BUSINESS ADMINISTRATION (BSAD)

BSAD 201 Business Law I (3)
Provides an introduction to the procedural workings of our legal system together with substantive law subjects. During the semester students learn about common law contracts, agency, bailments, and products liability. Emphasis is on learning to identify legal issues and problem solving. The goal is that students develop the analytical skill to apply the law they learn to real life situations.

BSAD 202 Business Law II (3)
Prerequisite: BSAD 201
Includes a wide range of legal topics. The purpose is to give students expanded background they may need for licensing examinations, which test legal knowledge. Students learn about business organizations and the Articles of the Uniform Commercial Code, which regulate negotiable instruments, promissory notes, and secured transactions. The course also covers insurance, real property, and government regulation.

BSAD 214 Economics and Stewardship (3)
Explores the ethical and religious perspective on economics. Topics include utility theory in relation to consumption and happiness, income distribution, poverty, role of a welfare state in a market economy, labor markets and wage discrimination. Emphasis will be placed on economics as a social science and its effect on the overall society, as well as on communities, families, and individuals.
Restrictions: Enrollment is limited to students with a major in Health Care Leadership or Health Care Management (BS). Enrollment limited to students in the Business Health Admin. or Business Health Admin. colleges.

BSAD 215 Understanding Personal Change (3)
Designed to provide an overview of the process by which individuals move through transitions in their lives. The focus will be first on understanding individual change. The students will shift their attention to making the connection to what this process means for organizations and how you, as organizational managers, can help facilitate organizational change through an understanding of successful individual change.

BSAD 250 Business Driven Technology (3)
Is designed to provide students with a broad-based understanding of technology as it relates to and impacts business on a global scale. Modules will cover how business achieves success through technology, how technology is driving global competition, the rate in which technology is accelerating, and how to successfully manage your career in the technical revolution. Course material includes case studies, scholarly works and practical applications. Discussions will include not only business technology, but also the impact new technology has on society and the ethical implications it creates.

BSAD 276 Business Statistics (3)
Prerequisite: MATH 111 or MATH 121
Introduces students to statistical tools and techniques used for problem-solving and decision-making in business. Readily-available real data are used to discuss how to organize and summarize data in a way that best brings out meaningful patterns in specific data sets. Inferential statistical techniques covered include confidence intervals, hypothesis testing and regression analysis. Emphasis is placed on multivariate analysis for projections of key economic variables as well as those of interest to business.
Meets general education requirements: GE-Math/Science/Comp Sci Elec
IAI Course Number: BUS 901, M1902

BSAD 277 Business Research (3)
Prerequisite: MKTG 175 and MATH 175 or BSAD 276 or MATH 105
Introduces conceptual tools and techniques necessary to conduct business research. Students will understand scientific research, how to use secondary and primary data, write research proposals, have a knowledge of research design and methods, and know how to analyze, interpret and present research results.

BSAD 278 Introduction to Business Analytics (3)
Prerequisite: BSAD 276 or MATH 175
The course is an introduction to business analytics. It covers managerial statistical tools in descriptive analytics and predictive analytics, including regression. Other topics covered include forecasting, risk analysis, simulation, data mining, and decision analysis. This course provides students with the fundamental concepts and tools needed to understand the emerging role of business analytics in organizations and shows students how to apply basic business analytics tools in a spreadsheet environment, and how to communicate with analytics professionals to effectively use and interpret analytic models and results for making better business decision. Emphasis is placed on applications, concepts and interpretation of results, rather than theory and calculations. Students use a computer software package for data analysis.

BSAD 300 International Business (3)
Prerequisite: ECON 101
Develops student's cultural literacy by acquainting them with international environments. International business issues are examined such as global monetary systems, international strategies, and trade alliances.

BSAD 308 Forecasting & Econometrics (3)
Prerequisite: MATH 175 or BSAD 276
Introduces working professionals and students to the concept of basic econometrics without requiring the use of advanced matrix algebra or calculus. The course first addresses the basics of regression analysis with cross-sectional data and time series data while the second part focuses on more advanced topics. The coverage is limited to single-equation regression models. We study the bivariate and multivariate regression models in great depth. The course may be completed using SPSS or Excel software.

BSAD 327 Project Management (3)
Provides an overview of professional project management practices. It equips the student with the skills to assess the degree to which organizations apply these practices at the individual, team and organization levels. It also helps them contribute as productive members of cross-functional project teams and understand management as a dynamic learning process.

BSAD 341 Introduction to Data Mining (3)
Prerequisite: (BSAD 276 or MATH 175) and BSAD 278
Supports decision making by detecting patterns devising rules, identifying new decision alternatives and making decisions. This course will introduce participants to recent data mining techniques, with an emphasis on: getting a general understanding of how the method works, understanding how to perform the analysis using suitable available software, understanding how to interpret the results in a business research context and developing the capacity to critically read published research articles which make use of the technique. This course will concentrate on a number of well-defined data mining tasks: description, classification, estimation, prediction and affinity grouping and clustering. Content may vary according to the interest of participants. Topics may include decision trees, neural nets, self-organizing maps, genetic algorithms, association (also known as market basket) analysis, web mining and text mining, cluster analysis, and logistic regression. Course may use an ERP system as a data source in addition to other large scale data sources.

BSAD 355 Managing Difficult Conversations (3)
Provides a foundation of interpersonal communication for the student to build upon to improve both personal and professional communications. It continues with an in-depth, practical understanding of the definition of "crucial" communication and develops skills and strategies for recognizing crucial conversations, engaging in thoughtful, meaningful dialogue, handling angry dialog partners and improving overall communication competence that results in improved relationships and the skills to discuss and resolve critical business and personal issues.

BSAD 421 Enterprise Resource Planning Systems (3)
Focuses on the design and purpose of an Enterprise Resource Planning (ERP) system in a global organization. Students learn about the functional areas of a business and the processes within those functional areas. Specifically, the functional areas of marketing, supply chain, accounting/finance and human resources and their presence in an ERP system are explored. Business process mapping, data elements & connections, process improvement and ERP system implementation are discussed. Relationships between ERP systems and business analytics are covered.

BSAD 493 Business Lab (1-3)
Is an experiential learning activity designed to integrate the theory learned in a student's business course work with experience in the workplace. Labs may be designed to include experiences such as small projects, participation in events, observing business practitioners in the workplace, etc. Labs can be in connections with a specific course or as stand-alone experiences.

BSAD 494 Selected Topics in Business (1-4)
Prerequisite: MGMT 150
Courses not specifically listed in the catalog may be taught under this title. Prerequisites may be required, depending upon the topic.
May be repeated for up to 4 hours
Restrictions: Enrollment limited to students with a semester level of Junior or Senior.

BSAD 495 Business Policy (3)
Serves as the capstone course for business majors, which integrates the functional areas of business required for the effective operation of an organization. Students will analyze business problems from the viewpoint of top management in the formulation and implementation of a business strategy. Interwoven within the course is the importance of business ethics.
Restrictions: Enrollment limited to students with a semester level of Senior. Enrollment limited to students in the Business Health Admin. college.

BSAD 498 Internship in Business (1-15)
Provides a supervised, practical experience for an extended period of time for advanced students through the business department.
Restrictions: Enrollment limited to students with a semester level of Junior or Senior.