

BUSINESS ADMINISTRATION (BUSA)

BUSA 1105 Introduction to Business 3 Credits

An integrative survey of the functional areas of business (finance, operations, marketing, human resources, etc.).

BUSA 2105 Communicating in Business, Tec 3 Credits

A course emphasizing both interpersonal and organizational communications to include written and oral exercises appropriate to business, technical and professional practice.

BUSA 2106 The Environment of Business 3 Credits

An introduction to the political, social, legal, ethical, environmental and technological issues that form the context for business; to include an overview of the impact of demographic diversity on organizations.

BUSA 2205 Fundamntls of Comp Application 3 Credits

This course will provide students with hands-on experience using business software applications to solve information focused problems. There is a heavy emphasis placed on Excel as students format and modify worksheets, use advanced formulas, and create charts and pivot tables.

BUSA 2600 Intro to Entrepreneurship 3 Credits

This course introduces students to the theory of entrepreneurship and its practical implementation. It focuses on different stages related to the entrepreneurial process, including business model innovation, monetization, small business management as well as strategies that improve performance of new business ventures. Centered around a mixture of theoretical exploration as well as case studies of real-world examples and guest lectures, students will develop an understanding of successes, opportunities and risks of entrepreneurship. Students will also develop skills in written business communication and oral presentations that allow students to integrate entrepreneurship concepts and interact with business experts. This course has an interdisciplinary approach and is therefore open to students from other Majors.

BUSA 2700 Small Business Ventures 3 Credits

A step-by-step presentation of how to manage and operate a small business. The areas covered include understanding a business plan, ethics, social entrepreneurship, site location, marketing, and managing growth in a small business.

Prerequisite(s): BUSA 2600.

BUSA 2800 Business Plan Development 3 Credits

This course focuses on business plans as a necessary element of starting a business and also prepares the students to participate in business planning in large institutions. The course will go through the process of preparing successful business plans including determining the contents of a plan and reviewing an actual plan. The course will be designed to help the students to incorporate the contents of the core management courses. Upon the completion of the course the students are expected to analyze and prepare the components of a business plan.

Prerequisite(s): BUSA 2600.

BUSA 2850 Intro to Digital Marketing 3 Credits

Introduction to Digital Marketing is an undergraduate course that provides students with a comprehensive understanding of the dynamic landscape of digital marketing. The course covers key concepts, trends, and tools that shape the industry, as well as collaboration between suppliers, manufacturers, distributors, and retailers. Students will explore various business models, understand the digital customer journey, and evaluate the effectiveness of digital marketing programs. They will learn how to create visibility and attract customers through website design, search engine marketing, social media advertising, and display/mobile advertising. The course also emphasizes the importance of maintaining and strengthening relationships, covering topics such as email marketing, content creation, lead conversion, and customer journey optimization. By the end of the course, students will be equipped with the skills to navigate the digital marketing landscape, make informed decisions, and drive business success in the digital age.

BUSA 3000 Statistical Analysis for Bus 3 Credits

An introduction to the application of statistics to business. Descriptive statistics, sampling procedures, random variables, sampling distributions of the means and proportions, estimation and inference, simple linear regression, an introduction to multiple regression, and categorical data models are emphasized. A current statistical software package for microcomputers is utilized to analyze business data.

Prerequisite(s): A grade of C or better in STAT 1401.

BUSA 4000 Professional Career Management 3 Credits

A course which explores career and life planning issues in business settings. Students will focus on informed career decision making and career management as well as development of essential verbal and non-verbal communication skills. Key topics are self-assessment, career exploration, the navigation of the interview and job search process, preparation for employment, transitioning from college to work, and understanding business culture. Additional career related topics may be explored.

BUSA 4100 Internship 3 Credits

A supervised work-study program in selected companies. Students will be permitted to undertake internships only after review of academic qualifications and with firms per-approval by the program coordinator.

Prerequisite(s): BUSA 4000 with a grade of C or better.

Notes: Repeatable for credit up to 6 credits.