

# BS BUSINESS ADMINISTRATION MANAGEMENT CONCENTRATION

## Required Course Descriptions

### ***BUS 316 OPERATIONS AND SUPPLY CHAIN MANAGEMENT (4)***

Operations and Supply Chain Management is the study of the processes, principles, and procedures required for the manufacturing of goods as well as the provision of goods and services. This includes total quality management concepts such as statistical process control; forecasting methods to determine sales and production needs; inventory management techniques such as economic order quantity, material requirements planning, and just-in-time; supply chain management; logistics; business processes; and project management.

### ***BUS 319 INTRODUCTION TO MIS (4)***

Study of characteristics of computer-based information systems in organizations. Topics include MIS theory, concepts and issues; systems analysis and design; database design using the relational database model; data communications and networks; and information systems deployed in various functional areas to support workgroup and organizational goals. Prerequisites: completion of all Pre-Business requirements.

### ***BUS 320 BUSINESS DATA ANALYSIS AND INTERPRETATION (4)***

This is a course that builds upon knowledge acquired from lower-division Statistics coursework. It exposes students to the research and data analysis practices executed in the business world. Students will learn methods of research design, conduct research, and critically analyze data for making informed business decisions. Application of computer software packages is required.

### ***BUS 340 SURVEY OF HUMAN RESOURCE MANAGEMENT (4)***

Comprehensive introduction to the management of human resources. Topics include assessing human resource needs, job analysis, recruitment and selection, orientation and training, performance evaluation, compensation and benefits, safety and health, career development, labor relations, and government regulation.

### ***BUS 344 ORGANIZATIONAL BEHAVIOR (4)***

The role of the individual and of groups in the organization is examined. Attention is directed to individual level characteristics such as learning and personality, to processes that affect attitudes, perceptions and judgment, to applied theories of motivation, and to career development and stress. Further, the issues of group formation, organizational structure, leadership, and power and conflict are examined. Includes international, societal, and organizational issues and development of managerial skills.

### ***BUS 350 MANAGEMENT (4)***

A management survey course will provide students with a framework for understanding the focus, function and relevance of specific disciplines in business administration. The course will illustrate the integrative nature of business organizations, exemplifying the interdependence of functional areas in pursuing organizational goals.

### ***BUS 360 INTRODUCTION TO MARKETING (4)***

Introduction to terminology and basic concepts, including product development; pricing; promotion and distribution of goods, services, and ideas. Emphasis is on consumer orientation and managing the marketing function within an uncertain environment. Marketing information systems and other marketing foundations are applied to the consumer.

### ***BUS 370 INTRODUCTION TO MANAGERIAL FINANCE (4)***

An introduction to the conceptual and analytical framework guiding financial decision-making within the business firm. Emphasis is placed on financial analysis, the evaluation of investment opportunities available to the firm, working capital management, and the analysis of alternative means of financing the firm.

### ***BUS 452 LEADERSHIP (4)***

The focus of this course is a comprehensive review of the writings and theories of leadership. Students will evaluate leadership traits and behavior, the effects of reciprocal influence, transformational leadership, the role of power versus authority, followership, and related matters. Applications of theory to practice will be emphasized. *Prerequisites: BUS 344 and BUS 350.*

### ***BUS 491 SEMINAR IN MANAGEMENT STRATEGY AND POLICY (4)***

Seminar covering current issues in managerial strategy and corporate policy that integrates concepts of organization theory and behavior, marketing, finance, human resources, production/operations, information systems, entrepreneurship, accounting, economics, and international business. This is the capstone for the business administration major and would be expected to be taken in the last semester prior to graduation. *Prerequisites: Completion of all business core requirements, and application for award of degree.*