

Prerequisite Policy – College of Business For Academic Partnership Online Program Only

Students registering for business courses must meet all course prerequisites, including the implicit prerequisite indicated by the course level. The chair of the department offering the course must approve any exceptions.

3000 and 4000 level courses – Student must have 60 hours*

*These hours include the hours in which a student is currently enrolled.

Course Descriptions

Undergraduate Business Core

51 Hours

BULW 1370 Business Environment and Public Policy - Survey Course emphasizing interaction of business with its external and internal environments. Introduction to public policy process and issues with focus on ethical and moral considerations.

MISY 1373 Intro Business Technologies - Computers are an integral part of all business activities and careers. This course is designed to introduce potential business majors to the understanding of the roles of computers in business information systems and to learn the basic skills of business software which are essential to support business activities. Students will obtain valuable information, technology knowledge and skills needed in all areas of business. Students will be introduced to the history of computing; components of a personal computer; word processing application software, spreadsheets, databases, presentation graphics, email Internet tools. In addition, students will be introduced to basic business transactions using SAP enterprise resource planning software.

ECON 2301 Principles of Macro I - Emphasizes monetary theory; national income analysis; fluctuation and growth; public finance; international trade; and current economic problems.

ECON 2302 Principles of Micro II - Introduction to economic principles; allocation of resources; determination of output and prices; distribution; and managerial economics.

ACCT 2301 Intro to Financial Accounting - Concepts of financial accounting. Emphasis is on the conceptual framework of accounting and the preparation and uses of financial statements. Prerequisite: Sophomore Standing strongly recommended.

ACCT 2302 Intro to Managerial Accounting - This course is designed for non-accounting majors. Uses of accounting information in managerial planning, decision making, and control. Includes study of cost behavior, cost-volume-profit analyses and budgeting. Prerequisite: ACCT 2301 with a minimum grade of "C".

BUAL 3310 Business Analysis I - Introduction to the quantitative methods of analysis as applied to business problems. Topics of study include collection of data, statistical description,

probability theory, probability distribution, sampling theory, estimation, and introduction to test of hypothesis. Prerequisites: Junior Standing and MATH 1325.

BUAL 3320 Business Analysis II - Emphasis on use of statistics in business decision-making. Topics of study include hypothesis testing, inferences between two populations, analysis of variance, chi-squared and other non-parametric tests, simple-multiple linear regression/correlation analysis, classical time series analysis, and index numbers. Prerequisites: Junior Standing and BUAL 3310

BULW 3310 Business Law - A survey of the legal environment and its impact upon business. Nature and sources of law, administrative and enforcement agencies, and governmental regulations. Students become aware of the legal framework of common business transactions. Prerequisite: Junior Standing.

ECON 3340 Macro Economics - A descriptive-analytical approach to the dynamic forces that influence the aggregate level of economic activity. Income and employment determinants; levels of income and employment, stabilization theory; investment and income relationship; monetary and fiscal policies. Prerequisites: Junior Standing and ECON 2301.

FINC 3310 Principles of Finance - An introductory survey of the principal issues, decision areas and analytical procedures relevant to the financial management of private business firms including capital budgeting, cost of capital, short and long-term financing, dividend policy and valuation. Prerequisites: Junior Standing and ACCT 2301, ACCT 2302, ECON 2301, ECON 2302, and MATH 1314 (MATH 1325 preferred).

MGMT 3310 Principles of Organizational Behavior Management - Includes the study of organization behavior concepts such as leadership, motivation, individual behavior, group behavior and communication. Their use in U.S. and multinational organizations in management practice is examined in the context of today's legal, social, and ethical environment. Prerequisite: Junior Standing.

MKTG 3310 Principles of Marketing - A description and analysis of business activities designed to plan price, promote and distribute products and services to customers. Topics studies include: the marketing environment, consumer buying habits and motive, types of middlemen, marketing institutions and channels, governmental regulations, advertising and current marketing practices. Prerequisite: Junior Standing.

BCOM 3350 Business Communications - Emphasis on practical applications of business writing and speaking scenarios. Course covers how to write memos, letter, resumes, analytical reports, and how to give a professional oral presentation. Prerequisite: Junior Standing.

MGMT 3320 Production Management - A survey of the production function and the analytical tools used to solve problems associated with the development and operation of a production system. Analytical tools include: linear programming, critical path scheduling, waiting line, statistical quality control and forecasting. Prerequisites: Junior Standing and BUAL 3310.

MISY 3310 Principles of Management Information Systems - This course gives an overview of why information systems are so important today and how they are transforming organizations and management. The students will understand the relationship between the various types of information systems. They will learn to analyze the relationship between information systems and organizations. Also, students will learn how a database management system organizes

information. Students would compare the various types of telecommunications networks and network services and become knowledgeable about new business applications, such as Enterprise Resource Planning (ERP), Supply Chain Management (SCM), Customer Relationship Management (CRM), and Knowledge Management (KM). The course also covers how the internet can be used for electronic commerce and for electronic business, how the internet is becoming the foundation for new business models, new business processes, and new ways of distributing knowledge. The students will develop proficiency in using application tools such as spreadsheet and database for development of Information Systems. In addition, the students are introduced to basic business transactions using SAP- a widely used Enterprise Resource Planning (ERP) software among the Fortune 500 companies. Prerequisites: Junior Standing and MISY 1373.

MGMT 4370 Strategic Analysis - The capstone course for the undergraduate business program. This course has been developed to help you understand the task of the strategic management process in a digital global environment. The course assumes that a company's success depends on you to adapt to rapidly changing markets, globalization, shifting governmental policies and new technologies. The emphasis of this course will be on sharpening analytical decision-making and communication skills. The case study method and /or a global simulation will be used to acquaint the student with probable, authentic strategic situations in the economy. Prerequisites: Junior Standing and FINC 3310, MKTG 3310, MGMT 3310, and MGMT 3320.

Major Specialization Courses:

ACCT 3340 Cost Accounting - Cost accounting with a managerial emphasis: job order and process cost; standard cost and variance analysis; budgetary control; relevant costing for decision making, capital budgeting. Prerequisites: Junior Standing and ACCT 2302 with minimum grade of "C".

ECON 3310 Economics of Entrepreneurship - Comprehensive analysis and practice exercises in entrepreneurship. Studies include demand analysis; pragmatic economic feasibility studies; identification and use of resources; function and use of profits. Prerequisites: Junior Standing and ECON 2301 and ECON 2302.

FINC 3320 Intermediate Financial Management - Analytical Techniques used in financial decision making, including ratio analysis, funds analysis, capital structure, dividend policy, financial forecasting and valuation models. Prerequisites: Junior Standing and FINC 3310.

MGMT 3330 Human Resource Management - A behavioral approach to the management of the human resource in business enterprise. The fundamentals of human relations and organizational behavior will be used to structure an understanding of the managerial problems of recruitment, selection, training, promotion, and termination of personnel. Supervision of the work force will be considered as an examination of theories of motivation, communication, and leadership. Prerequisites: Junior Standing and MGMT 3310.

MGMT 3340 Project Management - Designed to introduce students to the theory and practice of managing projects. Students will be guided through a systematic approach for the planning and execution of modern projects. Prerequisites: Junior Standing and MGMT 3310 and MGMT 3320.

MGMT 4320 Advanced Organization Behavior - A survey of organization theory with emphasis on behavioral issues in both the private and public sectors. Prerequisites: Junior Standing and MGMT 3310.

MGMT 4340 Quality and Productivity Management - A survey course emphasizing the need for improved productivity in profit and non-profit organizations. The course will focus on the historical and current aspects of productivity as well as problems and methods of measuring planning and implementing productivity programs. Prerequisites: Junior Standing and MGMT 3320.

MGMT 4380 Seminar on Entrepreneurship - Designed to give student overview of the new venture creation process. Includes topics of entrepreneurial psychology opportunities in the marketplace, gathering resources, and the "Business Plan". Prerequisites: Junior Standing and BUAL 3310, FINC 3310, MGMT 3310, and MKTG 3310.

MKGT 4310 Marketing Management - The planning and execution of various marketing activities from the managerial viewpoint are presented, via: determining the basic product or service market analysis, price policies, product promotion, management of the sales force and sales analysis and physical distribution with logistics system concept. Prerequisites: Junior Standing and ACCT 2301, ECON 2301, ECON 2302, MGMT 3310, and MKTG 3310.

MKTG 4350 Entrepreneurial Market Opportunities - This course focuses on recognizing opportunities in the marketplace, analyzing industry/market trends, size, growth opportunities, niches and capitalizing on opportunities through new business creation. Prerequisites: Junior Standing and MKTG 3310.