

# Business Administration (BUSA)

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## **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 1101 or higher. Applications of basic statistical concepts to business environments. Applications of basic statistical concepts to business environments. Topics include data analysis, visualization, measures of central tendency and spread, probability distributions, simple linear regression, confidence intervals, and hypothesis testing. Business examples and applications are the foundation of instruction. Software is used to analyze data and produce 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 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". The first of a 3-course, zero program designed to help BBA students prepare for professional growth. Students meet with a faculty mentor, and complete a resume, an employment cover letter, and learn interview techniques. This course must be successfully attempted before completion of 60 hours. If "Unsatisfactory" grade is earned, the course must be repeated until a "Satisfactory" grade is received.

## **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 3450. Management Information Systems. 3 Hours.**

The study of people, technology, organizations, and the relationships among them.

## **BUSA 3999. Experiential Learning. 0 Hours.**

Graded "Satisfactory" or "Unsatisfactory". The second course of a 3-course, zero-credit program designed to help BBA students prepare for graduation. Students meet with a faculty member and complete one of the following: a study abroad experience, an approved internship, an approved undergraduate research project, or 150 hours of servant leadership activities. This course must be successfully completed before completion of 90 hours. If an "unsatisfactory" grade is earned, the course must be repeated until a "Satisfactory" grade is received.

## **BUSA 4900. Strategic Management. 3 Hours.**

Prerequisites: BUSA 2106, MKTG 3050, MGNT 3250, FIN 3350 with a grade of "C" or better and Senior Standing (within 30 semester hours of graduation). A capstone course required of business administration majors. This course utilizes management concepts and general management principles to integrate functions of business.

## **BUSA 4910. Strategic Management of MNEs. 3 Hours.**

Prerequisites: BUSA 2106, MKTG 3050, MGNT 3250, FIN 3350 with a grade of "C" or better and Senior Standing (within 60 semester hours of graduation). A capstone course targeting strategic management of multinational enterprises using experiential learning during a study abroad experience.

## **BUSA 4920. Strategic Management of an Enterprise. 3 Hours.**

Prerequisites: BUSA 2106, MKTG 3050, MGNT 3250, FIN 3350 with a grade of "C" or better and Senior Standing (within 60 semester hours of graduation). A capstone experiential learning course in which students work to solve business problems faced by client companies via a broad range of consulting projects. Clients may be for-profit or not-for-profit organizations.

## **BUSA 4999. Career Path. 0 Hours.**

Graded "Satisfactory" or "Unsatisfactory". The third course of a 3-course, zero-credit program designed to help BBA students prepare for post-graduation. Students meet with a faculty member and complete the senior exit exam, and provide information on their job placement, post-graduation. If an "unsatisfactory" grade is earned, the course must be repeated until a "Satisfactory" grade is received.