

BUSINESS ADMINISTRATION (BUSA)

BUSA 1110 Introduction to Business 3 Credits (3)

Fundamental concepts and terminology of business including areas such as management, marketing, accounting, economics, personnel, and finance; and the global environment in which they operate.

Learning Outcomes

1. Explain how business and entrepreneurship affect the quality of life and the world around us.
2. Explain the characteristics of the different forms of business ownership.
3. Perform basic stakeholder analysis concerning accountability, ethics and social responsibility of business.
4. Demonstrate knowledge of the various dimensions of the business environment including political and legal, socio-cultural, environmental, diversity, economic, technological, and global.
5. Describe the purpose and functions of finance, operations, marketing, management, accounting, and information systems.
6. Demonstrate basic skills such as use of common business terminology, information search skills, presentation and writing skills, and team skills.
7. Describe the purpose and content of a business plan.

View Course Outcomes

BUSA 1115 Business English I 3 Credits (3)

This course focuses on the skill development with an emphasis on correct grammar, punctuation, sentence structure, vocabulary, preparation of business letters and reports, and on presenting information in a logical, forceful and acceptable form.

Learning Outcomes

1. Identify basic parts of speech
2. Use nouns, pronouns, verbs, prepositions, and conjunctions correctly.
3. Use subject/verb agreement principles correctly.
4. Demonstrate proper use of phrases and clauses and compose simple, compound, complex, and compound/complex sentence structures.
5. Demonstrate proper use of commas, semicolons and colons correctly in sentences and paragraphs.
6. Demonstrate proper grammatical usage for effective spoken and written English, in the business environment
7. Develop coherent sentences and paragraphs using transitions, pronouns, and repetition of key words
8. Utilize English skills in proofreading, editing, and writing business documents and various forms of communication such as emails, text messages, letters, reports, etc.

View Course Outcomes

BUSA 1180 Business Math 3 Credits (3)

Applies basic mathematical operations to business and accounting applications.

Learning Outcomes

1. Select and interpret relevant information in narrative problems to solve a given business situation
2. Choose appropriate formulas to solve quantitative business-related problems
3. Use formulas accurately to solve quantitative business-related problems

View Course Outcomes

BUSA 1210 Records Management 3 Credits (3)

Principles, methods and procedures for the selection, operation and control of manual and automated records systems.

Learning Outcomes

1. Recognize Records Control and Management systems.
2. Utilize vocabulary pertaining to records management.
3. Recognize the importance of using organized, efficient records management systems.
4. Recognize various kinds of filing equipment and supplies (paper and electronic).
5. Apply ARMA (Association for Records Managers and Administrators) rules in alphabetic card and correspondence filing exercises.
6. Apply procedures for maintaining and controlling records including: requisitioning, charging-out, returning, and reserving files.
7. Discuss records retention cycle including: control procedures for transferring, storing, and destruction of files.
8. Recognize the use of color as a method for improving efficiency in filing systems.

View Course Outcomes

BUSA 2120 Introduction to Global Business 3 Credits (3)

Introduces international business and the globalization of the economy. The students are introduced to objectives, opportunities and challenges facing those who engage in business in foreign countries. Foreign organizations, cultural dynamics, trade channels, legal environment and political considerations are discussed.

Learning Outcomes

1. Describe important differences between international business and domestic business.
2. Synthesize the concept of globalization.
3. Define and use key terms relating to international business.
4. Identify basic trade patterns and underlying assumptions of trade theories.
5. Differentiate the major forms of operations, agreements, and organizational strategies firms may use to meet international objectives.
6. Discuss how home country, host country, and organizational cultures interact and how small business and the multinational enterprise are influenced by cultural variables.
7. Apply the strategy and structure of international business.

View Course Outcomes

BUSA 2175 Personal Development 3 Credits (3)

Development of a marketable, employable office systems person, to include interview, voice, manners, and apparel.

Learning Outcomes

1. Plan, compose and create a resume, list of references, letter of application and other job search documents.
2. Research job leads.
3. Prepare for job interviews.
4. Perform self-assessment and self-examination in order to improve soft skills.
5. Develop soft skills to improve employability and job success.

View Course Outcomes

BUSA 2230G Human Relations in Business 3 Credits (3)

This course is an examination and application of personal and interpersonal competencies and skills needed in a business setting to understand oneself, one's co-workers, employers, and customers. Students will investigate and examine attitudes, behavior, ethical behavior and cultural influences that affect the business environment. It offers structured situations in which interpersonal relationships and communication skills are explored.

Learning Outcomes

1. Identify and describe the relevance and development of human relations theories as they apply to management, interpersonal interactions, leadership, conflict resolution and other behaviors in the workplace.
2. Critically examine how individual beliefs, values, attitudes and perceptions of the world are formed and discuss how they affect self-esteem and human interactions in the workplace individually and in formal and informal groups.
3. Recognize differing communication styles and apply effective communication skills to various workplace situations.
4. Examine the interrelationships between self, culture, ethnicity, gender and personal environment and analyze their effects on the development of individual work behaviors.
5. Articulate the factors that influence the development of communication, self-esteem, motivation, trust, leadership and conflict resolution skills.
6. Apply knowledge of human behavior and its origins to the analysis of workplace case studies and the development of solutions to workplace dilemmas.
7. Apply ethical decision-making in business situations.

View Course Outcomes

BUSA 2250 Work Readiness 3 Credits (3)

Instruction in methods of selecting, seeking, acquiring and retaining employment. Work success skills, business etiquette, employer expectations and workplace norms are addressed.

Learning Outcomes

1. Catalog personal and professional information that will be aid in career planning and job search processes.
2. Develop methods of establishing short- and long-term career goals.
3. Recognize the strengths of the various kinds of resumes and how they are used based on the one's career status and type of job being sought.
4. Explain the importance of good communication and work etiquette in job success.
5. Demonstrate how to create a professional image to increase job search success.
6. Explore career management opportunities and practices.
7. Demonstrate successful interview techniques.
8. Compare and contrast employee and employer expectations.
9. Discuss and ethical and appropriate work practices. 1
10. Prepare a job specific resume, cover letter, and follow up/thank you letter which are professional and appropriate.

View Course Outcomes

BUSA 2999 Capstone in Business Management 3 Credits (3)

Focuses on assessment of Student Learning Outcomes for Business program of study.

Learning Outcomes

1. Apply general business, marketing and management concepts in a global environment;
2. Create and interpret financial documents (income statements, balance sheet, and profit and loss statements);
3. Work and interact with others as part of a team;
4. Systematically research and evaluate issues and problems and develop and apply possible solution;
5. Organize and express ideas clearly in verbal and written form; and
6. Apply solutions using technology to general business, marketing, and management situation.

View Course Outcomes