

BUSINESS (BUSA)

QUICK FACTS: BUSA COURSES

- **Instructional School:** Social Sciences and Public Affairs
- **Department:** Business

BUSA 101 Introduction to Business

(3 Credits, Fall/Spring/Summer)

A survey of business subject areas for both business and non-business students. Topics covered will include business operation and organization, financial management, marketing, accounting, and labor relations. Career opportunities in the field of business will be discussed. (3 lecture hours, 0 lab hours, 3 credits)

BUSA 120 Business Software Applications

(3 Credits, Fall/Spring/Summer)

This is a skills-based course where students learn to use business software primarily focused on Microsoft Office applications. Projects include Internet research, document preparation including spreadsheets, database management, presentations, and website creation. Students are provided with critical-thinking opportunities and hands-on experience with computers. In order to pass this class, you must pass the Microsoft Office Specialist exams for Word and Excel. It is strongly recommended that students have basic computer skills including using the internet and email, saving and printing documents, and proficient typing ability. NOTE: To successfully complete this course, a PC with the full version of Microsoft Office Suite is essential. Apple computers and Chromebooks don't currently meet the system operating requirements for Microsoft Access and Gmetrix (the practice test software). Apple users may consider using a Virtual Machine solution such as the Parallels software however, while Parallels software will allow a user to utilize web versions of Microsoft Office 365, Parallels software is still not compatible with the full Microsoft Office Suite which is tested in the certification exams. If students do not have a PC they can utilize on-campus computer labs or consult with the instructor post-registration for other options. (3 lecture hours, 0 lab hours, 3 credits)

BUSA 199 Business Special Topics

(1-5 Credits, Varies)

This course is designed to permit the offering of special topics appropriate to a student's program. Regular or frequently recurring topics are not offered under this title. The course may be repeated as new topics are presented. (1 lecture hours, 0 lab hours, 1 credits)

BUSA 201 Business Communication and Professionalism

(3 Credits, Fall/Spring/Summer)

This course will primarily focus on preparing students to communicate in a corporate work setting both through familiarity of social expectations for interactions within that setting and the skills needed to professionally communicate. Subjects and skills covered will include cover letters, resumes, interviews, attire, introductions, body language, listening, audience, short presentations, meetings, email writing and etiquette, phone conversations, social media, proposal and report writing, business research, grammar, delivering bad news, intercultural communication, and professionalism. PREREQ: ENGL 101 or PERM/INST. (3 lecture hours, 0 lab hours, 3 credits)

BUSA 207 Introduction to Business Analytics

(3 Credits, Fall/Spring)

Using practical applications and problem-solving, students will develop a basic understanding of business analytics and its impact and uses in business. Topics include frequency distributions, measures of central tendency and dispersion, probability, normal distribution, sampling methods, estimation, and hypothesis testing. PREREQ: BUSA 120 and placement into MATH 153. (3 lecture hours, 0 lab hours, 3 credits)

BUSA 208 Business Analytics

(3 Credits, Fall/Spring)

Using practical applications and problem-solving, students will develop further understanding of business analytics and its impact and uses in business. This course is a continuation of BUSA 207; topics include hypothesis testing, analysis of variance (ANOVA), regression, and non-parametric statistics. PREREQ: BUSA 207. (3 lecture hours, 0 lab hours, 3 credits)

BUSA 220 Entrepreneurial Strategy

(3 Credits, Fall/Spring)

This is a beneficial course for students who are considering running their own business. Students will be introduced to the challenges of opening, operating, financing, and marketing a successful small business. This course is designed to provide students with an understanding of the underlying beliefs and assumptions which drive the behaviors entrepreneurs need to succeed. (3 lecture hours, 0 lab hours, 3 credits)

BUSA 250 Principles of Marketing

(3 Credits, Varies)

A survey course covering the general principles of marketing and the marketing process, including analysis of product, pricing, promotion, place, and distribution. Attention is given to consumer motivation and factors leading to ultimate buying decisions. BUSA 101 is recommended prior to this course. (3 lecture hours, 0 lab hours, 3 credits)

BUSA 255 Leadership Development Skills

(3 Credits, Fall/Spring)

This course is an application of behavioral science principles and skills to the practice of leadership in a variety of contexts. Topics include team building, motivation, problem-solving, negotiation, and self-management. PREREQ: ENGL 101 or PERM/INST. (3 lecture hours, 0 lab hours, 3 credits)

BUSA 256 Introduction to International Business

(3 Credits, Fall/Spring/Summer)

This survey course is designed to provide students with the background, knowledge, and skills needed to understand concepts in international business. The course introduces a framework for the analysis of international business operations. Topics include multi-national business, monetary relations, the growth and magnitude of international business, international economic and political institutions, and the effects of culture on business. (This CWI course meets the institutional competency requirements in Global Perspectives.). (3 lecture hours, 0 lab hours, 3 credits)

BUSA 265 Business Law

(3 Credits, Fall/Spring/Summer)

This course is a survey of various legal subjects including, but not limited to, the United States' legal system, constitutional law, administrative law, property, torts, contracts, and agency. PREREQ: ENGL 101. (3 lecture hours, 0 lab hours, 3 credits)

BUSA 270 Big Data and Business Analytics

(4 Credits, Summer)

Explores understanding, managing, and visualizing data; applying the appropriate analysis tools; and communicating the relevance of the findings. Using practical applications and problem-solving, students will develop a basic understanding of data wrangling, descriptive analytics, predictive analytics, prescriptive analytics, and incorporating the concepts into a cohesive whole. PREREQ: BUS A 208. (4 lecture hours, 0 lab hours, 4 credits)

BUSA 290 Business Capstone

(2 Credits, Fall/Spring)

Exploration of potential careers in business and transfer options to four-year colleges and universities. Includes completion of a program survey and national standardized test which will allow students to compare themselves and the program to other institutions. Also includes peer collaboration on group projects and critical reviews of leadership and contemporary business theories. Must be taken in the final semester of the program. PRE/COREQ: ACCT 202, BUS A 201, BUS A 208, BUS A 265, ECON 201, ECON 202, and MATH 143 or higher. (2 lecture hours, 0 lab hours, 2 credits)

BUSA 293 Business Internship

(1-3 Credits, Varies)

Internships allow students to apply learning to real-life career possibilities. Credits are earned through supervised fieldwork specifically related to a student's area of study. PREREQ: PERM/INST. (0 lecture hours, 3 lab hours, 1 credits)

BUSA 296 Business Independent Study

(1-10 Credits, Varies)

This is a term long project. Each credit hour is equivalent to 45 hours of work on a project. Students should make arrangements with the instructor in their field of interest. Before enrolling for independent study, a student must obtain approval of the department chair and dean, acting on the recommendation of the instructor who will be supervising the independent study. An Independent Study Registration Form must be completed and turned into a One Stop Student Services location before a student may register for this course. PREREQ: PERM/INST and submission of a completed Independent Study Registration Form. (0 lecture hours, 0 lab hours, 1 credits)

BUSA 301 Organizational Communication

(3 Credits, Fall)

This course focuses on formal and informal communication within and between organizations. It examines how organizations exhibit their organizational climate and culture; it also provides opportunities and tools for students to further develop their communication skills and apply that learning in organizational settings. The course will show how communication is key to understanding how organizations function. Students will study how individuals and groups communicate, how communication creates and sustains organizations, and how organizations communicate with each other. Students will understand the communication processes in contemporary organizations, think critically and analytically about the roles that communication technologies can play in those organizations and develop skills at applying those processes and technologies in an organizational setting. PREREQ: COMM 101 or COMM 160 and admission to the Business Administration program. (3 lecture hours, 0 lab hours, 3 credits)

BUSA 308 Analytics for Managers

(3 Credits, Fall)

This course equips future business leaders with essential analytical skills and a strong understanding of data-driven decision-making that emphasizes practical analytics applications within a business context. Students will learn to interpret and apply key data metrics, utilize analytical tools, and develop strategic insights. The course covers data visualization, statistical analysis, and ethical considerations in data usage, empowering students to solve complex business problems and make informed, ethical decisions. Through hands-on exercises and case studies, students will gain foundational competence in tools such as Excel, Tableau, and SQL and explore how emerging technologies like artificial intelligence enhance analytical capabilities. By the end of the course, students will be prepared to leverage data analytics to drive organizational success, demonstrate ethical data stewardship, and effectively communicate their findings to stakeholders. PREREQ: BUS A 120 and admission to the Business Administration program. (3 lecture hours, 0 lab hours, 3 credits)

BUSA 325 Business Ethics

(3 Credits, Spring)

Investigate the complexities of decision-making, corporate social responsibility, and sustainability within the corporate world. Analyze case studies and engage in thought-provoking discussions to develop a strong ethical framework and critical thinking skills. Gain insights into the impact of ethical choices on stakeholders, society, and the environment. Prepare to navigate ethical challenges in the workplace and contribute positively to organizations with integrity and social consciousness. PREREQ: PHIL 103 and admission to the Business Administration program. (3 lecture hours, 0 lab hours, 3 credits)

BUSA 335 Organizational Leadership

(3 Credits, Spring)

By the end of this course, students will be equipped with the skills and knowledge necessary to navigate the complexities of organizational leadership in dynamic business environments. They will be able to critically analyze strategic options, make ethical decisions, and create effective business policies that contribute to sustainable growth while adapting to changing technological, global, and regulatory landscapes. PREREQ: BUS A 101 and admission to the Business Administration program. (3 lecture hours, 0 lab hours, 3 credits)

BUSA 365 Advanced Business Law

(3 Credits, Fall/Spring/Summer)

This course is a survey of various legal subjects including, but not limited to, the United States' legal system, constitutional law, administrative law, property, torts, contracts, and agency. This is a joint-listed course with BUS A 265; specialized coursework will be required for upper-division credit. PREREQ: Completion of an associate degree (or higher) or PERM/INST. (3 lecture hours, 0 lab hours, 3 credits)

BUSA 435 Business Policy and Practice

(3 Credits, Fall/Spring/Summer)

Explore advanced concepts of business policy formulation, strategic decision-making, and implementation in dynamic organizational environments. Develop a comprehensive understanding of strategic management theories and frameworks. Analyze real-world case studies to enhance critical thinking and problem-solving skills. Gain insights into ethical considerations and corporate social responsibility within the context of business strategies. Prepare to navigate complex business challenges and contribute effectively to organizational success. PREREQ: Completion of an associate degree (or higher) or PERM/INST. (3 lecture hours, 0 lab hours, 3 credits)

BUSA 438 Operations Management

(3 Credits, Spring)

This course introduces fundamental concepts and practices in operations management, focusing on the processes that drive efficiency and effectiveness in both product and service-oriented organizations. Key topics include operations strategy, process and capacity planning, facility layout and design, forecasting, production scheduling, inventory control, quality assurance, and supply chain management. Students will explore techniques for managing resources, optimizing quality and productivity, and supporting sustainable operations, using a systems model to integrate these concepts across various organizational functions and settings.

PREREQ: Admission to the Business Administration program. PRE/

COREQ: BUSA 308. (3 lecture hours, 0 lab hours, 3 credits)

BUSA 452 Small Business Management and Entrepreneurship

(3 Credits, Spring)

This course provides students with the knowledge and skills necessary to successfully manage a small business or entrepreneurial venture. Emphasizing real-world applications, students will learn to develop and execute business strategies in areas such as financial management, team leadership, marketing, operations, and problem-solving. By the end of the course, students will be equipped to lead small businesses effectively, adapt to challenges, and create sustainable growth. PREREQ: BUSA 101, FINA 109, and admission to the Business Administration program. (3 lecture hours, 0 lab hours, 3 credits)

BUSA 465 Applied Business and Employment Law

(3 Credits, Spring)

This course provides a comprehensive exploration of the principles of business and employment law as applied to real-world scenarios. Students will analyze legal frameworks governing employment relationships, workplace policies, business practices, and organizational compliance. Key topics include hiring and termination practices, intellectual property law, international business law, consumer protection laws, and environmental regulations. By examining case studies and legal precedents, students will develop skills in identifying, analyzing, and applying legal concepts to resolve complex business and employment issues. PREREQ: BUSA 335 and admission to the Business Administration program. (3 lecture hours, 0 lab hours, 3 credits)

BUSA 490 Business Policy and Practice Capstone

(2 Credits, Summer)

This capstone course will explore advanced concepts of business policy formulation, strategic decision-making, and implementation in dynamic business organizations. This course integrates concepts and applications from various functional business areas. Students will synthesize and apply knowledge in an organizational context by using simulations, case studies and projects. Students will develop a comprehensive understanding of strategic management theories and frameworks. They will analyze real-world case studies to enhance critical thinking and problem-solving skills. Students will adopt an operational business and apply strategic thinking, planning, and analysis to create a master plan to assist the business in gaining a sustained competitive advantage in the marketplace. PREREQ: BUSA 438, BUSA 452, BUSA 465, and admission to the Business Administration program. (2 lecture hours, 0 lab hours, 2 credits)

Refer to [How to Read Course Descriptions](#) for an explanation of elements found in the course descriptions above.