BUSINESS ADMINISTRATION (BUSA)

BUSA 1100. Financial Planning and Investment Management. (2 Credits)
Provides the foundation for studying and applying personal financial planning techniques for a lifetime. Corequisite: None. Prerequisite: None. Offered: All semesters.

BUSA 1105. Introduction to Business. (3 Credits)
An integrative study of the functional areas of business (finance, operations, marketing, human resources, etc.) Prerequisites: READ 0099, ENGL0099, ENGL 0989 or satisfactory English scores to place into co-requisite remediation or higher; MATH 0099, MATH 0987, MATH 0989 or satisfactory math scores to place into co-requisite remediation or higher. Offered: Fall and Spring.

BUSA 1121. Small Business Management. (3 Credits)
This course provides an extensive coverage of topics related to small business management and entrepreneurship. Students will learn managing (operation, human resources, risk, and assets), marketing, financing and evaluation of the financial performance of small businesses. Students will also learn how to prepare a comprehensive business plan. Prerequisites: None. Corequisites: None. Offered: On demand.

BUSA 1145. International Business, Culture and Economics. (2 Credits)
This is an introductory course covering various aspects of the international business environment, including global culture and the economy, different political and legal systems around the world, the international financial system and international business management. Prerequisites: None. Corequisites: None. Offered: Fall.

BUSA 2101. Survey of Computer Applications. (3 Credits)
An introduction to computers and computer applications at a level appropriate for basic academic and professional needs. Offered: Fall and Spring. Pre-requisites: none.

BUSA 2106. The Environment of Business. (3 Credits)
An introduction to the legal and regulatory political, social, ethical, cultural, environmental and technological issues which form the context for business; to include an overview of the impact of demographic diversity on organizations. The emphasis will be on the legal environment. Corequisite: None. Prerequisite: None. Offered: All semesters.

BUSA 2200. Principles of Management. (3 Credits)
A study of applied management techniques and practices emphasizing planning, organizing, decision making, staffing, directing, and controlling as they pertain to solving management problems. Corequisite: None. Prerequisite: None. Offered: Fall, Spring.

BUSA 2215. Principles of Human Resources Management. (3 Credits)
The study of personnel administration as a staff function. It includes discussion of employment standards, procurement and placement, remuneration, training, safety and health, employee services and labor relations. Corequisite: None. Prerequisite: None. Offered: Fall, Spring.

BUSA 2220. Human Relations. (3 Credits)
A study of the patterns of human behavior leading to effective work relationships. The following are discussed: the influence of leadership, the organization itself, peer groups, and the social environment in which the organization exists as related to human motivation. Corequisite: None. Prerequisite: None. Offered: Every other Spring.

BUSA 22234. Logistics and Supply Chain Management. (3 Credits)
This course surveys current practices in logistics management including purchasing, transportation, warehousing and inventory control. Corequisite: None. Prerequisite: None. Offered: On demand.

BUSA 2235. Inventory Management. (3 Credits)
This course provides a comprehensive study of inventory control and warehousing as key functions within the supply chain. Corequisite: None. Prerequisite: None. Offered: On demand.

BUSA 2236. Transportation and Traffic Management. (3 Credits)
This course explores transportation and traffic management principles and techniques including truck, ship, rail, air and intermodal. Topics include selecting carriers, contracting, government regulations, tariffs, documentation, rate structures, import/export management and interstate/intrastate traffic management. Corequisite: none. Prerequisite: None. Offered: On demand.

BUSA 2237. Cost,Performance&Cust.Serv.Mgm. (3 Credits)
This course deals with managing cost and performance issues along the supply chain as they are vital to ensuring high profitability and customer satisfaction. Corequisite: None. Prerequisite: None. Offered: On demand.

BUSA 2238. Global Statistics. (3 Credits)
This course develops a framework for and an overview of the theories, commercial dynamics, public policies, laws and the various economic, political and social factors affecting the actual operations and regulation of global trade, transportation and logistics. Corequisite: None. Prerequisite: None. Offered: On demand.

BUSA 2239. Purchasing and Material Management. (3 Credits)
This course includes an overview of quality assurance, quantity determination, price and cost analysis and supplier relations. The policies and procedures of purchasing management are introduced and issues of concern to today’s purchasing professional are discussed. Corequisite: None. Prerequisite: None. Offered: On demand.

BUSA 2240. Principles of Marketing. (3 Credits)
Principles and methods involved in moving goods and services from producers to consumers; the marketing environment, channels of distribution, marketing functions, marketing decision-making, and the merchandising/retailing function of marketing including retail organization, merchandise management, customer services and retail control. Corequisite: None. Prerequisite: None. Offered: Fall.

BUSA 2250. Retail Management. (3 Credits)
A study of the factors involved in the management of a retailing enterprise. This includes store design and layout, structure of the retail organization, retail personnel management, buying and pricing of merchandise, customer service, store security, and basic accounting procedures. Corequisite: None. Prerequisite: READ 0099, ENGL 0989 or satisfactory English scores to place into co-requisite remediation or higher. Offered: Every other summer – odd years.

BUSA 2255. Personal Selling. (3 Credits)
Includes principles of selling with practical applications such as careers in sales, sales psychology, sales techniques and customer service. Covers concepts and techniques of making an effective sales presentation from prospecting to follow-up. Corequisite: None. Prerequisite: READ 0099, ENGL 0989 or satisfactory English scores to place into co-requisite remediation or higher. Offered: Every other summer – even years.
BUSA 3100. Business Internship I. (3 Credits)
This course introduces junior or advanced sophomore business students to working environments in their aspiring professional careers with an opportunity to gain valuable insights into actual organizational and managerial practices and operations. Through such experiences students can better correlate their academic experiences with their future professional careers. Offered: Fall, Spring and Summer Prerequisites: None.

BUSA 4000. Internship in Business. (3 Credits)
Provides an opportunity for students to gain practical experiences while working in a business or governmental agency. Internship coordinated by a faculty member and supervised by an approved business supervisor.

BUSA 4100. Business Internship II. (3 Credits)
This course provides the senior business students with supervised professional career-related work experience to acquire valuable skills and management specific knowledge and training in business or business-related organizations. Students will be required to submit portfolios of their internships directly related to their future professional careers and make presentations to business professionals for evaluations. Prerequisite: Senior Standing. Offered: Fall and Spring.

BUSA 4105. International Business. (3 Credits)
Contemporary problems, issues, and opportunities in international business from conceptual and practical viewpoints. Extensive use of case studies to develop the students' ability to diagnose and develop solutions to management situations facing the multinational executive. Prerequisite: ECON 2105 Offered: Fall, Spring, and Summer.

BUSA 4200. Project Management. (3 Credits)
This course addresses the main topics of project management such as project scope, project planning, resource planning, budget analysis, risk analysis, and project control. The course also emphasizes project management tools such as Gantt charts, critical path analysis, and project management software. Prerequisite: MGMT 3106 Offered: Fall.