BUSA Business Administration

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.
Cross Listing(s): BUSA 1105H and BUSA 1105S.

BUSA 1105H 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.
Cross Listing(s): BUSA 1105 and BUSA 1105H.

BUSA 1105S 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.
Cross Listing(s): BUSA 1105 and BUSA 1105H.

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 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 pre-business students regarding academic procedures and policies, (2) offer knowledgeable referrals to university resources available to address academic questions and issues, and (3) help pre-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 a minimum grade of "B" in MATH 1111.
Cross Listing(s): BUSA 3131H and BUSA 3131S.

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Prerequisite(s): A minimum grade of "C" in CISM 2530, and MATH 1232 or MATH 1441 or a minimum grade of "B" in MATH 1111.
Cross Listing(s): BUSA 3131 and BUSA 3131S.

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.
Cross Listing(s): BUSA 3132H.

BUSA 3132H 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.
Cross Listing(s): BUSA 3132.

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 Honors 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.
Cross Listing(s): BUSA 3610H.
BUSA 3610H Honors 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.
Cross Listing(s): BUSA 3610.

BUSA 3620H Honors 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.
Cross Listing(s): BUSA 3620H.

BUSA 4131S 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, MGTN 3430, MKTG 3131 and MGTN 3130.
Cross Listing(s): BUSA 4131 and BUSA 4131H.

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.

BUSA 4799 Peer Advising
0-2 Credit Hours. 0 Lecture Hours. 0 Lab Hours.
Practicum in advising focuses on BBA students (1) providing guidance to pre-business students in understanding academic procedures and policies, (2) offering knowledgeable referrals to university resources available to address academic questions and issues, and (3) helping pre-business students better understand and prepare for the advisement process. May be taken twice for up to four hours of free elective credit. Cannot be applied to any COBA major or minor.
Prerequisite(s): BBA status, minimum GPA of 3.0, approval of Associate Dean for students and a minimum grade of "B" in BUSA 3100.

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.
Cross Listing(s): BUSA 4830S.

BUSA 4830S 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.
Cross Listing(s): BUSA 4830.
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.