

BUSINESS ADMINISTRATION COURSES (BUAD)

BUAD 100 PERSPECTIVES ON BUSINESS (3) This course presents basic concepts and problems found in business. Topics such as marketing, organizational forms, management, production, finance, and economics are discussed. The business environment is also emphasized, including the global, social, ethical, political, legal, and regulatory business environment. Leading business executives bring the “real world” to the classroom, and a technological component emphasizing computer presentation software is presented. Team-building skills are strongly emphasized and developed.

BUAD 222 ETHICAL DILEMMAS IN BUSINESS AND LEADERSHIP (3) This course examines moral and ethical dilemmas related to business and leadership, including ethical decision making and core decision making skills in the business environment. Close attention will be paid to contemporary ethical dilemmas faced by business, political and world leaders.

BUAD 241 BUSINESS STATISTICS (3) *Prerequisite: General Education MATH; strongly recommend MATH 103.* This course focuses on the development of the theory of inferential statistics with the aim of generating an understanding of the selection, application, and interpretation of statistical methodology necessary for making informed management decisions. Topics include sets and probability, probability distributions, expected value, statistical measures, sampling distributions, estimation, and hypothesis testing. Note: business and economics majors will not meet the statistics requirement by substituting MATH 222 for BUAD 241.

BUAD 243 DATA MINING (3) This hands-on course focuses on the application of current data mining techniques in business and economics. Supervised and unsupervised learning techniques will be discussed, including association rules, decision trees, and classification. These are applicable in marketing (customer profiling), economics (fraud detection), accounting (auditing), information systems (security), and a variety of other contexts.

BUAD 265 LEADERSHIP AND THE CLASSICS (3) This course studies the concepts and techniques of effective leadership. The classics are used as resources to gain insightful knowledge about ways in which concepts and techniques of leadership work in the business environment.

BUAD 322 LEGAL ENVIRONMENT OF BUSINESS (3) This course examines legal principles and ethics, the role of law in society, and the legal environment in which business operates.

BUAD 352 PRINCIPLES OF INTERNATIONAL BUSINESS (3) *Prerequisites: ACCT 201, ECON 201-202, and MGMT 260.* An introduction to the study of the theory and practice of the field of international business that focuses on managerial, operational, strategic, and environmental factors. The roles of intercultural communications and cross-cultural awareness in successful global strategies are emphasized. Analysis of the procedures and processes of international business and alternative modes of entry are also stressed.

BUAD 377 STUDY ABROAD (3) *Prerequisite: Permission of instructor.* This course is a study-course experience, normally lasting one week, that takes students outside the United States. The purpose is to deepen students' understanding of other cultures as they learn how the requirements for operating a successful enterprise differ from those in the U.S. This is accomplished through a series of papers completed prior to and following the study-tour experience.

BUAD 397 INDEPENDENT STUDY IN BUSINESS ADMINISTRATION (1-3) *Prerequisites: Approval of faculty sponsor and school dean; junior or senior standing.* This course provides students the opportunity to pursue individual study of topics not covered in other available courses. The area for investigation is developed in consultation with a faculty sponsor and credit is dependent on the nature of the work. May be repeated for no more than six credits.

BUAD 398 SPECIAL TOPICS IN BUSINESS ADMINISTRATION (1-3) [credit depends on topic] *Prerequisite: A background of work in the discipline.* This course will focus on an aspect of the discipline not otherwise covered by the regularly offered courses. The topic will vary according to professor and term; consequently, more than one may be taken by a student during his/her enrollment.

BUAD 399 INTERNSHIP IN BUSINESS (1-12) *Prerequisites: Juniors or seniors with a 2.25 minimum QPA; approval of written proposal by internship coordinator and supervising faculty prior to registration.* Internships are offered in cooperation with a faculty sponsor responsible for academic quality who assigns the final grade. Student interns may or may not be paid for their work. (See "Internships.")

BUAD 406 INTRODUCTION TO ENTREPRENEURSHIP (3) *Prerequisites: ACCT 201-202.* This course emphasizes aggressive strategic planning of entrepreneurial projects. The course integrates professional management and entrepreneurial values, concepts, and tools. Students are coached through development of strategic plans for their projects.

BUAD 430 PRACTICUM IN BUSINESS (3) *Prerequisite: Senior standing in a School of Business And Economics major.* This course provides the student with firsthand experience in problem solving and decision making in a business environment. Students will work as part of a team on an actual business case culminating in a thorough report recommending solutions for the firm's problems.

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BUAD 441 **INTEGRATED APPLICATION OF BUSINESS PRINCIPLES (3)** *Prerequisites: ECON 201-202, FIN 317, MGMT 244, 260, and MKTG 209.* This course focuses on integrating business theory and practice. Students apply core business concepts (accounting, economics, finance, law, management, marketing, and operations management) to develop a business plan. Students also explore topics associated with the strategic management and control of small- to medium-size business enterprises.