

**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 as students complete professional LinkedIn profiles, business resumes, and mock interviews. Generational communication will be introduced through digital and written understanding.

**BUAD - 3043 Business Law I, 3.00 Credits**

Level: Lower

This course offers a general inquiry into the nature of law 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 will describe the techniques a financial planner/risk manager/consumer will use to analyze risk and assess alternate strategies for managing risk. 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. The course is designed to be consumer oriented with the main emphasis on the use of insurance within the risk management framework. The course can be useful in preparation for a career in the fields of life insurance, health and disability insurance, as well as property and casualty insurance.

**BUAD - 4203 Intro Personal Financial Plan, 3.00 Credits**

Level: Lower

Applied Learning-Practicum

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

Applied Learning-Practicum

This course will introduce the student to multiple aspects of business computer applications including the representation, storage, manipulation, and use of 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. Students will be introduced to key ethical issues they will face in the context of using information technology. Students will develop electronic documents, spreadsheets, and databases. Students will also develop and present an electronic presentation in order to document the students' competence applying business solutions.

**BUAD - 5003 Management Communications, 3.00 Credits**

Prerequisite(s): COMP 1503 with D or better or BUAD 2033 with D or better

Level: Upper

Upper Level

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

Upper Level

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.

**BUAD - 5023 Human Resource Management, 3.00 Credits**

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

Level: Upper

Upper Level

This course provides students with an understanding of human resource management, and how they can improve their use of human resources through management tactics. It will discuss what 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 workforce issues being faced in this area. Some of the topics covered include equal opportunity and the legal environment, strategic human resource planning, recruiting and selection, staffing, training and development, compensation, performance appraisal, employee and labor relations, and workplace safety.

**BUAD - 5033 Retirement Planning, 3.00 Credits**

Prerequisite(s): BUAD 4203 with D or better

Level: Upper

Upper Level

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.

**BUAD - 5043 Business Ethics, 3.00 Credits**

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

Level: Upper

Upper Level

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.

**BUAD - 5900 Directed Study, 1.00 TO 6.00 Credits**

Level: Upper

Upper Level

A student may contract for one to six credit hours of independent study through an arrangement with an instructor who agrees to direct such a study. The student will submit a plan acceptable to the instructor and to the department chairperson. The instructor and student will confer regularly regarding the process of the study.

**BUAD - 6003 Managerial Finance, 3.00 Credits**

Prerequisite(s): ( ACCT 1124 with D or better and ACCT 2224 with D or better ) or ACCT 5043 with D or better

Level: Upper

Upper Level

This course is a comprehensive examination of the theoretical and practical approaches to financial management. Analyzing, planning, controlling investment and short and long term financing are examined for decision-making purposes. Topics include: the financial environment, risk and rates of return, capital budgeting techniques, the cost of capital and capital structure, analysis of financial statements, financial planning and control, and ethics in finance.

**BUAD - 6113 Strategic & Creative Prob Solv, 3.00 Credits**

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

Level: Upper

Upper Level

The focus of this course is the analysis of issues that managers typically address in technology-based environments and application of creative problem solving techniques. Emphasis is on fostering creative thinking as a way to approach and solve problems, and analysis of personal thinking styles. Problem, evaluation, and decision analysis techniques will be used. Preparation and presentation of written and oral reports is required. The course offers an opportunity for students to practice communication of ideas and accomplishments through informal discussion, formal presentation, team decision-making and team learning using collaborative efforts to achieve a common goal. The applied problems explored in this course are based upon real and current industry problems.

**BUAD - 6213 Business in the European Union, 3.00 Credits**

Level: Upper

Applied Learning-Intl/Dom Trvl, Upper Level

The 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.

**BUAD - 6303 Mktg & Commng thru Soci Media, 3.00 Credits**

Prerequisite(s): ( CISO 1103 with D or better or CISO 1003 with D or better or CISO 1023 with D or better ) and ( BUAD 3153 with D or better or TMGT 7153 with D or better )

Level: Upper

Upper Level

Upon completion of this course, the student will understand the key concepts of social media and their application in today's business environment. This course is designed specifically to address business needs related to the design, development, and implementation of social media projects in areas such as customer relationship management (CRM), marketing and public relations, and internal organizational communication. In addition to the presentation of key concepts via lectures, this course will use case studies to illustrate business applications of social media, and hands-on projects in which students will create their personal social "brand" online. Students will also work on a larger team project that involves the development of a social media project for a not for profit organization that is selected and approved in coordination with the faculty.

**BUAD - 6403 Proj Mgmt for Busi Profssnls, 3.00 Credits**

Prerequisite(s): ( CISO 1103 with D or better or CISO 1003 with D or better or CISO 1023 with D or better or BUAD 4403 with D or better ) and ( BUAD 3153 with D or better or TMGT 7153 with D or better )

Level: Upper

Upper Level

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 GANTT charts and critical path analysis related to project management in general business settings.

**BUAD - 7004 Small Business Planning & Mgmt, 4.00 Credits**

Prerequisite(s): MKTG 2073 with D or better or BUAD 3153 with D or better or TMGT 7153 with D or better

Level: Upper

Applied Learning-Creative Work, Upper Level

This course offers the student a step-by-step approach to starting and managing a small business. The course covers the fundamental principles of marketing, law, management, and office administration as applied to beginning a new venture. Each student 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 - 7023 Legal Environment of Business, 3.00 Credits**

Level: Upper  
Upper Level

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.

**BUAD - 7033 Operations Management, 3.00 Credits**

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

Level: Upper  
Upper Level

Upon completion of this course, the student will understand modern (quantitative and qualitative) concepts in production management and their application to problems relevant to today's workplace, for both industrial and service organizations. This course specifically addresses the impact of operational decisions on the firm and emphasizes cross-functional decision making. The course essentially deals with the process design, delivery systems, quality management, ERP, inventory control, scheduling and management of transformation processes to create and deliver value to customers by identifying opportunities and direction for change. This course will cover the terminology, problems, concepts and tools associated with managing operations. Special topics include: supply chain management, e-operations, service blueprinting, competency-based strategy, Six Sigma, lean systems, and mass customization.

**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  
Upper Level

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  
Upper Level

This course is designed to create an understanding of the behavior of people in organizations to help people be more productive and satisfied in organizational settings. It exposes students to advanced behavioral science theories and applications in management. Topics include work motivation, work attitudes and job satisfaction, personality and values, socialization, work teams, communication, leadership, power and politics, decision-making, and management of change. The course will also focus on personal growth and development. Students will integrate their learning through active participation in experiential exercises, personal experiences, case analysis, and general behavior experiments and study.

**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 ) and ( BUAD 3153 with D or better or TMGT 7153 with D or better )

Level: Upper  
Upper Level

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  
Upper Level

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

Level: Upper  
Applied Learning-Creative Work, Upper Level

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.