

UNDERGRADUATE COURSES OF STUDY

BUSINESS ADMINISTRATION

BA 101.INTRODUCTION TO BUSINESS

A course open to all students interested in a survey of the activities that occur in a business organization. The dynamics of how business influences the consumer, the nation, and world are emphasized. *Three credit hours.*

BA 226.INTRODUCTION TO ANALYTICAL METHODS

Introduction to the concepts and applications of analytical methods with an emphasis on decision making in business. Within a business perspective, topics covered include descriptive statistics, statistical inference, probability, hypothesis testing, linear regression, and analysis of variance. Prerequisite: "C" or better in MATH 211. *Three credit hours.*

BA 250.BUSINESS ANALYSIS USING SPREADSHEETS

This hands-on class uses spreadsheet technology to do basic and advanced business analysis. The class will teach students spreadsheet basics and advanced techniques that support business decision making in all disciplines. Specific topics are basic spreadsheet operations, creating pivot tables and charts, using what-if analysis tools, and steps on how to create well-designed, readable reports. *Three credit hours.*

BA 251.LEGAL ENVIRONMENT OF BUSINESS

An introduction to the legal process to demonstrate its effects on business. Emphasis is placed on legislative, administrative, and common law, stressing topics affecting business such as environmental issues, consumer rights, and special and ethical problems confronting business management; thus, the focus is on public law, the regulation of business, and legal trends rather than on detailed private law. *Three credit hours.*

BA 299.PROFESSIONAL DEVELOPMENT I

A seminar course to support the development of entry-level business skills and to enhance career planning through self-discovery. Emphasis is placed on oral business communications, critical self-assessment and developmental planning, time management skills, and professional decorum. Prerequisites: "C" or better in ENGL 102 and BA 101 and sophomore status. *One credit hour.*

BA 304.MANAGEMENT INFORMATION SYSTEMS

This course studies the role of Management Information Systems in organizations. Topics include various enterprise systems, implementing systems, networks, information management, decision making, and the latest trends in information systems. Prerequisites: "C" or better in ACCT 201, BA 101, ECON 101 or ECON 201 or ECON 202, and MATH 211 or BA 225. For business majors additional prerequisite includes completion of 42 credit hours. *Three credit hours.*

BA 325.ADVANCED ANALYTICAL METHODS

This course emphasizes quantitative decision-making processes. Decision Analysis, Linear Programming, Transportation Models, and PERT/CPM are the principal thrust of the course. Excel is used extensively throughout the class. Prerequisites: "C" or better ACCT 201, BA 226, ECON 101 or ECON 201 or ECON 202, and MATH 211 or BA 225. For business majors additional prerequisite includes completion of 42 credit hours. *Three credit hours.*

BA 351.BUSINESS ETHICS

This course provides the foundation to recognize environmental factors that influence ethical decision making in today's global business community and to formulate possible solutions using a process or model for making ethical choices in business. International corporate social responsibility is also discussed. Prerequisites: Junior or senior status, "C" or better in ACCT 201, BA 101, MATH 211, and either ECON 101 or ECON 201 or ECON 202. For non-business majors, instructor permission. *Three credit hours.*

BA 360.ORGANIZATIONAL FUNDRAISING

This course examines the key elements within developing and leading a portfolio of actions in order to raise revenue for existing or new organizational initiatives. Examples of organizational fundraising topics include capital campaigns, annual giving, establishment of organization foundations, major gifts-in-kind, technology-enabled fundraising, prospect research, fundraising management, and strategic planning. *Three credit hours.*

BA 369.SPECIAL TOPICS IN BUSINESS

This course allows for the study of business topics that are not part of the regular course offerings. The course may be repeated up to three times, provided the topic is different. To repeat the course to improve a grade, the topic must be the same. *One to six credit hours.*

BA 370.DATA VISUALIZATION

This course provides a comprehensive introduction and hands-on experience in basic data visualization, visual analytics, and visual data storytelling. It introduces students to design principles for creating meaningful displays of quantitative and qualitative data to facilitate managerial decision-making. Students will be introduced to and learn the basic functionality of several different tools currently used in industry and how to leverage the power of data visualization to communicate business-relevant insights. *Three credit hours.*

BA 390.INTERNATIONAL BUSINESS

This course provides a broad overview of globalization, international trade, the international monetary system, foreign exchange markets, global capital markets, exchange rate determination, interest rate parity, purchasing power parity, country differences in legal systems, political systems, economic systems, language, culture, labor costs, resource endowments, tariffs, import and export regulations, trade agreements, and regional economic integration. Each of these factors requires significant changes in how individual business units operate from one country to the next. Prerequisite: Junior or senior status. *Three credit hours.*

BA 399.PROFESSIONAL DEVELOPMENT II

This seminar course builds on BA 299 by expanding career planning knowledge, skills, and abilities. Topics include teamwork, career planning, resume development, professional networking, and interviewing. Prerequisites: "C" or better in BA 299 and junior status. *One credit hour.*

BA 414.BUSINESS STRATEGY

This capstone course focuses on strategic management in small and large organizations. This involves the evaluation of the organization's situation, analysis and selection of strategic alternatives, and implementation and evaluation of the strategic plan. Prerequisites: Senior status, "C" or better in BA 304, FINA 301, and MKT 201; co-requisites: BA 325 and MGMT 330. *Three credit hours.*

BA 490.BUSINESS INTERNSHIP

This course will provide practical work experience in the field related to their major. The student works through an approved agency or business under the supervision of professional employees and the course instructor. The course may be taken for a maximum of six hours. Internships are dependent upon position availability. Prerequisite: Instructor permissions. *One to six credit hours.*

BA 491.BUSINESS INTERNSHIP II

This course is designed to give students additional practical work experience in a field related to their major. The student works through an approved agency or business under the supervision of professional employees and the course instructor. This course may be taken for additional credit for a maximum of six hours. Internships are dependent upon availability of positions. Prerequisites: BA 490 and instructor permission. *One to six credit hours.*

BA 499.PROFESSIONAL DEVELOPMENT III

This is a seminar course that builds on BA 399 and reinforces professional knowledge, skills, and abilities that are important to success in any business career. Topics include business etiquette, job search strategies, communication packages, and interviewing. Prerequisites: "C" or better in BA 399 and senior status. *One credit hour.*