

BUSINESS ADMINISTRATION (BU)

BU501 Statistical Analysis (3 Credits)

A rigorous treatment of modern statistical methods with reference to their application in business research and decision making. Topics include descriptive statistics, discrete and continuous probability distributions, theory of estimation, testing of hypotheses, analysis of variance, regression, and correlation analysis. Computer statistical packages are used. This course is waived for the student who has completed 3 credits of undergraduate statistics with a grade of B or better. This course is cross-listed with BU476.

BU502 Marketing Fundamentals (3 Credits)

Identify and analyze marketing problems in business and public institutions. Weigh the effects of environment, competition, society, the economy, and the media on marketing objectives and strategies. Emphasis on the total marketing package, including market segmentation, promotion, advertising, pricing, packaging and distribution. Waived for those who have completed 3 credits of undergraduate marketing with a grade of B or better. This course is cross-listed with BU477.

BU503 Principles of Management (3 Credits)

An integrated analysis of the development of management thought, theories and functions. Review of contemporary American management thought against a background of the economic, social, political, ethical and global climate. Waived for those who have completed 3 credits of undergraduate management with a grade of B or better. This course is cross-listed with BU478.

BU506 Principles of Finance (3 Credits)

Examine financial decisions of a firm and develop policies for managing assets. Topics include asset management, working capital management, short- and long-term financing, capital budgeting, dividend policy and financial decisions under conditions of risk and uncertainty. Case problems provide practical applications of subject material. Waived for those who have completed 3 credits of undergraduate finance with a grade of B or better. This course is cross-listed with BU479.

BU600 Production & Operations Management (3 Credits)

Study the principles, concepts, and techniques for managing productive systems. Learn the basics of transforming resources into products and services, be it a profit or nonprofit organization. Topics include capacity planning, product design and process selection, statistical quality control methods, total quality management, forecasting, job design and work measurement, inventory management, materials requirement planning and scheduling.

BU602 Business Analytics (3 Credits)

Businesses are inundated with data that could be used to develop insights into their customers, suppliers, and internal processes. The field of business analytics involves using data to guide decision making with the goals of improving productivity, increasing profits, and creating competitive advantage. The course provides an introduction to the applications and issues associated with systematically using data to drive business decisions across industries and in all fields including marketing, finance, operations, network security, fraud protection, and strategy. Topics include collecting and integrating data (systems knowledge), using the data to find optimal solutions (decision analysis), make predictions and find patterns (analytic tool application knowledge), and the ability to ask the right questions and think critically about the results (management knowledge).

BU603 International Business (3 Credits)

Examine through comparative study the management styles, marketing activities, financial structures, approaches to environmental concerns and human rights, and trade laws within selected international business communities.

BU604 Corporate Governance & Business Ethics (3 Credits)

Corporate governance covers the rules and international processes by which businesses are operated and controlled, with emphasis on the officers, stockholders and bylaws of a corporation, as well as on external forces such as consumer groups, clients, and government regulations. Business ethics provides the philosophical and moral foundation used in considering ethical dilemmas in business. Current business cases as reported in new media are used extensively.

BU605 Legal Environment of Business (3 Credits)

Examines legal systems including constitutional and public laws such as torts and intellectual property, contracts and commercial law, investor protections laws, and agency and employment law.

BU609 Management & Leadership (3 Credits)

The responsibilities and activities of managers and leaders are discussed with a goal of developing the ability to manage and lead within the students in the course. Critical skills include interpersonal communications, motivation of others, leadership, and managing and implementing change and innovation in an ethical manner.

BU614 International Finance (3 Credits)

Develop a conceptual framework for the analysis of financial decisions of the multinational firm. Topics include foreign exchange markets, foreign exchange risk management, parity conditions in international finance, foreign investment analysis, political risk and financial management of the multinational corporation. Prerequisite(s): BU628.

BU616 Global Marketing (3 Credits)

Develop the skills and abilities needed to deal effectively with global marketing issues and problems. Focus on decision making, the basis of relevant principles, and an appropriate conceptual framework using case analysis.

BU623 International Business Law (3 Credits)

Review the impact of international laws and agreements as they apply to American overseas business interests. Topics include NAFTA, GATT, ASEAN, LAFTA, and the European and Arab Common Markets.

BU624 Contract & Employment Law (3 Credits)

This course is intended to explore the employment and contract relationships as they apply in common law and the federal statutes to the typical small business person/employer. Among the topics covered are employee rights; affirmative action; discrimination as to age, disability, religion, sex; freedom of expression; procedural due process; Uniform Commercial Code, supplier/service contracts and leases and the Consumer Credit Protection Act.

BU626 Marketing Management (3 Credits)

Analyze the current methods and technologies used in the marketing of selective products, services, and experiences. Study the nature of market packaging, promotion, global marketing issues, and the establishment of domestic and international marketing policy. Emphasis on current marketing problems in both business and public institutions.

BU628 Corporate Finance (3 Credits)

Learn to apply various corporate finance theories based on risk assessment of capital structures to capital budgeting, corporate capital structure, investment and financing decisions, and issues of corporate governance and control.

BU690 MBA Special Topics (3 Credits)

This course provides students with the opportunity to embark upon a faculty-supervised project that enhances their knowledge in a topic of business. The M.B.A. Special Topics course offers the student a great deal of flexibility with respect to topics to pursue.

Prerequisite(s): Permission of instructor.

BU691 Strategic Management (3 Credits)

Explores the sources of competitive advantage and how an organization builds on these areas through its functional, business, corporate and global strategies through this M.B.A. capstone course. Integrate accounting, marketing, finance and management concepts and skills acquired in prior graduate classes to study advanced concepts in organizational strategy in the context of a larger industry. Through a corequired simulation component (BU691A), hone teamwork and leadership skills to collaboratively develop a winning corporate strategy. Taken in the final semester. With prior approval, this course can be taken concurrently with BU691B, or BU691B may be taken prior to BU691.

Prerequisite(s): AC602, BU609, BU626, BU628, EC611 and or permission of the program director and instructor.

Corequisite(s): BU691A or BU691B.