

# BUSA Business Administration

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## **BUSA 1105 Introduction to Business**

**3 Credit Hours. 3 Lecture Hours. 0 Lab Hours.**

A survey course that acquaints beginning college students with the major institutions and practices in the business world, provides an understanding of basic business concepts, and presents a view of career opportunities that exist in business.

**Prerequisite(s):** Freshman and Sophomore standing only.

## **BUSA 1131 Financial Survival Skills**

**3 Credit Hours. 3 Lecture Hours. 0 Lab Hours.**

An overview of the issues relating to managing your finances throughout your life. Attention will be given to career planning, budgeting, credit cards, loans, lease vs. purchase for automobiles and housing, saving for retirement and risk management with insurance.

## **BUSA 3083 Business Abroad**

**3 Credit Hours. 3 Lecture Hours. 0 Lab Hours.**

The focus of this course is an international study abroad. The study abroad is designed to develop students' understanding of international cultures and of conducting business in an international arena. The course prepares students for their trip by requiring activities such as coordinated lectures, assigned readings, and a research paper aligned with each student's major.

**Prerequisites:** BBA status, Junior standing and Minimum of 2.0 GPA.

## **BUSA 3100 Essentials of Peer Advising**

**0 Credit Hours. 1 Lecture Hour. 0 Lab Hours.**

This block course will prepare students to become peer advisors in the College of Business Administration. The course will teach students paraprofessionals skills and knowledge to allow them to serve other students in a peer advising role. The professional staff/instructor has the obligation to provide the essential theoretical and practical information necessary for students to effectively carry out their responsibilities. Specifically peer advisors will be provided with the information necessary to (1) give guidance to business students regarding academic procedures and policies, (2) offer knowledgeable referrals to university resources available to address academic questions and issues, and (3) help business students better understand and prepare for the advisement process. Cannot be applied to any COBA major or minor.

## **BUSA 3131 Business Statistics**

**3 Credit Hours. 3 Lecture Hours. 0 Lab Hours.**

This introductory course covers the concepts and techniques concerning exploratory data analysis, descriptive statistics, probability distributions, sampling and sampling distributions, statistical inference methods including confidence interval and hypothesis testing, and an introduction of categorical data analysis. Students will learn how these topics apply to and can be used in business, using both manual computations and statistical software.

**Prerequisite(s):** A minimum grade of "C" in CISM 2530, and MATH 1232 or MATH 1441 or MATH 1112 or MATH 1113 or a minimum grade of "B" in MATH 1111 and Sophomore standing.

## **BUSA 3132 Applied Statistics and Optimization**

**3 Credit Hours. 3 Lecture Hours. 0 Lab Hours.**

This course focuses on more advanced models including correlation, simple and multiple regression analysis, time series and forecasting, and optimization models. Computer software will be used to assist in modeling and analysis. Students will learn to apply these techniques to solve business problems.

**Prerequisite(s):** A minimum grade of "C" in BUSA 3131.

## **BUSA 3134 Accounting for Management**

**3 Credit Hours. 3 Lecture Hours. 0 Lab Hours.**

Presents the internal and independent audit functions, demonstrating how they assist managers in organizations. Accounting information is used to enhance management decision making in a variety of business contexts, such as analyzing an annual report and making product pricing decisions for both internal and external customers.

**Prerequisite(s):** ACCT 2030 or ACCT 2101 and ACCT 2102.

## **BUSA 3610 Research Seminar**

**1 Credit Hour. 1 Lecture Hour. 0 Lab Hours.**

This seminar style course is designed to acquaint COBA Honors students with the scientific method and how it is used in business to advance knowledge of the business disciplines. In this course, students will examine the various options for the Honors Thesis/Capstone Project in COBA. With the assistance of the COBA Honors Advisory Council and keeping in mind the personal and professional aspirations articulated in the Honors Business Philosophy Seminar taken the previous semester, the course will culminate with each student selecting an honors thesis topic and a thesis faculty advisor. Students will create an Honors Thesis Proposal and an Honors Thesis Completion Action Plan as part of the course.

## **BUSA 3620 Business Seminar**

**2 Credit Hours. 2 Lecture Hours. 0 Lab Hours.**

This seminar style course is designed to allow students to explore the principles of effective business leadership through readings, discussions, in-depth interactions with business leaders, and corporate visits. Students will explore how the principles of positive psychology and servant leadership can be merged in the creation of high functioning work teams. The course will include significant coverage of leadership styles, factors that influence life satisfaction, business ethics, and sustainability. The course will culminate with each student writing a personal description of their individual business philosophy and professional goals. This course will be a lead-in to the next course in the sequence (the COBA Honors Thesis Research Seminar) in which students will design a capstone experience that will help them advance toward their individual goals.

## **BUSA 4131 Strategic Management**

**3 Credit Hours. 3 Lecture Hours. 0 Lab Hours.**

The major purpose of this course is to develop an understanding of the strategic management process and enable students to integrate the functional areas of business.

**Prerequisite(s):** A minimum grade of "C" in all of the following: BUSA 3132, FINC 3131, MGNT 3430, MKTG 3131 and MGNT 3130.

## **BUSA 4133 Modeling and Analytics**

**3 Credit Hours. 3 Lecture Hours. 0 Lab Hours.**

This course covers the basic statistical concepts required for business analytics. The course covers but is not limited to multiple linear regression, logistic regression, regression diagnostics, discriminant analysis, principal components, factor analysis and ANOVA. The course will provide instruction in and utilize advanced statistical software.

**Prerequisite(s):** A minimum grade of "C" in BUSA 3132.

## **BUSA 4134 Advanced Decision Analysis and Optimization**

**3 Credit Hours. 3 Lecture Hours. 0 Lab Hours.**

This course will cover, but will not be limited to, time series forecasting techniques, Monte Carlo simulation, decision theory, linear, integer, goal and non-linear programming. The focus will be on formulation of models and interpretation of results rather than on the underlying theory. A combination of software packages will be used including utilization of software. Emphasis will be placed on the decision making process and analysis of business problems.

**Prerequisite(s):** A minimum grade of "C" in BUSA 3132 and BUSA 4133.

**BUSA 4700 Cooperative Education****0 Credit Hours. 0 Lecture Hours. 0 Lab Hours.**

An opportunity to gain work experience related to academic major, begin the career decision-making process and earn money for educational expenses. This is accomplished through the Cooperative Education program. The co-op program is coordinated administratively by the Office of Career Services. Salaries and benefits are determined by the employer and normally increase as the program proceeds. Board and lodging are the responsibility of the student. An S/U grade is assigned for each work assignment on the basis of the employer's evaluation only.

**BUSA 4790 Internship in Business****3-6 Credit Hours. 0 Lecture Hours. 0 Lab Hours.**

A supervised work-study program in selected business firms throughout the southeast.

**Prerequisite(s):** junior standing, and good academic standing (minimum cumulative GPA is 2.0).

**BUSA 4830 Special Topics in Business****3 Credit Hours. 0 Lecture Hours. 0 Lab Hours.**

A customized course that is under the direction of a faculty sponsor. Designed to offer students an opportunity to pursue studies at a level or on topics not covered in scheduled courses. The scope and nature of the material covered is determined in consultation with faculty sponsor.

**BUSA 4930 Undergraduate Research Practicum****3 Credit Hours. 0 Lecture Hours. 0 Lab Hours.**

Provides the opportunity to pursue research within the business disciplines under faculty direction. It is expected that students in this course will produce a research paper that is accepted for presentation at an academic conference and/or accepted for publication in a peer-reviewed academic journal.

**Prerequisite(s):** Approval of Director of COBA Undergraduate Research.

**BUSA 7030 Special Topics in Business****1-3 Credit Hours. 1-3 Lecture Hours. 0 Lab Hours.**

A standard course developed for a special or newly emerging topic that is in demand by MBA students. Lectures, group work, readings, research, and writing are required as in any other advanced elective course.

**Prerequisite(s):** A minimum grade of "C" in MGNT 7331.

**BUSA 7130 International Business****3 Credit Hours. 3 Lecture Hours. 0 Lab Hours.**

This course presents fundamental considerations for managers of international trade operations, providing students with the experience of simulating the business of exporting.

**BUSA 7314 Team Building****1 Credit Hour. 1 Lecture Hour. 0 Lab Hours.**

Designed to teach essential skills for teamwork.

**BUSA 7530 Global Business Strategy****3 Credit Hours. 3 Lecture Hours. 0 Lab Hours.**

This course focuses on global strategic management and encourages the analysis and development of business strategies within a global environment.

**Prerequisite(s):** A minimum grade of "C" in ACCT 7230 and FINC 7231 and MGNT 7430 and MKTG 7431.

**BUSA 7790 Internship in Business****1-6 Credit Hours. 0 Lecture Hours. 0 Lab Hours.**

A supervised work/study program in selected organizations throughout the U.S.A. and abroad. Any student enrolled in the internship program will be required to work for one full semester.

**BUSA 7831 Business Study Abroad****1-3 Credit Hours. 0 Lecture Hours. 0 Lab Hours.**

This course includes an international trip component. The business study abroad is designed to develop students' understanding of international cultures and business practices. The course prepares students for their trip by requiring activities such as coordinated lectures, assigned readings, and a research paper aligned with each student's career interests. Expenses specific to the travel portion of the course may vary.

**Prerequisite(s):** Permission of Director.

**BUSA 7890 Individual Research****1-3 Credit Hours. 0-3 Lecture Hours. 0 Lab Hours.**

A guided individual research project that provides the student with an opportunity to explore a particular topic in-depth. Normally, the course would culminate in a research report or case study.

**BUSA 9031 Seminar on Scientific Method, Theory, and Philosophy of Science****3 Credit Hours. 3 Lecture Hours. 0 Lab Hours.**

Theoretical foundations and frameworks common to business research. Historical and philosophy of science perspectives. Fundamentals of theory building and employing the scientific method as a research process.

**BUSA 9332 Applied Multivariate Methods for Business Research****3 Credit Hours. 3 Lecture Hours. 0 Lab Hours.**

This course will enable students to master the analytical/methodological skills needed to evaluate and conduct research in their areas of specialization. Students will be introduced to multivariate data analysis methods, especially linear models, needed in their research areas. Students should be able to apply appropriate multivariate statistical techniques to analyze real data sets and prepare methodology and results appropriate for business journals. Students will be able to understand the multivariate techniques commonly used in current literatures of their research areas.

**Prerequisite(s):** A minimum grade of "B" in MGNT 7331.

**BUSA 9333 Advanced Multivariate Methods for Business****3 Credit Hours. 3 Lecture Hours. 0 Lab Hours.**

This course will enable students to master the analytical/methodological skills needed to evaluate and conduct research in their areas of specialization. Students will be introduced to multivariate data analysis methods needed in their research areas, including statistical concepts, principles, and techniques of analysis of variance, confirmatory factor analysis, and structural equations models. Students will be able to understand the multivariate statistical techniques used in current literatures, apply appropriate techniques to support their research and prepare methodology and results appropriate for business journals. Students will learn to use statistical software to assist problem solving.

**Prerequisite(s):** A minimum grade of "B" in BUSA 9332.

**BUSA 9334 Qualitative Research Methods in Business****3 Credit Hours. 3 Lecture Hours. 0 Lab Hours.**

This course provides a survey of qualitative research philosophies and methods. Its focus is on the use of qualitative research to understand phenomenon generally considered within the domain of logistics and supply chain management. The majority of the time will be spent comparing and contrasting four main approaches to qualitative research -- grounded theory, case studies, focus groups, and phenomenology -- to illustrate the variations on qualitative research available. Although philosophical foundations are discussed, the course places primary emphasis on the application of qualitative research methods. Of particular emphasis are decisions and activities that the qualitative researcher must accomplish, such as selecting a phenomenon for study, determining research objectives and questions, selecting a qualitative research design, choosing data sources, conducting a long interview, analyzing qualitative data, evaluating qualitative research, and writing and reporting the results.

**Prerequisite(s):** A minimum grade of "B" in BUSA 9332 and BUSA 9333.