepts to integrate functions of business. Emphasis on analysis of business situations, diagnosis of business problems and opportunities, and application of functional and strategic concepts to increase organization effectiveness.