

BUSINESS ADMINISTRATION COURSE DESCRIPTIONS
ALL COURSES ARE THREE (3) SEMESTER CREDITS UNLESS OTHERWISE NOTED

AC 1010 Accounting I

This course is an introduction to the basics of accounting. It is designed to summarize the basic nature of the accounting profession; define and apply financial and managerial accounting terms; analyze, record and report transactions for service and merchandising businesses; and summarize basic financial and managerial accounting concepts and principles. Students should enroll in AC 2010 the following semester.

AC 2010 Accounting II

This course is a continuation of the basics of accounting. This course is designed to analyze, record and report transactions for service, merchandising and manufacturing businesses; explore the accounting implications for partnership and corporations; use cost information to support operating decisions and strategic decisions regarding products, customers and technology; and summarize basic financial and managerial accounting concepts and principles. Prerequisite: AC 1010

CM 2200 Computers in Business

This course is designed to give selection background in both computer needs and software. Hands-on use of software programs will be stressed to provide students with exposure to the most commonly used office programs.

EC 1010 Macro & Micro Economics

This course introduces the business student to principles essential to understanding basic macro & micro economic problems, specific macro & micro economic issues and the policy alternatives available for dealing with them. The student will gain an understanding of broad economic factors affecting the global economy.
(6 semester credits)

EC 3200 Economic Analysis

This course provides an overview of economic theories: their strengths and weaknesses. The focus is upon the impact of economics forces on the choices we make. Prerequisite: EC 1010

FA 2400 Essentials of Finance

This course reviews the many dimensions of financial management. The text merges theory with practice from the perspectives of both large and small businesses. Emphasis is placed upon valuation rather than balance sheet approaches. Key topics include marginal analysis, cash flows, the creation of value and financial markets and instructions.

FA 3510 Islamic Banking

The Islamic Banking course aims to enable students to understand Islamic Banking and finance through participation in class discussions on Islamic economics and banking, plus utilizing their knowledge in other areas of Islamic studies. It is the first course in the field of economics and business offered in the Islamic Studies program and provides introductory information about economics, money, and banking along with related Islamic issues. Prerequisite: EC 1010

FA 4160 Financial Management

This course covers the essential elements of modern financial management. It is especially designed for students in the Business Administration curriculum and those with a concentration in Finance.

FA 4260 Small Business Finance

This course covers the principles, techniques and sources of small business finance. The student will learn about the various avenues through which small businesses raise capital and how the small business can best manage its financial operations.

FA 4270 Cost Accounting

An introductory investigation of fundamental principles of managerial cost accounting, such as accumulation and reporting of accounting information for product costing and standard costing, as well as information and processes useful in planning, decision making and control activities. Prerequisite: AC 2010

FA 4320 Financial Accounting

This course provides the students with the basics of financial accounting so they can use financial and non-financial information in business decisions. The course is directed toward business and management students who will read, analyze and interpret financial statements and internal managerial documents to gather information for decision-making. Prerequisite: AC 2010

FA 4410 Principles of Auditing

This course examines the theories, principles and practices used in the conduct of financial audits. Prerequisite: AC 2010

FA 4880 Special Topics in Accounting

A course that focuses upon selected topics in accounting of special interest to the student. Students will conduct assigned projects to gain in-depth understanding of particular areas of accounting. Prerequisite: AC 2010

FA 6150 Investment Management

Primary course concentration will include the nature of investing, investment characteristics, investment alternatives, and investment attributes. Also, this course will cover real estate investment, stocks, stock analysis, discussion of market indicators, and investment strategy.

FA 6160 Advanced Financial Management

This course assumes the student has a background of knowledge, which includes the finance function in business, and the techniques of financial analysis. The course will present the student with the unique role of financial management which relates both to the company as an operating entity and to the interest of the owners in the results of the operation. Prerequisite: FA 4160

FA 6170 Credit Management

This course reviews the many dimensions of credit for both consumers and businesses. The text merges theory with practice from the perspectives of both lenders and borrowers. Emphasis is placed upon the philosophy, procedures, and responsibilities of credit transactions in a wide variety of situations.

FA 6180 Seminar in Finance

A consideration of financial concepts in the global business environment. Emphasis is placed on an understanding of the various financial systems, which affect the operations of business firms. This course requires an independent research effort by the student, resulting in a comprehensive report on financial issues prevalent in today's business environment. Prerequisite: FA 6160

FA 6210 Advanced Accounting

The course focuses on special accounting problems relating to the preparation of combined and consolidated financial statements for accounting entities with branch offices and with subsidiaries, both domestic and foreign. Further, partnership accounting, installment sales, accounting for accounting entities under receivership, and accounting for estates and trusts will be considered. Prerequisite: AC 2010

FA 6220 Advanced Cost Accounting

Study of advanced aspects of cost accounting including budgeting, standard costs and cost and profit analysis for decision-making purposes. Prerequisite: FA 4270

FA 6280 Seminar in Accounting

Addresses accounting practices in both domestic and global business entities. Emphasis is placed on an understanding of how accounting systems affect the operations of modern businesses. This course requires an independent research effort by the student resulting in a comprehensive report on contemporary accounting practices. Prerequisite: FA 6210

FA 6300 Accounting Information Systems

This is a seminar course covering the conceptual framework underlying selected accounting systems. The specific systems studied are based on the interest and background of enrolled students. Also included are the Securities and Exchange Commission regulations, federal income tax rules, and other foreign systems. Prerequisite: FA 6150

FA 6610 Banking Operations Management

This course covers the many and varied aspects of banking operations management. It includes: government regulations, organization and structure, financial transactions, funds management, bank service provision and loan management. Prerequisite: FA 6170

FA 6630 Risk Management

This course reviews the various aspects of managing financial risk. The focus is upon the practical elements of risk management as applied in today's economic environment. Prerequisite: FA 6150

FA 6810 Finance & Accounting for Executives

This course provides the student with the insights and approaches needed to gain an understanding of financial statements from the perspective of the senior executive and presents analysis techniques to help with executive-level decision making. Prerequisite: FA 4320

MG 2010 Introduction To Business

This course provides a detailed introduction to concepts, methods, activities and philosophy of business in the world today. It covers contemporary trends in business, while introducing the student to the language, principles and environment of business.

MG 3110 Business Law

This course introduces U. S. business law through a brief look at: how the law developed; the legal system in the United States; court systems; criminal and civil law. The course covers important areas of business law, such as contracts, sales, commercial paper, agency and employment law, business organizations, property, and bailment.

MG 4020 Total Quality Management

This course introduces students to the concepts, philosophy and application of Total Quality Management (TQM) in today's work place. Emphasis is on the practical considerations of implementing and sustaining TQM in modern organizations. The course will compare and contrast traditional management techniques with those used by modern practitioners of Total Quality Management.

MG 4030 Leadership

This course is designed to help students acquire an understanding of how leadership is practiced, while gaining insight and information to enhance their own leadership skills. A number of self-assignments are provided to help the student to achieve the maximum personal and professional growth from this course.

MG 4040 International Management

This course introduces students to the challenges and opportunities facing managers in today's international work place. Emphasis is upon the practical considerations of successfully managing global operations. The course will cover the global management philosophy, highlight the functional tools of international managers and illustrate effective approaches to international management.

MG 4080 Business Communications

A course in the development of skills in originating both written and oral communication within the business context. Emphasis is upon the application of written and oral communications.

MG 4110 Small Business Management

This course covers the theory and practice of managing a small business in the U.S.A. Emphasis is upon the practical considerations of starting, growing and sustaining a profitable small business. The course will tie together the many considerations facing the business owner including: planning, start-up issues, marketing, human resource management, financing, daily operations and legal concerns.

MG 4150 Management of Training

This course reviews the process of training in a business setting, developing the student's understanding of how training programs support and enhance the philosophy and goals of the business in addition to improving and developing skills in employees. It also acquaints the student with methods and principles used in adult training programs.

MG 4180 Production Management

This course provides an introduction to the field of production and operations management. It is designed to highlight the practical and applied techniques, which can improve the organization's quality and productivity. The course draws upon the student's knowledge of accounting, science, mathematics, management and statistics.

MG 4200 Organizational Behavior

This course introduces students to contemporary principles of organizational behavior. It focuses on the importance of human dynamics in modern organizations. The course covers individual behavior, group processes and organizational dynamics from both the management and employees perspectives.

MG 4300 Business Ethics

The student will examine a variety of approaches to ethical behavior in the business environment. Emphasis is placed upon ethical issues related to employee behavior, employee relations, consumer relations and between the corporation and society. Extensive use is made of case analyses, current events and individual research to help the student achieve the educational objectives of this course.

MG 4410 Principles of Management

This course introduces students to contemporary principles of management. Emphasis is upon the practical considerations of planning, organizing, decision-making, leading and controlling in modern organizations. The course covers each managerial function in detail, while illustrating historic perspectives and today's approach to management.

MG 4420 Business Policy and Strategy

A series of business cases and materials dealing with a variety of problems confronting general management. These cases were selected to illustrate the major areas of managerial concern: Environmental opportunities and constraints; Formulation of business policy; Organization for business activities.

MG 4430 Project Management

This course will provide the student with a model for assessing a need and making proper decisions in the execution of a project. This course will address not only aspects of design, procurement, and construction, but also the potential impact on the long-term strategic interests of the company.

MG 4980 BBA Capstone Course Project

A capstone project requiring the student to integrate all that has been learned into a major project of the student's choice. (6 semester credits)

MG 5060 Communications In Management

This course focuses on communication skills critical to success in today's professional work environment. Emphasis is placed upon global communications, work place diversity, business etiquette, communication technology and interpersonal communication skills for managers and leaders.

MG 5120 Organizational Development

The student will study the perspectives, historical background, methodology and theoretical framework for human behavior in organizations. Particular attention is placed upon organizational dynamics, environmental factors, management issues, technology, design, culture and organizational change.

MG 5130 Re-engineering Management

This course introduces students to the principles and methods of re-engineering in modern organizations. Emphasis is upon identification of fundamental issues, management requirements and work force involvement. The common pitfalls of re-engineering will be analyzed, as will management actions most important to success.

MG 5580 International Business

This course focuses on the language, concepts, principles, environments and practices of international business today. It covers the environments of international business, the importance of international organizations, business forces in effect internationally and the principles of managing in the international environment.

MG 6010 Strategic Management

This course will enable the student to understand high-level business decisions based on competitive pressures, global marketplace concepts and availability of resources such as personnel, finances, plant and equipment capabilities and raw materials. The class will also focus on corporate structures and how to develop solid business plans.

MG 6030 Seminar in Leadership

This course guides the student toward an in-depth understanding of the factors, traits, behaviors and attributes associated with effective leadership in today's work environment. The student will review current literature in the field and write a comprehensive report on the topic. Prerequisite: MG 4030

MG 6060 Organizational Staffing

Examines one of the key responsibilities of the Human Resource Manager: staffing. Recruitment, evaluation, hiring and release are covered, as well as determination of staffing levels.

MG 6080 Human Resource Management

This course in Human Resource Management is designed to give the student insights into how to develop comprehensive guidelines, procedures and policies for application in modern business, industry and public sector organizations.

MG 6090 Compensation & Benefits Management

An integral aspect of effective Human Resources Management is determination of realistic compensation rates and benefit packages. This course addresses those issues in a practical, applied manner, drawing upon both classical and contemporary approaches to this complex subject.

MG 6100 Management Information Systems

This course provides an understanding of the concept of information systems, especially the idea of systems analysis. It covers computer software, hardware, terminology and communications systems. Upon completion of this course, the student will be able to apply the systems concept of information technology to practical organizational situations.

MG 6150 Advanced Training Management

A graduate course designed to help the student gain a greater understanding of training theories, principles and practices, with emphasis on practical application of contemporary techniques.

MG 6180 Seminar in Quality Management

This course guides the student toward an in-depth understanding of the principles, techniques and applications of quality management in modern organizations. The student will review current literature in the field of quality management and write a comprehensive report on the topic.

MG 6200 Globalization of Business

This course focuses on how businesses become and remain international in scope. It covers the philosophy, concepts and principles of managing international enterprises, both large and small. Case studies are used extensively to illustrate the issues faced and approaches used by global companies.

MG 6250 Seminar In International Leadership

In this course the student will gain an in-depth understanding of the factors, traits, behaviors and attributes associated with effective leadership in the global environment. The student will review current literature in the field of international leadership and write a comprehensive report on the topic.

MG 6280 Seminar in International Business

Addresses marketing, management, and financial concepts within and between foreign environments. The student will review current literature in the field of international business and write a comprehensive report on the topic. Prerequisite: MG 5580

MG 6380 Seminar in Management

This course is designed to guide the student toward an in-depth understanding of current thinking about management principles and techniques. The student will research current literature in the field of management, resulting in a comprehensive report on the topic. Prerequisite: MG 4410

MG 6510 Business Forecasting

A review of the various techniques used in business organizations to forecast future conditions. It covers both qualitative and quantitative methods of forecasting.

MG 6900 Business Research Methods

This course deals with research methods applied to business situations. It explores typical research problems including: problem statements; data collection and analysis of data; experimental design; scientific thinking; statistical methods; and ethics.

MG 6980 MBA Capstone Course Project

A capstone experience requiring the student to integrate all that has been learned during his or her course of study into a major project of the student's choice. Usually, the project involves an in-depth analysis of an existing company from the perspective of a consultant looking into the company. (6 semester credits)

MG 6990 Graduate Thesis

This course covers the Masters thesis for the Master of Business Administration degree. The research topic will be selected by the student and approved by his or her academic committee. The thesis effort applies research outcomes to a business-related topic. The graduate thesis will contain at least the following sections: Overview, Literature Review, Research Methodology, Presentation & Analysis of Data, Conclusions and a Bibliography. (6 semester credits)

MK 2050 Introduction to Marketing

An introduction to marketing covering marketplace, market analysis, the marketing mix and topics such as consumer behavior, market influences, market research, product, price and marketing plans.

MK 4210 Principles of Marketing

This course provides a basic foundation in marketing as well as insights into contemporary marketing applications. Exposure to marketing terms and concepts and integration of these terms and concepts into a marketing-focused thought process will enable the student to develop a practical marketing plan from inception to successful conclusion. Prerequisite: MK 2050

MK 4230 Retail Management

This course provides the student with the insights and skills needed to gain an understanding of Retail Management from the perspective of the modern retailer.

MK 4250 Advertising Fundamentals

This course provides a basic foundation in advertising fundamentals as well as insights into contemporary advertising applications. Exposure to advertising terms and concepts and integration of these terms and concepts into an advertising philosophy will enable the student to develop a practical approach to advertising in today's business environment.

MK 4260 Introduction to Marketing Research

An introduction to methods and principles of investigation and analysis used in making marketing decisions, from product development to channel decisions, to advertising decisions. Included in this course are surveys in the methodology of planning studies, proposing studies, gathering data, analyzing and interpreting data, and reporting results.

MK 4510 Managing Customer Service

This course provides a detailed look at how customer service is effectively managed in today's business environment. The focus is upon the service process and its three supporting elements: strategy, design and delivery.

MK 5200 International Marketing

The purpose of this course is to enable the students to achieve an overview and understanding of international marketing as a managerial challenge. Emphasis is upon international environmental analysis, international marketing issues and their implications.

MK 5520 Service Quality Improvement

This course reviews approaches to quality improvement in service industries. The focus is upon the service delivery process and all its supporting elements. The course ties together concepts from Total Quality Management, Re-engineering Management, Production Management and Management Information Systems.

MK 5530 Customer Support Systems

This course provides a detailed look at how today's leading businesses provide customers with the ultimate in support services. The text looks at best practices in service, use of technology, measurement, process improvement, and work force management. The focus is upon identifying practical, proven approaches to delivering superior service quality.

MK 6210 Marketing Research

This course examines research methods to supply marketing information pertaining to the: assessment of the nature of demand; assessment of the extent of demand; marketing program development; the monitoring of marketing performance. Prerequisite: MK 4260

MK 6220 Advanced Marketing Management

This course examines the marketing system, relationship with the socioeconomic system and reciprocal influences affecting the management of marketing. It studies the trends in the structure of marketing institutions, processes and practices. Consideration will be given to customer attributes, behavioral characteristics, and how a marketing manager responds to these in the design of marketing strategies using research, product development, pricing, distribution structure, and promotion. Prerequisite: MK 4210

MK 6250 Advertising Management

This course investigates the development of effective advertising plans. It studies the development of advertising tracking systems, evaluation of the results derived from the tracking systems, and the process and decisions pre-requisite to refocus advertising to achieve desired results. Prerequisite: MK 4250

MK 6280 Seminar in Marketing

This course is designed to guide the student toward an in-depth understanding of contemporary approaches to marketing principles and techniques. The student will research current literature in the field of marketing, resulting in a comprehensive report on the topic. Prerequisite: MK 6210

MK 6310 Brand Marketing

A course examining how marketers use brand names and brand recognition to produce sales.

MK 6580 Seminar in Service Management

This course guides the advanced student toward an in-depth understanding of the service management process. The student will research current literature in the field of service management, resulting in a comprehensive report on the topic.

QM 4100 Quantitative Methods for Business

This course provides a comprehensive overview of quantitative mathematical techniques as applied to business situations. It provides the student with a solid mathematical foundation for use in analyzing typical business problems. Areas covered include: Finance, operations, decision-making, break-even analysis, probability distributions and production issues.