

BUSINESS (BUSA)

BUSA 1011. Basic Computer Concepts. (2 Credits)

Prerequisite: Not open to students with previous college-level computer credit. Credit Hours: (0-2-2). An introductory computer class focusing on basic technical skills of using the Windows operating system, the Internet, email, and word processing. The class will also cover general computer knowledge about how a system works and computer history.

BUSA 1105. Introduction to Business. (3 Credits)

Prerequisite: None. Credit Hours: (3-0-3). An integrative study of the functional areas of business, including finance, operations, marketing, and human resources.

BUSA 2101. Intro to Business Info Sys. (3 Credits)

Prerequisite: Not open to students who are enrolled in EDUC 2401 or who have credit for EDUC 2401. Credit Hours: (3-0-3). A survey of Management Information Systems and the application of computers in business and related areas, including hardware, software, data, procedures, human resources, an operating environment, an electronic spreadsheet, a database management system, a presentation management system, and the Internet.

BUSA 2105. Communicating in Envir of Bus. (3 Credits)

Prerequisite: None. Credit Hours: (3-0-3). An analysis and practical applications of the external and internal communications of business organizations.

BUSA 2106. Environment of Business. (3 Credits)

Prerequisite: None. Credit Hours: (3-0-3). An introduction to the legal, regulatory, political, social, ethical, cultural, environmental, and technological issues which form the context for business, including an overview of the impact of demographic diversity on organization.

BUSA 2120. Visual Basic. (3 Credits)

(Same as CSCI 2102). Prerequisite: CSCI 1101. Credit Hours: (3-0-3). An introduction to programming using Visual Basic with emphasis on designing practical applications for Windows, including problem-solving, algorithm development, and Visual Basic syntax for data types, arithmetic and logic operators, control structures, text editors and data file manipulation.

BUSA 3000. Principles of Management. (3 Credits)

Prerequisite: 45 hours of credit and one three credit hour course in BUSA, ACCT, or ECON. Credit Hours: (3-0-3) An introduction to the management functions and processes as applied to organizations and individuals in organizations. The course will focus on both theories and applications of management to practical problems in planning, organizing, leading, and controlling. A survey of the history of management will provide context for current approaches and emerging concepts in both domestic and international organizations.

BUSA 3100. Principles of Marketing. (3 Credits)

Prerequisite: 45 hours of credit and one three credit hour course in BUSA, ACCT or ECON. Credit Hours: (3-0-3) An introduction to the principles of marketing and the marketing environment with a focus on development of an understanding of ethical planning for marketing and implementing and controlling marketing activities on a local, national, and global scale.

BUSA 3200. Financial Management. (3 Credits)

Prerequisite: 45 hours including MATH 1111 and 3 hours in BUSA, ACCT, or ECON or Permission of the Professor. Credit Hours: (3-0-3) Introduction to managing an organization's financial resources with the aim of achieving its business objectives, emphasis on defining objectives, understanding and evaluating resources, and making financial decisions in an environment of uncertainty.

BUSA 3341. Applied Statistics. (3 Credits)

Prerequisite: Minimum of 45 hours completed, including Area A mathematics requirement Credit Hours: (3-0-3) This course is an introduction to managerial and administrative decision making utilizing statistical analysis. The emphasis will be on use of basic descriptive statistics, probability, and inferential statistics including estimation and hypothesis testing using contingency tables, analysis of variance, and regression. Specific examples will utilize Microsoft Excel, emphasizing decision making using datasets drawn from both business and non-profit environments.

BUSA 3400. Bus Analytics & Decision Makin. (3 Credits)

BUSA 4300. Labor and Industrial Relations. (3 Credits)

BUSA 4900. Mgnt & Admin Senior Seminar. (3 Credits)