BUAD - 1043 Occupational Experience, 3.00 Credits
Level: Lower
Applied Learning-Internship, Pass/Fail
This is a semester-long experience where a business student can gain hands-on work experience in a sponsor company. Students benefit from this employer-employee relationship as an extension of classroom theory/applications and learn to work within corporate rules/regulations as expected of a newly hired worker. Satisfactory completion of this training, as well as related assignments, is required.

BUAD - 1543 Grammar for Court Reporters, 3.00 Credits
Level: Lower
In this course students will develop a high-level ability in spelling, vocabulary, sentence structure, word choice, capitalization and punctuation with direct application to business writing and speaking. This course encourages application of this knowledge through editing activities. Attention is given to diagnosing fragments, run-ons, comma splices and parallelism errors. Emphasis is placed upon mastery of grammatical structure needed for effective writing of sentences, paragraphs, and essays. When this course serves as the prerequisite for another course, the student must receive a grade of "C" or better in this course.

BUAD - 2033 Business Communication, 3.00 Credits
Prerequisite(s): COMP 1503 with D or better
Level: Lower
Gen Ed - BC-COMP1503/BUAD2033, Gen Ed - BC-COMP3503/BUAD2033
Students will develop skills in communicating in the digital age workplace. In addition to learning fundamentals of communication theory and principles, special attention is given to the business writing process, preparing short workplace messages and digital media, preparing positive, negative and persuasive messages, written and oral reports. Emphasis is also given to preparing students for the job search, application and interview process in the digital age. Workplace professionalism will be modeled, preparing students for workplace communication success.

BUAD - 3043 Business Law I, 3.00 Credits
Level: Lower
This course offers a general inquiry into the nature and the legal system in the United States. Areas covered include, but are not limited to, the different schools of jurisprudential thought, the Common Law tradition, Alternative Dispute Resolution, court procedures, legal research and case citations. Special attention is given to Constitutional Law and business, Torts and Crimes, Intellectual Property and the Common Law of Contracts.

BUAD - 3114 Intl Tourism: Ital Food & Geog, 4.00 Credits
Level: Lower
The course presents concepts of tourism relating to food and geography, using Italy as its example. The course is relevant to students of all backgrounds but was designed specifically for students of hospitality, business, and culinary arts. Students will study international organizations operating in tourism (i.e. WTO) and the different types of tourism, with particular attention paid to sustainable tourism. Students will be asked to investigate the tourism geography of Italy, becoming familiar with the most important tourist sites in Italy and Campania (through several excursions). The third module of the course will be dedicated to a very important kind of tourism in Italy and of the Campania Region: Food and Wine Tourism. Students are expected to actively participate and contribute to class discussion. Students will learn about marketing and/or sales activities such as marketing research and advertising, promotional campaign organization, and media relations connected with the promotion of tourism in Italy and Campania.

BUAD - 3153 Fundamentals of Management, 3.00 Credits
Level: Lower
This course deals with the skills necessary to become a manager. The students will develop an understanding of management theories and management skills through an examination of the basic functions of management. The concepts of planning, organizing, leading, and controlling a business organization are examined to show how these basic principles can be used to create a healthy and thriving organization in today's global environment. Special attention will be given to decision making, problem solving, and leadership in an environment where productivity improvements are a major concern.

BUAD - 4004 Ess of Entrepr & Sm Bus Mgmt, 4.00 Credits
Level: Lower
This course offers the student a step-by-step approach to starting a business. The course covers the fundamental principles of marketing, law, management, and office administration as applied to beginning a new venture. The class will be divided into teams that will prepare a comprehensive individualized business plan to include a market profile, site analysis, competitive analysis, financials, goals and objectives, pricing and marketing strategies, and executive summary. A major focus of this course is to explore each step necessary in structuring and launching a new venture, and discussing ways of recruiting the necessary resources to accomplish this venture.

BUAD - 4053 Business Law II, 3.00 Credits
Level: Lower
This course is an examination of the law of sales, commercial paper, agency-employment relationships, business organizations and government regulation of same. Article 2 of the UCC is used in the sales area with special attention paid to contract formation, title and risk of loss, performance and product liability. In examining commercial paper, Article 3 of the UCC is referenced with emphasis on function and form, holders in due course and liability and discharge. Attention is also given to employer/employee relationships, and distinguishing between sole proprietorships, partnerships, limited liability companies and corporations. Finally, government regulation of business is examined, especially in the areas of anti-trust and restraint of trade.

BUAD - 4133 Investments, 3.00 Credits
Level: Lower
This course is designed to be an introductory course in investments. Topics covered are sources of information, establishing investment goals, investment returns and risks, time value of money, investing in common stocks, bonds, and mutual funds, tax aspects of investing, analysis of financial statements, portfolio management techniques, and introduction to futures and options.

BUAD - 4193 Insurance and Risk Management, 3.00 Credits
Level: Lower
This course covers one of the six components of financial planning. This course will describe the techniques a financial planning/risk manager will use to analyze risk and assess alternate strategies. The course begins by examining the pervasive nature of risk and its impact on both the individual and society. It also demonstrates the ways in which insurance can be used to deal with the problems posed by such risk. Insurance is an integral part of the personal financial planning process; therefore the course is designed to be consumer oriented. The course can also be useful in preparation for a career in the fields of life, health and disability, and property and casualty insurance.

BUAD - 4203 Intro Personal Financial Plan, 3.00 Credits
Level: Lower
Applied Learning-Internship
This course is an introduction to personal finance covering those areas that are necessary for an individual to make better financial decisions throughout one's lifetime. Topics include: developing financial statements, plans, budgets, time value of money, money management, credit management, tax planning, insurance, investments, retirement planning, and estate planning. Computer, business calculator applications, and case studies will be used throughout the course. The creation of a comprehensive financial plan will be required.

BUAD - 4403 Business Computer Applications, 3.00 Credits
Level: Lower
This course will introduce students to multiple aspects of business computer applications used in the business environment using current computer software packages to include: representing, storing, manipulating, and using digital information. Topics include: essential applications; information collection and analysis; research methods; and using digital information to enhance presentations in the workplace. This course prepares students to work with Microsoft Office in a career setting or for personal use. Students also develop an understanding of key ethical issues they will face in the context of using information technology.

BUAD - 5003 Management Communications, 3.00 Credits
Prerequisite(s): COMP 1503 with D or better or BUAD 2033 with D or better
Level: Upper
This course is designed to provide the student with the range of communication issues a manager will face in the future. Enduring issues on how to write and speak effectively and devise a successful communications strategy as well as how to make the best use of telecommunications technology will be explored. Through lecture and application, the student will study such areas as handling feedback, managing meetings, communicating change, communicating with diverse populations and external audiences. Special emphasis will focus on how to use communications to achieve an organizational mission, how to adapt their communications to the specific needs of their audiences, and how to prepare for intercultural communication challenges.

BUAD - 5013 Principles of Leadership, 3.00 Credits
Prerequisite(s): BUAD 3153 with D or better or TMGT 7153 with D or better
Level: Upper
This course is an examination of the theory, practice, and principles of leadership within the realm of management. Major topics include the evolution of leadership theory, an examination of the major leadership theories operating in modern organizations, and the impact of each on organizational effectiveness. The development, refinement, and application of effective leadership principles and skills are also examined. Students will be expected to analyze the spectrum of leadership theories and formulate opinions as to the most effective and efficient forms of leadership given a specific situation or organizational context.
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<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
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<tbody>
<tr>
<td>BUAD 5033</td>
<td>Human Resource Management</td>
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<td>BUAD 5023</td>
<td>Legal Environment of Business</td>
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<td>BUAD 5004</td>
<td>Small Business Planning &amp; Mgmt</td>
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<td>BUAD 6003</td>
<td>Managerial Finance</td>
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<td>BUAD 6113</td>
<td>Strategic &amp; Creative Prob Solv</td>
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<td>BUAD 6213</td>
<td>Business in the European Union</td>
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<td>BUAD 6403</td>
<td>Proj Mgmt for Busi Professnts</td>
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<tr>
<td>BUAD 6503</td>
<td>Intro to Supply Chain Mgmt</td>
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<td>BUAD 7033</td>
<td>Operations Management</td>
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This course is designed to provide the students with an understanding of human resource management, and how they can improve their use of human resources through management tactics. It will discuss how human resource management contributes to the organization in terms of effectiveness and competitiveness. Discussion and research will take place on some of the challenges and workplace issues being faced in this area. Some of the topics covered include strategic human resource planning, staffing, training and development, compensation, employee and labor relations, and workforce planning.

This course provides an overview of the retirement planning process. It will describe the ongoing, systematic procedures a financial planner will utilize to assist a client in establishing meaningful retirement objectives and creating appropriate strategies. Topics will include employer sponsored retirement plans, Social Security, Medicaid, Medicare, post retirement health and quality of life issues, as well as investment, estate, and tax planning strategies.

This course explores the complex nature of ethical issues confronted by modern business leaders and managers. It integrates perspectives from a variety of disciplines, including, but not limited to, philosophy, law, management, economics, marketing, and public policy. Coursework is designed to illustrate the ethical principles applicable in a business setting while considering policies concerning employees, customers, and the general public, and while building trust, commitment, and effort within the business organization.

Level: Upper  
Prerequisite(s): BUAD 5023 with D or better or TMGT 7153 with D or better

This course is an introduction to, along with application of, theoretical approaches and practices to managing a global supply chain. Course focus will be on managing material and information outside of the factory walls including aspects of product design collaboration, demand planning and forecasting, inventory management and deployment, understanding and designing distribution channels, procurement in global economy, general logistics, and career opportunities. Supply chain management (SCM) is a system approach to managing the entire flow of information, materials, and services from raw materials suppliers through operations facilities and warehouses to the end-customer. This course stresses the need to identify and maintain customer value throughout the entire process. Students will learn how supply chain strategies support corporate strategies.

Level: Upper  
Prerequisite(s): MKTG 2073 with D or better or BUAD 3153 with D or better

This course provides a comprehensive introduction to the standards, principles, guidelines, and processes for project management in business, government, and non-governmental organizations. The primary focus of this course will be the business project management processes identified in the Project Management Institute (PMI) Guide to the Project Management Body of Knowledge (PMBOK Guide). With the PMBOK Guide as the primary text, students will use a personal case study to develop the key deliverables for a Project Management Plan. Microsoft Project will be used for some aspects of the case study work, but instruction in use of the software will be limited to its basic functions (task listing, sequencing, and scheduling; resource identification and allocation; and cost estimating). Students will also become familiar with the use of QANTT charts and critical path analysis related to project management in general business settings.

Level: Upper  
Prerequisite(s): BUAD 3153 with D or better or TMGT 7153 with D or better

This course describes how economic, political and social factors interrelate, and influence business in the European Union. Students will research sustainable business practices from different European Union member state's perspective. Guest lecturers and field trips are planned for students enrolled in the study abroad program.

Level: Upper  
Prerequisite(s): ( CISY 1163 with D or better or CISY 1003 with D or better or CISY 1023 with D or better ) and ( BUAD 3153 with D or better or TMGT 7153 with D or better )

This course will expose students to the legal environment within which businesses operate. It focuses on business' relationship with government agencies (public law issues) as well as with other businesses, consumers, suppliers, etc., (private law issues). The course specifically addresses the global, political, social, environmental and regulatory legal issues confronting businesses, with a special emphasis on the law of technology. It is intended to better equip the business manager for decision making by exploring the legal issues involved in contracts, torts, business organizations, employment law, the Uniform Commercial Code, intellectual property law and Constitutional Law. A variety of specific problems for business found within the law will be examined and analyzed through case briefs and studies, research projects and advocacy exercises. Students will have an opportunity to explore law related topics of particular interest to themselves with oral presentations to the class.

Level: Upper  
Prerequisite(s): BUAD 3153 with D or better or TMGT 7153 with D or better

This course provides an overview of the retirement planning process. It will describe the ongoing, systematic procedures a financial planner will utilize to assist a client in establishing meaningful retirement objectives and creating appropriate strategies. Topics will include employer sponsored retirement plans, Social Security, Medicaid, Medicare, post retirement health and quality of life issues, as well as investment, estate, and tax planning strategies.

Level: Upper  
Prerequisite(s): BUAD 5023 with D or better or TMGT 7153 with D or better
BUAD - 7043 Quantitative Decision Making, 3.00 Credits
Prerequisite(s): MATH 1123 with D or better or MATH 2124 with D or better or MATH 1014 with D or better or MATH 1033 with D or better or MATH 1034 with D or better
Level: Upper
This course is an introduction to quantitative problem solving methods used in business applications. Topics include General Linear Programming and Sensitivity Analysis; Transportation, Assignment, and Transshipment Problems; Network Flow Algorithms; Project Scheduling; PERT/CPM; Inventory Models; Waiting Line Models; and Markov Processes. Software applications will be utilized whenever possible to aid students in the problem solving process.

BUAD - 7273 Organizational Behavior, 3.00 Credits
Prerequisite(s): TMGT 7153 with C or better or BUAD 3153 with C or better
Level: Upper
This course is designed to create an understanding of the behavior of people in organizations. The purpose of this course is to improve the effectiveness of human resources, both at the individual’s level and organizational level. Students will integrate their learning through active participation in experiential exercises, personal experiences, case analysis, and general behavior experiments and study. The course will also focus on personal growth and development.

BUAD - 8003 Management Info Systems - MIS, 3.00 Credits
Prerequisite(s): ( CISY 1003 with D or better or CISY 1103 with D or better or CISY 1023 with D or better or CISY 1033 with D or better or CISY 1034 with D or better ) and ( BUAD 3153 with D or better or TMGT 7153 with D or better )
Level: Upper
This course focuses on a management perspective of information systems activity from development through implementation. The goal of this course is to help business students learn how to use and manage information technologies to revitalize business processes, improve business decision making, and gain competitive advantage. This course places major emphasis on up-to-date coverage of the essential role of Internet technologies in providing a platform for business, commerce, and collaboration processes among all business stakeholders in today’s networked enterprises and global markets. This course places a major emphasis on the strategic role of information technology in providing business professionals with tools and resources for managing business operations, supporting decision making, and gaining competitive advantage.

BUAD - 8013 International Business, 3.00 Credits
Prerequisite(s): BUAD 3153 with D or better or TMGT 7153 with D or better
Level: Upper
This course is an application of theoretical approaches to the globalization of business. Major concepts, tools, and processes will be explored through lecture, readings, team activities, and case study applications. Major topics include the examination of how businesses and managers focus and succeed in the global economy including an overview of the economic, political, legal, social, and cultural systems involved. Emphasis is given to the scope and theories of international business, the framework for international transactions, relations with host countries and host cultures, global business strategies, and the contrasting international management and ethical issues managers may face.

BUAD - 8023 Strategic Management Capstone, 3.00 Credits
Prerequisite(s): ( BUAD 3153 with D or better or TMGT 7153 with D or better ) and BUAD 5023 with D or better and BUAD 6003 with D or better and ( MKTG 2073 with D or better or MKTG 6003 with D or better ) and BUAD 7033 with D or better and BUAD 5023 with D or better and BUAD 6003 with D or better and ( MKTG 2073 with D or better or MKTG 6003 with D or better ) and BUAD 7033 with D or better
Corequisite(s): ( BUAD 3153 with D or better or TMGT 7153 with D or better ) and BUAD 5023 with D or better and BUAD 6003 with D or better and ( MKTG 2073 with D or better or MKTG 6003 with D or better ) and BUAD 7033 with D or better
Corequisite(s): Applied Learning-Other
This course is an application of theoretical approaches to Strategic Management. Major concepts, tools, and processes will be explored through lecture, readings, team activities, and case study applications. Major topics include creating a competitive advantage, analyzing the external and internal environment of an organization, recognizing an organization’s intellectual assets, developing business level, corporate level, and international level strategies, strategic control and corporate governance, creating organizational designs, creating a learning organization and an ethical organization, and managing innovation and fostering corporate entrepreneurship. The completion of a business simulation will be required.